

Place NORTH WEST

**PLACE NORTH WEST
HALF-DAY CONFERENCE
SPONSORSHIP**

2020

WHAT DO YOU GET OUT OF WORKING WITH PLACE NORTH WEST?

- 13 years of experience in delivering great events
- Dedicated event manager for any questions, updates and requests
- Cross-platform promotion of your brand, online and offline
- Senior audience of property professionals from across the North West
- Tailored packages to suit your needs and priorities
- Quality event content and organisation
- Top networking opportunities
- Introductions to potential clients and contacts

WHAT'S NEW TO PLACE NORTH WEST EVENTS?

- Bigger and better events than ever, with more than 5,000 attendees a year
- Dedicated event app for each conference
- Slido for increased audience interaction - guests can ask questions online
- New networking events including:
 - Cheshire Social
 - Lancashire Social
 - Place Young Things

“Place North West events are always well-organised and well-attended. They provide valuable insights for guests and speakers alike, and have proved valuable for us as a sponsor.”

Stephen Smith
Senior corporate engagement officer
Transport for the North

“Great content, great delegates, great preparation. Place North West *really* understands the market.”

Carolyn Tiley
Head of strategy, real estate
DAC Beachcroft



HALF-DAY CONFERENCES

We pride ourselves on producing the best property conferences in the North West. Our events are centred around quality content and networking, with active industry speakers and robust chairing.

WHAT YOU GET AS A SPONSOR 6 OPPORTUNITIES PER EVENT - SECTOR EXCLUSIVE

Pre-event

- Branding on the events calendar on placenorthwest.co.uk, which is visited by 200,000+ property professionals a month
- Branded listing in the events bulletin, emailed to 12,000 subscribers fortnightly
- Branding on the Place North West events plan, downloadable from the website
- Social media announcements of your sponsorship across our channels
- Branding and accreditation on promotional editorial articles and mailshots
- Ongoing social media promotion carrying your logo up to the event
- Full access to the delegate list
- Introductions to key speakers and delegates
- Branding and company profile on the dedicated event app: logo, company overview and opportunity to add documents, reports and links to your website

At the event

- Five tickets to the event for staff/clients
- Possibility to present to the audience or sit on a panel - not guaranteed and dependent on the discretion of the editorial team
- Branding on the event app
- Branding on all slides and print material at the event
- Company name-check from the chair of the event onstage
- Mentions in social media posts during the event
- Opportunity to have small exhibition stand and/or pop-up banners
- Opportunity for a product drop
- Reserved seating if required
- Facilitated introductions in person to pre-selected speakers and attendees

Post-event

- **Comment piece with author details, photograph and logo, published on placenorthwest.co.uk and sent to our 12,000 subscribers on the Place Daily Briefing newsletter, usually £900+VAT [To be used within 6 months of the event]**
- Branded inclusion in the event editorial write-up on the website
- Brand included in the write-up sent to 12,000 subscribers via the newsletter
- Receive event photography and/or video for your own marketing purposes
- Receive the data capture of the delegates that attended the event
- Social media mentions in promotion of the event round-up
- Archived write-up in the events section on placenorthwest.co.uk
- Post-event online analytics report
- Right to first refusal for the event in 2021

Cost: £3,500+VAT

Additional marketing opportunities can be added to packages to further support your involvement, including: direct mail, comment pieces and online banner advertising.

Please note, multidisciplinary service providers are required to choose one leading service from their service lines and sectors of work for event sponsorship.

To book or discuss sponsorship opportunities, please contact:

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