

Building Societies Annual Conference

23 & 24 May 2019 London



exhibiting and
sponsorship
opportunities

Engage effectively with
decision-makers from
building societies

the BSA

Another successful
meeting of
like-minded
individuals.

Lynton Buxton
Group Marketing Manager
The Tall Group of Companies

The BSA is the voice for building societies and for some other mutual financial service providers. Our members:

- Serve over 23m UK customers
- Have total assets above £396bn
- Hold residential mortgage balances of over £312bn
- Hold 18% of retail deposits in the UK
- Employ 40,000 full and part-time staff
- Operate through 1,550 branches

the conference

A great venue, very well supported allowing us to have the crucial exposure to show support to our existing partners and build relationships.

Colin Hall
Partnerships Director
Wren Sterling

The Building Societies Annual Conference is the leading event in the sector bringing together over 600 chairmen, chief executives and directors from BSA member organisations and executives from organisations that work with the mutual sector including retail banks, insurance firms, professional advisers and suppliers, along with regulators and the media.

The conference and exhibition is a lively and engaging event with plenty of networking and social opportunities, receptions, a popular dinner and numerous fringe events. The event has been running successfully for over 30 years and attracts high profile speakers from finance, business, politics and the media.

The exhibition at the heart of the event offers attendees the chance to explore the latest products and services available to the sector. We are pleased to offer a range of exhibiting and sponsorship opportunities allowing those who target the sector a unique opportunity to generate leads, network and raise awareness.

marketing campaign

We appreciate the opportunity to be involved in this significant event in the BSA calendar and had several successful and mutually useful conversations with the members. We look forward to supporting this industry on its journey and see you next time.

Nino Sheikh-Thompkins
Head of Propositions (Financial Services)
Paragon Customer Communications

The following provides a snapshot of key marketing and communications activity for the BSA Annual Conference.

ONLINE AND EMAIL

- Dedicated conference website www.bsaconference.org featuring profiles for exhibitors and sponsors, and a regularly updated blog
- Social sharing on LinkedIn and Twitter @BSABuildingSocs
- e-alerts issued to c.1,800 subscribers
- Coverage in Newsbite, the BSA's monthly e-newsletter sent to c.1,000 contacts
- Conference programme, blogs and related content featured on the BSA website www.bsa.org.uk

PUBLICATIONS

- Opinion pieces and interviews with speakers feature in the BSA's magazine, Society Matters, distributed to c.900 contacts
- The conference is featured in Mortgage Finance Gazette magazine

DIRECT

- Campaigns target a wide range of industry contacts
- Brochures sent to BSA members and distributed at BSA meetings and events
- Member forums and groups hosted during the conference

why exhibit?

A well run event attended by senior leaders in the Building Society Sector.

Martin Hampton
Senior Account Executive
PwC

TOP FIVE REASONS TO EXHIBIT:

1. Meet new contacts and engage with decision-makers in the most effective way possible, face-to-face

Live events build relationships. Before an event 37% of delegates believe that live events are the 'best way to meet new contacts' while after an event this figure rises to 71%.*

2. Promote and demonstrate a product or service and collect leads

Live events make people remember you. Before an event 28% believe 'experiencing a business first-hand make it more memorable' while after an event this rises to 65%.*

3. Raise awareness, change perceptions and underline your commitment to the sector

Customers connect with your brand at exhibitions. Before an event 27% believe live events 'allow you to be more open-minded about brands offer' while after an event this rises to 74%.*

4. Launch a new product or service and create new opportunities

Before an event 38% believe they will 'find out new things' whereas after an event this rises to 80%.*

5. Share information and conduct market research

Live events are the best form of marketing. Before an exhibition 32% of visitors believe live events are the best form of marketing as you can 'interact and compare with others' while after the event this figure rises to 74%.*

*Source: facettime.org.uk

exhibition packages

The BSA Conference was a great opportunity to promote brand awareness and network with new and existing clients.

Sam Wood
Account Development Executive
Callcredit Information Group

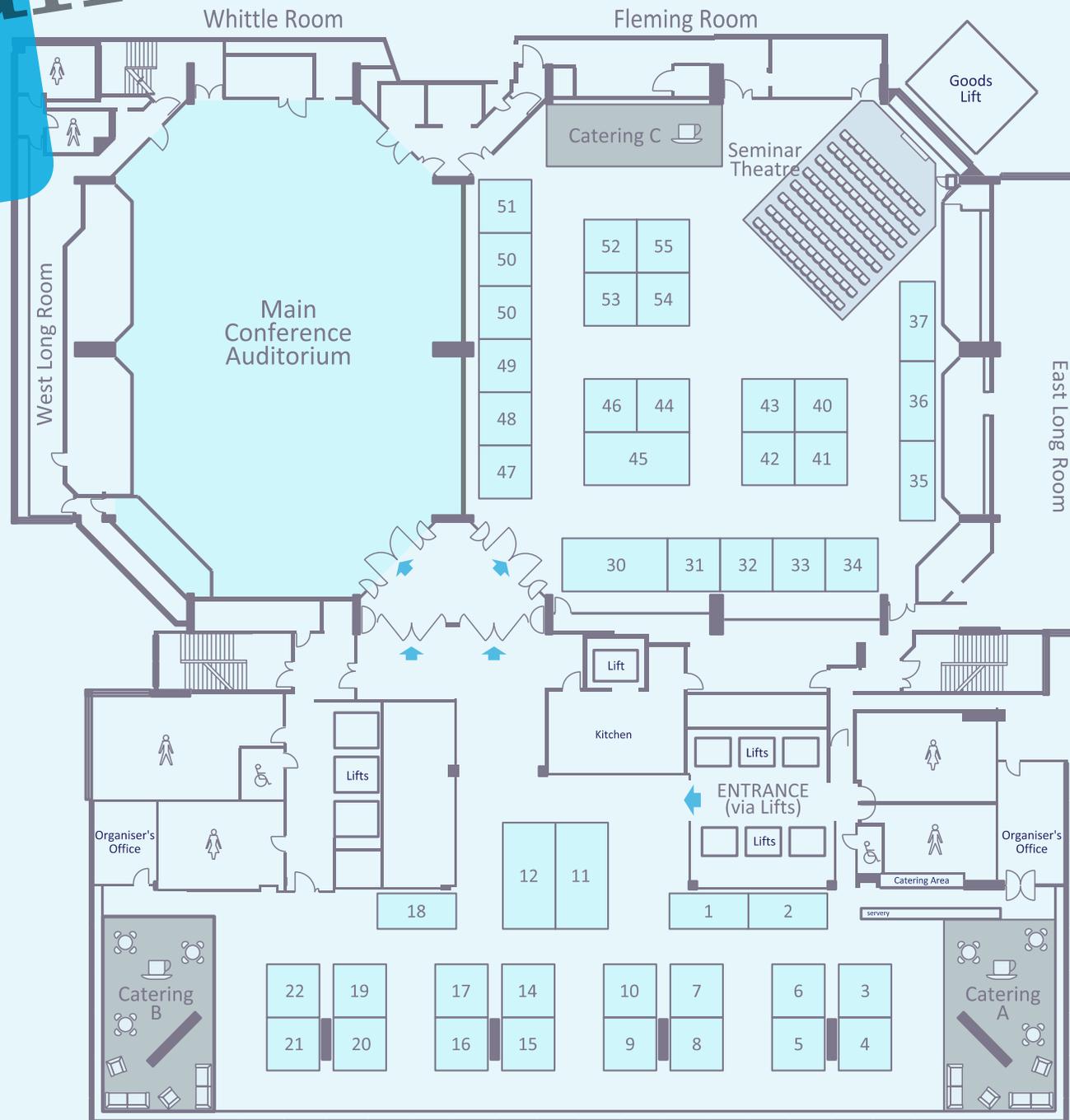
SHELL SCHEME STAND PACKAGE INCLUDES:

- Standard stand size is 9 Sqm, double sizes and larger are available on request
- Fascia board printed with your company name
- 2 x 120w spotlights
- 1 x 500w electricity socket
- 6 passes for the conference
- Complimentary refreshments and lunch

PACKAGES START FROM £5,950 + VAT

Double stands, space only sites and walk-on packages available on request.

floorplan



The exhibition floorplan is subject to change at the discretion of the event organiser

why sponsor?

Good community
can do attitude.

Angus Maitland
Senior Payments Consultant
CGI

- Align your brand with the leading event in the sector
- Connect directly with decision makers
- Create a dialogue and increase your brand exposure
- Demonstrate and share expertise across the sector
- Show your support for the sector

We are pleased to offer a range of opportunities for sponsorship from exclusive headline sponsorship of the conference through to the sponsorship of event features such as the conference dinner, refreshments or registration.

PACKAGES START FROM £3,500 PLUS VAT

opportunities

Focused and
professional event.

Varun Ghai
Head of Business Consulting
Newgen Software

- 2019 Headline sponsorship
- Reception and conference dinner
- Networking lunches
- Refreshments
- Registration
- Bespoke packages e.g. Drinks party

2019 headline sponsorship

Headline sponsorship of the Building Societies Annual Conference 2019.

A unique opportunity to put your organisation in the spotlight and directly engage with a highly targeted audience of decision makers within the sector.

As a key event partner we will work closely with you to maximise all opportunities and structure the sponsorship package to meet your objectives.

PRE-EVENT

Integration of your company brand across the following platforms and opportunities encompassing:

- e-bulletins
- Conference website
- Event guide

- BSA's PR team will work with you to enhance press coverage of the conference and your organisation
- Opportunity to host related content (company blog, white papers, reports, case studies) and links with a specific sponsor page on the BSA's conference website www.bsaconference.org

AT THE CONFERENCE

- Prominent branding at the QEII Centre, the main stage, and within the exhibition hall
- Branding on the animation sequence that is shown before and after each conference session
- Strong presence within the event guide given to each delegate
- Speaking opportunity for a senior representative subject to agreement of topic

- Six full conference passes for your own staff or guests
- A table of ten guests at the conference dinner
- Access to the conference attendee list

POST-EVENT

- Prominent branding on event follow-up campaigns
- Use of official event photography
- Involvement in the post-conference review

**PACKAGES START FROM
£20,000 PLUS VAT**

reception & conference dinner

The conference dinner and pre-dinner reception, taking place on 23 May at the Victoria & Albert Museum, is the pivotal social event of the conference and attracts 400 guests. Sponsorship offers a superb opportunity to stand out from the crowd, raise profile and network with clients and prospects.

BENEFITS

- Place a senior representative on the top table with VIP guests
- Table of ten
- Branding and credits in the dinner menu and the event guide

- Use of the conference logo
- Branding on the animation sequence that is shown before and after each conference session
- Six full conference passes for your own staff or guests
- Access to the conference attendee list and the dinner attendee list

**PACKAGES START FROM
£10,000 PLUS VAT**

networking lunches

Over 600 delegates gather each day to attend the buffet lunches in the exhibition and network with peers and exhibitors. Sponsorship offers an excellent promotional and networking opportunity.

BENEFITS

- Branding of the lunch serving areas
- Opportunity to display promotional literature or gift items
- Branding and credits in the lunch menu and the event guide

- Use of the conference logo
- Branding on the animation sequence that is shown before and after each conference session
- Four full conference passes for your own staff or guests
- Access to the conference attendee list

**PACKAGES START FROM
£15,000 PLUS VAT**

refreshments

Tea and coffee and other refreshments will be served to delegates in the exhibition area throughout the conference. The breaks are always welcome networking opportunities at the conference.

FORMAT

- Filter and speciality coffees, tea, speciality teas, soft drinks, cookies, snacks served during breaks throughout the conference

BENEFITS

- Branding of the refreshments serving points within the exhibition during the break periods
- Branding and credits inside the Conference Guide
- Access to the conference attendee list
- Opportunity to use the conference logo for your own marketing purposes
- Branding on the animation sequence that will open and close the conference sessions

**PACKAGES START FROM
£5,000 PLUS VAT**

registration

A superb opportunity to raise your profile by having your logo printed on all delegate lanyards used at the conference.

FORMAT

- On arrival delegates pick up lanyards and their event guide from the dedicated registration desks at the QEII Centre

BENEFITS

- Logo printed on lanyards
- Branding and credits inside the Event Guide
- Access to the conference attendee list
- Opportunity to use the conference logo for your own marketing purposes
- Branding on the animation sequence that will open and close the conference sessions

**PACKAGES START FROM
£3,500 PLUS VAT**

bespoke packages e.g. drinks party

This is an opportunity to work with us to arrange a drinks party on the evening of 22 May. The party is informal and is the first networking event of the conference attracting approximately 150 delegates. Sponsorship offers an excellent branding and networking opportunity.

BENEFITS

- Branding at the entrance to the reception
- Opportunity to display promotional literature or gift items
- Branding and credits inside the event guide
- Use of the conference logo
- Branding on the animation sequence that is shown before and after each conference session
- Access to the conference attendee list

ABOUT FOREMARKE

Foremarke are an expert event sales and management consultancy who have delivered nearly 400 successful events over the past 15 years. We are delighted to have been working with the BSA since 2013 in helping to deliver their annual conference.

GET IN TOUCH

To find out more about getting involved as a sponsor or exhibitor please contact Julian Hurst, Mel Agostini, Richard Morris or Rita Rua at Foremarke on **020 8877 8899** or bsa@foremarke.uk.com

Foremarke
EXHIBITIONS

Proactive,
listening and
supportive –
aiming to please.

Mikael Braagaard
CEO
Festina Finance

Does what it
says on tin!

Tom Moloney
Corporate Partnerships
Manager
Age Partnership

When organising the event, Foremarke were always on hand to answer my questions. At the event the staff was visible and I was confident that I could access help when needed.

Emily Bowen
Marketing Executive
Wren Sterling