

A stylized graphic featuring a city skyline with various buildings, including a clock tower and a church spire, rendered in shades of blue. To the right of the skyline is a bar chart with three bars of increasing height, topped with a white arrow pointing upwards and to the right. The text 'WEST WILTSHIRE BUSINESS EXPO' is overlaid on this graphic in white, bold, sans-serif font. 'WEST' and 'WILTSHIRE' are on the top line, and 'BUSINESS EXPO' is on the bottom line. A white swoosh underline is positioned below 'WILTSHIRE' and above 'BUSINESS EXPO'.

WEST WILTSHIRE BUSINESS EXPO

8TH OCTOBER 2026 | THE CIVIC, TROWBRIDGE

CHAMPIONING WILTSHIRE BUSINESSES

EXHIBIT | NETWORK | SEMINARS | AI | TECH | SUSTAINABILITY | GROWTH | KEYNOTE SPEAKERS



Presented by the **Trowbridge Chamber** in association with

fsb⁸⁸ Federation of
Small Businesses

WELCOME to the 2026 West Wiltshire Business Expo



The **West Wiltshire Business Expo** is the region's exciting new flagship event for ambitious businesses, entrepreneurs, investors and innovators.

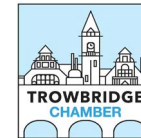
Brought to you by the **Trowbridge Chamber**, in association with the **Federation of Small Businesses (fsb)**, this focussed one day **Business Expo** is designed to inspire growth, spark collaboration and showcase opportunity. The event will bring together industry leaders, emerging talent and forward thinking organisations shaping Wiltshire's economic future.

Whether you are scaling your business, exploring investment, launching a start-up, or embracing new technology, the **West Wiltshire Business Expo** offers an excellent opportunity to showcase your brand and build strong local connections.

Please contact us at info@trowbridgechamber.com to discuss partnership and promotional opportunities.

Don't just attend - take part!

PRESENTED BY



fsb⁰⁸

Why Attend

- High-impact keynote speakers
- Practical seminars, panels and exhibitors
- Network with like-minded professionals
- Investment and growth opportunities
- Future-focused innovation

West Wiltshire Business Expo Themes



AI for Business



Sustainability and Net Zero



Tech for Growth



Legal Essentials



Cyber Security



Strategic Marketing



Business Finance



Invest in Wiltshire



Young Entrepreneurs Hub



HR & Mental Health in the Workplace



HEAR FROM

leading keynote speakers who will be sharing their business expertise and insights.

TAKE PART in talks and panel discussions on subjects ranging from AI to Sustainability, Tech, Finance Property, Cyber Security and Marketing.

The event will also **SHOWCASE** some of the region's most promising young entrepreneurs and start-ups.

Display Stand Package Opportunities - from £245

BRONZE STAND PACKAGE £345

Early Bird Price*
£245

- **2m display** stand, table, chair
- **Free** access to WiFi
- Standard show guide listing
- **Exhibitor profile** on website
- **Social media** posts
- **Marketing toolkit** to promote your presence at the show.

SILVER STAND PACKAGE £445

Early Bird Price*
£345

- **2m display** stand, 6ft table, tablecloth & chair
- **Free** access to WiFi
- **Half page advertisement** in the printed and digital show guide
- **Enhanced** Show Guide listing
- **Enhanced** exhibitor profile on website
- **Social media** posts
- **Marketing toolkit** to promote your presence at the show.

GOLD STAND PACKAGE £645

Early Bird Price*
£545

- **3m display** stand, 10ft table, tablecloth & chairs
- **Free WiFi & power**
- **Full page advertisement** in the printed and digital show guide
- **Premium** Show Guide listing
- **Premium exhibitor profile** on website
- **Premium Social media** posts
- **Marketing toolkit** to promote your presence at the show.



CLICK HERE
to book &
register interest

*Early Bird prices valid until 4th May

Bespoke display areas and **table space only options** also available. Please email info@trowbridgechamber.com for details.

West Wiltshire Business Expo

Headline Sponsorship - £5,000



As the **Headline Sponsor** of the **West Wiltshire Business Expo** you will gain outstanding visibility and exclusive opportunities to showcase your brand as an industry leader.

With **your business** at the heart of the event, you will capture the spotlight, attract high-quality leads and create long lasting connections.

Sponsorship Benefits Include:

- **West Wiltshire Business Expo** presented by 'Your Company'
- **Your Headline Sponsorship** featured in press releases, website & social media
- **Prime 4m display space** with 10ft table, tablecloth, chairs & power
- **Branding of event lanyards**
- Opportunity to **cut the ribbon** at the official event opening and **media photocall**
- **Logo** on all marketing materials
- **Full page advertisement** in the printed & digital programmes
- **Interviews & promotional opportunities** on the **West Wiltshire Business Expo Podcast**
- 6 x **Complimentary networking breakfast** tickets
- Opportunity to **host networking drinks** reception
- **Speaker opportunities**
- **Business Expo** attendee list
- **Complimentary** lunch and refreshments for your Expo team



Position your brand at the heart of Wiltshire's Business Community

Networking Breakfast, Drinks & Podcast Sponsorship



Business Expo Networking Breakfast - £1,000

Kick-start your day at the **West Wiltshire Business Expo** with our exclusive **Breakfast Sponsorship** package. This prime **networking** opportunity, which will feature an influential **guest speaker**, includes welcoming breakfast guests, your logo and a premium entry in the digital and printed event brochures and marketing materials, promotion on the event website and social media, and complimentary breakfasts for your Expo team.



Networking Drinks Reception - £1,250

Promote **your business** by hosting the **West Wiltshire Business Expo Networking Drinks Reception** at the end of the day. This is a **prime opportunity** to introduce **your business** to all Expo delegates and to build excellent networking partnerships with business leaders, speakers, exhibitors and attendees. Benefits include your logo and **premium entry** in the digital and printed event brochure and marketing material, **promotion** on the event website and marketing materials, your banners on display.



Network with like-minded professionals



Business Expo Podcast - £1,000

A **podcast** will be recorded throughout the day and hosted by **Jim James**, whose 'Unnoticed Entrepreneur' podcast is ranked within the **top 2% of global podcasts**. The **West Wiltshire Business Expo Podcast** will feature pre-recorded and roving interviews, including **interviews with your business** and regular mentions as the **Podcast Sponsor** throughout the day. **Your logo** will be included in the digital and printed **Event Brochure**, with promotion in event **marketing materials, website** and **social media**.

Young Entrepreneurs Hub Sponsorship - £1,500



The **Young Entrepreneurs Hub** will provide inspiration, mentorship, pathways to funding and collaborations for students, start-ups and early-stage founders.

The Expo Will Feature:

- Start-up **showcase displays**
- **Young Entrepreneur mentorship** and guidance
- Skills and **Panel Discussions** for future leaders
- Business Expo **Podcast interview** opportunities
- **'From Garage to Global'** talks featuring inspirational business owners' start-up stories and journeys

Sponsorship Benefits Include:

- **Branding** of the **Young Entrepreneurs Hub** in the main hall, including banners and promotion on the **giant screen**
- Your **logo** and **sponsorship recognition** in the digital and printed event brochure
- **Marketing toolkit**
- **Young Entrepreneurs Hub** sponsorship **promotion** in event marketing materials, website and social media.



Empowering
the next
generation
of business
leaders

Keynote Speakers & Discussion Panels Sponsorship - £750



The **West Wiltshire Business Expo** offers a unique opportunity to sponsor a **Panel Discussion** of your choice, led by experts in their field, which will be free for delegates to attend.

Please see **Discussion Panel & Speaker Themes** on pages 9-13.

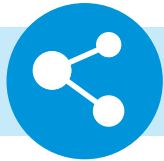
Sponsorship benefits include:

- Your selected **Panel Discussion** sponsored by **'Your Company'**
- Promotion as **Panel Sponsor** in digital and printed event programme
- **Sponsorship recognition** by panel host in introduction
- Opportunity to **display a banner** and literature at your chosen panel session.
- Your logo featured in **event programmes, media releases**, website and marketing materials



Hear from experts in key growth sectors

Local MPs,
Wiltshire Councillors,
Business Leaders
& Keynote Speakers



AI for Business - £750

Smarter tools. Better decisions. Cut through the hype and discover how AI can drive up productivity, efficiency and smarter decision-making in everyday business life. Areas for discussion include:

- Practical AI tools for SMEs (marketing, admin, operations, customer service)
- Using AI to win and retain customers
- Automation and workflow efficiency
- Where AI saves time and money
- Ethical AI, risks and data responsibility
- Real-world SME case studies



Explore the latest AI and sustainable solutions



Sustainability and Net Zero - £750

Embedding sustainable products and practices into your business isn't just responsible – it gives a clear competitive advantage. Explore the latest sustainability solutions that can drive profitability, enhance resilience, and build lasting brand trust.

- Net Zero Strategies for SMEs
- Sustainable supply chains
- Circular Economy and Waste Reduction
- Protecting nature as part of your business strategy
- Sustainable Finance, Reporting and Regulation
- Winning customers through sustainable business practices





Tech for Growth - £750

Technology as a strategic growth engine. Turn tech into traction and choose the right tech to grow. Topics include:

- New Digital Technologies for SMEs
- Growing Sales Through Digital Channels
- Matching tech to your business goals
- Data Management – CRM, accounting, booking systems
- Cyber security and resilience
- Cloud systems and remote working tools
- Integrating online forms, e-commerce and marketing platforms
- TechTrowbridge Digital Hub



Protect
your
business



Legal Essentials & Pitfalls - £750

Every business needs legal advice or representation at some point and this panel will focus on problem-solving sessions such as:

- The legal mistakes that can destroy a growing business
- What every Director must know about liability
- How to protect your business before legal trouble starts.
- Remote work and cross-border legal issues

Legal Essentials for Entrepreneurs & Start-Ups:

- Choosing the right business structure
- Essential contracts every business needs
- Common legal mistakes small businesses make
- Negotiating Commercial Agreements
- Protecting brand names, logos & digital content



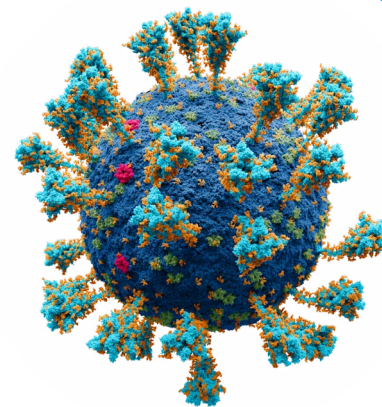
Cyber Security - £750

The Wiltshire Police Cyber Protect team will advise on how to build cyber resilience for your business. This will include:

- Practical Guidance on common Cyber Risks
- Protection steps and the current threat landscape
- Use of strong passwords and phishing prevention
- Safe online behaviour and the risk your digital footprint poses

Legal Responsibilities:

- Data protection responsibilities for businesses
- Customer data management
- Cyber breaches and legal response



Strategic Marketing - £750

Stand out in a crowded market and build a brand that lasts. Learn from marketing experts how to position your brand, communicate value and build trust that drives long-term sales and growth. Topics include:

- Brand strategy and positioning
- Digital marketing for 2026
- Data-driven marketing
- SEO and Google visibility
- LinkedIn and B2B lead generation
- Converting enquiries into sales
- Customer trust and loyalty



Stand
out in a
crowded
market



Business Finance & Investment for Growth - £750

Access to finance is critical at every stage of growth. We connect founders, business leaders, financial professionals and investors with the insights and opportunities needed to scale with confidence. Topics include:

- Strategic Finance for Growth
- Investment Opportunities and Trends
- Technology and Innovation in Finance
- Alternative financing for start-ups
- Fintech innovation - Tools That Accelerate Growth
- Scaling sustainably
- Case Studies in Growth: Personal business growth journeys



Invest in Wiltshire & Commercial Property - £750

There is no better time to **invest in Wiltshire**, where global businesses thrive alongside a strong SME sector, and commercial property opportunities abound for start-ups and existing businesses looking to relocate to Wiltshire.

Known for its high-value **manufacturing, tech** and **professional services**, Wiltshire offers a **strategic location** between **London and Bristol**, with excellent connectivity and a rich industrial and heritage past. Known for **innovation, sustainability** and a high **quality of life**, 40% of Wiltshire is classified as an Area of Outstanding Natural Beauty.

Hear directly from **Wiltshire Councillors, MPs, and property and planning experts** about the key growth sectors and opportunities that make **Wiltshire** a great place to do business.

'Wiltshire has a strong focus on innovation, sustainability and a high quality of life'





HR & Mental Health in the Workplace - £750

Hear from leading HR experts on the Employments Rights Bill and best practices to improve workforce performance.

- Employment Rights Bill - everything employers should know
- AI and Technology in Human Resources
- Best practices for virtual, remote and in-person onboarding to boost retention
- Navigating a multigenerational workforce
- Managing workplace conflict constructively
- Developing Leadership Skills for the Next Generation
- How to cultivate a high-performance, inclusive culture

Addressing **Mental Health** in the workplace is crucial for boosting employee productivity, engagement, and retention while reducing absenteeism and turnover costs. Supporting mental wellbeing helps to mitigate the impact of work-related stress, prevent burnout, and foster a safe, inclusive culture, fulfilling employers' legal duty of care.

This panel discussion will provide practical information and insights into the following topics:

- How mental health affects productivity, retention, and engagement
- Cost of absenteeism and presenteeism
- Mental health as a leadership and culture issue, not just HR
- Recognising Burnout and Early Warning Signs
- Building a Mentally Healthy Workplace Culture
- Practical HR Tools & Interventions



Building a
mentally
healthy
workplace



West Wiltshire Business Expo

Further information



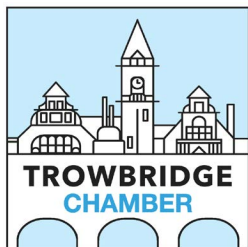
Promote your business, learn new skills and network with like-minded professionals at the **West Wiltshire Business Expo**.

The event is brought to you by the **Trowbridge Chamber**, one of the largest business groups in Wiltshire, and will be held at **The Civic**, a **state of the art events and conference centre** located in the heart of Trowbridge, **County Town of Wiltshire**.

The **Exhibition Displays** and **Young Entrepreneurs Hub** will be in the spectacular *Lansdown Hall*, with the **Keynote Speakers** and **Panel Discussions** in the *Ushers Suite* and *Council Chamber*. **The Civic** offers free wifi and is fully accessible, with easy ground floor access. There are several nearby car parks including free car parking just a few minutes walk away. Trowbridge train station is a 12 minute walk from the venue.



The Civic, St Stephen's Place
Trowbridge Wiltshire, BA14 8AH



For further information please contact:
West Wiltshire Business Expo
Trowbridge Chamber CIC
info@trowbridgechamber.com
www.trowbridgechamber.com

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WEST WILTSHIRE

BUSINESS EXPO

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