

2022

Marketing and Sponsorship Opportunities



INTERACT
INFORM
INFLUENCE

Increase your impact through the only cross-sector membership network for housing and construction

Act now as some premium opportunities are limited

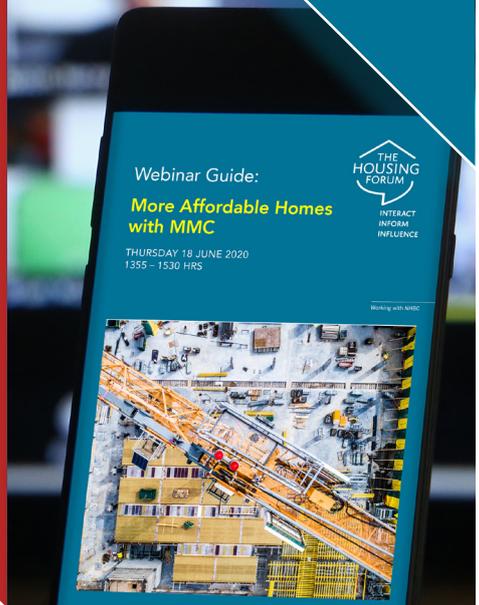
Working with NHBC



Our membership represents over £24 billion turnover in the housing sector, and 800,000 homes in delivery plans.

'It's a pleasure to be invited to deliver The Housing Forum keynote, one of my first major speeches as Minister in the newly renamed department, DLUCH'

Rt Hon Christopher Pincher MP
at the 2021 National Conference





INTERACT
INFORM
INFLUENCE

The only cross-sector, industry-wide organisation that represents the entire housing supply chain as the voice of the industry.

The Housing Forum is uniquely placed to interpret the whole housing market and provide a timely examination of the issues that will encourage the delivery and recognition of quality homes.

Our high quality events attract many of the main decision makers from across the housing and construction sector and our highly respected reports offer targeted networking opportunities at their launch events.

We engage with some 2200 senior individuals across over 150 membership organisations and key stakeholder groups.

Our members represent:

HOUSEBUILDING AND DEVELOPMENT - £16bn

Our developer / contractor member businesses have a combined annual turnover of over £16 billion from housebuilding, planned improvements and repairs operations

HOUSING DELIVERY - 800,000 homes

Our Council and Housing Association members have estimated 10 year housebuilding targets in excess of 800,000 homes

MANUFACTURING AND DISTRIBUTION - £7.4bn

Our supplier and manufacturer members have a combined annual turnover of over £7.4 billion in the manufacture and distribution of high value housing supplies and MMC homes and components

PROFESSIONAL SERVICES - £430m

Our specialist consultant members deliver over £430 million worth of professional services in housing related activities of design, project management, legal, regulatory, cost and building services

HOMES IN MANAGEMENT - 550,000

Our housing association members manage and reinvest in over 550,000 homes

18 October 2022, London



The Housing Forum National Conference

Our fast expanding flagship event
The premier cross-sector housing event in the UK



'Fit for the Future' was the title of The Housing Forum's National Conference which took place at the Amba Hotel, Marble Arch with a hybrid online option, on 20 October 2021.

In the packed agenda, experts shared their experiences and advice on a host of topical issues ranging from decarbonisation and retrofit through to procurement and partnering. [Conference Highlights](#)

The Housing Minister, The Rt Hon Christopher Pincher MP, joined us to give one of his first in-person speeches in the newly renamed department, DLUCH, to the UK housing sector. He said he is looking forward to working with industry to help create a better and fairer society.

We have a dedicated conference web site fitforthefuture-housing.com which helped with delegate marketing and provided additional exposure for sponsors.

Twitter comments: [#fitforthefuturehousing](https://twitter.com/fitforthefuturehousing)

**81 % of members rated the Conference
8 or over out of 10**

2021 Headline sponsors commented

"We are proud sponsors of The Housing Forum's National Conference 2021. This important event supports the Forum's collaborative and cross-sector approach to achieving the vision of 'A Quality Home for All' through partnership and knowledge sharing."
calfordseaden

"We are delighted to support The Housing Forum's National Conference this year. With so many local authorities declaring climate emergencies, Willmott Dixon with its Now or Never strategy to become a net zero carbon business by 2030, is determined to play its part in ensuring the construction industry leads the way in creating a more sustainable future for everyone."
Richard Davidson, Director, Willmott Dixon

18 October 2022, London

The Housing Forum National Conference



Sponsorship and exhibition opportunities



JOINT HEADLINE CONFERENCE SPONSOR

£5,000 (including stand)

As one of only two joint headline sponsors your organisation will receive prime coverage in the build up to, and at the conference itself including:

- Prominence on the dedicated conference website. [See 2021 website here](#)
- Feature in conference video clips which we will be promoting post the event
- Logo on all conference materials, reaching influential housing professionals
- On screen logo on all conference holding slides including breakout sessions
- Feature strongly in our press releases and media promotions linked to the event
- Advertorial promotion in The Housing Forum's e-bulletin
- Breakout or stream speaking slot (subject to content)

STREAM SESSION SPONSOR

£2,750 (including stand)

These morning and afternoon streams will focus on topics addressing at least four key areas based on the priorities for The Housing Forum and all those involved in housing. Includes speaking, branding, newsletter, social media and PR coverage.

BREAKOUT SESSION SPONSOR

£1,750 (including stand)

Includes speaking, branding, newsletter, social media and PR coverage.

LUNCH RECEPTION SPONSOR

£1,000

An opportunity to promote your organisation linked to the buffet lunch reception with exclusive branding on lunchtime networking promotions prior to the event. A perfect place to network during the conference.

DRINKS RECEPTION SPONSOR

£2,000

An opportunity to promote your organisation linked to the drinks reception with exclusive branding on networking promotions prior to the event and at the event. Includes your banner in the networking area. A perfect place to network after the conference.

EXHIBITION STAND

£1,500

There are 15 exhibitor stands available at the 2022 conference providing sales and networking opportunities first thing, at an extended buffet lunch in the exhibition hall and during morning and afternoon tea breaks. (Shell schemes available subject to discussion) Exhibitors will also feature on the dedicated conference website.

OTHER BRANDING OPPORTUNITIES

Please [contact us](#) to discuss additional opportunities such as Lanyard, Digital, or Conference Guide sponsorship.

Key Networking Events

As the only cross-sector membership network that represents the entire housing supply chain, The Housing Forum will once again be running a packed programme of events in 2022.

Our national events were attended by more than 2,200 representatives in 2021.



[VIEW OUR 2022 EVENT CALENDAR](#)

Our event sponsorship offers include:

- Opportunity to propose a speaker (subject to content*)
- Co-branding on all promotional materials, presentation slides and event guides
- Inclusion in press releases and social media.
- Branding and a paragraph of text in the event guide and in the output 'Insight Report'

* Packages do not guarantee a speaking slot

Please apply for further details and bespoke packages.

WEBINAR PACKAGES

NEW: DECARBONISATION WEBINARS

£4,000 (annual package, covering all four events)

Become one of only two headline sponsors for this high priority topic covered in [a series of four webinars](#).

SPOTLIGHT WEBINARS

£3,000 (annual package, covering all six events)

A popular series of six on topical lunchtime webinars, attended by 100 delegates on average. One headline sponsor only.

INNOVATION FORUMS

An opportunity to showcase your product or service in a bespoke event which must demonstrate interesting innovation for the sector.

Contact us for a bespoke package.

IN PERSON EVENTS

ASSET STRATEGY FORUMS

£2,500 (per event)

These quarterly events cover building safety, stock strategy and climate challenge towards net carbon zero.

Maximum two sponsors per event with speaking opportunity.

DEVELOPMENT PARTNERSHIP FORUMS

£2,500 (per event)

These quarterly networking events feature different regions and are for all the parties involved in partnership house building and regeneration across all tenures. Events assess the operational markets and provide a platform for the development and promotion of new initiatives.

CEO FORUMS

The Housing Forum holds regular in-person leadership forums to build influence at senior level across all organisations involved in the building and maintenance of homes. Contact us for a bespoke package

INDUSTRY EVENTS

Contact us to discuss collaboration at industry events.

Councils Network opportunities

In 2022 The Housing Forum are inviting six commercial organisations to demonstrate their commitment to partnership working and support for councils and our expanding Councils Network which represents 75 authorities across England including all local authorities in Greater London, Greater Manchester and Kent. Metropolitan boroughs and Unitary councils are well represented including for example, Birmingham, Bristol, Exeter, Hull, Leeds, Sheffield, Stoke on Trent and Southampton. We also have a range of district councils in membership.

Local Councils Advisory Group

Our Local Councils Advisory Group meets quarterly and supports us in setting the agenda for events, research and reports identifying key areas of expertise and knowledge that can support local councils. Their expertise provides unrivalled insight commercially, socially and politically. The members of this group include representatives from councils, Homes England and the GLA.

“I have been impressed with the enormity of the established network that The Housing Forum has and their work to gather relevant knowledge from different sectors of the industry, partners and beyond, distributing to all those who can benefit from this research. Working with Local Councils, encouraging knowledge sharing throughout the public sector and understanding how working with other sectors and partners can help fulfil housing delivery aspirations and achieve best practice.”

Sheffield City Council

“We value The Housing Forum’s cross sector membership and the breadth of the discussions that offers. In particular, we have found it really useful to listen to a range of different voices including Local Authorities, housing associations, construction companies, manufacturers and consultants all around one table.”

Homes England

2022 COUNCILS NETWORK SPONSOR

£3,000

- Your profile on the Councils Network area of the web site Logo included as ‘The Housing Forum Councils Network Supporter’ with link to your profile on The Housing Forum web site and a quote from you on why you support the network
- Speaking opportunity (subject to content agreement) at either the Councils Housing Conference (May) or an appropriate National Conference stream/break out (Autumn)
- Logo included as ‘The Housing Forum Councils Network Supporter’ on all the above conference promotions and programmes
- Logo included as ‘The Housing Forum Councils Network Supporter’ on all the above event ‘Insight Reports’ together with 30-40 words about you
- Mention on all appropriate event press releases
- Promotion as a supporter on Social Media on our LinkedIn page and to our 16,000 Twitter followers
- Mention on Councils Network recruitment promotions
- Mention and logo in four Members Newsletters across the year

Note: Sponsorship covers 1 April 2022 until 31 March 2023. Maximum of six supporters. Additional one-off promotional or exhibiting opportunities may be offered to other organisations.

COUNCILS HOUSING CONFERENCE

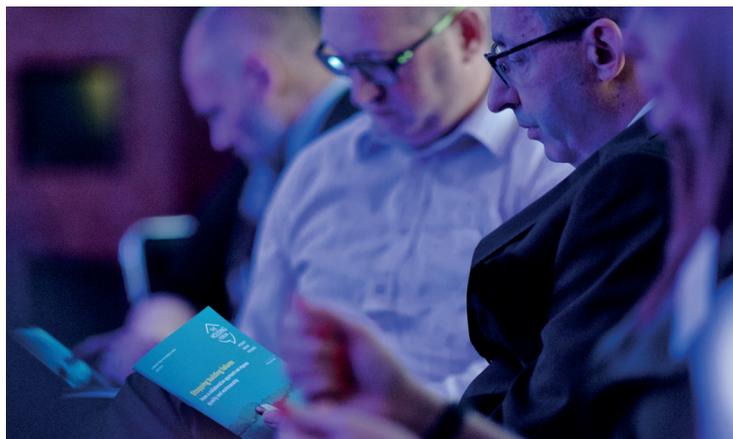
£2,500 (one of only two headline sponsors)

The 26 May Councils Housing Conference provides strong branding and speaking opportunities (subject to content) at this growing online event attracting a wide range of councils from our network and beyond.

The package includes coverage in the THF newsletter, social media, conference programme and media releases as well as a dedicated branding slide at the beginning of the event.

Research Reports and Newsletters

The Housing Forum has a reputation for the production of well researched and authoritative reports.



Research Reports and Guides

Themes for Reports and Guides usually come from the thought leadership work of The Housing Forum working with our members.

They are developed directly from our members expertise and are prepared collaboratively often with a number of supporting organisations.

The Housing Forum has also been commissioned to produce other major reports by single organisations or associations.

Costs can range from £750 for a number of collaborators through to circa £20,000 for major commissioned reports.

Recent reports have included:

- [Better Procurement for Better Homes](#) - A Housing Forum guide for housing associations and local authorities to procuring for best value, quality and sustainable communities
- [Older and Wiser](#) - A practical guide for developing, commissioning and operating age-friendly homes
- [MMC for affordable housing developers](#)

In planning for 2022

Contact [Shelagh Grant](#) to discuss commissioned reports.

MONTHLY NEWSLETTER SPONSOR

£950 (solus sponsorship per newsletter issue)

Sent to more than 2200 members and stakeholders across the industry.

Since moving to a monthly frequency in 2020 these comprehensive newsletters have been very popular with members and are a mainstay of our policy, event, report and wider industry communications.

Solus sponsorship to include an advertorial of up to 125 words and a URL link. This will appear as the second item on the newsletter which has a circulation of over 2200 to member organisations and key influencers with high open rates and click-through. The introduction panel on the newsletter will also include the wording: 'This edition is kindly sponsored by organisation X'. Contact us for further details.

"As a cross-sector body, The Housing Forum is uniquely placed at a time of considerable change within the industry, membership provides the opportunity to influence the government policy development and capitalise on links within the sector to develop 'best practice'."

Vistry Partnerships

Other sponsorship opportunities & Contact

For other exhibition or promotional opportunities available with The Housing Forum in 2022 contact us at events@housingforum.org.uk.

These are likely to include virtual or physical exhibition opportunities as the balance between online and virtual/sem-virtual event formats are developed.

We work hard to deliver a sponsorship package that meets your objectives whilst remaining true to our independent cross-sector values.

Shirley Heapy

Interim Head of Membership

07772 829811

[shirley.heapy@](mailto:shirley.heapy@housingforum.org.uk)

housingforum.org.uk

Duncan Grant

Interim Director

07860 100 842

[duncan.grant@](mailto:duncan.grant@housingforum.org.uk)

housingforum.org.uk

Twitter

[@thehousingforum](https://twitter.com/thehousingforum)

LinkedIn

[The Housing Forum](https://www.linkedin.com/company/the-housing-forum/)

Key terms and conditions

- All exhibition and sponsorship opportunities are to be paid in advance
- Cancellation within three months of the event/activity – sponsorship and exhibition costs will be payable in full
- All applications are subject to approval
- For non-member rates add +10%.

Full terms and conditions are available for each activity on request.



The Housing Forum Team with the Futures Network cohort at the 2021 National Conference in London.