

# TheNegotiator Conference & Expo 22

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

**GROSVENOR HOUSE, LONDON**  
25 NOVEMBER 2022



# TheNegotiator Conference&Expo22

## 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 500 delegates – owners, principals, directors and senior managers – the decision-makers in their businesses.

In 2021 the Conference was supported by and involved the CEOs from the leading associations such as Propertymark, The Guild of Property Professionals, NRLA and Safeagent, taking part in debates chaired by ITV's Political Editor, Robert Peston.

This event is held in the Great Room and Ballroom of one of London's most iconic and luxurious 5-star hotels – the iconic Grosvenor House, Mayfair London.

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. A delegate ticket is included in the price of The Negotiator Awards guest ticket, so many of the 900+ Awards attendees, the top agents in the UK, will also have access to the Conference.

The**Negotiator Conference & Expo** is a top-level event, specifically addresses 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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## Marketing – why our events work

Our market reach and engagement with the audience is unique in the estate and letting agency sector, delivering **TheNegotiator** magazine, online and in print, to an audience of over 30,000 a month – UK estate and letting agents – covering the entire market.

The**Negotiator**'s e-newsletter reaches over 30,000 property professionals each day, delivering strong marketing messages and driving traffic to our dedicated event site, [www.thenegotiator.co.uk/conference](http://www.thenegotiator.co.uk/conference)

Using this unrivalled marketing firepower, we bring 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.

All our sponsorship packages are super-enhanced with an all-channel advertising campaign included in the deal – magazine advert, online display ads, emailshots and newsletter advertising. See page 10 for full details.

Only sponsorship with The**Negotiator** events gives you a complete advertising campaign – so make the most of your budget this year.

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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 2021 event were of this calibre. Feedback from exhibitors was very positive with the exhibitors reporting new and significant business deals being done at the event and in follow-up contact. The delegate list will be made available to all exhibitors and sponsors at the event, for post-event marketing activity, within the constraints of GDPR.

Exhibitors benefit from the almost total market coverage available through pre- and post-publicity in **TheNegotiator** Magazine. In addition regular e-newsletters are sent to a database of over 30,000 property professionals also carrying publicity of the event and exhibitors. At the event website – [www.thenegotiator.co.uk/conference](http://www.thenegotiator.co.uk/conference) – there will be an Exhibitors' Directory with company description, your promotional video, logo and contacts with links back to the exhibitors' websites.

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. You will also be given two free delegate tickets worth £360 for you to entertain your agent clients. **Stand space is limited so please book early to avoid disappointment.**

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# The Negotiator Conference & Expo 22

## Sponsorship and exhibitor packages

**Lead Partner** – £12,500 – **four maximum**

**Associate Partner** – £6,500 – **six maximum**

**Featured Partner** – £3,500

**Awards & Conference Package** – £7,500

All packages come with a suite of marketing and advertising products with a value of £1,750, £3,500 and £7,000. See page 10.

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## Lead Partner – £12,500

- There is a maximum of four 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** (see page 10).
- Double size island stand area (3m x 4m) in a prominent location.
- Participation of a senior company officer, or representative, on one panel session, credited and promoted as a key conference speaker.
- One 15min speaker slot in The NEG Talks (break-out room presentations).
- 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 £1800) 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.
- Pre-event emailshot and post-event emailshot to both delegates (sent on your behalf by The **Negotiator**).
- Access to list of delegates on the day, within GDPR rules.

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## Associate Partner – £6,500

- There is a maximum of six 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** (see page 10).
- One 3m x 2m exhibition stand in a prominent location.
- One 15min speaker slot in The NEG Talks (break-out room presentations).
- 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 **The Negotiator**).
- Access to list of delegates on the day, (GDPR compliant).

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## Featured Partner – £3,500

- Exhibitor status at The **Negotiator Conference & Expo 2021**.
- 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** (see page 10).
- Promotion within The **Negotiator** magazine pre-event.
- Promotion via multiple email campaigns to The **Negotiator** email database (30k records) pre-event, within exhibitor listing.
- Two delegate passes to invite client agents to the event.
- Post-event emailshot to delegates (sent on your behalf by The **Negotiator**).
- Access to list of delegates on the day, within GDPR rules.

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## Awards & Conference package – £7,500

- Sponsorship of one category of TheNegotiator Awards.
- 5 Guest places at TheNegotiator Awards, value £1770.
- 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](http://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](http://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 £360) to invite agent clients, in addition to two staff stand passes.

### Marketing and advertising benefits:

- Silver Multi-channel Advertising Package – value £3,500 (see page 10).

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## Multi-channel Advertising Packages

### Gold value £7,000+VAT

Lead Partner sponsorship brings with it an advertising package with TheNegotiator: online, print, email and social to the ratecard value of £7,000+VAT.

- 2 emailshots to TheNegotiator agent database: value £1620.
- 1 month Leaderboard display advert [www.thenegotiator.co.uk](http://www.thenegotiator.co.uk): value £1500.
- 1 week Leaderboard display advert TheNegotiator newsletter: value £800.
- 2 weeks Button display advert on TheNegotiator newsletter: value £400
- 1 full page advert in TheNegotiator Magazine, online and in print: value £1700.
- 1 Supplier Advice column online at [www.thenegotiator.co.uk](http://www.thenegotiator.co.uk) and in print in TheNegotiator magazine: value £1500.

### Silver value £3,500+VAT

Associate Partner sponsorship brings with it an advertising package with TheNegotiator: online, print, email and social to the ratecard value of £3,500+VAT.

- 1 emailshot to TheNegotiator agent database: value £950.
- 1 month MPU1 display advert [www.thenegotiator.co.uk](http://www.thenegotiator.co.uk): value £1000.
- 1 week midpage display advert TheNegotiator newsletter: value £500.
- 1 week Button display advert on TheNegotiator newsletter: value £200
- 1 half-page advert in TheNegotiator Magazine, online and in print: value £900.

### Bronze value £1,750+VAT

Featured Partner sponsorship brings with it an advertising package with TheNegotiator: online, print, email and social to the ratecard value of £1,750+VAT.

- 1 emailshot to TheNegotiator agent database: value £950.
- 1 week MPU2 display advert on [www.thenegotiator.co.uk](http://www.thenegotiator.co.uk): value £125.
- 1 week Button display advert on TheNegotiator newsletter: value £200
- 1 quarter-page advert in TheNegotiator Magazine, online and in print: value £500.

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**NOTE:** The advertising package is offered on the basis that the benefits are taken by 31st March 2023, subject to availability.

# TheNegotiator Conference&Expo22

## Contact

To discuss sponsorship  
or a stand space booking,  
please contact:



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