

The Negotiator Conference & Expo 25

**The UK's premier event for
estate and letting agents**

28 NOVEMBER 2025

Grosvenor House, Park Lane, London



TheNegotiator Conference & Expo 25

The Conference

The **Negotiator**, the UK's only industry-wide trade magazine for estate and letting agents, presents the networking highlight of the property year – **The Negotiator Conference & Expo**, attended by up to 400 delegates – owners, principals, directors and senior managers – the decision-makers in their businesses.

The Conference is supported by the leading trade associations such as Propertymark, RAN, RICS, The Guild of Property Professionals, SafeAgent and the NRLA. It qualifies as CPD for delegates and Propertymark CPD (7 Hours).

The event is chaired by a leading business journalist. Previous years hosts have been Lord Danny Finkelstein, ITV's Political Editor, Robert Peston, Naga Munchetty, Simon Jack and in 2024, SKY News' Business Editor, Ian King.

WATCH THE HIGHLIGHT VIDEO: [CLICK HERE](#)

The **Negotiator Conference & Expo** takes place in the same venue, on the same day as **The Negotiator Awards**, the lavish black-tie gala event which is held in the evening. Many of the 1000 Awards attendees, the top agents in the UK, will also attend the Conference.

The **Negotiator Conference & Expo** is a top-level event, specifically addressing the interests of independent estate and letting agents, bringing together business owners and the support industry to the residential property market.

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Why our events work

As the dedicated trade media for the sector for 40 years, The Negotiator is the UK's longest established and leading media brand serving estate and letting agencies. In the past year its website has seen over 2.6m total users* and recorded over 8.8m page views*. (*Google Analytics verified, April 24 – March 25)

The **Negotiator**'s e-newsletter reaches 17,500 property professionals each day, generating a constant flow of engaged readers to our news and events websites.

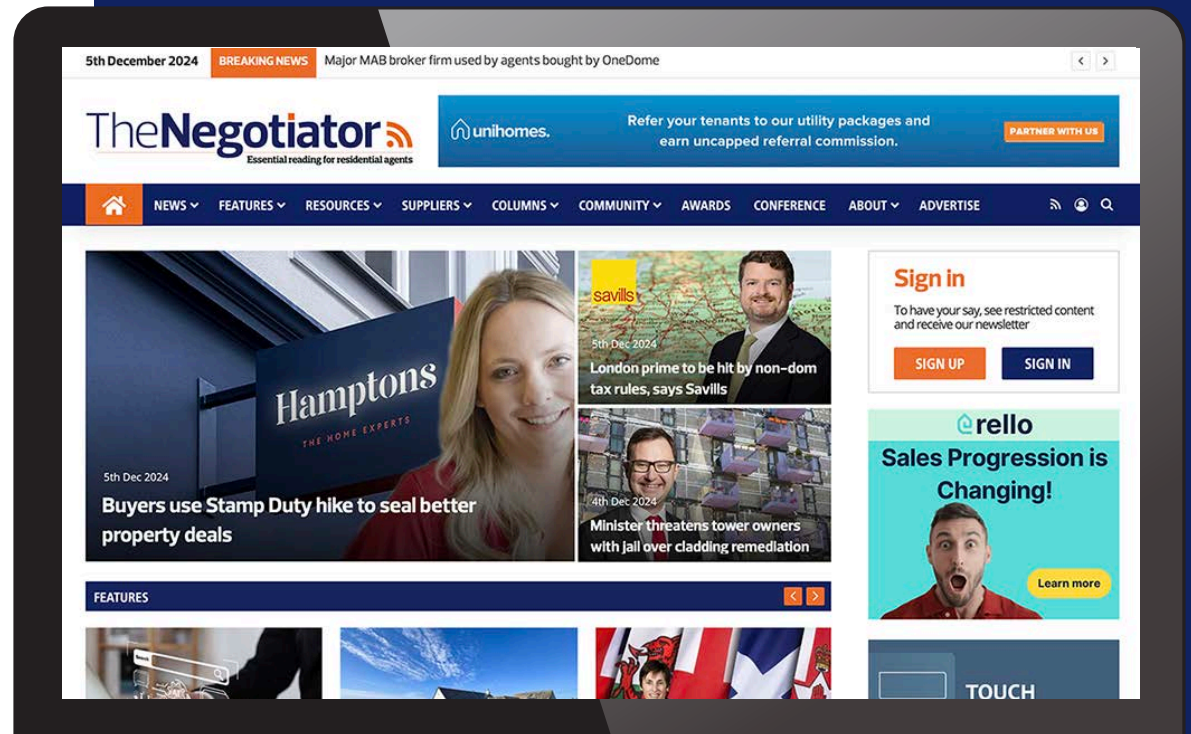
As an event organiser in the sector, this is an unrivalled reach, bringing the right audience to our events, in quality and number.

The **Negotiator** events are known for attracting business owners, directors and senior managers as delegates and are seen as key networking events and the highlight of the year in agency.

All our sponsorships and exhibitor packages are enhanced with an all-channel advertising campaign included – online display ads, emailshots and newsletter advertising. See page 10 for full details.

Only The **Negotiator** can provide you with you a complete advertising and marketing campaign with your sponsorship or exhibition package. Make the most of your budget this year with a rounded campaign of advertising and face-to-face engagement.

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Exhibiting and sponsoring at The Negotiator Conference

Our events are known for attracting business owners, directors and senior managers as delegates and are seen as key networking events. Over 90% of delegates at the 2024 event were of this calibre. Feedback was 100% positive from both delegates and exhibiting companies, with the exhibitors reporting new and significant business deals being done at the event and in follow-up contact.

The event has its own dedicated website – www.thenegotiator.co.uk/conference – which features an Exhibitors' Directory with company description, your promotional video, logo and contacts with links back to the exhibitors' websites.

On the day of the event, catering is entirely focused in the Expo area. Timing of conference sessions is scheduled to give delegates ample time to meet and discuss business with exhibitors.

The cost includes lunch and refreshments for two stand attendants, electricity to stand, wifi broadband, table and chairs. Exhibitors are also given two free delegate tickets worth £390 for you to entertain your agent clients.

Also included in the exhibitor price are two guest tickets to The Negotiator Awards, with a value of £660+VAT, where exhibitors can continue networking during the gala dinner and awards presentation.

Stand space is limited so please book early to avoid disappointment.

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Sponsorship and exhibitor packages

Headline Partner – £25,000 – **exclusive**

Lead Partner – £12,950 – **five maximum**

Associate Partner – £6,950 – **five maximum**

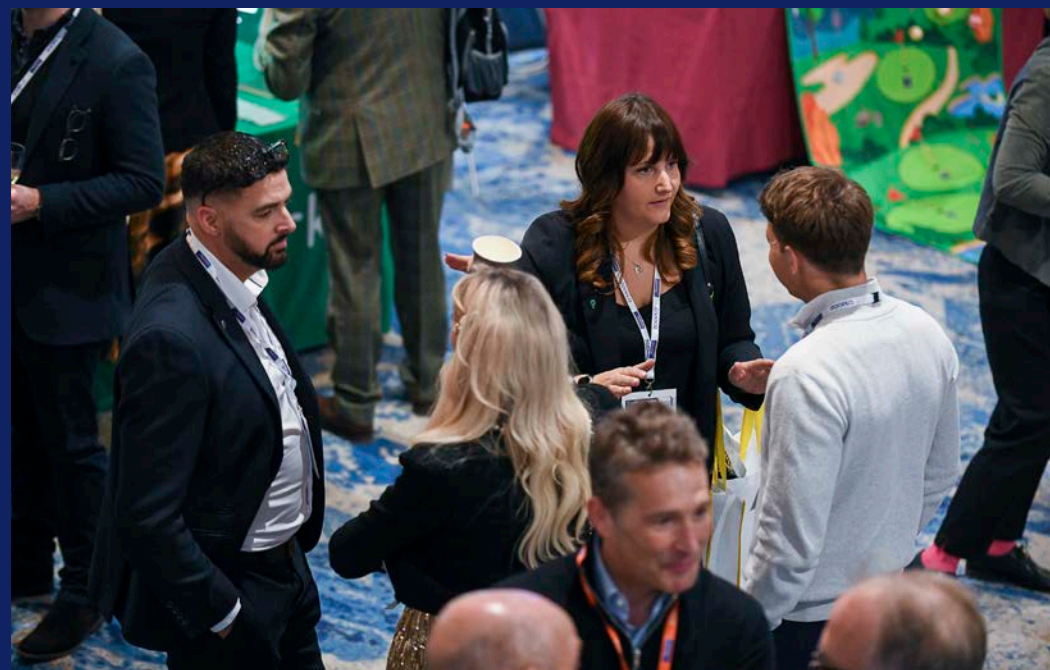
Exhibitor Package – £3,950

Awards & Conference Package – £8,950

All packages come with a suite of marketing and advertising products with a value of £2,150, £4,600 and £9,940. See page 10.

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Headline Partner – £25,000

- Headline Partner status is an exclusive sponsorship.
- Promotional brand exposure.

The Headline Partner's logo is incorporated into The**Negotiator** Conference logo prefixed with the words "In partnership with". This would appear in all instances of the event logo for the year of sponsorship.

In addition:

- A 12-month multi-channel advertising campaign with The**Negotiator** with a ratecard value of £20,000.
- Island stand area (6m x 4m) in a most prominent location on the Expo floor.
- 5 minute Welcome speech by CEO of Headline Partner to open the Conference.
- Company logo on event name badge lanyard, worn by all attendees.
- One 1 minute promo video (max 1 minute) to show 12 times per hour on screen.
- 12 800mm x 2m banner stands in prominent locations.
- Outside back page advert in the delegate brochure.
- Full page company profile in the delegate brochure.
- Branding on giant screens during the event.
- 20 delegate passes (worth £3900) for agent clients, in addition to 12 stand staff passes.
- Co-branding within key editorial promotional features both before and after the event and key print and online marketing campaigns.
- Pre-event emailshot and post-event emailshot to delegates (sent on your behalf by The**Negotiator**).
- Three tables of ten guests at The Negotiator Awards 2025, value £9900+VAT.

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Lead Partner – £12,950

- There is a maximum of five Lead Partner sponsors.
- Promotional brand exposure.

The Lead Partner's logo will feature with The **Negotiator Conference** logo prefixed with the words "Sponsored by". This would appear in all digital and printed collateral (event website, event advertising and marketing, event banners, giant screen projections, tickets, brochure, magazine articles, online promotion).

In addition:

- **Gold Multi-channel Advertising Package – value £9,940** (see page 10).
- Double size island stand area (3m x 4m) in a prominent location.
- Logo on delegate name badge.
- One 1min promo video (max 1 minute) to show 6 times per hour on screen.
- Six 800mm x 2m banner stands in prominent locations.
- Full page advert in the delegate brochure.
- Branding on giant screens during the event.
- 10 delegate passes (worth £1950) for agent clients, in addition to six stand staff passes.
- Co-branding within key editorial promotional features both before and after the event and key print and online marketing campaigns.
- Post-event emailshot to delegates (sent on your behalf by The **Negotiator**).
- Five guest places at The Negotiator Awards, value £1650+VAT.

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Associate Partner – £6,950

- There is a maximum of five Associate Partners.
The Associate Partner's logo will feature be displayed with co-Associate partners logos after the main event logo. It will appear on main bannering at the event and on the event website. The logo panel would be prefixed with the words "In association with".

In addition:

- **Silver Multi-channel Advertising Package – value £4,600+VAT** (see p 10).
- One 3m x 2m exhibition stand in a prominent location.
- One 1min promo video to show 3 times hourly on main screen.
- Two 800mm x 2m banner stands in prominent locations.
- Half page advert in the delegate brochure.
- Branding on giant screens during the event.
- Five delegate passes (for agent clients), plus three stand staff passes.
- Co-branding within key editorial promotional features both before and after the event and key marketing campaigns.
- Post-event emailshot to delegates (sent on your behalf by **TheNegotiator**).
- Three guest tickets to The Negotiator Awards 2025 value £990+VAT.

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Exhibitor package – £3,950

- Exhibitor status at The **Negotiator Conference & Expo 2024**.
- One 3m x 2m stand space (for pop-up style stand only).
- Own page on the event website, with logo, unlimited text, video or info-graphic and full contact details.
- Featured in the Delegate Brochure, with listing, including logo and description and full contact details.
- Two staff stand passes, including all-day catering: breakfast, coffee break, lunch and afternoon tea.
- Logo displayed on giant screens during the Conference & Expo.

Marketing and advertising benefits:

- **Bronze Multi-channel Advertising Package – value £2150** (see page 10).
- Promotion within The **Negotiator** magazine pre-event.
- Promotion via multiple email campaigns to The **Negotiator** email database (21k records) pre-event, within exhibitor listing.
- Two delegate passes to invite client agents to the event.
- Post-event Exhibitors group emailshot (with live link to your website) to delegates (sent on your behalf by The **Negotiator**).
- 2 guest tickets to The Negotiator Awards 2025 value £660+VAT.

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Awards & Conference Package – £8,950

- Sponsorship of one category of TheNegotiator Awards.
- 5 Guest places at TheNegotiator Awards, value £1650+VAT.
- Quarter page advert in TheNegotiator Awards programme.
- Branding on screens and during the Awards presentation.
- Senior company representative to open the Golden Envelope and announce the category winner.
- Branding on www.thenegotiator.co.uk/awards website.

Conference benefits (during the day)

- One 3m x 2m exhibition stand at the Conference Expo.
- Branding in the delegate brochure agenda.
- Branding on the event website www.thenegotiatorconference.co.uk and full listing on Exhibitor page including our video and email blasts linked to branded pages and exhibitor information.
- 2 delegate passes (worth £390) to invite agent clients, in addition to two staff stand passes.

Marketing and advertising benefits:

- Silver Multi-channel Advertising Package – value £4,600 (see page 10).

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SEE THE HIGHLIGHTS VIDEO OF THE NEGOTIATOR AWARDS 2024.



SEE THE HIGHLIGHTS VIDEO OF
THE NEGOTIATOR CONFERENCE & EXPO 2024.

Multi-channel Advertising Packages

Gold value £9,940+VAT

Lead Partner sponsorship brings with it an advertising package with TheNegotiator: online, print and email to the ratecard value of £9,940+VAT.

- 4 emailshots to TheNegotiator agent database: value £3240.
- 1 month Leaderboard display advert www.thenegotiator.co.uk: value £2000.
- 2 weeks Leaderboard display advert TheNegotiator newsletter: value £1600.
- 8 weeks Button display advert on TheNegotiator newsletter: value £1600
- 1 Supplier Advice column or guest blog online at www.thenegotiator.co.uk: value £1500.

Silver value £4,600+VAT

Associate Partner sponsorship brings with it an advertising package with TheNegotiator: online, print and email to the ratecard value of £4,600+VAT.

- 2 emailshots to TheNegotiator agent database: value £1900.
- 1 month MPU1 display advert www.thenegotiator.co.uk: value £1500.
- 2 weeks midpage display advert TheNegotiator newsletter: value £800.
- 2 weeks Button display advert on TheNegotiator newsletter: value £400

Bronze value £2,150+VAT

Featured Partner sponsorship brings with it an advertising package with TheNegotiator: online, print and email to the ratecard value of £2,150+VAT.

- 1 emailshot to TheNegotiator agent database: value £950.
- 1 month MPU2 display advert on www.thenegotiator.co.uk: value £800.
- 2 weeks Button display advert on TheNegotiator newsletter: value £400

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NOTE: The advertising package is offered on the basis that the benefits are taken by 30th April 2026.

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Contact

To discuss sponsorship
or a stand space booking,
please call or email:



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