



WELSH LABOUR CONFERENCE 2026

**14th - 15th NOVEMBER 2026
VENUE CYMRU**

COMMERCIAL SERVICES GUIDE

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WHY TAKE PART?

The Welsh Labour Annual Conference is a key event in the political calendar, regularly attended by over 800 visitors, including:

- Elected representatives of the party
- Trade unions
- Business leaders
- NGOs and charities
- Think tanks
- UK political journalists
- Broadcast media

The Labour Party is at the heart of politics in the UK. No other Welsh political gathering can bring together UK Ministers, MPs, MSs and Council Leaders under one roof.

There are a number of ways that you can be part of the unique and exciting event that is Welsh Labour Conference, including exhibiting, holding a meeting as part of our extensive fringe programme, advertising, sponsoring a specific event, or being a part of our Observer PLUS programme — which allows you access to a wide range of policy discussions and roundtable meetings with elected representatives and other key stakeholders.



We look forward to seeing you at Conference!

WHO ATTENDS?

Here's a rough breakdown of the groups that you can expect to see at Welsh Labour Conference 2025:

45%

Delegates &
Members

25%

Elected
representatives

20%

Corporate &
Exhibitors

10%

Media

observer^{PLUS} 2026

Meeting the demand for further engagement from businesses, charities, professional bodies, member-led organisations, and the growing public and government affairs sector in Wales, Welsh Labour is delighted to provide a tailor-made conference programme which will run in parallel to the main conference sessions — Observer PLUS.

The Observer PLUS programme gives participants the opportunity to take part in a range of briefings, events, debates, and networking opportunities with senior representatives over the weekend of Conference.

BENEFITS

An Observer PLUS Conference Pass offers a number of benefits, including:

PLUS Lounge

A private lounge for Observer PLUS attendees, with free dedicated WiFi, tea, coffee and all-day refreshments.

PLUS debates

Round-table meetings covering key policy areas with UK Government Ministers, MSs, MPs, other elected representatives and senior party spokespeople.

PLUS Reception

The opportunity to network and discuss policy challenges and opportunities with senior Welsh Labour representatives and other Observer PLUS Conference attendees.



CHARGES

The cost of an Observer PLUS Conference Pass is £400+VAT.
There is a discounted rate of £360+VAT for PAC members.
Representatives of Registered charities can purchase a pass for £320+VAT.

APPLY FOR A PASS

To apply for an Observer PLUS Conference Pass, please access the online application form, which can be found here...

<https://labour.org.uk/commercial-visitor-wc26>

All enquiries should be directed to welshlabour@eventlab.co.uk

WHY EXHIBIT?

Exhibiting at Welsh Labour Conference provides an exceptional opportunity to increase awareness of your aims and reach influential groups with your organisation's message.

It is the most direct way to explain the work you do to visitors, MSs, MPs and Councillors. An exhibition stand also gives your organisation a base and a meeting space for the duration of Conference.

All stands are located to ensure that the exhibition is an integral part of Conference. The exhibition will host stands in a variety of sizes with packages to suit all budgets.

Registered charities receive a 25% discount on advertised cost.

STAND OPTIONS AND PACKAGES

SPACE-ONLY SITE

- The freedom to design your own stand from scratch.
- No shell scheme limitations.
- Opportunity to select your own extras as needed, via our appointed suppliers.

COMPLETE STAND

- A shell scheme stand constructed of linked panels (approx. 2.44m x 1m wide).
- Fascia board depicting your organisation's name.
- Two spotlights and one power socket.
- Table and two chairs.

PREMIUM SITE

- The best locations throughout the venue.
- Immediate access to walkways and key Conference areas, meaning your stand holds a key position and attracts the main footfall of Conference.

ADDITIONAL SERVICES

STAND SET-UP

Need help to set up your exhibition stand?
Save valuable staff time and avoid the need to arrive early.

Send your pop-ups and literature to the venue and we will set up, store equipment and dismantle your display area for a fixed fee.

FEATURE LISTING

Make your presence stand out within the listing section by upgrading your entry*, with 100 words, your logo and website in full colour in a feature box.

*Basic listing — 50 word description, including your logo and website address.

WHAT'S INCLUDED?

Each stand includes:

- Four exhibitor passes.
- Exhibitor listing and logo in Conference Guide.
- MP and MS exhibition tours.
- Access to the Conference floor to listen to keynote speeches and debates.
- Access to fringe meetings.
- Dedicated exhibition liaison.
- Free storage.

HOW TO APPLY

- Complete the application form and choose your stand size and space options.
- Indicate if you would like to apply for more exhibitor exclusive options.
- Read the terms and conditions.
- Complete and sign the application form with your deposit or request to be invoiced.
- Payments are due 30 days from your invoice date.

ADDITIONAL INFORMATION

EXHIBITORS' GUIDE

A short description of the stand or organisation, alongside a logo, will be included in the Conference exhibitors' guide, published as part of the Conference Guide.

Please provide no more than 50 words for your guide listing alongside a logo. The deadline for submission is 16th October 2026.

Submissions can be made via email, together with the fringe event booking form.

Applications and guide copy should be sent to: welshlabour@eventlab.co.uk

Please note: listings will be printed bilingually only if appropriate translation is provided.

PPERA

Political Parties, Elections and Referendum Act 2000 - PPERA.

The Political Parties, Elections and Referendum Act regulates all donations to organisations involved in UK politics. The Act is not designed to affect genuine commercial relationships, and explicitly excludes the hire of stands at party conference. These normal commercial deals are therefore not subject to any regulation under the Act. Further information can be obtained from the Electoral Commission at electoralcommission.gov.uk

EXHIBITION BOOKING FORM — PART 1

Name:

Organisation:

Stand option *(please tick)*

- ☐ Space only site
- ☐ Complete Stand *(with shell)*
- ☐ Premium space only site
- ☐ Premium Complete *(with shell)*
- ☐ Exhibitor listing upgrade
- ☐ Stand set-up service

Stand size *(please tick)*

- ☐ 2m x 2m
- ☐ 2m x 3m
- ☐ 4m x 3m
- ☐ 4m x 2m

Organisation type *(please tick)*

- ☐ Charity
- ☐ Union
- ☐ NGO
- ☐ Commercial
- ☐ Public sector
- ☐ Other *(please state)*

Address:

E-mail:

Mobile:

Telephone:

Client *(if applicable)*:

EXHIBITION BOOKING FORM — PART 2

Fascia name board to read *(Complete stands only)*:

Signature:

I accept the terms and conditions of booking shown on page 13 and 14 and I agree to be bound by these.

PRICE LIST (£):

VAT at the current rate will be added to all prices.

Stand size	REGULAR STAND <i>space only</i>	REGULAR STAND <i>Incl. shell/ lights/ name-board</i>	PREMIUM STAND <i>space only</i>	PREMIUM STAND <i>Incl. shell/ lights/ name-board</i>	Extras
2m x 2m	999	1,149	1,299	1,499	Stand set-up: 250 Listing upgrade: 100
2m x 3m	1,499	1,699	1,899	2,199	
4m x 3m <i>(Island stand)</i>	n/a	n/a	2,999	n/a	

Charities and other third sector organisations are eligible for a **25% discount** on exhibition list prices. This discount does not apply to extras or additional passes.

Four exhibitor passes, with access to the Conference floor and fringe meetings, are included in the price of each stand. Extra passes may be purchased via the Welsh Labour Conference website.

Position:

Date:

Return this form by email to welshlabour@eventlab.co.uk

WHY HOLD A FRINGE?

Fringe meetings provide a great opportunity for organisations to reach a wide audience. Conference delegates, commercial visitors, MSs, MPs and other key decision-makers all contribute to lively and dynamic discussions on a wide range of topics.

Booking your event directly through Welsh Labour enables you to take advantage of a full fringe package, including:

- Listings in the Conference Guide (*see page 10*).
- Maximise audience numbers by holding your event inside the Conference venue.
- Four complimentary passes to Conference.
- Discounted fringe listings.
- AV and on-site technical support.
- Priority advertising slots.
- Full Conference Services team to provide advice and support

1. BOOK A SPACE

Organising a fringe event is straightforward. Once you have an idea of the style of event, target audience, and logistical details — including your preferred day and time — you can complete the form on the following page. Space in the Conference zone is always in high demand, so we recommend fringe requests are submitted as soon as possible.

Please note: the deadline for booking fringe events is 16th October 2026.

2. ORDER YOUR REQUIREMENTS

Once your space is confirmed, we can help you organise all aspects of your event and successfully promote it. If you have booked space with us, you can also book your additional fringe requirements, including diary listings and audiovisual equipment (AV).

Please note: If you have additional AV requirements, please contact: welshlabour@eventlab.co.uk

3. ADVERTISE AND PROMOTE

Whether you have booked your space with us, or with an external venue, you may be interested in advertising opportunities to promote fringe events before and during conference, including:

Listings in the Conference Guide (*see page 10*).
Enhanced listing in the Conference Guide (*see page 10*).
Larger adverts in the Conference Guide (*see page 11*).

Please note: Welsh Labour does not expect any fringe event or reception to have men-only platforms and speakers. This is part of our ongoing commitment to ensure that our events and activities reflect our broad diversity as a party, and that the voices of Welsh Labour women are fully represented. Please contact Welsh Labour if you have any queries, or would like to seek advice on speakers you may wish to approach for your event(s).

FRINGE BOOKING FORM

Name:

Organisation:

Date/time option *(please tick)*

- ☐ 12.30 - 2.00pm, Saturday
- ☐ 5.30 - 7.00pm, Saturday
- ☐ 8.00 - 9.30am, Sunday

Room size *(please tick)*

- ☐ 50 people approx.
- ☐ 100 people approx.

Venue Cymru will contact you to discuss catering options once your application has been confirmed.

Conference Magazine Listing

- ☐ Regular: Title and 50 words (+£50)
- ☐ Enhanced: Title, logo and 100 words (+£100)

Please email your diary listing copy to **welshlabour@eventlab.co.uk** by 16th October 2026.

PRICE LIST (£):

VAT at the current rate will be added to all prices.

12:30 — 14:00 <i>Saturday</i>	17:30 — 19:00 <i>Saturday</i>	08:00 — 09:30 <i>Sunday</i>	Extras
999	899	499	Regular listing: 50 Enhanced listing: 100

Address:

E-mail:

Mobile:

Telephone:

Client *(if applicable)*:

WHY ADVERTISE?

Advertising is one of the most direct and effective ways to reach a large and politically-engaged audience at Welsh Labour Conference.

The Conference Guide is distributed to all Conference attendees. It will include articles, reports, a diary of meetings and information on all events being held during Conference.



ADVERTISING FORM

Name:

Organisation:

Client *(if applicable)*:

Advert option <i>(please tick)</i>	Dimensions <i>(height x width)</i>	Price
☐ Inside front page	210mm x 148mm	£999
☐ Full page	210mm x 148mm	£899
☐ Half page	105mm x 148mm	£599

Please email your print-ready ad to **welshlabour@eventlab.co.uk** by 16th October 2026.

Address:

E-mail:

Mobile:

Telephone:

TERMS AND CONDITIONS

1. Definition

In these terms and conditions, ORGANISER means the National Executive of the Labour Party. EXHIBITOR means any person, company or organisation and the staff or agents of any such company or organisation to take stand space. THE PREMISES means for Annual Conference, Venue Cymru used by the organiser for exhibition purposes. AUTHORITIES mean the local authority, fire authority or any other relevant body or person having jurisdiction over the premises.

2. Security and insurance

Each exhibitor is responsible for the security and insurance of his/her own stand and exhibits and for his/her own employees' insurance cover. In no circumstances will the organisers or the premises accept responsibility or be liable for loss or damage whatsoever or howsoever arising.

3. Exhibition layout

The organiser reserves the right to alter the layout of the exhibition at any time in any respect.

4. Final details

Final arrangements concerning access, setting up times will be released at the exhibitor briefing and in the on line manual.

5. Trading rights

The sole rights of exhibiting merchandise and transacting business on the premises during the period of the exhibition are owned by the organiser who will, at their sole discretion, grant licenses to exhibitors on and subject to these terms and conditions. An exhibitor shall not without the written consent of the organiser assign the benefit of the license granted pursuant to these terms and conditions or any part thereof or any interest there unto or share his/ her stand with any person or persons whatsoever. Where consent is given to the exhibitor for the sharing of his/her stand with any person or persons whatsoever, the space rental charged to the exhibitor may be increased by an appropriate sum per person, company or organisation in addition to the rental charged to the exhibitor to cover additional cost. It shall be the duty of the exhibitor to inform any person, company or organisation sharing with him/her of all relevant information, including these terms and conditions. The exhibitor will be responsible for all work in connection with his/her shared stand, including catalogue entries for the person, companies or organisations sharing.

6. Insurance

Exhibitors shall be responsible for arranging their own insurance and shall keep the organiser indemnified in respect of: (a) any loss or damage to any property of the organiser; (b) all claims and demands by third parties (including servants and agents of the organiser and the premises, other exhibitors and their servants and agents and members of the public) in respect of personal injuries or loss of or damage to property, caused by or occasioned by the exhibitor, or any of his/her employees or servants or agents or property, arising out of or in consequence of his/her occupation of the stand or exhibition of an article or process or thing or otherwise howsoever. The exhibitor will respect all risks of every kind whatsoever in respect of personal injuries to him/herself, his /her servants or agents or of loss or damage to any of his /her property or property in his /her custody and the organiser shall be under no liability.

In respect of any such risks. The exhibitor shall make good ny damage done by him/her, his/her servants or agents to the premises or any furniture or fixtures therein damaged by fire caused upon his/her site. The organiser reserves the right to request the sight of any insurance policy prior to the exhibition

7. Exhibitor's nameplates

Exhibitor's nameplates, signposts or notice boards will not be allowed outside the stand area allocated without permission.

8. Opening hours

Stands must be open for business during the published daily opening hours of the exhibition and remain open continuously until half an hour after the closing times.

9. Clearance of exhibits

(a) No stand, exhibits or materials may be removed before the official closing time of the exhibition. Exhibitors attempting to break down before close of conference will be fined £250. (b) In the event of the exhibitor failing to clear his/her exhibits and fittings by the prescribed times, a charge shall be made by the organiser. If the exhibitor has failed to do such work, the organizer may arrange for the work to be done and apply a charge thereafter.

10. General stand fitting for all stand

(a) Any exhibitors bringing an exhibit/stand fitting higher than 2.5m should check with the organiser / plans / venue or Health & Safety consultant that there will be sufficient ceiling clearance. Exhibitors will be held responsible for any damage to the covering of their stands, and will be re-charged at replacement value. Any exhibits likely to be heavier than average should be checked with the Health & Safety consultant / organiser. (b) Any additional work an exhibitor may require on interior decoration and fitting out may be carried out by a contractor of the exhibitor's choice and at the exhibitor's expense. (c) No part of any stand may overhang any gangway or exceed the allocated boundaries of the stand space. Exhibitors must not display their goods so that, in the opinion of the organiser, they distract the light or impede the view along open spaces or gangways, or inconvenience other exhibitors. (d) No petrol, spirit or other hazardous spirit, liquid or vapour is to be brought into the exhibition premises unless previously approved in writing by the organiser.

(e) All materials used for building, decorating, draping or covering stands must be non-flammable or impregnated with fireproofing solution in a way as to comply with the requirements of the authorities. (f) Empty cases, cartons and packing must be removed from the premises for storage, either off site by the appointed contractors or in an allocated storage area. Items contravening this will be removed to the nearest storage area and it will remain

the exhibitor's responsibility to obtain items as required. (g) Any changes to shell/space package options on site will be charged for at the shell package rate. (h) All space only sites are responsible for the finishing of the external wall to their stand, unless it's next to a shell scheme site. (i) All self build stands are responsible for ensuring their working area is maintained with due care and consideration to other exhibitors nearby, debris must be cleared away. (J) Exhibitors are reminded to ensure that entry to their stand is fully DDA compliant.

TERMS AND CONDITIONS (continued)

11. Conduct of exhibitors

(a) Any exhibitor displaying equipment operating a sound system of any type will demonstrate only at low volume and will, if required by the organiser, cease from playing. Likewise if it is considered that they are continually hindering or annoying other exhibitors. (b) Leafleting is prohibited throughout the conference site, such activity must be confined to the purchased stand site. Unsolicited leaflets from public areas will be disposed of. (c) Exhibitors wearing promotional costumes that obscure their faces must remain within the purchased stand vicinity and another member of the booked organisation must accompany them at all times for identification and security purposes. The failure to comply with this regulation will result in the exhibitor being asked to remove the costume for the duration of conference. (d) The use of helium balloons and gas cylinders is strictly forbidden. (e) The use of vehicles as an exhibit must be advised in writing and the keys must be deposited with the organisers, the fuel tanks drained and a drainage tray placed underneath the engine block. Vehicles are not permitted to run engines during the exhibition.

12. General

(a) Each exhibitor is bound in all respects by these terms and conditions and, in addition, shall be bound by and comply with and be deemed to have full knowledge of the rules, conditions and regulations of the premises. (b) The conditions of acceptance are that the Welsh Executive Committee (or organiser) will only accept organisations that recognise a bona fide trade union. (c) Each exhibitor must bring to the notice of all agents or contractors employed by him/her such of the provisions of these terms and conditions, and any claim arising from failure of the exhibitor to give such notice shall be the sole responsibility of the exhibitor concerned. (d) Any complaint must be submitted in writing to the exhibition organizer or representative of the organiser within seven days of the exhibition. A complaint made or addressed in any other manner will not be considered. (e) The organiser reserves the right to waive, add to or alter any of these terms and conditions in the interest of the exhibition either generally or in any particular case.

13. Space only/open stands

(a) Exhibitors occupying space only stands are required to comply with the relevant H&S regulations as advised through the Exhibitor website. A Risk Assessment, Method Statement, H&S declaration, Insurance certificate and stand plan with dimensions must be submitted to the appointment H&S consultant 6 weeks prior to conference. (b) All complex stands deemed over 4m in height will be required to commission a structural engineers report on their stand. They are also required to meet our appointed NEBOSH H&S consultant before work commences to ensure all required submits are in order.

14. Complete (shell) stands

Exhibitors must not occupy space outside their stand area. Any exhibitor wishing to build within the stand must submit a detailed plan, including height requirements, list of contractors and materials to be used, Health and Safety declaration and Insurance Certificate not less than six weeks before conference.

15. Services

The exhibition organiser will officially appoint persons, firms or companies to be advertising agents, public relations consultants, photographers, stand fitters, suppliers of lighting and any

other services in connection with the exhibition and no person other than these so appointed will be allowed to canvass the exhibitors or execute work or business in connection with the exhibition without specific permission in writing from the exhibition organiser.

16. Regulations

Exhibitors shall observe and conform to all rules, regulations, orders and bye-laws affecting the use of Venue Cymru.

17. Payment procedure

The rent of the stand spaces contracted by exhibitors is payable to the organiser as detailed on the application form. (a) The deposit payment as detailed must accompany the application form, and this is non-returnable. (b) The final settlement date will be 30 days from the date of the invoice, which will be forwarded on receipt of application. (c) If the balance of money outstanding is not paid by the final settlement date, the organiser reserves the right to cancel the application, reallocate the stand and retain the deposit payment. (d) An exhibitor applying for space within the 30 working days prior to the opening date of the exhibition will be required to remit the total cost of hiring the stand (plus VAT) with the completed space application form.

18. Cancellation or reduction of stand space

Any exhibitor cancelling or reducing his/her stand space after his/her application has been accepted by the organizer is liable for the following charges: Up to 28 days prior to each event a 50 per cent will apply, within 28 days a 100 per cent charge will apply.

19. Refunds

In the event of the abandonment of the exhibition by the organiser, the organiser shall be entitled to retain or receive on account of working expenses, 25 per cent of the rent paid or contracted to be paid by the exhibitor. The balance shall be repaid by the organiser of the exhibition to the exhibitor.

20. Exhibition cancellation

If for any reason the exhibition cannot be opened and held at the site on the dates specified, the organiser may at his/ her discretion: (a) postpone the opening of the exhibition until such a date as in the circumstances of the case appear to them to be reasonable; or (b) obtain such premises as in their opinion are suitable and hold the exhibition on the date originally specified; or (c) declare the exhibition abandoned.

21. Disclosure

The hire of conference exhibition space represents a commercial service at a fair market value and is therefore not required to be disclosed under the PPRA.

22. Conference photography

Attendees agree to the usage of any photography taken by the official photographers. If you prefer an image not to be used by the party, please inform the Exhibition Manager in writing.

23. Exhibitor Listings

Exhibitors are responsible for ensuring that the organisation listing is submitted in the required format by the given deadline, this will consist of 50 words, a logo, website. No late entries will be accepted. In the case of shared stands, multiples will be permitted providing prior shared status has been notified to the organisers.

24. Set up stand option

One cost applies regardless of stand size, exhibitors will be responsible for transporting equipment.

CONTACTS

For all issues concerning fringe, receptions, exhibitions, Observer PLUS, advertising, sponsorship and Conference Dinner tickets, please email **welshlabour@eventlab.co.uk**.

For all issues concerning visitors and delegates, please contact Welsh Labour directly via **wales@labour.org.uk**.

