



The Institute of
Clinical Research



The Institute of Clinical Research Conference 2026

The Birmingham Conference and Events Centre

Exhibitor

Prospectus

**13th & 14th
April 2026**

TABLE OF CONTENTS

- Welcome..... 3
- Event Details..... 4
- Exhibitor and Sponsorship Opportunities..... 5
- Additional Sponsorship Opportunities..... 6
- How to book..... 7

The Institute of Clinical Research Conference 2026

The Birmingham Conference and Events Centre

Theme: Securing the future of Clinical Research Excellence

13th & 14th
April 2026



Welcome

We are delighted to announce the **ICR 2026 Conference**, taking place on **13–14 April 2026** in **Birmingham**. With the UK preparing to implement the most significant update to clinical trials regulations on **28 April 2026**, this event arrives at the perfect moment for our community to connect, learn, and prepare.

This year, we are expecting at least **200 delegates**, alongside a strong presence of **exhibitors and sponsors**, creating an exceptional environment for networking, collaboration, and knowledge exchange.

We are also pleased to confirm that the **MHRA** and **HRA** will be presenting, providing essential insight into regulatory expectations and the future direction of UK clinical research.

Delegates will represent a broad cross-section of the clinical research ecosystem, including:

- **Clinical Operations personnel**
- **Clinical Research academics**
- **Study Start-Up teams**
- **Recruitment teams**
- **Patient engagement teams**
- **Quality Assurance personnel**
- **NHS R&D personnel**
- **Study site teams**
- **Project Managers**
- **R&D leadership**
- **Data Management teams**
- **Vendors and solution providers**

Across two days, the programme will explore a comprehensive range of high-value topics, including:

Conference Topics Overview

- **Future of the Industry**

Exploring emerging trends, transformation, and long-term direction for UK clinical research.

- **Increasing Clinical Research in the UK**

Strategies to strengthen performance, expand delivery capacity, and enhance national research competitiveness.

- **Raising the Profile of Clinical Research**

Improving sector visibility, public, professional and patient engagement and elevating the workforce.

- **Round Tables on Hot Topics in Clinical Research**

Interactive discussions addressing key challenges, emerging priorities, and shared best practice.

- **Innovative Clinical Trials**

Adaptive approaches, decentralised models, technology-enabled efficiencies, and new trial methodologies.

- **Site Innovation and Collaboration**

Practical insights into strengthening sites, fostering partnerships, and improving operational excellence.

- **Risk Proportionality & ICH E6(R3)**

Understanding and applying risk-based, pragmatic principles under evolving global guidance and computer system validation.

- **The Role of AI in Clinical Trials**

Examining the potential of AI to reshape analytics, decision-making, recruitment, and trial execution.

Our aim is simple: to unite the clinical research community, promote excellence, and support ICR's mission to educate, empower, and champion the professionals who drive high-quality research.

We look forward to welcoming you to Birmingham for two days of insight, innovation, and meaningful connection.

Kind regards

Karen

Karen Roy, HonFICR| Board Director| Co-Chair
The Institute of Clinical Research



Event Details

Venue

Birmingham Conference & Events Centre
Hill St, Birmingham B5 4EW
T: 0121 634 6211
Website: <https://thebcec.co.uk>

Conference Organisers

Karen Roy

Board Director, Co-chair The Institute of Clinical Research

Sally-Ann McDowell

Board Director, Co-Chair The Institute of Clinical Research

Peter Davidson

Board Director The Institute of Clinical Research

Stacey Fergusson

Board Director The Institute of Clinical Research

Sales Lead

Catriona Rice

UK Sales Manager

E: catriona.rice@fitwise.co.uk

T: 01506 292 039



Fitwise Management Ltd

Blackburn House

Redhouse Road

Seafeld

EH47 7AQ

Exhibition Open Hours *(may be subject to change)*

Setting up time for exhibitors will be on Monday 13th April from 07.00 – 08:15. All stands should be erected and dressed by 08.30 with all packaging and other materials removed from aisles and stands. Break down will begin after the lunch break at 13:45 on Tuesday 14th April, and all exhibitors should be clear of the building by 17.00.

Exhibition open times

Mon 13th April
Open 08:30

Tues 14th April
Close 13:45

Exhibition viewing times:

08:30 - 09:30
10:30 - 11:00
12:30 - 13:30
14:40 - 15:10

08:30 – 09.30
10:50 – 11:20
12:50 - 13:45



Exhibitor and Sponsorship Opportunities

Exhibition Table Top Stand or Nomadic (on request) - £1,500 Company members - £1,200

- 2m x 1m (approx) of space for both days
- Table and 2 chairs for both days
- Registration with access to conference sessions for 2 representatives for both days *
- Tea/coffee and buffet lunch for 2 representatives for both days
- Evening dinner
- Post-conference delegate list

Please note electrical points cannot be guaranteed - please bring extra long extension cable and duct tape

*access to conference sessions will be subject to availability on the day

Gold Partner - £2,995 (x2 available)

Standard package+

- Free virtual delegate bag insert
- Logo and link on conference website
- Logo on conference signage
- Logo on conference holding slide
- Powerpoint Ad - (your advert will appear on continuous loop throughout breaks in session room)
- Pull-up banner for display in prominent area of venue
- Acknowledgement at opening and closing of conference
- Post-conference delegate list

Additional Sponsorship Opportunities

Banner Ad on Conference App - £485

Banner advertisement displayed on the Conference App

Virtual Delegate Bag Insert - £325

Company information (max. 70 words) and/or a downloadable document of your choice and can include a link. Examples include information about a product or service or a voucher or offer the attendee can download.

Powerpoint Advertising - £525

Your advert will appear on continuous loop throughout breaks in session room

Free Sponsorship Opportunities

Writing pads for delegates (Max 1)

200 A4 pads to be supplied by sponsoring Company

Pens for delegates (Max 1)

200 pens to be supplied by sponsoring Company



How to book

A) Make a provisional booking:

Stands will be allocated on a first come, first served basis. Provisional bookings will be held for 7 days and can be made by phoning or emailing Catriona Rice on:

E: catriona.rice@fitwise.co.uk

T: 01506 292 039

B) Confirm your provisional booking:

Send us the completed stand booking form and purchase order number within 7 days by post or email. A full exhibition manual will be sent to you nearer the event.

C) Payment methods:

BACS payments to (please email remittance advice to ICR Conference c/o Fitwise Management Ltd detailing amount paid, payment date, your company name, contact name and phone number:

Account Name: Fitwise Management Ltd

Account No: 10325314

Sort Code: 83-51-00

Bank: Royal Bank of Scotland PLC

Invoice request on stand booking form. A copy of your Purchase Order paperwork must accompany your booking form.

Terms and Conditions (*Full T&Cs can be found on your booking form*)

Payment terms are strictly 30 days net from date of invoice. Invoices not paid within 30 day net will incur an 8.5% charge. If booking within 30 days of the event payment must be received 3 weeks prior to the event start date. If within this 3 week timescale, payment must be made at time of registration.

Cancellations: Refunds for stands, which are cancelled, will only be made in the event of the cancelled stand space being resold. Every effort will be made to re-sell this stand space.

Additional charges: Exhibitors will incur all costs accrued on-site for any additional requirement e.g. plasma screens or additional catering.

Insurance: On the rare occasion of a Conference being cancelled only the value of your stand will be refunded. Travel, accommodation and any other expenses must be covered by your own insurance. We can provide you with details of an Insurance Broker if required.

IMPORTANT INFORMATION

Delegate Lists: You will receive a full delegate list post conference to include name, job title, organisation, location and email address however it will be your responsibility to obtain unambiguous and positive consent from delegates to use this data for direct marketing purposes.

