



**SMALLER
HOUSING
ASSOCIATIONS'**

Conference and Exhibition

2 November 2017, 99 City Road, London
Find out more at: housing.org.uk/smalls

**NATIONAL
HOUSING
FEDERATION**

WELCOME

Gain fresh perspectives into the challenges facing the housing sector, how these issues will impact organisations and the role smaller housing associations can play in the future.

The only conference dedicated to smaller housing associations



WHO ATTENDS?

This conference is aimed at all senior staff and board members from smaller housing associations. It is the only conference of its kind in the housing sector.

40% Chief Exec and Chair
20% Directors

JOB TITLES INCLUDE:

- Board Members
- Director of Housing & Development
- Chief Executive
- Operations Manager
- Head of Resources
- Director of Business Development
- Financial Director
- Community Services Manager
- Head of Services

WHY SPONSOR?

CREATE NEW BUSINESS OPPORTUNITIES

If you target housing associations for business this is a great route to the market.

MAKE YOUR BRAND STAND OUT

Align yourself with the strongest, most respected voice in the sector and increase brand awareness with exposure of your organisation in pre-event marketing and at the event.

DEMONSTRATE YOUR EXPERTISE IN SOCIAL HOUSING

Gain huge reach throughout the sector, showcasing your knowledge and experience.

“Good range of issues and well attended so useful networking opportunity.”

2016 Attendee

PAST COMMERCIAL SPONSORS

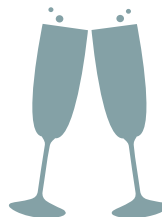


Triodos @ Bank



Arthur J. Gallagher
BUSINESS WITHOUT BARRIERS™

8+



HOURS NETWORKING



WOULD ATTEND AGAIN

HOW WILL THE EVENT BE MARKETED?



The event will be marketed through a multi-channel promotion plan using targeted e-marketing, direct mail, PR, advertising, social media and telemarketing campaigns to a targeted database of over 2,000 housing association contacts across the UK.

The campaign includes exposure at all of the Federation's member engagement seminars, webinars and full portfolio of other conferences. As the membership body for housing associations we are uniquely placed to get your brand in front of the sector.

SPONSORSHIP OPPORTUNITIES

GET YOUR BRAND NOTICED



Sponsorship provides direct exposure to key decision makers, reinforcing your position in the market place and leaving a strong and lasting impression of your brand.

OVERALL JOINT SPONSOR. £5,000 + VAT

As an overall sponsor you will receive extensive exposure giving your organisation outstanding visibility during the conference, and to all of our members through the extensive distribution of conference marketing material.

**Highest
profile
opportunity**

BENEFITS AS AN OVERALL JOINT SPONSOR:

Unrivalled exposure as a sponsor with your logo and acknowledgment placed on:

- conference promotion materials sent to over 2,000 contacts
- front cover and sponsors page of the programme
- electronic version of joining papers
- conference web page
- social media promotion on Twitter, Facebook and LinkedIn reaching over 30,000 individuals
- onsite materials including conference signage and holding slides in all session rooms.

Included as part of the overall joint sponsor package:

- statement of up to 150 words in the programme
- insert for inclusion in the delegate pack
- half page advert in programme
- one delegate pass
- logo featured on sponsors slide shown at the conference
- attendee list (excluding attendees who have requested to be excluded under Data Protection Act)
- company profile on dedicated event app and on the day push notification.

High visible branding opportunity



REGISTRATION SPONSOR

£2,950 + VAT

Fantastic exposure as sponsor of registration. Your company logo present on all delegate badges.

FEATURES:

- your company will be seen by all delegates as they register
- your logo placed on the badge worn by all delegates, delivering maximum branding exposure
- your logo placed on prominent signage in the registration area.



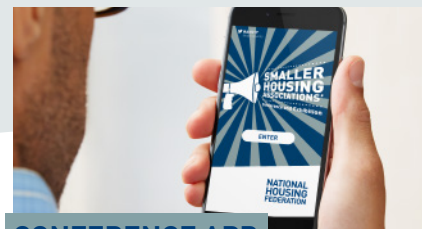
THE DRINKS RECEPTION

£2,500 + VAT

Sponsorship of the drinks reception allows you to gain high profile visibility for your company at the event's main networking session.

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 and signage.



CONFERENCE APP

£1,950 + VAT

Extensively used by conference attendees and free to download, the app includes details of the programme, exhibition, speakers and more. A great resource for delegates to keep track of all on-site activity.

FEATURES:

- the sponsoring company will receive their logo on all splash screens and add banners, a dedicated tab for a company profile and a push notification on the day
- sponsor's logo will appear next to all promotion of the event app including the e-shot, event guide, joining papers and on site collateral.

Foremarke
EXHIBITIONS

EXHIBITION STANDS

£1,980 + VAT

The exhibition is the best place in the sector to engage with conference delegates. You will find no better, or more cost-effective route to market.

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



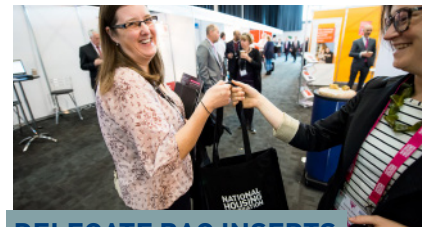
LUNCH AND REFRESHMENTS

£1,950 + VAT

Lunch and refreshments will be served during the breaks to 200+ hungry conference delegates.

FEATURES:

- excellent exposure in busy exhibition area including all refreshment signage
- acknowledged as sponsor in the event guide.



DELEGATE BAG INSERTS

£400 + VAT

Reach delegates directly with bespoke marketing material through inserts in every conference pack.



CONTACT

SPONSORED SESSIONS

EXCLUSIVE
OPPORTUNITY

£3,950 + VAT*

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

FEATURES:

- direct interaction with your target audience in the main conference programme
- pre-conference promotion of your session to 2,000 housing sector contacts across the UK
- session title, date and room listed in the event guide
- A4 insert (one sheet) in the delegate bag.

*Main programme slot (various slots available)

TO DISCUSS SPONSORSHIP OPPORTUNITIES OR DEVELOP BESPOKE PACKAGES CONTACT:

AMIT KOTECHA

Account Director, Sponsorship

E: amit.kotecha@housing.org.uk

T: 0207 067 1148

M: 07824 383 213



@natfedevents
@natfednews

Join in the
conversation
#NHFsmall

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.

National Housing Federation, Lion Court, 25 Procter Street, London, WC1V 6NY
020 7067 1066 | events@housing.org.uk | housing.org.uk/events