



bnn2018

BOARD MEMBERS' CONFERENCE

www.housing.org.uk/boards

2-3 February 2018

Hilton London Tower Bridge, London

**NATIONAL
HOUSING
FEDERATION**



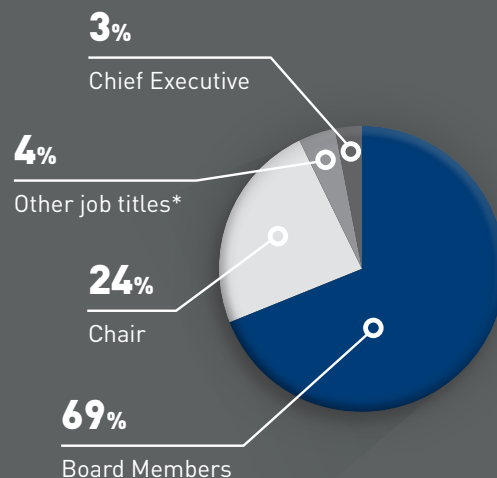
WELCOME

This is the largest conference dedicated entirely to the challenges facing housing association Board Members.

The conference provides the biggest networking opportunity of the year for board members in the housing sector. Join them to take full advantage of solid networking opportunities, make great connections and promote your brand as the expert in your chosen field.

WHO ATTENDS?

This conference is aimed at both newly appointed and long term Board Members. With an increasing focus on the role of the board this is a must attend event with a broad range of sessions covering board member masterclasses and in-depth panel discussions.



*OTHER JOB TITLES:

- Consultants
- Directors
- Company Secretaries
- Directors, Heads and Managers of Governance.

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.

“I find it is the ideal way to network with other board members and keep up to date on housing issues.”

2017 Attendee

PAST COMMERCIAL SPONSORS



Diligent



MODERN.GOV
PART OF THE ERS GROUP



HOURS NETWORKING



WOULD ATTEND AGAIN

HOW WILL THE EVENT BE MARKETING?



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 3,500 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 3,500 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



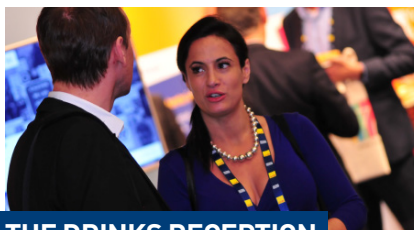
REGISTRATION SPONSOR

£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

£1,850 + 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.



CONTACT US

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 3,500 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:

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@natfednews

Join in the
conversation
#NHFBboards

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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