

 **#NHFFComms18**
@natfedevents

Sponsorship Opportunities 2018

2018 | THE COMMS EVENT

6 March 2018

99 City Road Conference Centre, London, EC1Y 1AX

**NATIONAL
HOUSING
FEDERATION**



WELCOME

Back for its 13th year, the Comms Event 2018 provides delegates with the chance to learn cutting-edge engagement tactics, as well as essential opportunities to network with like-minded peers who want to strengthen the narrative around housing.

WHO ATTENDS?

The conference is aimed at all communications and marketing professionals.

JOB TITLES INCLUDE:

- **Business Services Director**
- **Communications and Marketing Manager**
- **Design and Brand Manager**
- **Digital Communications Lead**
- **Director of Communications**
- **Director of Marketing and New Business**
- **Head of Corporate Affairs**
- **Head of Digital and Creative**
- **Head of PR & Marketing**
- **Sales and Marketing Officer**
- **Stakeholder Engagement Manager**

WHY SPONSOR?

CREATE NEW BUSINESS OPPORTUNITIES

A chance to network with development professionals from across the country.

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.

“Find the sessions to be really valuable and the conference to be a good networking opportunity.”

2017 Attendee

PAST COMMERCIAL SPONSORS



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 2,600 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 2,600 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)
- profile on dedicated conference 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.



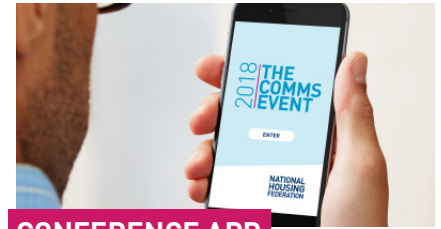
THE DRINKS RECEPTION

£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

£1,950 + 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 150+ 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.



SPONSORED SESSIONS

EXCLUSIVE
OPPORTUNITY

Prices from **£2,500 + 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 2,600 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)

CONTACT US

TO DISCUSS SPONSORSHIP OPPORTUNITIES OR DEVELOP BESPOKE PACKAGES CONTACT:

CHRIS BANCROFT

Head of Events

E: chris.bancroft@housing.org.uk

T: 020 7067 1063



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Join in the
conversation
#NHFCOMMS18

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