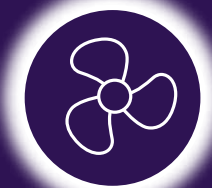
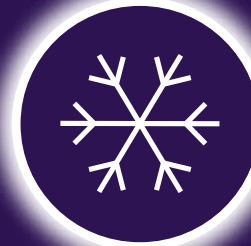




SPONSORSHIP OPPORTUNITIES 2022





ABOUT THE BESA

The Building Engineering Services Association is the UK's leading trade organisation for building engineering services contractors – representing the interests of firms active in the design, installation, commissioning, maintenance, control and management of engineering systems and services in buildings. Sponsoring gives you a fantastic opportunity to reach your target audience with your brand, products and services.



BESA Group Companies:





MEET OUR DIGITAL AUDIENCE

82,000

subscribers across our BESA and
BESA Company newsletters



11,500

Total social media follows
including Facebook
and Instagram



Twitter followers



6,500K
LinkedIn followers





WHO ATTENDS OUR EVENTS?

BESA events are dedicated to bringing together...

BESA members, other HVAC and FM contractors, specifiers, industry bodies and key clients.

ATTENDEES INCLUDE: CEO/MD, Technical Directors, Commercial Directors, Building Managers, Project Directors and Senior Project Managers

SECTORS INCLUDE: domestic & commercial plumbing, pipework and plant, ductwork, refrigeration and air conditioning, heat pump, service & facilities.

JOB TITLES INCLUDE:

Air Conditioning Manager
Apprentice Engineer
Asset & Compliance Manager
Associate Director
Building Services Engineer
Business Development Manager
Chief Engineer Office
Construction Project Manager
Cooling Services Director
Design Engineer
Director
Ductwork Engineer
Electrical Engineer
Energy & Sustainability Manager

Engineer
Estates Manager
Facilities Engineer
Fire Safety Specialist
General Manager
Graduate Engineer
Head of Asset Management
Head of Maintenance
Health & Safety Manager
HVAC Manager
M & E Asset Manager
Managing Director
Mechanical Building Services
Engineer
Operational Director
Pre-Construction Manager
Property and Compliance Manager
Quantity Surveyor
Sales Director
Senior Application Engineer
Sustainability & Wellbeing Consultant
Technical Director
Ventilation Engineer

BESA

BUILDING ENGINEERING
SERVICES ASSOCIATION

NATIONAL CONFERENCE AND AWARDS

Taking place on the 20 October 2022 at the Novotel London West, will be our first in-person conference since 2019. The event will commence with a full day of content brought to you through a selection of theatres, focusing on 4 key themes supporting the BESA manifesto: Rebuilding, safety, net-zero, and skills.

Once the sun sets the space will transform into the industry's sparkling, hot ticket event The National Awards, which will be making its return after a 2-year COVID break. The National Awards is dedicated to celebrating and rewarding the regions apprentices as well as recognising companies and individuals who have impacted the built environment through their dedication, contribution, and hard work.

Thought Leadership

Align your brand and services with our key themes. BESA is striving to help the industry build a better future and you can link your company via the provision of thought-provoking educational content.

Brand Awareness

Through the BESA National Conference and Awards, you have the chance to place your brand at the heart of the most topical and relevant content in the building services industry.

You will benefit from an extensive marketing and communications campaign, leveraging our strong partnerships with trade media and associations as well as our industry leading online publication Your BESA.

Lead Generation

Being part of this leading industry event will give you access to key players from all verticals. All sponsors will get access to key networking opportunities during the conference and the awards evening.



NATIONAL CONFERENCE AND AWARDS – OPPORTUNITIES

CONFERENCE - 25% discount for affiliates

	HEADLINE £15,000 SOLD	GOLD £7,995	SILVER £5,495	BRONZE £3,995
Sponsor logo on conference website and pre/post marketing campaign	✓	✓	✓	✓
Exhibitor stand including tabletop, 2 chairs and power socket	✓	✓	✓	✓
Insert into delegate bag/pack (to be provided by sponsor)	✓	✓	✓	✓
Sponsor logo on welcome banner at reception	✓	✓	✓	✓
Full page advert in the conference programme	✓	✓	✓	✓
Post event coverage in Your BESA Magazine	✓	✓	✓	✓
Opportunity to provide a panellist	✓		✓	
Opportunity to provide a speaker	✓	✓		
Attendee data post event (GDPR Compliant)	✓	✓		
Headline sponsor logo on all promotional materials/ PR and venue signage	✓			
Sponsor logo on delegate name badges	✓			



NATIONAL CONFERENCE AND AWARDS – OPPORTUNITIES

ADDITIONAL OPPORTUNITIES – CONFERENCE - 25% discount for affiliates

LUNCH SPONSOR (£1,000)

Tent cards / branded napkins positioned during buffet lunch

Buffet lunch and regular refreshments

Includes 2 x tickets for company

EXHIBITOR STAND (£1,950)

Includes 3 x tickets for company representatives

500w power socket

Table and two chairs

VIDEO ADVERT (£750)

Played between presentations

ADVERT IN PROGRAMME (£500)

END OF DAY – BEER AND CANAPES (£2,000)

SPONSORED PRESENTATION OR PANEL (£1,500)

Includes 3 x tickets for company representatives



NATIONAL CONFERENCE AND AWARDS – OPPORTUNITIES

ADDITIONAL OPPORTUNITIES – AWARDS - 25% discount for affiliates

HEADLINE SPONSOR (£10,000) -SOLD

CATEGORY SPONSOR (£2,500)

Table of 10 in prime position
Name on trophy
Opportunity to present award
Logo on screen during presentation
Sponsor logo on conference website and pre/post marketing campaign
Logo in the menu
Logo on social media posts relating to the category, shortlisted, winning entry

AFTER PARTY SPONSOR X1 (£7,000)

Table of 10 in front row
Logo on screen during representative speaking
Sponsor logo on website and pre/post

marketing campaign

Logo in the menu

Branded bar

Branded t-shirts / beer optional provided by sponsor

ADDITIONAL

**Table favours supplied
by sponsor**

£1,000

Wine sponsor – branded collar

£1,000

Opportunity to provide prizes for the winners



CATEGORIES

NATIONS AND REGIONS

Electrical
Facilities Management
Heating & Ventilation L2 & L3 HNC/HND
Building Services
RACHP - sold sticker
Gas Engineering
Customer Service Person
Indoor Air Quality Award
Contractor of the Year
Chair's Award
Apprentice of the Year

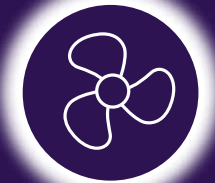
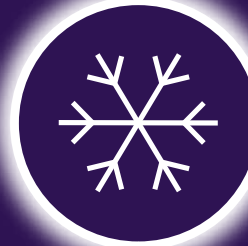
NATIONAL AWARDS

Entries open to members only:

Specialist Groups Award for Excellence
Long Service Award
Small Budget Project of the Year...under
£500,000
Big Budget Project of the Year...over
£500,000

Entries open to members and non-members:

Net Zero Initiative of the Year
Product Innovation of the Year
Women in Building Services
Diversity and Inclusion



**FOR MORE
INFORMATION
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Event Manager

Building Engineering Services
Association

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www.theBESA.com