



IHBC ANNUAL & DAY SCHOOL 2018

BELFAST

SPONSORSHIP AND EXHIBITION OPPORTUNITIES

Thursday 21 - Saturday 23 June 2018
Day School: Friday 22 June 2018

You may be interested in the sponsorship and marketing opportunities available at the 2018 IHBC Annual School in Belfast, to be held 21-23 June 2018.

The Institute of Historic Building Conservation (IHBC) is the principle professional body for built and historic environment conservation specialists. Each year the IHBC's 'School', our conference, brings together some 150-200 specialists working in both public and private sector in conservation planning, architecture, development and management.

The IHBC's School offers a unique opportunity for your business to raise its awareness with our members. Your company can target potential specialist clients, advisers, specifiers and those influencing the choice of conservation products and services. You can appreciate some of the School's nature and impact by following links at <http://www.ihbc.org.uk/news/schools/index.html>.

We can offer a variety of sponsorship packages, the chance to take exhibition stand space or include your promotional material in our delegate packs.

Please take a look at the attached and our website ihbc.org.uk/belfast2018 to get a better idea of what is on offer.

Contact Fiona Newton operations@ihbc.org.uk or go to <https://www.ihbc.org.uk/belfast2018/promotion/>

SPONSORSHIP & BUSINESS PROFILE OPPORTUNITIES

SPONSORSHIP

We have a variety of sponsorship packages available including

- **Annual Dinner Sponsor:** *A special opportunity to reach IHBC members and networks in a more informal setting at the dinner on Friday 22nd June in Belfast City Hall. £2,750 plus VAT*
- **Reception Sponsor:** *A chance to reach IHBC members at the opening event on Thursday 21st June with special invited guests. £2,750 plus VAT*
- **Refreshment Sponsor:** *A useful chance to reach IHBC members more personally and in a more informal setting. £1,250 plus VAT*
- **Tour sponsors:** *Tour sponsorship is an easy way to target your promotion to a specific site or area of work with an audience guaranteed to take notice as your support will be highlighted on the tour as well as the literature and notices. £300 plus VAT*

BUSINESS PROFILE

Exhibition space

See <https://www.ihbc.org.uk/belfast2018/promotion/>

For those businesses that want to speak to our delegates direct we offer the space for you to put up your own freestanding display stands at the Day School on Friday 22nd June at Riddel Hall, Queens University, Belfast.

Flexible stand space

Select references across School programme, website and publicity

Collective thanks at the event

Reduced rates for delegate pack inserts

Costs of space depend on size from £330 + VAT

Delegates' pack inserts

Including your trade literature in our delegates' is the most economic way to catch the eye of our specialist delegates as they leaf through material

Trade literature can be included in delegate packs at £100 plus VAT for exhibitors and £130 plus VAT for non-exhibitors

IHBC ANNUAL SCHOOL PROFILE

- One & 3-day event options attracting c.150-200 delegates
- Delegate profile: Private & public sector: Heritage & places; Construction; Built environment; Architecture; Planning; Development;
- UK membership

Delegate Profile

<http://www.ihbc.org.uk/join/join.html>

Recent average of c.80/20% IHBC members and non-members & c.60/40% private and public sector

- | | | |
|-------------------------|------------------------------|---------------------|
| • Conservation officers | • Architects | • Urban designers |
| • Specifiers | • Engineers | • Engineers |
| • Regulators | • Surveyors | • Heritage managers |
| • Planners | • Regeneration practitioners | • Archaeologists |
| | | • Historians |

IHBC Communications

<http://www.ihbc.org.uk/>

- IHBC website: ¼ million visits each month
- NewsBlogs news service (preferred access to IHBC social/digital networks)

IHBC social/digital network

Follow links from <http://www.ihbc.org.uk/>

- 2200 members (60% private/40% public sector)
- 3250 LinkedIn Group (60% architecture, planning and development sectors)
- Twitter (3200 followers)
- Facebook