



The National Empty Homes Conference

Birmingham, Wednesday 25th September, 2019

Sponsorship Opportunities

The Empty Homes Conference 2019

Innovation Information Inspiration

About the Conference

The annual Empty Homes Conference is a national event organised by the Empty Homes Network which addresses the issues that face organisations and individuals involved in tackling empty homes across the country. We celebrate innovation and best practice.

This is a premier event in the empty homes and housing calendar, with guest appearances in previous years by Parliamentary Under-Secretaries of State such as Andrew Stunell OBE and Don Foster, MP and luminaries such as David Ireland, OBE and Jon Fitzmaurice, OBE.

We offer a number of different ways for you to support this event, allowing you to advertise, as appropriate:

- your organisation's commitment to the aim of reducing the number of Britain's empty homes

and/or

- your capacity to deliver the skills or resources that bring empty homes back into use
- your capacity to help protect neighbourhoods from the blight and nuisance associated with empty homes

Please note: All news stories on our website generate email notifications to all our members and supporters.

About logos

Where we display or print logos, in nearly all cases* they are ranked in size according to whether an organisation is the main Conference Sponsor, a Gold Supporter or a Silver Supporter. In addition:

- wherever possible (e.g. in PDFs, on website pages) logos are clickable with links to the sponsor's preferred web-page
- additional contact information such as a telephone number and/or website address is provided where space allows e.g. on the supporter's page of the Conference brochure.

**** As the main Conference Sponsor's logo is most prominently displayed in all other cases including on the Conference background slide, it is given equal prominence to the Gold Supporter logos on any bag or promotional material.***

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Main sponsor of the entire conference - £2,495

Sponsorship announcement slot – 10 mins at plenary session to provide relevant material to our audience.

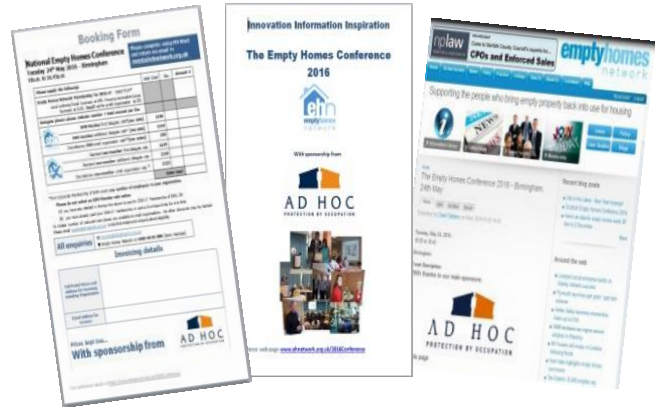
Place on “top table” if so desired.

Feature as the sponsor on front pages of

- Conference brochure
- Booking form
- Delegate pack

Plus:

1. **Event listing** on website
 2. **Half page advert** in Delegate Pack
 3. **All news stories** relating to the event: to include significant programme updates; award stories; reminder stories; post-conference reports
 4. **All email correspondence** connected with the conference, including correspondence relating to Empty Homes Awards, and correspondence with speakers as well as delegates
 5. **Front page news story** on website to highlight sponsorship.
 6. Your **PR material** (content to be agreed) distributed as part of the Delegate Pack
 7. Include **logo and clickable links** on Empty Homes Network website
 8. Automatic inclusion of logo on any printed delegate folders or bags.
- **Sponsorship prominently displayed on the main background slide for the day.**
 - **Free stand and two delegate places**
 - **Year’s Membership of Empty Homes Network**



Ad Hoc speaker addressing 2016 Conference

Contact: Adam Cliff, events@ehnetwork.org.uk, leave a message at 0303 0401008 or phone 07837 717583.

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Gold Conference Supporter - Advertisement Sponsorship - £495

The sponsorship fee will be used to help fund advertising via either or both of the Chartered Institute of Housing and the Chartered Institute of Environmental Health e-newsletter. There is a minimum of 2 and a maximum of 4 Gold supporters.

Benefits include:

- **Name and logo of supporter in paid-for advertising**
- **Logo printed on delegate folder / bag**
- **Half page advert in delegate pack** (approved size)
- **Logo and 100-word statement** on the Supporter Page of the Conference Brochure
- **Logo on Conference website page**
- **Logo on main Conference display slide (background)**
- **Brief news story on EHN website** announcing support

The supporter will benefit from the opportunity to place their own advertisements announcing their support for the **Empty Homes Conference 2019**

Previous examples:

The banner for The Empty Homes Conference 2017 features the EHN logo on the left. The main text reads "The Empty Homes Conference 2017" with contact details: "events@ehnetwork.org.uk", "0303 0401008", and "bit.ly/EHNConf17". It also includes the "NO USE EMPTY" logo (The Kent Empty Property Initiative) and "Gold Supporter" text. The event location and date are "Birmingham 24th May". On the right, it says "with sponsorship from" followed by the ADHOC logo (Protection by Occupation).

The banner for The Empty Homes Conference 2016 features a collage of photos from the event on the left. The main text reads "The Empty Homes Conference 2016" with the tagline "Information, Innovation, Inspiration" and the EHN logo. It includes contact details: "From £99 per delegate", "Tuesday May 24th, Maple House, Birmingham", and "www.ehnetwork.org.uk/2016Conference • events@ehnetwork.org.uk • 0303 04 01 008". It also lists "With sponsorship from" ADHOC and "Gold Supporters" including Fraser Fraser, NO USE EMPTY, grafton, and EHN HOMESMATCH.

Contact: Adam Cliff, events@ehnetwork.org.uk, leave a message at 0303 0401008 or phone 07837 717583.

Sponsorship and Stands: Empty Homes Conference, Birmingham, Wednesday 25th September 2019

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Silver Conference Supporter – Delegate Bag Sponsorship - £295

There is a minimum of 2 and a maximum of 4 sponsors. The sponsorship fee will be used to help with the production of a bag for delegate packs. These delegate packs will be handed out to all delegates and attendees upon arrival.

Benefits include:

- **Logo (most prominent) and acknowledgement** printed on **delegate bag**
- **Insert** (approved size) in delegate pack
- **Logo** on Supporter Page of Conference Brochure
- **Logo** on main Conference display slide (background)



Previous example:

Contact: Adam Cliff, events@ehnetwork.org.uk, leave a message at 0303 0401008 or phone 07837 717583.

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Notepad & Pen Sponsorship - £495

The sponsorship fee allows you to provide the official Conference Notepad and pen set. **Please note that notepads and pens will be supplied**, and logo/layout design will be agreed prior to printing. These will be handed to delegates on arrival. Benefits include:

- **Logo printed on all notepad pages and pen, along with the Empty Homes Network Logo**
- **Logo on Supporter Page of Conference Brochure**
- **Logo on main Conference display slide (background)**



Display stands

There are **FOUR** remaining opportunities for display stands offering high footfall and high visibility, for example directly opposite the entrance to the plenary room or inside the plenary room. Display stand spaces of approximately 8' x 4' will be allocated on a first-come, first-served basis on the day of the event unless otherwise agreed.

Rates for display stand spaces are as follows:

- **Standard rate: £350**
- **Discounted EHN rate: £295**

Stand-holders are charged normal delegate rates for attendance.

EHN Members – First Delegate	£149
EHN Members – Additional Delegate	£119
Non-Members – First Delegate	£179
Non-Members – Additional Delegate	£149



Please note: Display equipment is to be supplied by the Exhibitor, but tables will be available on the day if needed.

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Conference Breakfast, Lunch, Refreshments sponsorship – £395 each

People travel from all over the country to the Conference and food on arrival is a welcome treat. Your sponsorship of a Breakfast means we can offer not only a full Continental Breakfast but also a good selection of warm options.

A proper sit-down lunch rather than the all-too-frequent finger-food is an important element in making our Conferences memorable events.

There are two refreshment breaks during the Event (morning and afternoon). We serve tea, coffee, soft drinks, fruit, cookies and other sweet options. Conference delegates often linger for discussions during and after these breaks.

Your sponsorship of lunch and/or breakfast makes the connection between your organisation and the comfortable and pleasant experience we offer. The benefits for include:

- **Acknowledgement** of sponsorship by Conference Chair
- **Signage:** your organisation's name and logo will be prominently featured in the dining area at the appropriate times.
- **Table-top display of company literature / giveaway** at the appropriate times (please note this is not a full display stand).
- **Your organisation highlighted as sponsors** in the **Conference Brochure** including at the relevant section of the **Programme**
- **Special mention in the joining instructions**
- **Logo and text on Supporter Page of Conference Brochure**
- **Logo on Conference website page**
- **Logo printed on delegate folder / bag**



Combined Food/Refreshments Sponsorship options

Combined options save you money and make your sponsorship that much more prominent

Any two options: £675, saving £120 as compared with the cost of the individual items.

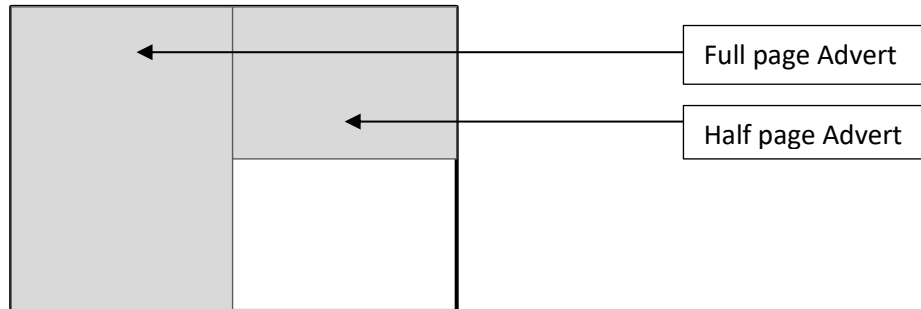
All three options: £975, saving £215 as compared with the cost of the individual items. In addition, a sole food/refreshments sponsor will feature as such on the **Conference website page** and **feature a half page advert in our Conference Brochure.**

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Half page / Full page advertising in the Conference Brochure - £149/£199

There are a limited number of advertising opportunities in this year's Conference Brochure, with both half page and full-page spaces for advertising available. Please contact us for availability, and to discuss your preference



Sponsorship of the Empty Homes Awards Ceremony - £275

Note: This option is only available when accompanied by sponsorship of an individual award.

- **5 Minute slot** to introduce the Awards Ceremony, and opportunity to Compere or nominate a compere for the ceremony
- Choice of **when to present** your sponsored award (First, last, etc).
- **Feature as sponsor of the Awards Ceremony in the Conference Brochure**, including brief description of organisation, biographies and photos of presenters (up to two).
- **Opportunity to present the awards or photo-opportunity** with other presenter if preferred. The 2012 award was presented by Andrew Stunell OBE, MP (Minister at DCLG).



Highlighted in all relevant communications:

- **Email newsletter and reminder** seeking nominations sent to all members
- **News story on website** announcing opening of nominations
- **News story on website** announcing winning entry or entries.

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Sponsorship of Individual Empty Homes Awards - £275 each

There are currently eight separate categories in our **National Empty Homes Awards**. As a sponsor, you can also propose additional awards.

You can **feature as sponsor of each award in the Conference Brochure**, which can include a description of your organisation / biographies and photos of presenters (up to two).

We aim to include your signage in any photos of the award presentation.

Sponsors of awards are highlighted in all relevant communications:

- **Email newsletter and reminder** seeking nominations sent to all members
- **News story on website** announcing opening of nominations
- **News story on website** announcing winning entry or entries.



In addition, you can reserve a place on judging panel if you so desire.

Award Categories for the 2019 Conference:

Empty Homes Practitioner of the Year Award

Empty Homes Innovation Award

'Meeting the Challenge' Award

Best Empty Homes Partnership Award

Best Use of Information Technology

Best Use of Media

Best Before-and-After Photographs

Rising Star Award

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To find out more about the above options

Contact: Adam Cliff

events@ehnetwork.org.uk

0303 0401008 (leave message) or 07837 717583 (direct mobile)

Please also refer to the Terms and Conditions below.

For latest conference details

Visit www.ehnetwork.org.uk/2019Conference

About the Empty Homes Network

We are a national network with over 500 individual members, launched in 2001 as the *National Association of Empty Property Practitioners* with the support of the government. Then-Minister Sally Keeble wrote

“NAEPP[=EHN] will provide a national voice for local authority and RSL staff in their work to bring empty homes back into use. The Government is keen to see its membership grow into a national network of empty property practitioners. So I would urge all local authorities to take out membership of NAEPP[EHN]. This will ensure that all relevant officers in the authority benefit from the good practice and training opportunities developed by, and for, empty property practitioners”

Since then we have expanded our membership to include those working in regeneration companies, community housing organisations and in a range of private sector firms involved in helping bring empty homes back into use.

Our main role is to support all practitioners and organisations involved in addressing the issue of empty homes to help them work as effectively as possible. We do this by facilitating the sharing of information and experience, by organising training events and conferences, by promoting best practice amongst delivery partners and by promoting sound policy at national level.

Please note that as a membership organisation we are separate from and independent of the charity Action on Empty Homes, whose contribution to the work of bringing empty homes back into use we greatly value.

As we are a not-for-profit organisation **your support can make a big difference to the work we do.**

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Terms and Conditions

1. All sponsorships are awarded on a first come, first served basis. We retain the right to reject any sponsor we consider inappropriate for any given event.
2. After our written acceptance of a proposal, the sponsor must provide the sponsorship funds, logo image (in the format required by us,) and other details required (such as correct use of the sponsor's name, trademarks etc) to us, within 30 days of receipt of acceptance.
3. Sponsorship pledges cannot be processed without payment.
4. The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details.
5. All sponsorship materials must be submitted 30 days before the conference to ensure inclusion in the productions schedule. Sponsorship pledges after this date may still be accepted subject to caveats.
6. Sponsors may not assign or apportion any part of the item(s) sponsored nor represent advertise or distribute literature or materials for the products or services of any other organization unless approved in writing by us.
7. We will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
8. No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Costs arising from damage resulting from failure to observe this notice are payable by the sponsor.
9. Sponsors are welcome to offer proposals or pledges for single or multiple items/events.
10. In order to limit costs we may limit the number of colours used for the printing of sponsor logos unless the sponsor is willing to pay the excess.
11. If a sponsor wants to negotiate for a higher priced item than we have budgeted (e.g., higher quality lunch, more prominent or more frequent advertising) for then the sponsor must pay any additional cost for that item in addition to the applicable sponsorship amount.
12. The sponsor for a given item at a Conference will be given first right of refusal to sponsor the same item at the price quoted in the following year's sponsorship package. If the sponsor does not take up repeat sponsorship within 2 weeks of notification, then the sponsorship item will then be offered on a first-come first-served basis.

We welcome other suggestions for sponsorship