

**2023**

**BESA**  
BUILDING ENGINEERING  
SERVICES ASSOCIATION

## **Sponsorship opportunities**

**The Building Engineering Services Association (BESA) has been the leading organisation for building services contractors since 1904.**

**Its membership represents all the specialist areas of building engineering services – and its staff provide up-to-date and valued business and technical guidance to members and the wider industry.**

**BESA is recognised as a leading voice and influencer in the industry with significant media and stakeholder reach.**

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## Meet our members and digital audience

**226**

Associate Members

**65**

Affiliate Member  
accounts

**1,008**

Contractor Member  
Accounts

**8,500**

BESA LinkedIn

**14,000**

BESA Total  
including Facebook  
and Instagram

**55,626**

SKILLcard

**330**

WelPlan

**4,250**

BESA Twitter

**480**

BESCA

**1,800**

SFG20

**3,800**

REFCOM

**18,000**

BESA e-newsletter  
reach

**12 October 2023, Novotel, Hammersmith**

After the buzz of the last conference – 2023 is set to push boundaries and spark debate on the sectors most topical issues. Expect 50+ expert speakers across 3 spaces, launches, exclusive offers, and outstanding keynotes.

Attracting senior–decision makers and noted industry speakers on the key issues affecting the building services sector. The conference saw a record number of delegates with 250 engineering services professionals including; CEO’s, Technical Directors, Commercial Directors, Building Managers, Senior Project Managers, Facilities Manager, Product Manager.

**Sectors included:**

Domestic & commercial plumbing, pipework and plant, ductwork, refrigeration and air conditioning, heat pump, service & facilities.

**Companies included:**

Aecom, Arup, BDP, CBRE, Daikin, Energy Services and Technology Association, Fire Protection Association, Green Heat, HE Simm, ISG, Joblogic, Kier Construction, Laing O’Rourke, Mitie, NG Bailey, Panasonic, Quintex Systems, RJS Ventol, SES Engineering, T Clarke, University of St Andrews, Ventilation Hygiene Solutions, Wolseley.

## Why sponsor/exhibit?

Build your companies brand awareness and be involved in the extensive 6-month marketing campaign, which leverages our strong relationships with trade media and associations as well as our industry leading Your BESA magazine.

Be a thought leader taking a place on a panel or lead a topic focused presentation. Join our programme and be part of inspiring and thought-provoking content.

Getting involved in this industry event gives you the chance to gain valuable lead generation and get access to key players from the sector. All sponsors will get access to key networking opportunities with morning, lunch and afternoon networking sessions and timely breaks between each panel or presentation. Delegate networking will be incentivised to allow exhibitors to help gain valuable leads and build meaningful relationships.

## How to get involved

**25% discount will be applied for BESA Affiliates**

|                            |                | Exhibitor stand including tabletop, 2 chairs and power socket | Discount code for customers | Sponsor logo on conference website and pre/post marketing campaign | Insert into delegate bag/pack | Sponsor logo on welcome banner at reception | Post event coverage in Your BESA Magazine | Advert in the conference programme | Opportunity to provide a panellist session | 1 post conf solus email to delegates | Opportunity to lead a conference | Attendee data post event (GDPR Compliant) | Headline sponsor logo on all promotional materials/ PR and venue signage | Sponsor logo on all delegate name badges |
|----------------------------|----------------|---|-----------------------------|--|-------------------------------|---|---|------------------------------------|--|--------------------------------------|----------------------------------|---|--|--|
| <b>Headline</b>            | <b>£15,000</b> | <b>Y</b>  | <b>Y</b>                    | <b>Y</b>   | <b>Y</b>                      | <b>Y</b>                                    | <b>Y</b>                                  | <b>FP</b>                          | <b>Y</b>                                   | <b>Y</b>                             | <b>Y</b>                         | <b>Y</b>                                  | <b>Y</b>   | <b>Y</b>                                 |
| <b>Gold</b>                | <b>£8,995</b>  | <b>Y</b>  | <b>Y</b>                    | <b>Y</b>   | <b>Y</b>                      | <b>Y</b>                                    | <b>Y</b>                                  | <b>FP</b>                          | <b>Y</b>                                   | <b>Y</b>                             |                                  |   |  |  |
| <b>Silver</b>              | <b>£6,495</b>  | <b>Y</b>  | <b>Y</b>                    | <b>Y</b>   | <b>Y</b>                      | <b>Y</b>                                    | <b>Y</b>                                  | <b>1/2</b>                         | <b>Y</b>                                   |                                      |                                  |   |  |  |
| <b>Bronze</b>              | <b>£4,995</b>  | <b>Y</b>  | <b>Y</b>                    | <b>Y</b>   | <b>Y</b>                      | <b>Y</b>                                    | <b>Y</b>                                  |                                    |  |                                      |                                  |   |  |  |
| <b>Exhibitor Only</b>      | <b>£2,500</b>  | <b>Y</b>  |                             |  |                               |   |   |                                    |  |                                      |                                  |   |  |  |
| <b>Video advert</b>        | <b>£750</b>    |   |                             |  |                               |   |   |                                    |  |                                      |                                  |   |  |  |
| <b>End of day beers</b>    | <b>£1,000</b>  |   |                             |  |                               |   |   |                                    |  |                                      |                                  |   |  |  |
| <b>Lunch sponsor</b>       | <b>£1,000</b>  |   |                             |  |                               |   |   |                                    |  |                                      |                                  |   |  |  |
| <b>Advert in programme</b> | <b>£500</b>    |   |                             |  |                               |   |   |                                    |  |                                      |                                  |   |  |  |

Get in touch with [awards@thebesa.com](mailto:awards@thebesa.com) for more information and to discuss opportunities

## BESA Annual Conference



## **BESA Industry Awards**

Following our regional awards, the atmosphere at last years awards was electric and welcomed its first live band which went down a storm. We excited to offer you the opportunity to be involved in another fantastic evening celebration and entertainment. With your help, we look forward to bringing you an even bigger and better event!

The awards finals night hit an all-time high in 2022 with over 400 guests, which included apprentices, engineers, consultants, manufacturers plus many more.

- **BESA Wales Awards Dinner – 20 May**
- **BESA North East Awards Dinner – 16 June**
- **BESA North West Awards Dinner – 24 June**
- **BESA Scotland Awards – 30 June**
- **London, South East and Midlands Awards – 13 July**
- **BESA Yorkshire Awards – 20 July**
- **BESA Industry Awards Gala Dinner – the finals – 12 October**



## Why sponsor?

**With a captive audience of key decision makers, the BESA Industry Awards offer a unique opportunity to position yourself in front of the very people who will drive your business forward!**

**Just some of the benefits of sponsoring the BESA Industry Awards include:**

- Build and strengthen your brand and establish your company as a market leader in the minds of business influencers.
- Gain unprecedented exposure through our extensive marketing campaign and Your BESA magazine.
- Provide recognition and accreditation to the hard work and commitment offered by those that enter to win your sponsored category
- Align your company to an Award that brings together the best of building services and show your support to the apprentices, companies and individuals nominated.

## How to get involved

### BESA Industry Awards Sponsorship Packages

|  |  |               |
|--|--|---------------|
| Headline   | <b>£35,000</b>                             |               |
| Category Sponsor (regions & national final)<br>2 tickets at regions & 1 table at final | <b>£10,000</b>                             |               |
| Category Sponsor (national final only) (Table)   | <b>£3,000</b>                              |               |
|  | <b>Region</b>                              | <b>Finals</b> |
| Drinks reception sponsor   | <b>£1,000</b>                              | <b>£3,000</b> |
| Entertainment sponsor  | <b>£1,000</b>                              | <b>£3,000</b> |
| Wine sponsor   | <b>£250</b>                                | <b>£1,000</b> |
| Table favours  | <b>£250</b><br>(sponsor to provide favour) | <b>£1,000</b> |
| Advert in programme  | <b>£250</b>                                | <b>£1,000</b> |

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## Category Sponsor

**As a category sponsor you gain exposure through our 6 regional awards and our final awards night in London. Opportunities include:**

- Branding through the expensive marketing campaign
- Social media
- Opportunity to present your categories award at the final awards night
- Onsite print and AV branding at x6 regionals and the final awards night
- Name on trophy at x6 regionals and final awards night
- A table 10 at the final awards
- X2 seats at each regional awards



## Apprentice categories

**The following categories recognise the excellent skilled apprentices within the building services industry.**

- BSE Technician / Project Engineer Apprentice
- Service and Maintenance Apprentice
- H&V / BSE Installer Apprentice
- H&V / BSE Installer Apprentice
- RACHP Apprentice
- Electro technical

## Industry categories

### Regional through to national final categories

- BESA Contractor of the Year – BESA Members
- Small Budget Project of the Year...under £500,000 – BESA Members
- Big Budget Project of the Year...over £500,000 – BESA Members
- Outstanding Service Award – BESA Members
- Training initiative of the Year – Open to all
- Client of the Year – Open to all
- Chairs Award

### National only categories

- Specialist Groups Award for Excellence – BESA Members
- Net Zero Initiative of the Year – Open to all
- Indoor Air Quality Initiative of the Year – Open to all
- Building Safety Award – Open to all
- Product Innovation of the Year – Open to all
- Distributor of the Year – Open to all
- Diversity and Inclusion Initiative of the Year – Open to all

## BESA Industry Awards – headline sponsor

The BESA Industry Awards are all about recognising the best individuals, projects, initiatives, contractors and apprentices in the building services sector.

This year the BESA Awards will be streamlined with the regional heats feeding into the finals at the gala dinner following on from the BESA Conference.

### DELIVERABLES

- Recognition as Headline Sponsor
- Pre-event communication and post-event thank you
- Details of attendees (subject to GDPR)
- Supporting one key Award Category across all events

### REGIONS x6

- Option to have 2 x tickets at each event
- Branding on screens
- Half page advert in each programme
- Presentation to Award Category Winner

- Thank you in Regional Chair's speech
- Company name on your Award Category trophies

### NATIONAL FINAL x1

- 2 tables of 10 in prime position
- Branding on screens
- Full colour advert in programme
- Thank you in BESA President's opening speech
- Present Finals Winner for your chosen Award Category
- Company name on your Award Category trophy

Get in touch with [awards@thebesa.com](mailto:awards@thebesa.com) for more information and to discuss opportunities and bespoke packages