



Workplace Culture: HR, Reward, Benefits
& Wellbeing Professionals meet



Workspace and Workplace solutions
for employee wellbeing, experience,
culture and engagement

2 leading events – 1 location

7 – 8 May, 2025

#watercoolerevent #officeevent

watercoolerevent.com | theofficeevent.net

Sponsors Opportunities



The Watercooler: The Future of Workplace Wellbeing

Must attend event for **workplace culture and wellbeing** in europe. The Watercooler will connect you with over 5,000 senior decision makers, **influencers** and **buyers** from **HR, Reward & Benefits, Occupational Health. Chief People Officers, Wellbeing Specialists, DE&I and Mid-Senior Management.**



The Office: Rethink Workplace Design

The Office is designed for organisations who are rethinking their approach to workplace design, workplace experience and facilities management and looking for solutions that will enable them to create innovative, sustainable workplaces that can meet the changing needs and diversity of their workforce.

The Office will connect you with an audience that holds purchasing power for workplace and workspace solutions and enable you to identify relevant **buyers**, from **IT, Facilities Managers, Heads of Corporate Real Estate, Property & Office Managers, through to HR.**



If you are looking at filling your sales pipeline, enhancing your brand exposure, launching a new product, meeting new customers and connecting with buyers, The Watercooler and The Office provide a range of opportunities to help you reach all of your objectives.

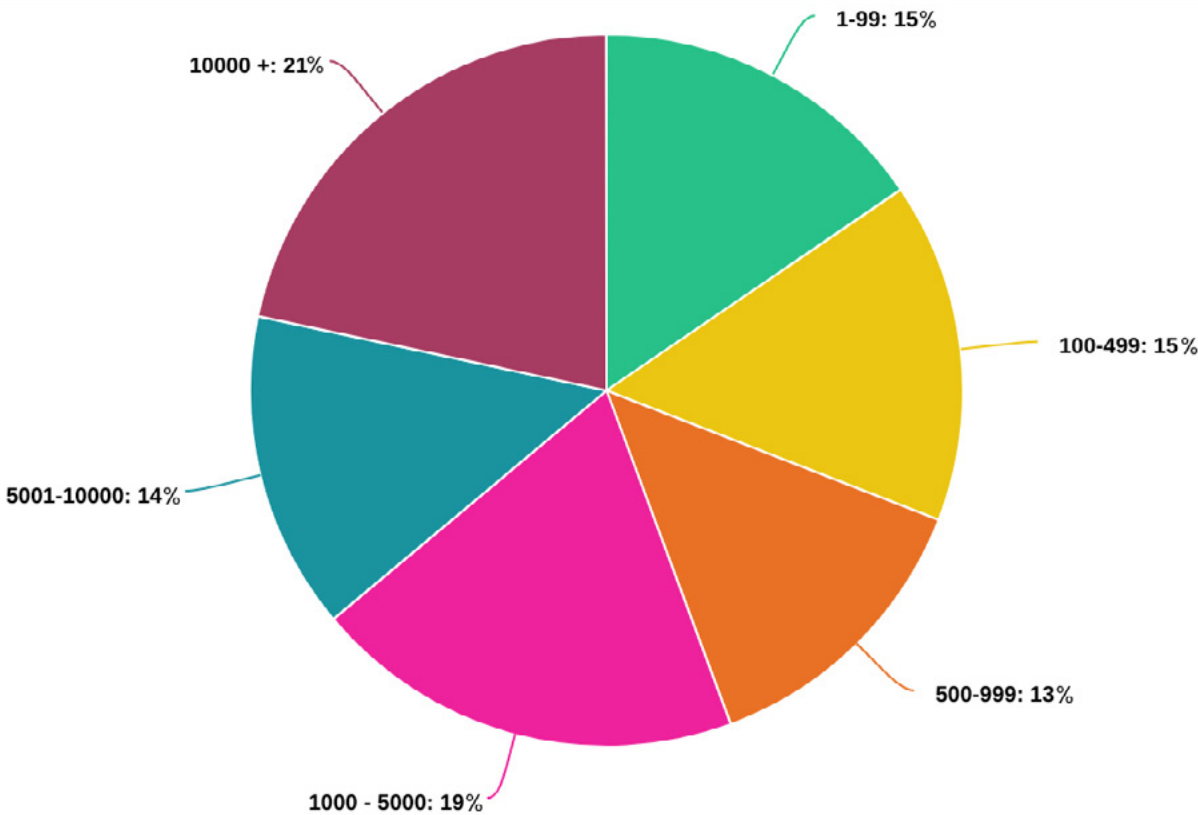
Reach your audience

Engage with buyers working in HR, Workplace Management, Workplace Experience, Facilities Management, IT, Employee Wellbeing, Rewards & Benefits, Chief People Officers.

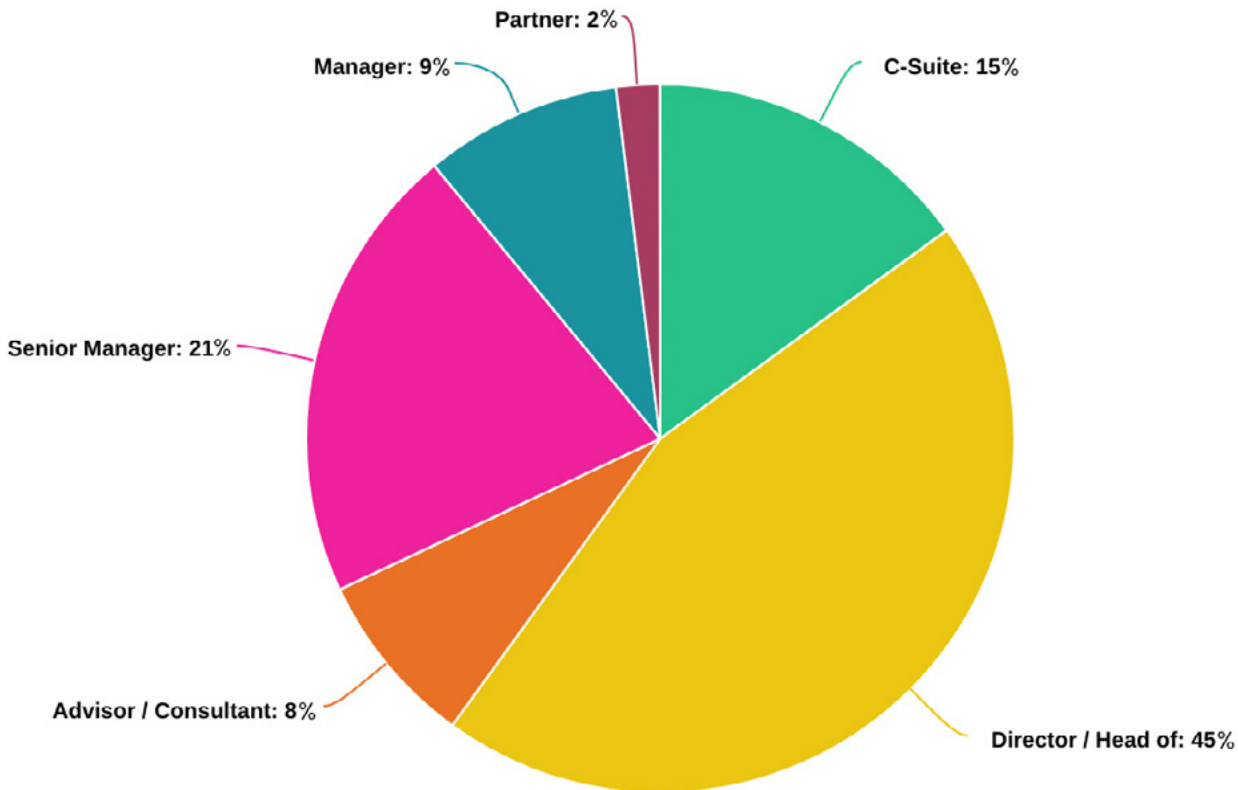
Join thousands of practitioners who are actively engaged in creating and delivering best-practice workplaces, experience, culture and wellbeing for their employees. The people attending are looking for products, services and technology solutions to create workspaces where their employees want to work and can perform at their best.



Number of Employees



Audience Role Types



Whether you are Launching a product, lead gen and lead nurture, brand awareness, thought leadership. The Watercooler and The Office shows offer the perfect platform to get in front of your target audience



Branding

Showcase your solutions to a fresh audience of business leaders who are attracted by our holistic approach and investment in quality conference – free to all attendees.



Lead Generation

Creating more, high quality leads and prospect relationships to help grow your sales pipeline.



Thought Leadership

Amplify your unique voice and branded content and be inspired by our first-class conference program. Show that you are championing Workplace and Workspace Wellbeing.



Networking

Meet new and existing customers, share best practice. Host events and conduct meetings at your stand.



Research & Insights

Understand what your customers want, gain insights into where the industry is going and the future solutions around workplace wellbeing.



Tech & Innovation

Promote and showcase your latest technology through an interactive Technology and Virtual Reality area. Meet investors to take your technology/business to the next level.



Exhibit

Great for: Lead generation and Lead Nurture

Take a stand on the show floor, to help generate new sales, network, showcase your product/service. We have multiple options; let us do the work for you and just turn up or create your own bespoke stand, see below stand options:

Space Only

Design and build your own stand

Standard Rate £475 per m2

Shell Scheme

Includes walls carpet and name board

Standard Rate £495 per m2

6sqm	£2,970
9sqm	£4,455
12sqm	£5,940

Both options include:

- Exhibitor company listing on the floor plan and event website
- Marketing and promotional support
- Company profile on The Watercooler website: web and social links



Turnkey Stands

The turnkey stand is designed to take all the work away from the exhibitor and supply a simple yet effective one stop solution with a fixed cost. High quality one stop solution with a fixed cost gives you everything you need:

- Electrical Package : 1 x 500w Socket & 3 x Spotlights
- Branded Foamex Graphics Panels (Client Supplies Artwork)
- Graphic To Front Of Lockable Cupboard
- 1 x Lockable Cupboard
- 3 x Bar Stools
- 1 x High Table
- Badge scanner

Standard Size

6sqm
9sqm
12sqm
15sqm

Standard Rate

£4,612
£6,282
£7,952
£9,622



**prices based on 2 open sides*

Lightbox Stands

Lightboxes are a great alternative to shell scheme and all you need to do is supply the artwork. They come in 2 sizes either 1m or 3m wide back wall.

- High quality stand build backlit display space plus floor space in the event exhibition hall
- Client supplies artwork
- Furniture package – high stool, 1 x branded lockable counter
- Electrical power
- Venue Wi-Fi
- Exhibitor company listing in the event guide, floorplan and event website

Standard Size

1m wide back wall
2sqm of floorspace

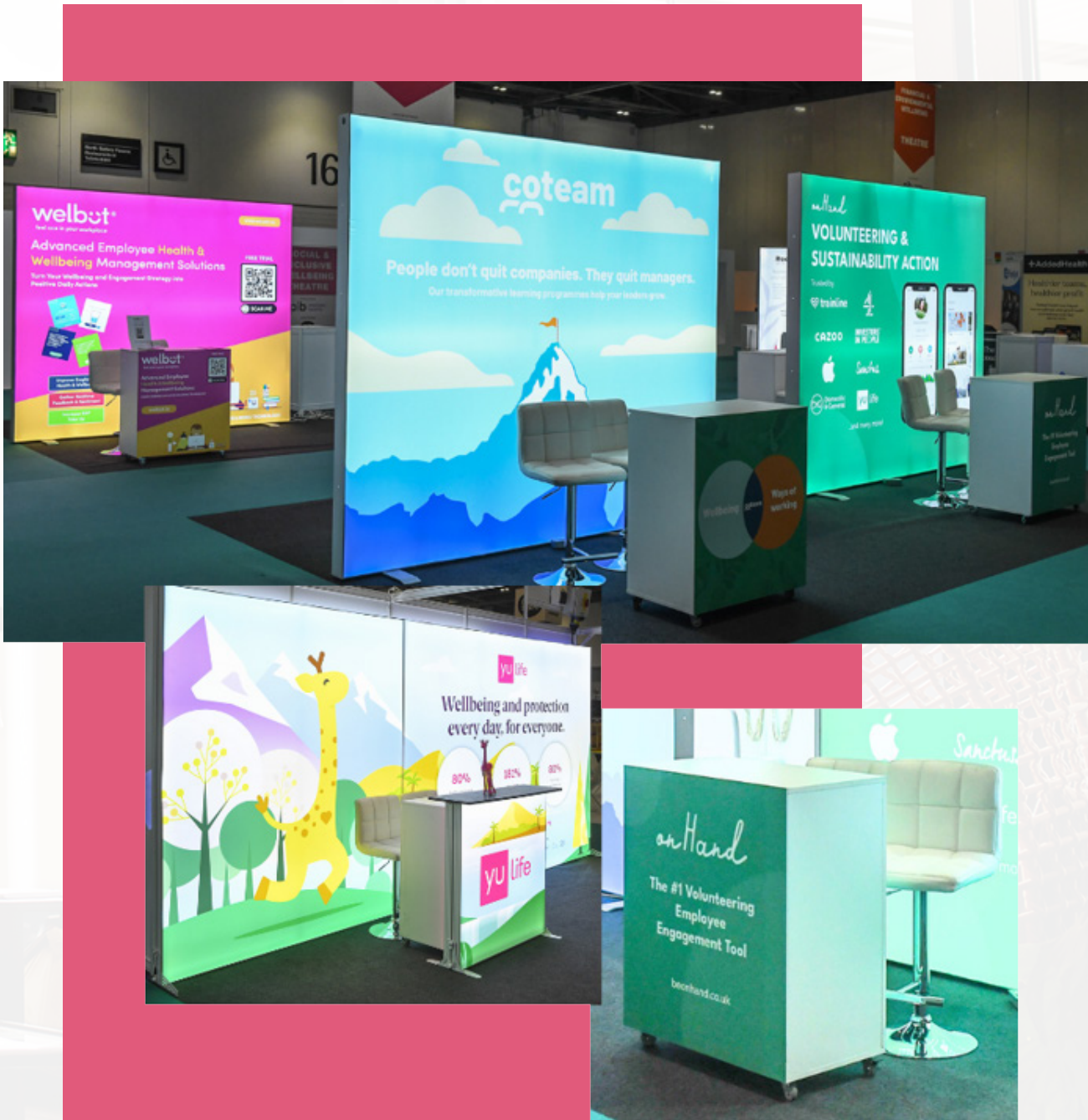
3m wide back wall

Standard Rate

£2,950

£4,500

Speak to your account manager for stand positions



HEADLINE Partner

Great for: Thought Leadership, Lead Generation, Branding

Headline sponsorship is the highest and most elevated level of sponsorship across The Watercooler & Office Event. This is an opportunity to position your brand directly alongside The Watercooler & Office event. Showcasing what workplace wellbeing means to your business with this elevated package.

High profile branding clearly identifying as headline sponsor on all event marketing and signage pre, during and post event Logo and brand presence on all of the main content stages as headline sponsor.

Total Media Value

£290,000

Investment

£75,000

Exclusivity: only two opportunities available

- Branded as Headline Sponsor on all relevant pre-event, post-event and on-site material.
- Keynote speaking opportunity for a senior representative from your company to speak (to be confirmed with the conference producer)
- Data from all attendees that have attended your sponsored session, collected from badge data on the door (GDPR compliant according to scan opt in)
- Host x2 standalone Workshops (1 per day) Data capture from all attendees of your workshops
- Pre-event dinner hosted for upto 20 attendees in senior management decision maker roles.
- Up to 42 sqm space in the exhibition area
X 5 pre-arranged meetings on site at the Watercooler & Office event
- Interview with your CEO / senior management representative to be published pre-event on our sister channel Make A Difference media.
- Two articles to be published on the event blog on the website
- Company profile at the top of the exhibitor list on the website
- Access to the VIP speakers and sponsors lounge
Promotion on social media outlets (Facebook, Twitter, LinkedIn)
- 200 word company profile and logo on event website and all communications.

GOLD Partner

Great for: Thought Leadership, Lead Generation, Branding

Align your company alongside The Watercooler & Office Event as a Gold Partner. This package will offer multiple touch points throughout the 6 month promotional campaign, positioning your company as a leader in workplace wellbeing.

As a Gold partner, you will have the opportunity to speak within our main content programme, allowing you to establish yourself as the leading authority in front of key decision makers and influencers from across the UK. This partnership will undoubtedly enhance your brand's presence and reputation in the industry.

Total Media Value

£135,000

Investment

£35,000

Limited opportunities available

- Branded as Gold Partner on all relevant pre-event, post-event and on-site material.
- 1 x 20 minute speaking opportunity on the main speaking programme
- Data from all attendees that have attended your sponsored session, collected from badge data on the door (GDPR-compliant according to scan opt in).
- Literature seat drop in theatre to be distributed during your session (fulfilled by Sponsor)
- Opportunity to host 1x standalone sponsored workshop
- Up to 30sqm space in the exhibition area
- Your company logo highly visible on all on-site branding showing your brand as Gold Partners
- Prominent logo positioning on all theatre stages, including holding slides and signage
- 150 word company profile and logo on event website and in the show guide
- Premium position on the event website exhibitor listing above Silver and Bronze Partners and exhibitors in the event listings page of the website.
- Access to the VIP speakers and sponsors lounge

Silver Partner

Great for: Thought Leadership, Lead Generation, Branding

Align your company alongside The Watercooler & Office Event as a Silver Partner. This package will offer multiple touch points throughout the 6 month promotional campaign, positioning your company as a leader in workplace wellbeing.

As a silver partner you will have the opportunity to share your expertise by joining the main content programme as a panelist, allowing you to share your expertise on the topic being discussed.

Total Media Value

£85,000

Limited opportunities available

Investment

£22,500

- Branded as Silver Partner on all relevant pre-event, post-event and on-site material
- A senior representative from your company will have the opportunity to join a panel discussion session on the main content programme
- Data from all attendees that have attended your sponsored session, collected from badge data on the door (GDPR-compliant according to scan opt in).
- Supply a seat drop for attendees as a take-away from the session
- Up to 15 SQM turnkey stand, this will include stand build, graphics, furniture, and badge scanner
- 150 word company profile and logo on event website and within the show app – highlighting you as Silver Partner
- Premium exhibitor listing above Bronze partners and exhibitors on the event listing page of the website.

The best thing about the Watercooler event for our business was the level of real networking opportunities available through key decision-makers attending the event. We found the content and seminars to be very informative and valuable too. We will be back for the next exhibition in 2025.

Rory Maguire, Commercial Director

2468
WORKPLACE
APPRECIATION

Bronze Partner

Great for: Thought Leadership, Lead Generation, Branding

Align your company alongside The Watercooler and Office Event as a Bronze Partner. Host your own workshop x2 for up to 40 attendees. This is a great opportunity for an interactive session within the main exhibition hall. Invite guests or let people drop in to the session as they walk by, this is a bespoke opportunity for the sponsor to have full creativity and autonomy over your session.

Investment

£12,900

Limited opportunities available

Workshop only:

1 day - £3,950

2 day - £6,950

- Branded as Bronze Partner on all relevant pre-event, post-event and on-site material.
- 2 x 30-minute workshop sessions (1x per day)
- Up to 9sqm Turnkey Stand (Zero Logistics)
- Sponsor will receive all data collected from all pre-registered and attendees to the workshop sessions.
- Marketed in the event app letting attendees know time and location of the session
- 150 word company profile including logo and web address on event platform and event app
- Opportunity to hand out marketing collateral during you Workshop
- Premium exhibitor listing above Bronze partners and exhibitors on the event listing page of the website.



Round Tables

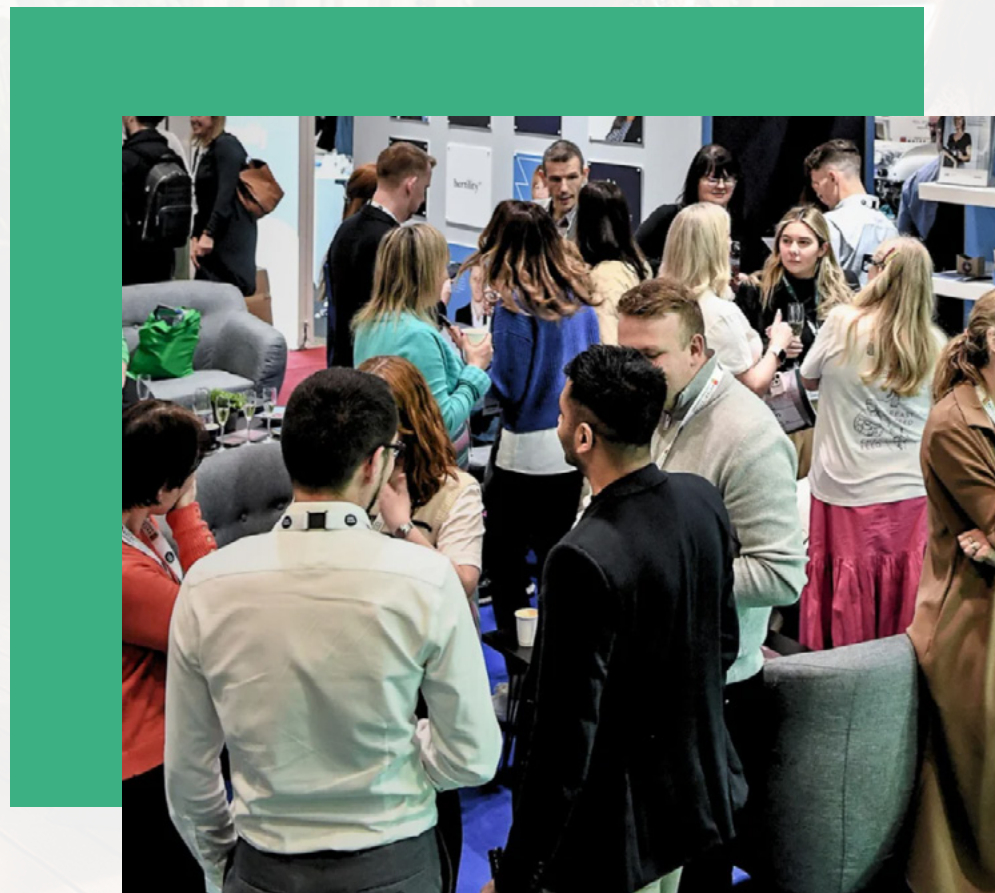
Great for: Thought Leadership, Lead Generation, Branding

Opportunity to sponsor and host a roundtable on a topic of your choice, to be held in conjunction with The Watercooler.

Investment

£15,000

Limited opportunities available



- Roundtable to be hosted by a member of The Watercooler editorial team
- Invitation only - Up to 12 attendees – can be invited by The Watercooler or we can work with you on the guest list
- Roundtable lasts for approximately 60 mins
- Content from the discussion to be written up by The Watercooler journalist and published online as an article
- Article will be published in post event Watercooler email and published as gated content
- All downloads will be passed to the sponsor
- Article sits within The Watercooler event hub as well as MakeADifference.Media



Central Feature Sponsor

Great for: Thought Leadership,
Lead Generation, Branding

Get Talking - The centre of The Watercooler X Office exhibition will be the main focal point for the event, attendees will come to relax and network! Make sure your branding is at the forefront in this highly visited area

- Prominent branding pre-show and on-site
- High profile branding around The Watercooler X Office central feature
- Opportunity to distribute literature within the central feature area
- Use of The Watercooler area as a space to host guests and offer refreshments
- 150 word profile and logo on The Watercooler event website
- Collect leads from visitors by offering free coffee during the day. Visitors will collect a coffee cup from your stand in exchange for a badge scan and collect from the central feature cafe

Investment

£15,000

Limited opportunities available

VIP Lounge

Great for: Lead Generation and
Networking

Network with event speakers, senior VIP attendees, press and event partners by becoming a sponsor of The Watercooler VIP Lounge.

This exclusive space is located at the front of the show, and will offer its guests refreshments throughout the day, and the opportunity to make new connections with event VIPs and the exclusive sponsor.

- Opportunity open to one partner only
- Sponsor will receive all data collected from attendees to the VIP lounge
- Prominent branding package across on-site signage and throughout the VIP Lounge
- Opportunity for sponsor to distribute literature and materials within the networking area
- 150 word profile and logo on The Watercooler event website
- Food & Beverage cost borne by The Watercooler
- Sponsor employees to have full access to the VIP lounge
- Access for sponsor guests accompanied by sponsor

Investment

£15,000

Only one opportunity available

Lanyard, Badge & Registration Sponsor

Great for: Branding and Lead Generation

Everyone attending the show must have a lanyard with their ticket. Take the opportunity to put your logo on something that thousands of top industry professionals will have hanging around their necks. All attendees will have your branding quite literally right under their noses for the entirety of the show, and let's be honest, lanyards always come in handy long after the event is over!

Investment

£15,000

Only one opportunity available

- Sponsor logo on all event lanyards and event badges
 - Sponsor logo clearly visible on the online registration form page
 - Sponsor logo and branding at the registration desks on-site
 - Sponsor logo on all event marketing identifying your company as the lanyard, badge and registration sponsor
 - 150 word profile and logo on event website and event show guide
 - Opportunity to include a question in online registration and allow you to receive their contact details
- Potential leads 750+



Show Bag Sponsor

Great for: Branding

This is a cost effective way to dominate the event with your branding. Show bags are the first thing visitors see and are offered to every single delegate upon entry to the show, and are therefore taken home by thousands of potential clients. Imagine, every visitor leaving the event on the tube or train, flooding the city with your branding and your name.

- Branding opportunity to have your company logo on the attendee bags alongside The Watercooler Logo (Sponsor to Supply bags)
- 150 word profile and logo on event website and event show guide
- Marketed on event promotion before during and after the event clearly identifying as show guide sponsor
- Official sponsor of the event show bag
- Opportunity to insert literature in the event show bags
- Sponsor company to provide the bags

Investment
£4,950

Only one opportunity available

Floor Tile Sponsor

Great for: Branding

Distributed in high traffic areas on the show floor and designed to direct visitors to your stand, these floor tiles can include your message and branding.

- 10 x 1 sqm floor stickers in the display area and at the entrance.
- Includes cost of production and installation



Investment
£2,250



1-2-1 Meeting Package

Great for: Lead Generation and Lead Nurture

CONNECT is the largest lead gen meetings programme for solution providers and buyers of “Employee - Wellbeing, Workplace and Workspace solutions.”

[View the meeting information](#)

Investment

5 Meetings

£4,000

10 Meetings

£7,500

- Either 5 or 10 x 15 mins private introductory meetings with targeted contacts.
- We will have a list of VIP participants (buyers) who will be going through our registration process, open to introductory meetings with solution providers.
- You will get the list of these VIPs in two batches (title & company). You highlight 40 representatives you wish to meet with.
- We will ‘personally’ (via account managers, no app!) get in touch with your wish list & arrange as many meetings as possible.
- Once confirmed, meeting invitations will be sent to lock in the time and place on-site at the event.
- Any missed meetings below the 5 guaranteed, we will endeavour to arrange for a different meeting slot at the event or post event virtually.
- This package guarantees you a minimum of 5 meetings but depending on the compatibility of the solution some of our clients get more (at no extra cost).



Marketing Package

Book a slot in the **“Exhibitor Spotlight email”** sent pre-event to the full 35,000+ database The Watercooler & Office Event reaches.

Benefits include Branding Awareness pre-event as well as maximising your experience and potential lead generation during the 2 days.

The email will feature **a maximum of 10 other sponsors** and will spotlight your stand number, highlighting what you may be doing at the Event to help drive extra traction and lead generation for your sales team.

Investment
£1,500

The caliber of visitors at The Watercooler Event was exceptional. We had in-depth conversations with a wide range of individuals genuinely interested in improving workplace culture and employee wellbeing. It was inspiring to connect with so many like-minded professionals all under one roof.



EXHIBITOR SPOTLIGHT OFFERS

Gympass

Physical Wellbeing

Stop by stand W510 to get an exclusive preview of our 2024 Return on Wellbeing Study. This global survey of 2000 HR leaders unlocks insights on how to boost participation rates in wellbeing programmes, and the financial returns an effective wellbeing programme can generate. The study covers how to maximize cost savings in talent retention, recruitment, health care and workforce performance.



Workplace / Workspace

Dive into “The Power of Different” at Future of the Office. Join us at stand A120 to explore how our unparalleled approach to workspace strategy unlocks your business's full potential. Why us? Because we start from a different point, crafting spaces that ignite innovation, amplify well-being, and boost productivity. The Proof? A track record of projects where elevated employee engagement and satisfaction are not just results—they're the standard.

Salary Finance

Financial Wellbeing

We help the UK's largest employers build impactful financial wellbeing strategies. Come and talk to us on stand W423 about building financial literacy and resilience at your workplace, and how we already help over 4.5million UK employees with their financial health and happiness.



Employee Wellbeing

WIN over £250 worth of stationery at The Positive Planners stand (W446) to inject some positivity into your stationery cupboard! Simply just post your business card into their Positive Post Box for a chance to **WIN** a box of their journals, Planners and Deskpads designed for Self Care and Wellbeing.

VentriJect

Employee Health

Cardiorespiratory fitness is the strongest indicator of health, according to several studies, and even small improvements in VO2max can mean a significant health improvement. Unfortunately, evaluating cardiorespiratory fitness today can be cumbersome, time-consuming, expensive and dependent on highly-trained staff.

Introducing the Seismofit - a radical new approach to evaluating cardiorespiratory fitness.



Women's Health

Visit Over The Bloody Moon - stand W416 - to experience VR & MenoVestTM, menopause simulators used for training and events in the workplace. Chat to the team about innovative ways to support your people around menopause & menstruation.

MYLA
HEALTH

Employee Health

Come and meet Myla Health on stand W360 at The Watercooler and find out about our doctor-led health education sessions. We empower teams with actionable strategies on hot health topics. Exclusive



“The Office” - EXHIBITOR SPOTLIGHT

interaction

Workplace / Workspace Design

We're experts in the modern workplace. We've been designing and building some of the UK's best workplaces since 1992.



Workplace / Workspace Design

As the UK's leading office design and build company, we're committed to creating exceptional spaces that inspire and enhance the lives of those who use them.



Employee Wellbeing

At mycococon, we blend color science with innovative technology to create transformative experiences where color is not only seen but deeply felt. This approach enriches individual well-being and strengthens community connections.



Workplace / Biophilia

Biophilic design is more than a design concept. It involves blending elements of Nature into the built environment to create positive psychological connections with the people who use the space allowing each person to thrive and prosper.

ANABAS

Workplace Experience

Anabas is the Facilities Management (FM) partner of choice for clients seeking an outstanding workplace experience. We only deliver FM services to corporate workplace occupiers who value the service experience and have invested in their portfolio to deliver a world-class service

audiem

Employee Engagement

Elevate your workplace with Audiem, a revolutionary AI-powered platform that swiftly transforms nuanced written employee feedback, full of subtlety and personal accounts, into invaluable insights, saving your team precious time.



Employee Wellbeing

Technogym is a world-leading brand and provides a complete solution made of connected smart fitness equipment, digital services, and training contents.

Humanscale

Humanscale is the leading designer and manufacturer of high-performance ergonomic products that improve the health and comfort of work life.



Workplace / Workspace Design

Fluid are independent furniture consultants helping you to create sustainable and flexible workspaces that attract and retain the best people.



Employee Engagement

Our expert team uses cutting-edge technology and a proven methodology to determine what's going on in your workplace. We help solve problems that affect how people feel and how well they do at work. With our help, companies can make smart decisions and create a great place to work.



Employee Engagement

When people feel appreciated, they work better. We specialise in creating break spaces that make staff feel valued and appreciated. We offer a range of services including refreshment hubs designed to suit your space and staff needs, micro markets, premium coffee and a customised range of healthy food options.



THE
WATER COOLER
Connecting Workplace Wellbeing Solutions

Co-located with the NEW show



IN ASSOCIATION WITH

Evening Standard



EXCEL LONDON | **7 – 8 May, 2025**

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