



# We Are Staffordshire

## Staffordshire Day at the House of Commons 2026

### Ballot information

#### Why Exhibit at Westminster?

- National Exposure: Get your brand in front of MPs, policy makers, and industry leaders and highlight your successes and priorities
- Showcase Your Story: Share how your business contributes to Staffordshire's economy, culture, and identity.
- Make Connections: Build relationships with partners, buyers, and stakeholders.
- Celebrate a Milestone: Help mark 10 years of Staffordshire Day with a powerful, collective presence.

#### Who Can Apply?

We welcome entries from businesses of all sizes that:

- Are **based in Staffordshire**, including Stoke-on-Trent
- Operate in sectors that reflect Staffordshire's strengths, including (but not limited to): manufacturing & engineering, education, food & drink, visitor economy & tourism, creative & digital, professional services, health & life sciences, and retail.
- Demonstrate innovation, impact, and pride in place.

#### What We're Looking For

We will select up to three businesses per district/borough using the following criteria:

- **Economic contribution** (jobs, growth, investment, supply chain impact)

- **Innovation** (products, processes, services, technology)
- **Storytelling & representing brand values** (how you represent Staffordshire's identity and values as an Ambassador for the county)
- **Community & collaboration** (ESG practices, local engagement, skills)
- **Exhibit suitability** (ability to showcase safely and effectively within the limited space of a parliamentary setting)

We aim to curate a balanced mix of sectors and sizes, representing start-ups, scale-ups, and established businesses.

### What Selected Businesses Receive

- **Exhibition space** within the House of Commons event (stand/table top format and tablecloth, space for one small pop-up banner stand).
- **Branding & listing** in event materials and press activity
- **Networking opportunities** with MPs and invited stakeholders
- **Pre-event support:** exhibitor briefing and promotional toolkit
- **Logistics guidance:** Businesses will be responsible for transporting their goods to a central location in Stafford prior to the event. We Are Staffordshire will arrange and pay for transportation of goods from Stafford to London in advance of the event and return to Stafford following the event. Further information to be provided to successful businesses in due course
- **Digital showcase** on We Are Staffordshire channels

**Note:** Spaces are limited and access to individuals and products to be showcased are subject to Parliamentary security and protocols.

### How to Enter the Ballot

1. Click [Enter the Ballot](#) and complete the online form.
2. Provide essential details:
  - Business name, sector, district/borough
  - Contact person and role
  - A short statement (max 300 words) on why your business should represent Staffordshire

- Links to your website/socials and any relevant assets
- 3. Submit your entry before the ballot closing date.
- 4. We'll confirm receipt and share next steps by email.

**Accessibility:** If you need the form in an alternative format or support with submission, please contact our team [hello@wearestaffordshire.co.uk](mailto:hello@wearestaffordshire.co.uk)

### **Event Format & Practicalities**

- **Venue:** House of Commons (exact rooms and access details provided to selected exhibitors)
- **Format:** Table-top exhibits with branded materials; limited power and AV—plan for compact, self-contained displays
- **Security:** All exhibitors and attendees must comply with Parliamentary security checks and ID requirements and goods **MUST** be shipped in advance via We Are Staffordshire. You will not be permitted to carry goods into Parliament on the day due to security
- **Logistics:** Timed access for set-up/derig; guidance provided in exhibitor pack
- **Sustainability:** We encourage lightweight, recyclable materials and minimal single-use plastics

### **Terms & Conditions (Summary)**

- Entrants must be based in Staffordshire and provide accurate information.
- Selection is at the discretion of We Are Staffordshire.
- Exhibitors must comply with House of Commons protocols and security.
- We Are Staffordshire reserves the right to adjust format or capacity in line with venue requirements.
- By entering, you consent to reasonable use of your brand and story in event communications.

Full [T&Cs available](#) here.

### **Data & Privacy**

We respect your privacy. Your information will be used solely to manage ballot entries, selection, and event logistics in accordance with our [Privacy Policy](#).

### **Key Dates**

- **Launch Ballot:** January 2026
- **Close Ballot:** 20 February 2026
- **Selection Announcement:** w.c. 23 February 2026
- **Launch event and exhibitor briefing:** 12 March 2026
- **Event:** 28 April 2026

We recommend entering the ballot as early as possible. Late or incomplete entries cannot be considered.