



Sponsorship Opportunities

About the Empty Homes Network

The Empty Homes Network are a national organisation with over 700 individual members, launched in 2001 as the 'National Association of Empty Property Practitioners' (NAEPP) with the support of the government.

On its launch, the then Housing Minister Sally Keeble wrote: "NAEPP 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. 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 its conception, the Empty Homes Network has expanded to include those working in regeneration companies, community housing organisations and in a range of private sector firms involved in bringing empty homes back into use.

Our aim, is to support all practitioners, local authorities and organisations involved in addressing the issue of empty homes, and to help them work as effectively and efficiently as possible. We do this by facilitating the sharing of information and experience, by organising and delivering training courses and through our annual Conference, by promoting best practice amongst delivery partners and promoting sound policy at national levels.

As a membership organisation, we are separate from and independent of the charity Action on Empty Homes, whose contribution and campaigning on the issue of bringing empty homes back into use we greatly appreciate.



'As a not-for-profit organisation, your support makes a big difference to the work we do'

About the Conference



Recognised as the flagship event in the empty homes calendar, 2024's conference will return to The Studio in Birmingham following our most successful conference to date held in May 2023. Regularly attended by over 150 empty homes and housing professionals from across the UK, our annual conference draws on the knowledge and experience of experts in their field, to address issues being faced by practitioners in their day-to-day roles.

With previous appearances including Andrew Stunell OBE, Don Foster MP and the BBC's Matt Allwright, we source the content, speakers and presenters to best benefit our attendee in order to provide best value to them, their roles, and their local authorities. We offer a variety of ways for you to support our event, allowing you to advertise and reach out to practitioners across the housing and empty homes field, by showing your:

- **commitment to tackling the issue of empty homes**
- **support to those whose roles involve encouraging empty home owners to see their properties returned to use**
- **capacity and ability to deliver skills, resources and solutions that assist in bringing empty homes back**

Returning to an in-person format for the second year following the Covid-19 pandemic, the National Empty Homes Conference 2024 promises to be our biggest and most successful event to date, and we would welcome the opportunity to work with you to facilitate this and reach your target audience.

***‘Celebrating innovation,
best practice and
shared experience’***

About the Venue

Returning to The Studio in Birmingham City Centre for the second time, our 2024 Conference will be held primarily in the Explore function room, with sponsor stands and networking area provided in the Atrium. Allowing ample space for lunch, refreshments and to catch up with old colleagues.

Situated on Cannon Street and minutes away from Birmingham New Street train station, The Studio offers a formal yet relaxed setting for our Conference, which proved hugely successful for our 2023 event. Delegates are welcomed with a light breakfast upon registration, refreshments throughout the day, as well as a hot two-course lunch all served within the Atrium Café area.

The venue offers ample space for display stands offering high footfall and high visibility. Sponsor stand spaces of approximately 6' x 4' will be allocated prior to the event and will be spread across both rooms: to the rear of Explore, and within the Atrium breakout area.

This year's conference will likely see a lighter programme of speakers than previous years, allowing for additional networking opportunities and interaction with delegates throughout the day. The representative from each of our sponsors are of course welcome to join the sessions and interact with delegates as though they were attending the event.

A visualisation of the two rooms for our 2024 Conference can be seen on the next page.

Consideration will also be given to the organisation's field of work, and so that no two same/similar products/services are placed together.



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About the Venue

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The Conference Sponsor Package

What's included?

- Recognition as the main conference sponsor
- Recognition during Chair's Conference opening remarks
- Sponsor's conference welcome speaking slot (10 mins)
- Logo featured on the Conference background slide
- Full page advert in the Conference delegate brochure
- Company profile news story on the EHN website
- Hyperlink logo on the EHN website
- Hyperlink logo featured on the Conference booking form
- Logo featured in our national marketing campaign
- Logo featured prominently on the Conference delegate bags
- Hyperlink logo on all EHN email signatures (6 months)
- Delegate pack insert
- Exposure through LinkedIn / social media posts
- In-room recognition as Conference supporter
- Event exhibitor stand
- 1 year's Corporate Membership of EHN
- 1x single award sponsorship
- Company logo featured in award winner's news story
- 3x delegate spaces included



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2024

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The Exhibitor+ Package

What's included?

- Recognition during conference chair's opening remarks
- Logo featured on the main Conference background slide
- Full page advert in the Conference delegate brochure
- Company profile news story on the EHN website
- Hyperlink logo on the EHN website
- Logo featured in our national marketing campaign
- Hyperlink logo featured on the Conference booking form
- Logo featured on the Conference delegate bags
- Delegate pack insert
- Exposure through LinkedIn / social media posts
- In-room recognition as Conference supporter
- 1x award sponsorship included
- Company logo featured in award winner's news story
- Event exhibitor stand
- 2x delegate places included





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The Exhibitor Package

What's included?

- Recognition during conference chair's opening remarks
- Logo featured on the main Conference background slide
- Half page advert in the Conference delegate brochure
- Company profile news story on the EHN website
- Hyperlink logo on the EHN website
- Logo featured in our national marketing campaign
- Logo featured on the Conference delegate bags
- Exposure through LinkedIn / social media posts
- In-room recognition as Conference supporter
- Event exhibitor stand
- 2x delegate places included





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The Supporter Package

What's included?

- Recognition during conference chair's opening remarks
- Logo featured on the main Conference background slides
- Half page advert in the Conference brochure
- Hyperlink logo on the EHN Conference webpage
- Logo featured in our national marketing campaign
- Logo featured on our delegate bags
- In room recognition as a supporter
- 1x Delegate place included



Additional Opportunities

	Price <i>(VAT not applicable)</i>
Breakfast, lunch & refreshments sponsorship	£995
Exhibitor stand + 2x delegate places	£995
Exhibitor stand + 1x delegate place	£795
Notepad & pen collaboration sponsorship	£495
Half page delegate brochure advert	£145
Full page delegate brochure advert	£195

Our Use of Logos

Where we display or print logos, they will be ranked in size and location relative to the item and package being sponsored, and in conjunction with the sponsor's overall commitment.

In addition, wherever possible logos are hyperlinked through to the sponsor's preferred webpage.

As the Main Conference Sponsor's logo is the most prominently displayed in most cases, all sponsor's and supporter's logos are given equal prominence on our delegate pack or postal envelopes.



Our Sponsorship Rates

	Conference Sponsor Package	Exhibitor+ Package	Exhibitor Package	Supporter Package
Number of packages available	1	5	8	8
Recognition as conference main sponsor	✓			
Recognition from the event chair	✓	✓	✓	✓
Sponsor's welcome speaking slot (10 Mins)	✓			
Logo on main conference slide	✓	✓	✓	✓
Full page delegate brochure advert	✓	✓		
Half page delegate brochure advert			✓	✓
Company profile news story	✓	✓	✓	
Hyperlink logo on EHN website	✓	✓	✓	✓
Hyperlink logo on booking form	✓	✓		
Logo featured on national marketing campaign	✓	✓	✓	✓
Logo featured on delegate Bags	✓	✓	✓	✓
Hyperlink Logo as email signature (6 Months)	✓			
Delegate pack Insert	✓	✓		
Exposure through LinkedIn / social media posts	✓	✓	✓	
In room recognition as a supporter	✓	✓	✓	✓
Event exhibitor stand	✓	✓	✓	
1 Year's EHN Corporate Membership	✓			
Single award sponsorship	✓	✓		
Featured in award winner's news story	✓	✓		
Number of delegate places included	3	2	2	1
Package cost (VAT not applicable)	£3,995	£1,995	£1,495	£795

Terms and Conditions

- All sponsorship packages are awarded on a first come, first served basis.
- We retain the right to reject any sponsor we consider inappropriate for any given event.
- After our written acceptance of a proposal, sponsors must make payment on receipt of the appropriate invoice, logo image and other details required within 30 days of receipt of acceptance.
- Sponsorship pledges cannot be processed without payment.
- The sponsorship fee does not include free conference registration unless specifically stated in the sponsorship opportunity details.
- 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.
- 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 organisation unless approved in writing by us.

We welcome and encourage other ideas and suggestions for sponsorship



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'Supporting the people who bring empty property back into use'