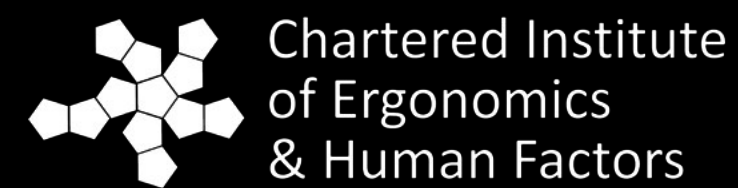




Congress sponsor opportunities

23-25 August 2027, Excel London

Organiser & host



Chartered Institute
of Ergonomics
& Human Factors

In collaboration with



IEA
International Ergonomics &
Human Factors Association



What is **ergonomics** & **human factors**?

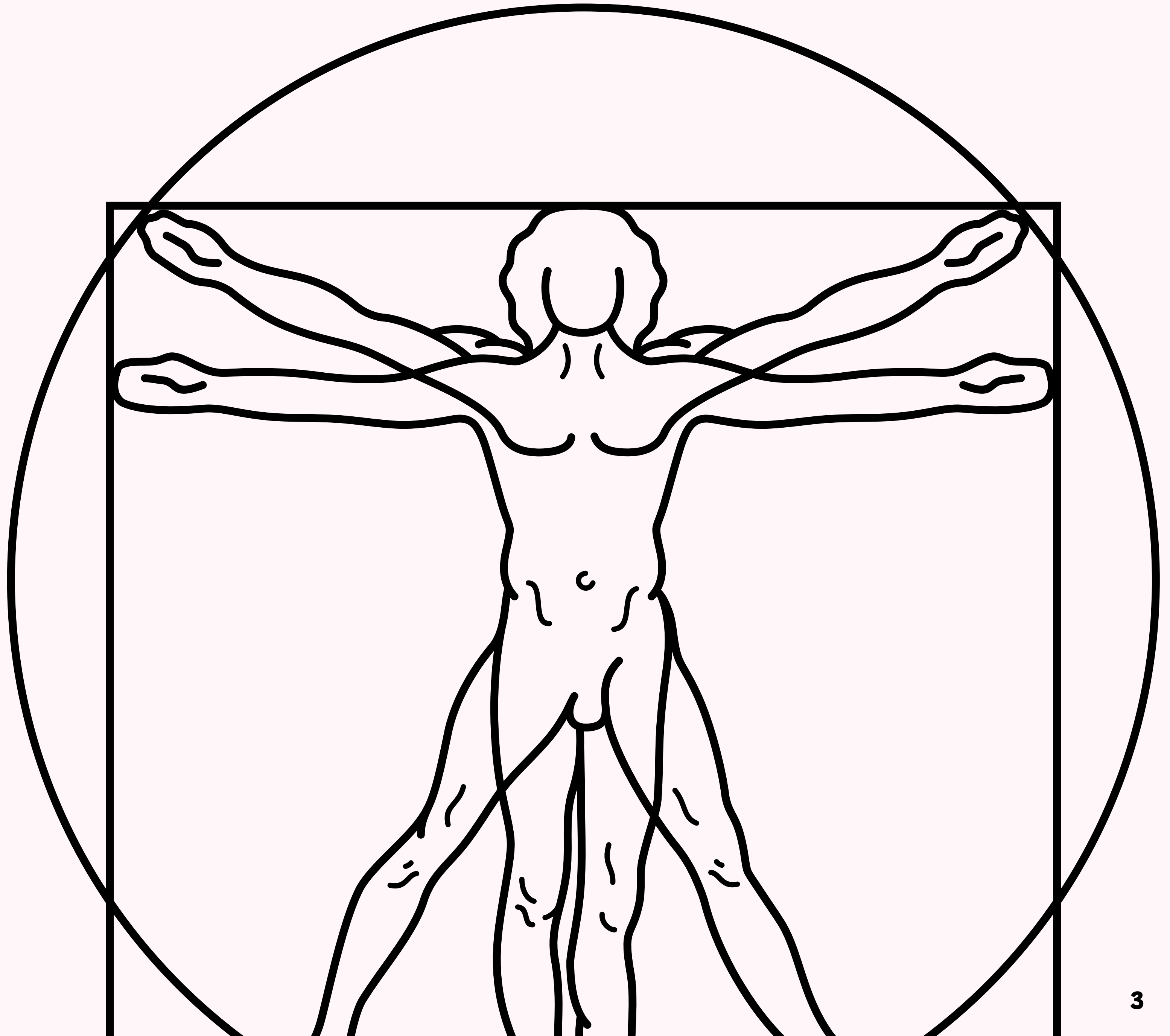
Ergonomics and human factors is a people-centred discipline focused on understanding how humans think, behave and interact with the world. Its application enables us to match real human capabilities and limitations to work and life, reducing risk and supporting wellbeing.



About IEA

The International Ergonomics Association (IEA) is the global federation of human factors and ergonomics societies.

Founded in 1959, it aims to advance the science and practice of ergonomics, advocating for designs that fit the worker and improve the overall quality of life.



About CIEHF

- CIEHF is the UK's leading community of ergonomics and human factors practitioners, designers, collaborators and innovators
- Formed in 1949, we've had a Royal Charter since 2014
- Our vision is to help create a world where integrated design improves life, wellbeing and performance
- We believe in maintaining the highest professional standard and ethical behaviour in research and in practice
- Our members work across a wide range of sectors, including healthcare, transport, defence and technology.
- We provide support for learning, accreditation and facilitating the community through sharing insight and making connections.

Image: CIEHF President Fran Ives addresses EHF2026



IEA2027 – be part of the conversation

The IEA Congress is one of the largest and most important global gatherings of practitioners, researchers and organisations working in ergonomics and human factors.

Held triennially since 1961, the 23rd congress will host delegates from over 50 countries at Excel London, UK. Across 3 days of keynotes, presentations, workshops, discussion and networking, delegates will share insights, ideas and information to drive forward our discipline in every corner of the globe.

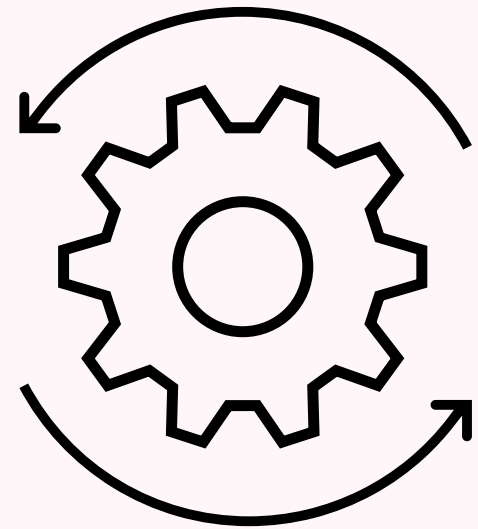
It only happens every three years, so don't miss out!



2027 Congress Themes

Our physical and digital world is changing faster than ever and so there is even more to see, learn and debate.

IEA2027 will be focused around three key themes:



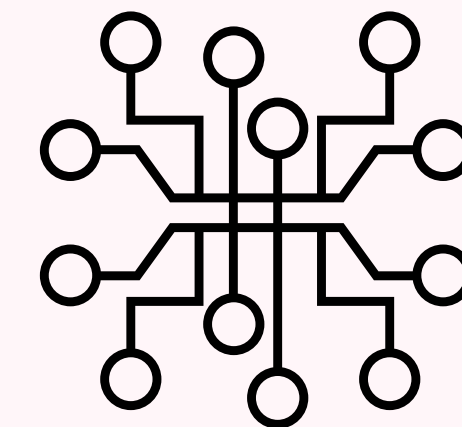
Beyond Automation

Exploring the future of human work in the age of AI and robots



Inclusive by Design

Using ergonomics and human factors to enable truly people-centred design



Navigating Complexity

Understanding system interactions and performance impacts

These themes will be developed into a full programme covering all sectors and domains.



Support us in our mission

Sponsor packages

Why sponsor IEA2027?

Sponsoring this event enables your organisation to:

- Raise its profile by putting your brand front and centre with delegates from across multiple industries.
- Gain access to a platform to drive forward the conversation in any areas of particular interest to you.
- Demonstrate a commitment to the growth of ergonomics and human factors in your organisation's area of interest.
- Position your organisation as a thought leader in ergonomics and human factors.

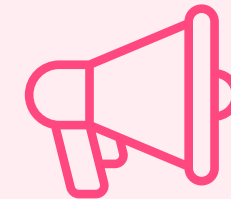
All prices are ex VAT

Delivering value



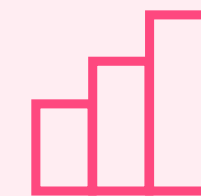
Measurable value and engagement

Proven engagement and impact through CIEHF and IEA communications channels.



Access to promotional channels

Sponsorship grants access to event visibility, digital outreach and thought leadership opportunities.



Tiered sponsorship packages

Structured sponsor packages offer varied benefits for different investment levels and marketing goals.

IEA2027 packages

Gold

Fee: £30,000

- Recognition as our gold sponsor across the whole IEA Congress and related communications
- Top tier logo recognition 'sponsored by' on:

 Website homepage


 App

 E-marketing

 Programmes

 Auditorium screens

 Congress informational signage

 Badges

- Inclusion in the IEA pre-congress social media campaign
- Opportunity to provide a 1-2 minute video to promote to congress attendees
- Headline sponsor tile in the conference app
- Recognition in congress opening and closing introductions and keynote speeches
- One branded session with opportunity to distribute promotional information within that session
- Opportunity to take up any of additional sponsor packages
- 4 complimentary all congress tickets - equivalent to £4800 of pass value
- 2 additional exhibitor passes
- Organisation website and app listing
- 3 x 2m exhibitor stand space
- Delegate list provided post event
- Inclusion in post event thank you communications

IEA2027 packages

Silver

Fee: £20,000

- Recognition as our silver sponsor across the whole IEA Congress and related communications
- Second tier logo recognition 'supported by' on



Website homepage



App



E-marketing



Auditorium screens



Badges

- Inclusion in the IEA pre-congress social media campaign
- Recognition in congress opening and closing introductions
- One branded session with opportunity to distribute promotional information within that session
- Opportunity to take up any additional sponsor packages
- Delegate list provided post event
- 2 complimentary all congress tickets – equivalent to £2400 of pass value
- 2 additional exhibitor passes
- Organisation website and app listing
- 3 x 2m exhibitor stand space
- Inclusion in post event thank you communications

IEA2027 packages

Bronze

Fee: £10,000

- Recognition as our bronze sponsor across the whole IEA Congress and related communications
- Third tier logo recognition 'supported by' on



Website homepage



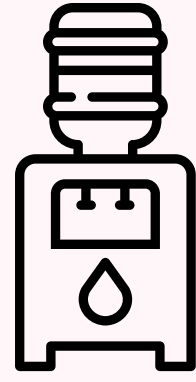
App



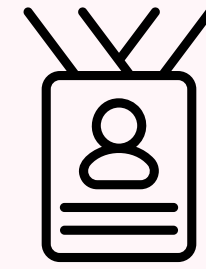
Auditorium screens

- Inclusion in the IEA pre-congress social media campaign
- General recognition as a bronze supporter in congress opening and closing introductions
- Opportunity to take up any additional sponsor packages
- Delegate list provided post event
- 1 complimentary all congress tickets - equivalent to £1200 of pass value
- 2 additional exhibitor passes
- Organisation website and app listing
- 3 x 2m exhibitor stand space
- Inclusion in post event thank you communications

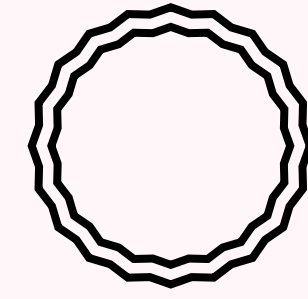
Category sponsor packages



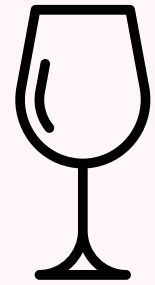
Water dispenser sponsor



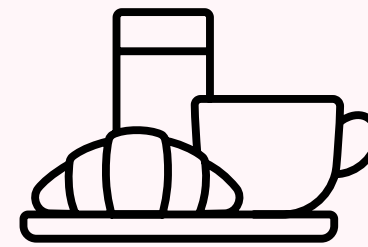
Lanyard sponsor



Badge sponsor



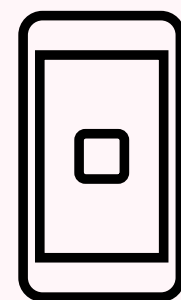
Welcome reception
(Sunday evening)



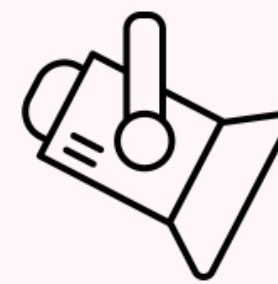
Breakfast session
(7-9am)



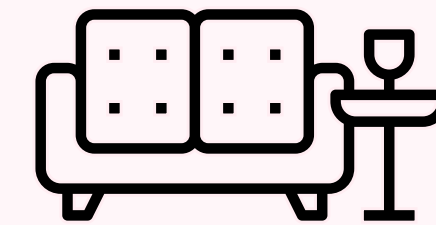
Happy Hour session
(5-7pm)



App sponsor



Exhibitor space sponsor



Lounge sponsor

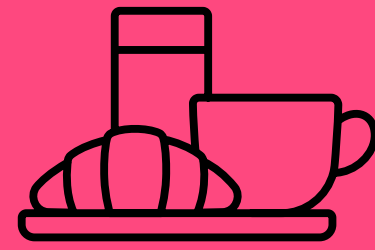
Category sponsor packages



Welcome Reception Sponsor

Elevate your visibility to up to 150 people by sponsoring the opening congress event on the Sunday evening. Your brand will lead in all reception specific promotional communications.

Fee **£5000** plus catering costs



Breakfast Session (7-9am)

Host one of our breakfast sessions to engage directly with a targeted group of industry professionals. You will headline as the sponsor for this event with opportunity to shape the discussion. Your brand will lead in all relevant breakfast session delegate communications.

Fee **£5000** plus catering costs



Happy Hour Session (5-7pm)

Boost your brand presence during a key networking moment by sponsoring one of our Happy Hour sessions. You will headline as the sponsor for this event with opportunity to shape the discussion. Your brand will lead in all relevant Happy Hour delegate communications.

Fee **£5000** plus catering costs

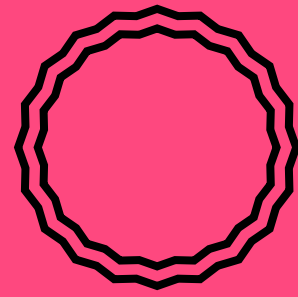
Category sponsor packages



Exhibitor space sponsor

Place your brand above others by sponsoring our 40 stand exhibitor area. Your brand will be carried on all relevant exhibitor area signage as well as in relevant pre-show communications.

Fee **£5000**



Badge sponsor

Maximise brand visibility with your logo displayed on every delegate badge.

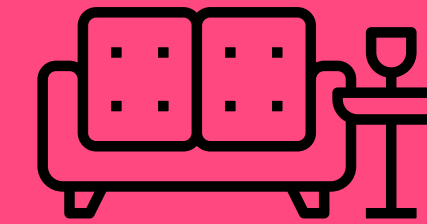
Fee **£3000**



Lanyard sponsor

Maximise brand visibility with your logo printed on every delegate's lanyard.

Fee **£3000**

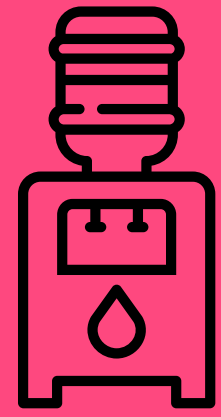


Lounge sponsor

Sponsor the event lounge areas, dedicated spaces designed for rest, relaxation and socialising.

Fee **£3000**

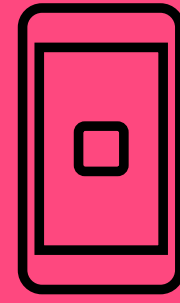
Category sponsor packages



Water dispenser sponsor

Support the most sustainable congress yet and also have the opportunity to feature your branding on 20 water dispensers located around the event space for the duration of the conference.

Fee **£2500**



App sponsor

Have your own feature tile within the congress app. With over 15,000 app interactions expected across the event you'll reach more people than ever before.

Fee **£4000**

A trusted partner

Combining proven event delivery,
expertise and reach

CIEHF engagement metrics

CIEHF has access to one of the largest ergonomics and human factors audiences in the world.

Audience diversity and size

Access a diverse audience of over 2,000 ergonomics and human factors professionals from multiple industries and research institutions, enhancing networking opportunities.

Broad digital reach

Email subscriber base exceeds 4,000, extending reach for digital content campaigns effectively.

Social media impact

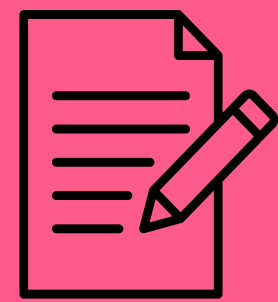
LinkedIn activity generates over 125,000 quarterly impressions, boosting partner brand visibility significantly; almost 13,000 followers, constantly rising.

Industry representation

Audience includes key individuals, organisations and industry bodies.

IEA engagement metrics

Proven event experience with a global reach.



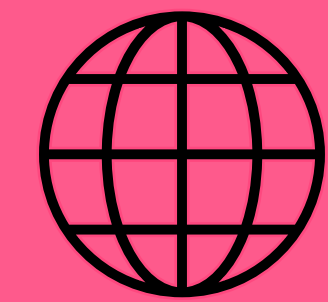
Total Participants
2,013



Presentations
1,141



Exhibitors
53



Countries Represented
55

*Figures taken from
IEA2024 post event report.*

EHF2026 event feedback

Survey results (n=75)

CIEHF organises one the world's largest annual ergonomics and human factors events. EHF2026 was a great example, here's what attendees had to say.

Q1 How would you rate your experience of EHF2026 overall?

★★★★★ 4.55 Avg

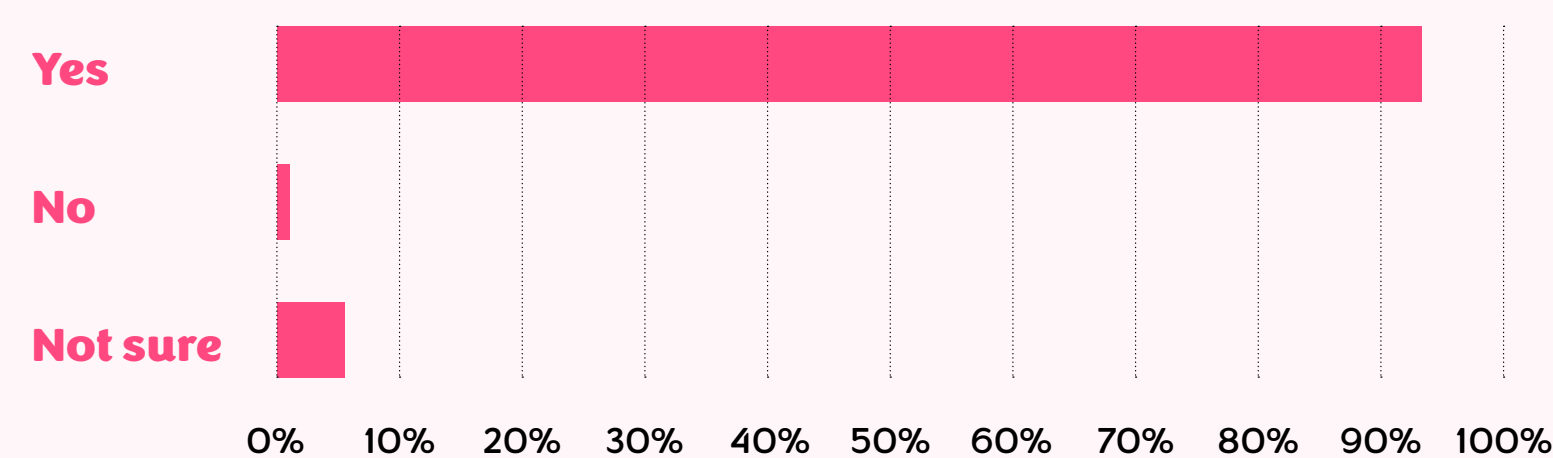
Q2 How would you rate the format of the conference with its mix of masterclasses, keynotes and presentations?

★★★★★ 4.41 Avg

Q3 How would you describe how you felt at the end of EHF2026?



Q4 Would you recommend this conference to your friends and colleagues?



Q5 What was your main reason for attending the conference this year?

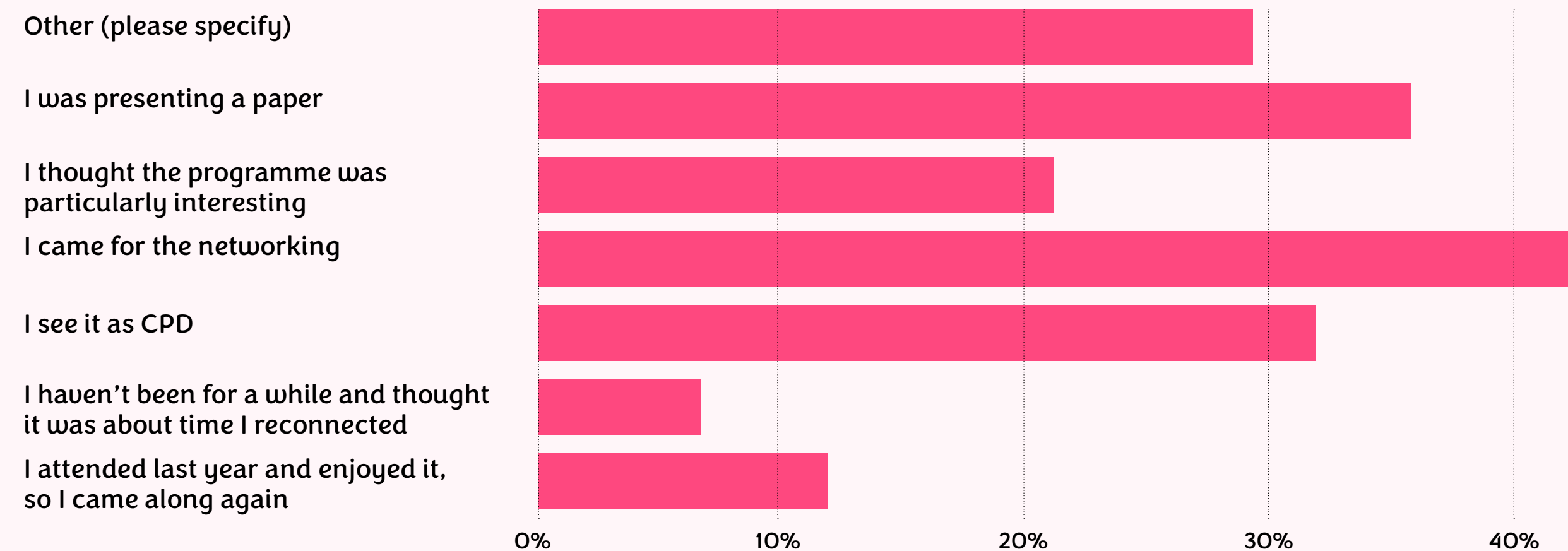
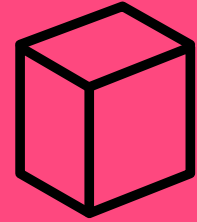


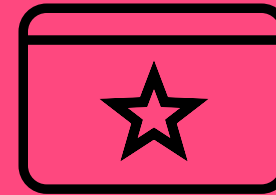
Exhibit with us

Exhibitor package **£2500** ex VAT

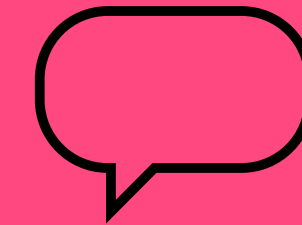
Great visibility, great access to delegates. The Exhibition Hall will be located centrally at the event with posters, lunch and refreshments breaks taking place in the Hall too on all 3 days. Here's what you get:



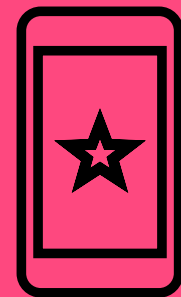
2 exhibitor passes
3x2m space with table and 2 chairs



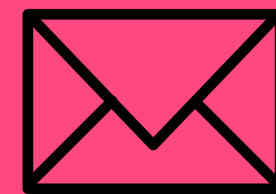
Logo on conference website
with link to your site.



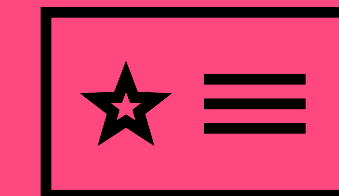
Mention in LinkedIn
post with logo.



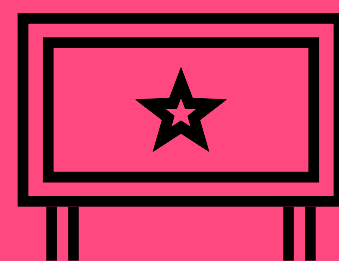
In-app exhibitor listing with logo,
description and contact details.



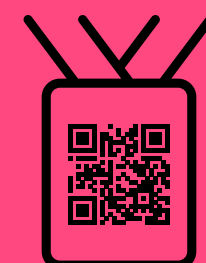
Inclusion in 'Meet the Exhibitors'
email to delegates and those who
have signed up to updates.



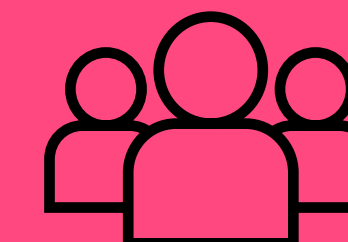
Logo on holding slides
before sessions.



Logo on signage via shared
"Thank you to our exhibitors" board.



Lead retrieval via QR codes on delegate badges
(with permission from delegate).

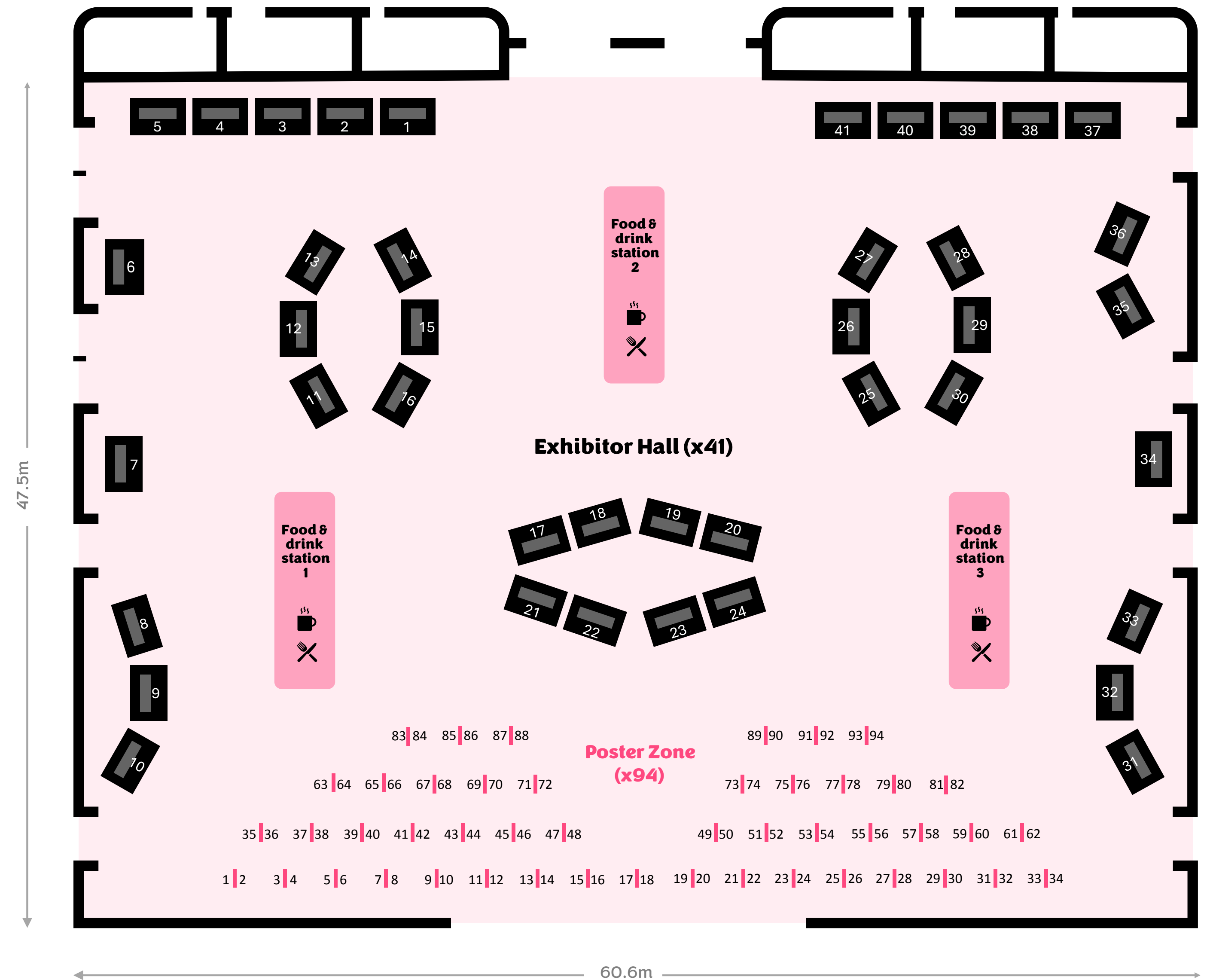


Pre-conference delegate demographics
- aggregated, non-personal.

Exhibitor Hall, Poster Zone & Catering

All exhibitor stands are 3x2m but can be combined if a larger space is needed.

Note: exhibitor stands 6, 7 and 34 have no access to power. For all other stands, power can be purchased as an additional option.





Thank you

Join us and become a sponsor at the world's most important ergonomics and human factors event.

Contact us now: info@iea2027.com
or visit: iea2027.com

