

NORTH OF ENGLAND AT UKREiif

POWERED BY **Place**^{NORTH}





BE PART OF A UNITED NORTH

Our UKREiiF presence is growing for UKREiiF 2026.

We're adding to our events line-up and bolstering our efforts across the expo, putting the North on the national stage.

OUR UKREiiF 2026

- 30,000 reads of our daily email briefings during UKREiiF week
- 32 companies worked with throughout UKREiiF week
- 550 attendees to our UKREiiF fringe events

WE ARE THE NORTH

UKREiiF has become a must-attend event for property professionals of all stripes. Whether you're inside the Royal Armouries for the main show or taking advantage of the many fringe events across the city – if you're not in Leeds come May, you're missing out.

Over the years, Place North has curated a programme of activity to support businesses eager to enhance their profile and cut through the noise of one of the busiest weeks of the year.

The very first Place UKREiiF Breakfast Conference in 2025 assembled a stellar line-up of public and private sector heavyweights to get under the skin of the biggest issues facing the built environment sector. The event gave UKREiiF delegates the opportunity to step away from chaos of the Armouries for a little while and provided sponsors with a unique platform to stand out.

In 2026, Place North is upping its offering of events during UKREiiF week with a series of high-impact gatherings with opportunities to showcase your brand.

Two breakfast conferences will feature high-profile speakers tackling the big issues of the

day. Place's famous UKREiiF arrival drinks, where you can mingle with developers, investors, and leading public sector decision-makers, will be back bigger than ever before.

Round off UKREiiF week with a trip to the other side of the Pennines on Thursday evening for the Greater Manchester Wellbeing Run. This is a chance to recentre and refocus after a productive conference, all while raising money for the Forever Manchester Foundation and connecting with likeminded professionals.

Partnering with Place at UKREiiF in 2026 will add a reassuring structure to what can be a frantic week, enabling regular guaranteed touch points with investors, councils, and fellow development professionals.

The following pages will provide more detail on how you can get involved and make the most of one of the highlights of the property calendar.

DINO MOUTSOPOULOS

Managing partner, Place North



PARTNER PACKAGES

Partner
£2,500

Partner Pro
£3,950

Benefits

Social media announcement of your partnership across all Place North LinkedIn pages



Banner advertising on relevant Place North website

1 month

2 months

Written comment piece on one Place North site, featured in newsletter sent directly to 14,000 subscribers



Tickets to our new invite-only Tuesday morning Breakfast Conference

2

4

Tickets to our invite-only Tuesday evening Drinks Reception

2

4

Tickets to our invite-only Wednesday morning Breakfast Conference

2

4

Logo inclusion in editorial updates promoting Place North activities



Logo included in the partners and clients section of our UKREiF web page



Places in the Greater Manchester Wellbeing Run

2

4

FLEXIBLE LOCAL AUTHORITY PACKAGES An example campaign might include

Benefits

Direct email campaign to our subscribers to promote your UKREiF packages to our property readers and widen your delegation

Filmed roundtable of a discussion capturing the message and plans you want to promote for UKREiF

Banner advertising on relevant Place North website

Social media amplification via Place North channels

Editorial coverage of your major news, announcements, and events

Video fireside chat with your partners and hosted by a member of our editorial team

Website banner advertising on *Place North West*, *Place Yorkshire*, or *Place North East* throughout May 2026

Filmed roundtable archived on the relevant Place North website

COST DEPENDENT ON LEVEL OF ACTIVITY

OUR UKREİİF EVENTS

Tuesday 19 May 8:30-10:30am



Breakfast Conference

Tuesday 19 May 4:30-7:30pm



Drinks Reception

Wednesday 20 May 8:30-10:30am



Breakfast Conference

EVENT SPONSORSHIP

Breakfast
Conferences
£4,000

Drinks
Reception
£3,500

Pre-event

- Listing and branding on Place North events calendar across our three websites
- Branded listing in the events bulletin, emailed to 14,000+ subscribers fortnightly
- Social media announcements of your sponsorship across our channels
- Branding and accreditation on promotional editorial articles and email communications
- Access to the guestlist and introductions



At the event

- 10 tickets per sponsor
- Branding throughout the venue
- Brand included in social media posts during the event
- Opportunity to distribute merchandise
- Facilitated introductions in person to pre-selected guests



Post-event

- Brand inclusion in post-event article on the relevant Place North website and email newsletter
- Receive event photography, and video where applicable, for your own marketing
- Receive the data capture of the delegates that attended the event for follow-up
- Social media mentions in promotion of the event round-up and post-event online analytics report
- Right to first refusal for the next edition of this event
- Intel report



BESPOKE EVENT MANAGEMENT

With more than 15 years of experience in delivering fantastic events for influential property professionals, Place North is well equipped to organise your bespoke event, whether it be a private drinks reception, breakfast, lunch or dinner.

What you get

- RSVPs and guest management
- Speaker management
- Food and beverage supply
- Venue sourcing
- Promotion before, during and after across our social media channels
- Photography (optional)
- Video work (optional)
- Health and safety audit
- Dedicated manager to ensure the smooth running of your entire event

Cost dependent on requirement



Video services

- We will host pre-production meetings to discuss themes and ensure we capture your desired product
- Using our market understanding and strong network, we will curate your video content, ensuring that it is as engaging as possible
- We will source participants and filming locations where required
- We will produce, film, and edit the entire piece, with your branding included
- We will promote the video via *Place North West*, *Place Yorkshire*, or *Place North East* newsletters, websites, social media, and YouTube channels
- Sent directly to our 14,000+ combined Northern newsletter subscribers

Filmed roundtable: £7,500

A documented exchange with a panel of your choosing. Chaired by a Place North journalist, we facilitate conversation and networking opportunities while reinforcing your brand's position of authority

Video fireside chat: £4,500

A relaxed conversation with a Place North journalist, delving into important topics with one or two guests

Video commentary: £3,250

Micro-documentary to position you as one of the industry's best thinkers and doers

Online marketing

Comment piece

One-off branded article with author details, photograph, and logo on *Place North West*, *Place Yorkshire*, or *Place North East*

- Feature in the relevant publication's email newsletter
- Promote a particular message
- Raise the profile of a specific team member
- Can include links, video, and imagery

£1,500

Website + newsletter banner advertising

Use our platform to get your brand in front of engaged readers.

- Promote a particular message
- Ads across the website and all email bulletins, including news briefings
- Four social media promotions throughout the month

£5,000 for the month of May

Place North editorial sponsorship

A unique opportunity for one business to promote its brand and opinion throughout UKREiiF week via a number of different channels. Editorial content published throughout UKREiiF week in 2025 saw 15,000 individual reads.

Before UKREiiF

- A branded advertorial piece on either the *Place North West*, *Place Yorkshire*, or *Place North East* website, including links and images sent out via a newsletter to our loyal subscribers
- A month of website banner advertising on either *Place North West*, *Place Yorkshire*, or *Place North East* during May
- Social media announcements of your sponsorship

During UKREiiF

- Branded 'In association with' alignment to every editorial report on the relevant Place North website for the duration of UKREiiF
- Branded special report, acting as a contents page for all your branded UKREiiF articles
- Unique branded mid-page advert on either *Place North West*, *Place Yorkshire*, or *Place North East* websites, linked to the contents page of your branded UKREiiF articles
- Regular promotion of your brand on social media during the UKREiiF period
- Introductions to pre-selected Place North contacts

After UKREiiF

- 'In association with' alignment to any UKREiiF-related follow-up editorial
- Analytics report of engagement with your branded content

£4,000



NORTH OF ENGLAND AT UKREiF

NORTH Place

To discuss UKREiF opportunities please contact:

DINO MOUTSOPOULOS

Managing partner

dino@placenorth.co.uk • 07803 988 112

SEAN O'CONNOR

Commercial director for Yorkshire & North East

sean@placenorth.co.uk • 07951 561 234

Prices shown throughout are excluding VAT



ETHICS AND ISSUES STATEMENT

At *Place North*, our mission is to champion the property industry by providing reliable news coverage and safe and inclusive events.

We celebrate growing commitments to equality, inclusivity, and diversity within the built environment. We seek to foster supportive communities at our events, where voices with different perspectives, backgrounds, and ideas are heard in a safe and respectful environment.

We recognise the crucial role the built environment plays in combatting climate change. We strive to empower and encourage those who are making a difference in the sustainability realm by amplifying their stories.