

# CONFERENCE SPONSORSHIP

## What do you get out of sponsoring a Place North conference?

- 16+ years of experience in delivering fantastic events for influential professionals in the property industry
- Top-quality speaker line-ups and introductions to decision-makers
- Dedicated event manager and the full *Place North* team to ensure a successful sponsorship
- Alignment of your brand with sectors you want to be known for, raising your business' profile

"Great content, great delegates, great preparation. Place North West really understands the market."

**Carolyn Tiley**  
head of strategy, real estate  
DAC Beachcroft

- Multi-platform promotion of your brand, online and offline, via social media and website to a readership of 300,000 per month, branding at the event and much more
- Events people love to attend with food and drinks in great locations



**£3,950+VAT**

**Conference Sponsor**

8 sponsorship opportunities per event

**Pre-event**

- Branding and accreditation on promotional editorial articles and mailshots
- Branding on the events calendar on relevant *Place North* website, visited by a combined 300,000+ property professionals per month
- Branded listing in the events bulletin, emailed to 14,000+ subscribers
- Branding on the *Place North West*, *Place Yorkshire*, or *Place North East* events plan, downloadable from the website
- Social media announcements of your sponsorship across our channels
- Full access to the delegate list, introductions to key speakers and delegates

**At the event**

- Seven tickets to the event for staff/clients
- Possibility to present to the audience or sit on a panel - not guaranteed and dependant on the discretion of the editorial team
- Branding on the event app and on all slides and print material at the event
- Company name-check from the chair of the event on stage
- Mentions in social media posts during the event
- Opportunity to have small exhibition stand and/or pop-up banners and the 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 *Place North West*, *Place Yorkshire*, or *Place North East*, and sent to our 14,000+ combined subscribers via the relevant regional newsletter, usually £1,075+VAT [To be used within 6 months of the event]
- Branding in the event write-up, published on the relevant website and newsletter
- Receive event photography and/or video for you 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 *Place North West*, *Place Yorkshire*, or *Place North East*
- Post event online analytics

To book or discuss sponsorship opportunities, please contact:

**Dino Moutsopoulos**  
managing partner & head of commercial  
dino@placenorth.co.uk  
07803 988 112

# **Place**<sup>NORTH</sup>

**Additional marketing opportunities can be added to packages to further support your involvement, including direct mail 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 events.**

**Sector exclusivity does not apply to developers.**

To book or discuss sponsorship opportunities,  
please contact:

**Dino Moutsopoulos**  
managing partner & head of commercial  
dino@placenorth.co.uk  
07803 988 112