



THE UK'S BIGGEST AND MOST PRESTIGIOUS LETTINGS FORUM



arla | propertymark

CONFERENCE & EXHIBITION

TUESDAY 2ND APRIL 2019 | EXCEL LONDON

arlaconference.co.uk



ARLA PROPERTYMARK'S CONFERENCE IS THE UK'S BIGGEST AND MOST PRESTIGIOUS LETTINGS FORUM

The Annual ARLA Propertymark Conference and Exhibition is the largest and most attended event in the private rental sector and is a firm fixture for suppliers wishing to network with the cream of the Industry. For delegates, it is an essential opportunity to get up to date with important Industry issues and to keep abreast of changing legislation. The importance of the conference is reflected in the continuing and steady rise in delegate numbers, reaching its largest audience in excess of 980 delegates in 2018.

With over 4000sq.m. of space, the exhibition provides a lively backdrop for networking and is an unrivalled opportunity for suppliers to present a host of innovations, products and services available for letting agencies. All conference catering breaks will be located in the exhibition hall, offering maximum integration between delegates and exhibitors.

WHO ATTENDS?

The conference attendees are drawn from UK residential letting agencies, representing professionals across a wide spectrum of the business from independent agencies to those in the top 50 league table. The attendees are business owners, senior management, negotiators and customer facing colleagues. The event provides up to date information on the latest business trends and legislation. Delegates include members of ARLA, NAEA and several other professional bodies associated with the residential lettings sector. In addition, non members, property consultants and all others associated with the industry are welcome to attend.

VENUE – LONDON'S EXCEL

ExCeL London is the Capital's premier location for the meetings and events industry and provides ARLA Propertymark the flexibility to admit a great number of conference delegates, as well as expand the scope and size of the exhibition. Furthermore, it accommodates more suppliers and as a result offers huge potential for an extended range of products that will enhance the delegate and visitor experience. Trade visitors are once again invited to attend the exhibition only, thus expanding the target audience and attendance.

ExCeL is easily accessible by public transport and by road. There is a wide range of nearby hotels to suit all tastes and pockets, as well as shops, bars and restaurants – all conveniently located within close proximity of the venue. Extensive car parking is available at a cost of £20 per 24 hours.



TOP 5 REASONS FOR EXHIBITING AT ARLA PROPERTYMARK 2019

1. Organised by ARLA Propertymark – the UK's foremost professional and regulatory body for letting agents
2. The industry's premier event attended last year by some 1,700 industry professionals
3. Take a leadership position by placing your brand and products in the presence of industry decision makers
4. Trade visitors will be invited to attend the exhibition free of charge, expanding exhibitors' promotion opportunities
5. Reach your target market drawn from all around the UK

EXHIBITING

Shell Scheme Packages

Minimum space: 9m²

Exhibition space is offered in ready to occupy shell scheme stands including the following:

- White walls
- Fascia name board
- Carpet
- Electrical package:
 - 2 spotlights, 1 power socket per 9m²
 - 3 spotlights, 1 power socket per 12m²
- Furniture package:
 - 1 coffee table, 4 chairs per 9m²

Space Only Stands

Space Only stands are suitable for specially constructed stands. Pop-up stands may not be used to form dividing walls and if you are anticipating using such a display, a shell scheme stand must be purchased, or dividing walls must be constructed. Exhibitors will be required to supply stand designs for the organisers' approval in advance of the event.

Included in Space Only:

- Exhibitors are provided with a marked out floor area only (no carpet).

Included in all participation costs:

- Exhibitor manual
- Catering for 2 people per 9m² or 12m²
- Free electronic invitation to invite trade visitors to the exhibition
- 1x transferable pass to the conference presentations
- Free editorial entry in official showguide
- Free listing and logo on event website
- Opportunity to upload YouTube video to the event website

Excluded from all exhibition space rates:

- Insurance of exhibits
- Transportation of goods to venue

COST OF EXHIBITING

Shell Scheme
£260 per sqm

Space Only – Minimum space: 18m²
£240 per sqm

Payment terms

25% deposit within 30 days of invoice
Second 25% by 3 September 2018
Final 50% by 11 January 2019

SPONSORSHIP OPPORTUNITIES

Sponsorship of the ARLA PropertyMark Conference and Exhibition offers a number of benefits including visible branding on all promotional material – both before and during the event. The following sponsorship packages are available:

Platinum Sponsorship: £16,000 + VAT

- Prime stand measuring 36m² including either shell scheme with a lighting and furniture package or space only (value £8,640 @ £240)
- Double page (or back cover – subject to availability) colour advertisement in the official showguide
- Reserved table of 10 in the delegate lunch/refreshment area – accessible all day
- 10 catering tickets
- Plus additional benefits shown*

Gold Sponsorship: £10,000 + VAT

- Prime stand measuring 15m² including either shell scheme with a lighting and furniture package or space only (value £3,600 @ £240)
- Full page colour advertisement in the official showguide
- 6 catering tickets
- Plus additional benefits shown*

Silver Sponsorship: £7,500 + VAT

- Prime stand measuring 12m² including either shell scheme with a lighting and furniture package or space only (value £2,880 @ £240)
- Half page advertisement in the official showguide
- 6 catering tickets
- Plus additional benefits shown*

*Platinum, Gold and Silver Sponsorship packages also include the following:

- Branding on conference signage
- Branding on pre-event marketing materials
- Branding on conference website and link to sponsor's website
- Branding on the showguide distributed to all delegate and visitors
- Inclusion of 4-6 slides in the conference showreel displayed in the conference hall during breaks
- Logo on conference bag
- Leaflet insert in conference bag
- Opportunity to place 30 second video on the event website

Coffee Sponsorship: £7,500 + VAT**

- Approx. 5000 8oz printed coffee cups and lids / or sleeves, to include company logo
- Opportunity to brand coffee points within exhibition hall – specifics to be confirmed
- Half page colour advertisement in the official show guide
- Branding on conference signage
- Branding on pre-event marketing materials
- Branding on conference website and link to sponsor's website
- Branding on the show guide distributed to all delegates and visitors
- Inclusion of 4-6 slides in the conference show reel displayed in the conference hall during breaks
- Opportunity to place 30 second video on the event website

** Sponsorship only available to an exhibitor

Water Bottle Sponsorship: £2,500 + VAT

- Approx. 2,200 water bottles with your company message on a wraparound label
- Half page colour advertisement in the official show guide
- Branding on conference signage
- Branding on pre-event marketing materials
- Branding on conference website and link to sponsor's website
- Branding on the show guide distributed to all delegates and visitors
- Inclusion of 4-6 slides in the conference showreel displayed in the conference hall during breaks
- Leaflet insert in conference bag
- Opportunity to place 30 second video on the event website

ABOUT ARLA PROPERTYMARK

ARLA Propertymark is the UK's foremost professional and regulatory body for letting agents, representing over 7,500 members. Our members operate to professional standards far higher than the law demands and we campaign for greater regulation in this growing and increasingly important sector of the property market. By using an ARLA Licensed agent, consumers have the peace of mind their agent will provide a professional service and their money is safeguarded by a Client Money Protection Scheme.

In May 2009, ARLA Propertymark became the first body in the letting and property management industry to introduce a licensing scheme for members. This ensures those who carry the ARLA Propertymark licensed logo are professionally qualified, governed by a strict Code of Practice that provides a framework for ethical conduct and offers a complaints and disciplinary procedure so that any disputes are dealt with transparently and fairly.

ARLA Propertymark is the sister association of the National Association of Estate Agents (NAEA) and part of a body representing more than 16,000 property professionals across the UK.

ARLA Propertymark's fellow National Federation of Property Professionals (NFoPP) bodies are:

National Association of Estate Agents:

www.naea.co.uk

Association of Professional Inventory Providers:

www.apip.org.uk

National Association of Valuers and Auctioneers:

www.nava.org.uk

Institute of Commercial and Business Agents:

www.icba.uk.com

Association of International Property Professionals:

www.aipp.org.uk

For more information on ARLA Propertymark and membership, visit www.arla.co.uk

ORGANISERS

The Conference and Exhibition is organised on behalf of ARLA Propertymark by Westrade Group Ltd who are a professional event management company and have been organising ARLA's annual event since 1995.

BOOK NOW

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Keep up to date with full information on ARLA

Propertymark 2019

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