

# Sponsorship opportunities

Powerful, focused and cost-effective opportunities for organisations targeting key decision-makers in the £9 billion housing sector.

**NATIONAL  
HOUSING  
FEDERATION**

## IT in Housing Conference and Exhibition 2013

19 – 20 November, Olympia Conference Centre, London

*Be part of the largest and most highly acclaimed IT conference and exhibition in the social housing sector. The event, now in its 14th successful year, attracts approximately 600 - 700 IT directors and managers from housing associations and local authorities.*

*We are pleased to offer a range of powerful and effective sponsorship opportunities for organisations keen to raise their profile in the sector and make their brand stand out at the very moment buyers are assessing their products alongside other suppliers.*

### Joint overall sponsorship

An exclusive and high profile opportunity to stand out from the crowd and benefit from aligning your brand with this leading event at the highest level. The package is designed to maximise your brand exposure in the run up to the event and includes your logo on the front cover of all event literature, on the Federation's website, and on all signs and banners at the event. The package includes a strong mix of the benefits outlined at the foot of this list.

**Fee £7,000 + VAT**

### Sponsorship of registration

A powerful opportunity to maximise exposure for your brand at this event. The package includes your logo printed on all delegate and visitor badges and the opportunity to supply branded lanyards to be attached to the badges which are handed out at registration. The package includes strong coverage in the event literature and at the event itself with prominent signs displayed at the registration desks. Additionally the package includes a mixture of the benefits outlined at the end of this list.

**Fee £3,250 + VAT**

### Sponsorship of delegate packs

Reinforce your brand by having your logo printed on the delegate packs given to each delegate when they arrive and used during the conference and beyond. The package includes coverage in the event literature and a mixture of the benefits outlined at the end of this list.

**Fee £3,250 + VAT**

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**For further information please call 020 8877 8899 or email [housing@foremarke.uk.com](mailto:housing@foremarke.uk.com)**

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## **Sponsorship of delegate writing pads and pens**

Build awareness of your brand by supplying branded writing pads and pens to be inserted in the delegate packs and used by delegates throughout the conference. The package includes a mixture of the benefits outlined at the end of this list.

**Fee £1,500 + VAT**

## **Sponsorship of conference drinks reception**

A superb opportunity to raise your profile in the sector through association with the popular key networking event of the conference. The package includes extensive coverage in the event literature and at the event itself with prominent signs displayed during the reception, which takes place within the exhibition on the early evening of Tuesday 19 November. The package includes a mixture of the benefits outlined at the end of this list.

**Fee £3,500 + VAT**

## **Sponsorship of refreshments**

Build awareness of your brand with sponsorship of the refreshments for delegates served within the exhibition throughout the conference. The package includes extensive coverage in the event literature including in the conference guide, and at the event with prominent signs displayed at the reception. Additionally the package includes a mixture of the benefits outlined at the end of this list.

**Fee £3,250 + VAT**

## **Sponsorship of delegate lunch**

A great opportunity to raise your profile through sponsorship of the delicious buffet lunch served to delegates. The package includes strong coverage in the event literature and at the event with prominent signs displayed at the catering serving points within the exhibition during the lunch period. Additionally the package includes a mixture of the benefits outlined at the end of this list.

**Fee £3,250 + VAT**

## **Sponsorship of Exhibition Guide**

Get your message across both during and after the event. The package includes a full page advertisement on the outside back cover, as well as your logo on the front cover, and at the foot of each page within the guide. The package includes a mixture of the benefits outlined at the end of this list.

**Fee £3,200 + VAT**

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## All packages include a mix of the following benefits:

- logos and credits on event literature including conference publicity brochure, joining papers, conference guide and exhibition guide
- logos and credits on large signs and banners prominently located at the event
- logos and credits on PowerPoint slides shown at the start and conclusion of all conference sessions
- vote of thanks by conference chair at the opening and closing sessions
- complimentary non-residential delegate places
- inserts in delegate packs
- access to the attendee list.

All sponsorship packages are subject to contract and to meeting copy deadlines.

The opportunities outlined above are available on a first-come, first-served basis and some of the opportunities outlined may have already been sold or reserved. Other sponsorship packages may have already been sold in relation to this event.

We are happy to tailor-make sponsorship packages to your requirements.

In addition to sponsorship we are pleased to offer a range of exhibiting opportunities at this event starting at £1,160 + VAT.

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