

MID WALES TOURISM 35TH ANNIVERSARY CONFERENCE

Exhibit With Us

Location

The Metropole Hotel
Llandrindod, LD1 5DY

Presented by

Mid Wales Tourism
MWT Cymru

Date

18th June
2026



ABOUT MWT CYMRU

Mid Wales Tourism (MWT Cymru) is a not-for-profit membership organisation supporting over 550 tourism businesses across Mid Wales (Powys, Ceredigion and South of Eryri). We promote the region and represent our members, while helping them get seen, stay informed and feel part of something bigger.

By exhibiting or sponsoring our conference, you won't just be visible on the day. You'll be promoted to our full membership through our ongoing marketing and communications. If you'd like to raise your profile with Mid Wales tourism businesses, we'd love to have you involved.

ABOUT THE CONFERENCE

The 2026 conference marks 35 years of Mid Wales Tourism.

It is our flagship event of the year, bringing together tourism businesses for a day of practical insight, shared learning and meaningful connections.

The programme is designed around what businesses tell us they need:

- Clear, useful ideas they can apply straight away
- Honest conversations about challenges and opportunities
- Time to connect with others in the industry
- Access to trusted suppliers and support organisations

Alongside the conference, a focused exhibition space allows suppliers and sponsors to meet delegates throughout the day.

WHO YOU WILL REACH

The conference attracts a wide range of tourism and hospitality businesses, including, but not limited to:



**Self-Catering
Accommodation
Providers**



**B&B and
Guesthouse
Owners**



**Campsites &
Glamping Sites**



**Hotels
& Inns**



**Activity &
Adventure
Providers**



**Attractions
& Visitor
Experiences**



**Cafes,
Restaurants &
Food Businesses**



**Organisations
&
Suppliers**

Most attendees are independent SMEs who are **directly involved** in running their businesses and making decisions. We typically welcome around **110 delegates**, giving exhibitors meaningful face-to-face time with decision makers throughout the day.

WHY EXHIBIT?

Exhibiting gives you the chance to meet the people running tourism businesses across Mid Wales (Powys, Ceredigion and South of Eryri).

Many of the businesses attending are independent operators seeking practical solutions that save time, reduce costs, or improve their visitor experience.

As an exhibitor, you can:

- Meet tourism business owners face to face
- Build relationships with decision makers
- Showcase products and services relevant to rural tourism businesses
- Introduce new solutions that businesses may not know about
- Raise awareness of your brand within the Mid Wales tourism community

EXHIBITOR COST & LOGISTICS

STANDS (MWT MEMBERS)

Sole Trader

Price: £95.00+VAT

Medium Supplier

Up to 10 employees

Price: £175.00+VAT

Large Supplier

11+ employees

Price: £220.00+VAT

STANDS (NON-MEMBERS)

Suppliers/Organisations

Price: £275.00+VAT

ADDITIONAL DELEGATE

£20.00+VAT

WHAT'S INCLUDED?

- 1 delegate ticket (including refreshments and lunch)
- Inclusion of information within the delegate packs
- Logo featured on the midwalestourismconference.co.uk website with a link
- Logo and contact details included in all on-the-day promotional materials

EXHIBITOR LOGISTICS

Each stand includes a 4ft table. The conference runs from 9.30am to 3.30pm, with setup available from 7.00am. **Dedicated exhibition and B2B networking** time is built into the programme:

- **9.30–10.30am:** Supplier Exhibition & B2B Networking
- **1.00–2.00pm:** Lunch & continued exhibition browsing
- **3.30pm:** Conference Close & final networking opportunity

Secure your stand today. Scan the QR code on the final page or visit www.midwalestourismconference.co.uk



SCAN QR TO BOOK YOUR STAND



FURTHER OPPORTUNITIES

A full sponsorship pack is also available if you're looking for wider visibility. If you'd like a copy, get in touch at info@mwtcymru.co.uk.

MEMBERSHIP

If you'd like to find out more about MWT Cymru membership and how it could support your business, please get in touch.