

# NATIONAL HOUSING FEDERATION

The largest, most respected and celebrated event in housing finance

# HOUSING FINANCE

CONFERENCE & EXHIBITION

ACC, LIVERPOOL  
14-15 MARCH  
2018

Sponsorship  
Opportunities

[housing.org.uk/finance](http://housing.org.uk/finance)



#NHFFinance  
@natfedevents



# WELCOME.

The National Housing Federation's flagship **Housing Finance Conference and Exhibition** is the most highly regarded event for senior finance executives from housing associations and organisations involved in the provision of affordable housing.

Over 1,200 decision makers will converge over two days to share expertise and find out about the latest news in the industry.

**This is your chance to join them.**

# WHY SPONSOR?

## GREAT OPPORTUNITIES

### ✓ CREATE NEW BUSINESS OPPORTUNITIES

If you target housing associations for business you will find no better route to market

### ✓ MAKE YOUR BRAND STAND OUT

Align yourself with the strongest, most respected voice in the sector

### ✓ DEMONSTRATE YOUR EXPERTISE IN SOCIAL HOUSING

Huge reach throughout the sector



90% OF THE UK'S SOCIAL HOUSING STOCK IS OWNED OR MANAGED BY CONFERENCE ATTENDEES



## WHO WILL YOU MEET?

**53%**

Finance Directors and Heads

**14%**

Finance Managers

**13%**

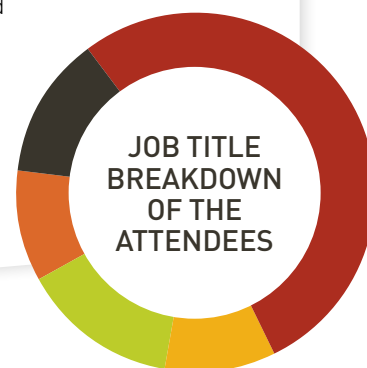
Board Members and Chief Executives

**10%**

Other professionals

**10%**

Accountants and mid-level finance professionals



## PAST AND CURRENT SPONSORS



# WHY THIS IS THE NO.1 HOUSING FINANCE CONFERENCE



“

I was impressed with the whole event, especially the location. I intend on returning. ”

Craig Garner - Executive Director Finance  
New Charter Group



## CRUCIAL SECTOR UPDATES ON:

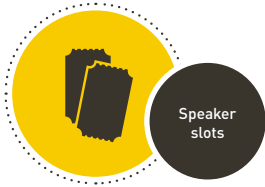
- ✓ Value for money
- ✓ Rent freedoms
- ✓ Funding
- ✓ Efficiency
- ✓ Reporting standards
- ✓ Implications of leaving the EU
- ✓ Regulation
- ✓ Voluntary Right to Buy
- ✓ Future funding of supported and sheltered housing
- ✓ Mergers
- ✓ And much more

## HOW WILL THE EVENT BE MARKETED?

The event will be marketed through a multi-channel promotion plan using targetted e-marketing, direct mail, PR, advertising, social media and telemarketing campaigns to a database of over 7,000 finance contacts across the UK.

The campaign includes exposure at all of the Federation's finance portfolio events and member engagement seminars. As the membership body for housing associations we are uniquely placed in our ability to get your brand in front of the sector.

# SPONSORSHIP OPPORTUNITIES



## EXHIBITION THEATRE SPEAKING SLOTS

**£2,495 + VAT**

The theatre will provide an intimate environment for companies to showcase their products and services. The open plan setting will provide seating and AV. Slots available on both days of the conference.

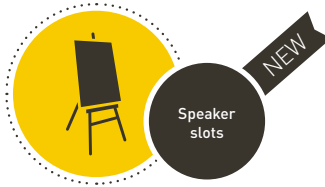
Only open to exhibitors and sponsors.



## REGISTRATION

**£7,500 + VAT SOLD**

Your company logo to appear on all delegate badges and lanyards. Lanyards to be provided by the sponsor.



## SPONSORED SESSIONS

Organise your own dedicated sponsored session as part of the main conference programme, giving your organisation fantastic exposure to enhance key messages to delegates.

### FEATURES:

- these are prime slots in the conference programme
- direct interaction with your target audience
- pre-conference promotion of your session to 7,000 finance contacts across the UK
- session title, date and room listed in the event guide
- A4 insert (one sheet) in the delegate bag.

### PRICES:

Prices range from **£3,950 – £6,950 + VAT** for your opportunity to contribute a speaker, sponsored session or stream.



## CONFERENCE APP

**£2,500 + VAT**

Extensively used by conference attendees and free to download, the app will include details of the programme and exhibition, a great resource for delegates to keep track of all activities.

### FEATURES:

- dedicated button featuring your logo and link to a dedicated page about your company
- push notifications and banner advert
- acknowledged as sponsor in the event guide, conference website, pre-conference promotion, dedicated app joining instructions email, banner promoting the app placed in a prime position onsite.



## DELEGATE BAGS

**£5,000 + VAT**

This is an ideal opportunity to raise your brand awareness at the conference and well beyond. Bags are given to all conference delegates.

### FEATURES:

- fantastic exposure at the conference and beyond
- highly visible branding opportunity on every conference bag.



## LUNCH AND REFRESHMENTS

**£4,000 + VAT**

Lunch and refreshments will be served during the breaks each day in the busy exhibition areas to 1,200 hungry and thirsty conference delegates.

### FEATURES:

- excellent branding opportunity in the busy exhibition arena
- branding on signage and napkins
- acknowledged as sponsor in the event guide, conference website and pre-conference promotion.



## CLOAKROOM

**£2,500 + VAT**

As the cloakroom sponsor, benefit from a unique opportunity to promote your brand. The cloakroom will experience high footfall creating a highly visible branding opportunity.

### FEATURES:

- your logo and the acknowledgement 'kindly supported by' will appear on all cloakroom signage
- your logo and an acknowledgement will appear on the front of coat and luggage tickets.



## CAFÉ

**£2,500 + VAT**

The popular café will be located in the main exhibition area. Branding opportunities within this area include; signage, napkins and acknowledgment in the event guide.

### FEATURES:

- busy area with a high footfall creating an excellent branding opportunity
- branding on all signage
- acknowledged as sponsor in the event guide, conference website and pre-conference promotion.

## NETWORKING DRINKS RECEPTION AND POST DRINKS EVENT

**£7,500 + VAT**

The networking drinks reception is the networking highlight of the housing finance calendar. The event is a firm favourite for delegates with an estimated 1,200 participants expected to attend in 2017. Sponsorship of the evening allows you to gain high profile visibility for your company in a relaxed, social setting.

### FEATURES:

- as sole sponsor high exposure of branding throughout the drinks area
- high footfall of delegates as this is the prime networking event
- company logo and acknowledgment on conference collateral including: programme, website, signage, pre-conference event marketing to approximately 7,000 professionals and event app.



Headline sponsorship opportunity

## Foremarke EXHIBITIONS

## EXHIBIT AT HOUSING FINANCE EXHIBITION 2018

The exhibition is the best place in the sector to engage with finance directors and senior finance professionals from housing associations. You will find no better, or more cost-effective route to market.

Prices start at **£1,696 + VAT**

To book your stand or for information about exhibiting please contact:

Julian Hurst or Adrian Durr  
**Foremarke Exhibitions**

**Tel:** 020 8877 8899

**Email:** [housing@foremarke.uk.com](mailto:housing@foremarke.uk.com)

# SPONSORSHIP LEVELS

Headline sponsors are at the heart of the marketing for the event. This is the highest level of exposure available at the conference providing you with the strongest visibility.

## SILVER

SPONSORSHIP

**£8,500 + VAT**

3x2 exhibition space

One delegate pass

Insert in delegate bag

30 minute slot in the demonstration theatre

## GOLD

SPONSORSHIP

**£14,950 + VAT**

3x3 exhibition space

Two delegate passes

Insert in delegate bag

Speaking slot in main programme breakout session

Half page colour advert in the event guide

Two tannoy announcements

Seat drop

Available to **TWO** sponsors only

**EXCLUSIVE**  
Available to **ONE** sponsor only

## PLATINUM

SPONSORSHIP

**£27,500 + VAT**

4x3 exhibition space

Three delegate passes

Insert in delegate bag

PRIME main programme slot

Full page colour advert in the event guide

Company logo on the main stage

Company logo on the arena doors

Three tannoy announcements

Banner on the event app

Dedicated section on the event app

Push notification on the event app

Thought leadership included in the pre-event content marketing

Insert in delegate bag at Treasury conference

Sponsorship of a category of the HANA awards

Extensive exposure as a sponsor giving your organisation strong visibility during the conference, and to all of our members through the distribution of conference marketing material.

### ALL PACKAGES INCLUDE COMPANY LOGO AND ACKNOWLEDGEMENT ON:

- front cover of the event guide
- conference signage
- plenary stage backdrop
- conference website
- six pre-conference e-bulletins sent to approximately 7,000 people each time
- banner advert on the conference app.



Representation on the programme planning committee giving you the opportunity to contribute and influence the shape of the conference programme

# ADVERTISING OPPORTUNITIES



## DELEGATE BAG INSERTS

**£975 + VAT**

Opportunities to place inserts in delegate bags are available. All inserts must be approved by the Federation prior to printing.



High Profile  
Exposure

## SEAT DROPS

**£1,500 + VAT**

Opportunities to place an insert on seats in any one of our sessions. All inserts must be approved by the Federation prior to printing.

# CONTACT US

TO DISCUSS SPONSORSHIP  
OPPORTUNITIES OR DEVELOP  
BESPOKE PACKAGES CONTACT:

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## AMIT KOTECHA

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@natfedevents  
@natfednews

Join in the  
conversation  
#NHFFinance

# NATIONAL HOUSING FEDERATION

The National Housing Federation is the voice of affordable housing in England. We believe that everyone should have the home they need at a price they can afford. That's why we represent the work of housing associations and campaign for better housing. Our members provide two and a half million homes for more than five million people. And each year they invest in a diverse range of neighbourhood projects that help create strong, vibrant communities.

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