

7th International PWS Caregivers' Conference

28 - 30 June, 2027 · Cambridge, UK

SPONSORSHIP OPPORTUNITIES



IPWSO
International
Prader-Willi Syndrome
Organisation





Building better PWS care, together



IPWSO and PWSA UK are pleased to invite organisations to partner with us for the 7th International PWS Caregivers' Conference, taking place from 28 – 30 June 2027 at Jesus College, Cambridge, UK.

Focused on Prader–Willi syndrome (PWS), this international event brings together professional residential caregivers and practitioners to share knowledge, strengthen practice, and improve outcomes for people living with PWS. With approximately 150 international delegates expected, the conference offers a deliberately focused and high-quality setting for meaningful exchange and collaboration.



The conference provides a unique forum for residential providers and specialists to exchange experience, explore practical approaches, and consider emerging developments in PWS care. The programme will address key challenges and opportunities, supporting the development of best practice and strengthening services across different settings and countries.

Set against the backdrop of Cambridge, the 2027 conference will explore themes including behaviour and communication, quality of life, workforce development, rights and inclusion, and developments in research, environmental design, and technology.



By becoming a sponsor, your organisation will be supporting an important international initiative while connecting with professionals working to improve PWS care in practice. It is an opportunity to contribute to a collaborative, purpose-driven event and engage with a community committed to better outcomes.

If you would like to discuss sponsorship opportunities or confirm your involvement, please contact us. Full contact details can be found on the back page.

With thanks,

Amrat Khorana, Chief Executive, IPWSO
Jackie Lodge, Chief Executive, PWSA UK

MAIN SPONSORSHIP OPPORTUNITIES AND BENEFITS

We are delighted to have Friends of IPWSO (USA) supporting the conference as our Platinum Sponsor.

We have developed a small number of additional sponsorship options that offer meaningful and proportionate ways to engage with the conference and its delegates:

Benefits	Gold £5,000	Silver £3,500	Bronze £2,000
Half-page advertisement in the digital conference programme	●		
Conference registrations (2 people)	●		
Organisation logo on venue signage	●		
Conference dinner (2 people)	●		
Exhibition space at the venue	●	●	
Inclusion of a flyer in delegate pack	●	●	
Organisation profile in digital programme (up to 150 words)	●	●	●
Organisation profile on the conference website	●	●	●

EXCLUSIVE SPONSORSHIP OPPORTUNITIES AND BENEFITS

In addition to our core sponsorship packages, we offer a small number of focused opportunities for organisations who wish to support and engage with specific elements of the conference.

INNOVATION PARTNERSHIP

We are inviting a small number of innovation partners to take part in the conference's flagship workshop:

Designing the ideal PWS residential care home: well-being, safety and independence.

This workshop will bring together caregivers, providers, designers, researchers, and specialists to explore practical, experience-led approaches to residential environments for people with PWS.

Understanding the complexities of PWS residential living

Designing residential environments for people with PWS requires consideration of a unique combination of needs relating to health, behaviour, well-being, safety, independence, routine, supervision and food security. Housing and care environments must balance quality of life and personal autonomy with practical approaches to managing risk and supporting long-term well-being.

To support meaningful participation, Innovation Partners will receive background information in advance and be invited to an exclusive preparatory session hosted by PWS specialists and people with PWS. This session will provide insight into the realities of living with PWS, key considerations for service design, and the challenges and opportunities associated with creating supportive residential environments.

A limited number of Innovation Partnerships are available to ensure a focused and high-quality experience.

Design responses

Translating care experience into practical design solutions

This session explores how design can support safety, well-being, and independence in PWS residential settings. Discussion will focus on areas such as layout, visibility, supervision, and sensory considerations.

We welcome: Architects · Housing designers · Inclusive design specialists · Housing providers

Technology in practice

Identifying where technology adds meaningful value

This session considers the role of technology in supporting safety, independence, and quality of life, with a focus on practical application and implementation.

We welcome: Assistive technology providers · Smart home specialists · Monitoring and safety providers · Care tech innovators

Behaviour, well-being & sensory environment

Creating environments that support calm, routine and independence

This session explores how environments influence behaviour and everyday experience, including approaches that support emotional regulation and reduce anxiety.

We welcome: Behaviour specialists · Occupational therapy-led organisations · Sensory design experts · Interior designers

Delivering in practice

Turning ideas into real-world housing solutions

This session focuses on implementation across different contexts, including adapting existing housing, partnership working, and funding considerations.

We welcome: Housing providers · Supported living organisations · Developers and landlords · Commissioners

PARTNER CONTRIBUTION AND BENEFITS

INNOVATION PARTNERSHIP

This workshop offers an opportunity to contribute to a focused, practice-led piece of work with relevance beyond the conference itself. Partners will work alongside an international group of professionals, contributing their expertise to discussions aimed at developing practical outputs.

The workshop will inform a post-conference summary and potential future publication, providing a clear link to emerging practice in PWS residential design. Partners will be recognised in the conference programme, materials, and associated outputs.

A modest financial contribution is requested to support delivery of the workshop and its outputs, ensuring a well-facilitated and useful outcome.

Includes:

- Participation in the flagship workshop (up to 2 representatives)
- Exclusive pre-workshop briefing session with PWS experts and people with PWS
- Recognition as an Innovation Partner in the conference programme and materials
- Opportunity to contribute to a post conference report/paper
- Opportunity to contribute to discussions shaping workshop outcomes
- 2 full conference registrations
- 2 conference dinner tickets

A limited number of Innovation Partnerships are available to ensure a focused and high-quality experience.

Suggested contribution: £2,500–£4,000 per partner

LIVING WELL
WITH PWS
BY DESIGN

POSTER VIEWING DRINKS RECEPTION SPONSOR

The poster viewing session is an early evening event where delegates meet presenters and explore practical examples of research, service delivery, and lived experience in PWS care. Held in the Webb Library, a beautifully restored former library featuring a high-domed ceiling, original window frames, and shelves lined with books, the reception provides a distinctive setting for engagement and discussion.

As the drinks reception sponsor, your organisation will be associated with one of the conference's most interactive and well-attended sessions, supporting informal discussion and networking.

This session is particularly important for early-career researchers and practitioners, many of whom are presenting their work for the first time. Sponsoring it is a practical way to support the development of new ideas and the future of PWS care.

Includes:

- Recognition as Poster Reception Sponsor in programme and materials
- Acknowledgement during the session
- Branding within the reception area
- 2 conference registrations
- 2 reception invitations

Investment: £1,500–£2,500

CONNECTING
RESEARCH
& PRACTICE

CONFERENCE DINNER SPONSOR

The conference dinner provides an opportunity for delegates to come together in a relaxed, informal setting following the day's programme. Hosted in Elena Hall, with its contemporary design, abundant natural light and orchard views, the dinner creates an ideal environment for connection and conversation across the PWS community.

As the dinner sponsor, your organisation will be associated with this important social element of the conference, supporting an inclusive and welcoming environment for all participants.

Includes:

- Recognition as Conference Dinner Sponsor in programme and event materials
- Acknowledgement during the dinner (short welcome opportunity)
- Discreet branding at the dinner (e.g. signage or table elements)
- 2 conference dinner places
- 2 full conference registrations

Investment: £2,000–£3,000

CONTACT US

We welcome the opportunity to work with organisations who share our commitment to improving the lives of people with PWS and those who support them.

To express interest or discuss how your organisation can be involved, please contact:

Amrat Khorana, Chief Executive, IPWSO – akhorana@ipwso.org

Jackie Lodge, Chief Executive, PWSA UK – jlodge@pwsa.co.uk