

National Youngstock Conference

July 15, 2026

National Conference Centre, Solihull



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July 15 2026 – National Conference Centre, Solihull, Birmingham, B92 0EJ

This year's National Youngstock Conference, held for the first time at the National Conference Centre, Birmingham was a great success, attracting 455 producer, vet and trade delegates. They travelled from all corners of the UK to listen to leading dairy and beef professionals share a wealth of knowledge and expertise on calf and heifer rearing. Such was demand for tickets that we also had a waiting list, just as we did each year since we launched back in 2022.

The packed one-day programme, which filled two lecture halls, delivered 17 technical presentations to a sell-out audience. The event also included 52 trade stands, which offered delegates the opportunity to network, catch up with conference speakers, and find out more about the latest products and services on offer.

There are many advantages to holding the conference at this location. The venue is close to the airport, has excellent road and rail links, and there are plenty of hotels and pubs close by for accommodation.

The venues' facilities are also ideal, with both presentation and trade stand spaces in the same building. The presentation rooms are on the same floor and adjacent to each other, which should help delegates to find their way around the conference and reduce potential delays.

The National Youngstock Conference (NYC) will be chaired, again, by the event's Clinical Director Tim Potter, and will also involve other leading industry professionals. Providing a forum for producers, vets, researchers and other dairy and beef professionals, the NYC aims to promote best practice and facilitate the exchange of ideas relevant to all stages of youngstock rearing.

We will be repeating our 'actionable insights' initiative, where we encourage delegates to note down key things they've learned during the day and plan to put into action when back on farm.

For further information, or to find out more about opportunities to lead sessions or sponsor the event, please telephone **07813 603179** or email Jason Davies at: jason@cowmanagement.co.uk

Rachael Porter
Editor CowManagement



Conference framework

The conference will be divided into streams for the majority of the sessions, with all delegates starting and ending the day together in the main conference room. The day's structure will be similar to previous years' events and will be published as soon as it is finalised.

Please see the event programme as a guide (right).

Registration 8.45am		
Event programme	Theatre 1	Theatre 2
	9.00 Welcome, introduction & actionable insights briefing	
	9.10 Youngstock opportunities and challenges Speaker TBC	
	9.30 Protein in milk replacer – do you know what you need? Sponsored by Feed for Growth	
	10.00 Neonatal calf scour – a practical approach to treatment and prevention Sponsored by Boehringer Ingelheim	
	10.30 Refreshments/break and Trade Area	
	11.00 Mycoplasma bovis – an update on the disease and methods of control for youngstock rearers Sponsored by Zoetis	The roadmap to achieving 24-month first calving Sponsored by ForFarmers
	11.30 A holistic approach to calf housing design Sponsored by Galebreaker	Post-weaned heifers – what can interrogating data tell us? Sponsored by Advanced Ruminant Nutrition
	12.00 Cool calves: mitigating heat stress in a changing climate Sponsored by Cargill	Genetic potential and performance in dairy herds Sponsored by Neogen
	12.30 Lunch and Trade Area	
	1.30 Redefining energy intake and its role in calf development Sponsored by Trouw	New insights into calf respiratory disease – why is the first week of life so important? Sponsored by MSD
	2.00 The power of the yeast cell – supporting growth & reaching targets Sponsored by Rumenco	Pain relief in calves – maximising the effect through combination therapy Sponsored by Norbrook
	2.30 Practical changes for a sustainable future: lessons from real world cases Sponsored by Virbac	Q fever – learnings around Q fever from the past two years of working with vets and producers in the UK Sponsored by Ceva
	3.00 Refreshments/break and Trade Area	
	3.30 Update on industry initiatives Sponsored by AHDB	
	3.45 Maximising your maternal colostrum Sponsored by SCCL	
	4.15 How clean is your calf house? Sponsored by VetPartners	
	4.45 Actionable insights – using what we have learned today, work on farm tomorrow	
	5.00 Round up	
	5.15 END	

Sponsorship and partners

The conference itself is the hub that all other content and promotional opportunities feed into and from. Starting in early 2026, CowManagement will launch and promote the event. There will then be a continuous flow of relevant content, publicity and pre-event promotion. This content will be replicated on the magazine's website and through CowManagement's social-media channels. All promotional content will, where possible, include key sponsors' branding. Packages are offered to existing sponsors first and will then be opened up to additional organisations if and when opportunities arise.

Gold and Platinum sponsors host their own presentation session. It is important to remember that the conference has an educational focus, so content of the presentations must be approved by the conference content director at least three weeks prior to the event. They need to ensure that all content fits the conference brief and is not at odds with other presentations.

The event itself will create a significant amount of content, which we intend to record and share/ make available for sponsors' own webinars, blogs, website promotion and social media. The recordings will also be made available on www.cowmanagement.co.uk free of charge to everyone who attended the conference for a six-week period after the event. The recordings will then be available on an agricultural CPD and e-learning platform.

What will be included for sponsors?

- Help shape the event
- Host a presentation session/provide speaker
- Pre- and post-event promotion
 - Social media
 - www.cowmanagement.co.uk
 - CowManagement magazine
 - Press releases
- Event advertising branding
- Trade stand 3m width (4m for platinum)
- Advertising in proceedings booklet
- Profile on website
- Video recording of presentation session

Sponsorship opportunities

Platinum sponsor

Event promotion:

- Host a 25-minute lecture during either the opening or closing sessions in Theatre 1 on a topic agreed with the event organisers (to avoid cross-over or duplication).
- Provide a suitable speaker (cost to be met by sponsor)
- One of four non-competing Platinum sponsors
- Overview of presentation in Proceedings booklet including acknowledgement as lecture host, logo and contact information.
- Full-page advertisement in Proceedings booklet
- Pull-up banner in reception area and theatre
- Logo on event plan within Proceedings booklet
- Logo on front page of Proceedings booklet
- Trade stand 4m x 1m (tables and chairs available upon request)
- Two event tickets, which include a light lunch and refreshments (host and speaker provided a ticket each in addition) plus a discount code for additional tickets

Pre-event promotion:

- Logo on event promotion highlighting Platinum status and relating to your lecture
 - o CowManagement magazine
 - o CowManagement website www.cowmanagement.co.uk
 - o CowManagement social media (FB and X) @cowmanagement
 - o Company profile (with links) on CowManagement website
- Facebook and X posts to promote your products/services/workshop sponsorship (sponsor to provide suitable image and copy for both platforms)

Post-event promotion

- Each session will be video recorded, you will receive a copy of your session for use on your own social media and website (acknowledgement will be needed of the event when using this)
- Content from a number of sessions will be used as the basis for articles in CowManagement
- All the sessions will be uploaded to CowManagement website as a recorded virtual event.

£4,450

Gold sponsor

Event promotion:

- Host a 25-minute lecture on a topic agreed with the event organisers (to avoid cross-over or duplication).
- Provide a suitable speaker (cost to be met by sponsor)
- Overview of presentation in Proceedings booklet including acknowledgement as workshop host, logo and contact information.
- Half-page advertisement in Proceedings booklet (ad size can be increased to a full page for an additional £200)
- Logo on event plan within Proceedings booklet
- Trade stand 3m x 1m (tables and chairs available upon request)
- Two event tickets, which include a light lunch and refreshments (host and speaker provided a ticket each in addition) plus a discount code for additional tickets

Pre-event promotion:

- Logo on event promotion relevant to your lecture
 - o CowManagement magazine
 - o CowManagement website www.cowmanagement.co.uk
 - o CowManagement social media (FB and X) @cowmanagement
 - o Company profile (with links) on CowManagement website
- Facebook and X posts to promote your products/services/workshop sponsorship (sponsor to provide suitable image and copy for both platforms)

Post-event promotion

- Each session will be video recorded, you will receive a copy of your session for use on your own social media and website (acknowledgement will be needed of the event when using this)
- Content from a number of sessions will be used as the basis for articles in CowManagement
- All the sessions will be uploaded to CowManagement website as a recorded virtual event.

£3,435

Silver sponsor

- Trade stand 3m x 1m Silver (tables and chairs available upon request)
- Two event tickets, which include a light lunch and refreshments
- Company logo on CowManagement website and Proceedings booklet
- A Facebook and X post to promote your attendance at the event (sponsor to provide suitable image and copy for both formats)

Silver £695

Additional sponsorship opportunities

Lunch sponsor – each delegate will receive a hot buffet lunch

- A3 posters and signage at the event by the catering area
- Acknowledgement in Proceedings booklet as lunch sponsor

£795

Morning tea and coffee

- A3 posters and signage at the event
- Acknowledgement in Proceedings booklet as sponsor

£520

Delegate/tote bags

£270 using sustainably produced material supplied by the sponsor

Delegate bag insert

£120

Additional advertising in Proceedings booklet

£400 full page / **£200** half page

Lanyards

£195 using lanyards supplied by sponsor

All fees exclude VAT, charged at the relevant rate.