JULY 2027

Future Homes Expo 2027

The Commercial Deck - Profile Raising Opportunities

Welcome to the Future Homes Expo - a national demonstrator designed to bridge the gap between policy ambition and practical delivery as the UK transitions to the Future Homes Standard (FHS). Hosted at one of our Barratt Redrow developments in Tutbury, Staffordshire, this one-week open house features six exemplar, modern methods of construction (MMC) homes equipped with cutting-edge low-carbon technology.

The event convenes key stakeholders across the housebuilding ecosystem - from developers, local authorities, and planners to lenders, policymakers, and government ministers. Through CPD-accredited masterclasses, interactive technical reveals, and high-level networking, the Expo offers an unparalleled opportunity to showcase solutions driving the net-zero housing transition. By taking on a sponsorship role, your organisation will gain high-visibility exposure, position itself as an industry leader, and directly engage with the professionals shaping the future of sustainable living.



Barratt Redrow



Headline
Sponsor/Partner

Price: £25,000
Availability: 2 Max (or 1 Exclusive at £42,500)

- **Naming Rights:** "Future Homes Expo, sponsored by [Sponsor]" across all master branding, media backdrops, and event collateral.
- **Digital & Print Presence:** Hero logo placement on the website home page and all pre-event marketing emails.
- **Thought Leadership:** 1x speaking slot or panel position during prime Industry Days.
- **PR Integration:** Direct quote inclusion in selected national/trade press releases and the official event wrap-video.
- **Premium Footprint:** Choice of premium exhibition space.
- **B2B Relationship Building:** Opportunity to host a private, guided VIP tour for up to 10 key clients.
- **Whitepaper Feature:** Dedicated full-page profile/interview in the post-event Future Homes Expo Whitepaper.
- **Welcome Drinks:** Prominent branding at the CEO's Welcome Drinks at 16:30 on Day 1, with pull-up banners and a joint photo-opportunity with Dean Banks

Technology Track
Sponsor/Partner

Price: £10,000
Availability: 7 Max (One per vertical)
Categories: 1. Heating & Energy Systems
2. Building Fabric & Insulation | 3. Windows & Facades
4. Smart Home Tech | 5. Water & Sustainability
6. EV Charging & Infrastructure | 7. Biodiversity

- **Category Exclusivity:** Become the exclusive champion of your industry vertical across the entire expo.
- **Signage & Agenda:** Co-branding on all relevant zone signage, route maps, and specific seminar agendas.
- **CPD Seminars:** Speaker or panel slot during the Industry Days.
- **Digital Footprint:** Featured placement on the QR learning stops associated with your product type across all 6 houses.

Conference Session Sponsor

Price: £5,000
Availability: 6 Max (1x AM, 1x PM per day)

- **Session Branding:** Logo prominently displayed on the CPD theatre presentation slides during a selected seminar session(s).
- **Resource Library:** Presentation materials hosted in the online Future Homes Expo Resource Library for 6 months post-event.

Pop-Up Exhibitors (Visitor Centre Pavilion)

Premium: £7,500 | Availability: 20 Max

- Prime space in high-traffic flow zones, include a tabletop, power supply and a featured highlight on event website.

Standard: £5,000 | Availability: 10 Max

- Standard space with a tabletop setup and listing in the exhibitor directory.

Digital Content Sponsor

Price: £7,500 | Availability: Exclusive

- Exclusive branding on all "Scan to Learn" decals across all 6 houses; branding on the digital portal.

Lanyard & Badge Sponsor

Price: £12,500 | Availability: Exclusive

- 100% visibility. Co-branded lanyards and badges worn by all industry delegates, media, and staff.(Sponsor to provide lanyards).

Media Hub Sponsor

Price: £12,500 | Availability: Exclusive

- Prominent branding across podcast / live press broadcast booth.

Delegate Bag Sponsor

Price: £10,000 | Availability: Exclusive

- 100% visibility. Branded delegate bags provided all industry delegates, and media (sponsor to provide bags. Must be eco-conscious).

Site Tour Sponsor

Price: £10,000 | Availability: Exclusive

- 100% visibility. Exclusive co-branded high-vis vests worn by all participants taking part in the site tours (sponsor to provide high-vis vests – to be Barratt Redrow co-branded. Must be eco-conscious).

Breakfast & Morning Refreshments Sponsor

Price: £12,500 | Availability: Exclusive

- Prominent branding across catering area during breakfast/morning refreshments on each day.

Lunch Sponsor

Price: £15,000 | Availability: Exclusive

- Prominent branding across catering area during lunch on each day.

Day 2 Industry Networking Drinks Sponsor

Price: £7,500 | Availability: Exclusive

- 'Drinks reception sponsored by [Sponsor]' promotion
- Opportunity for a 5-minute welcome speech
- Option to display pull-up banners throughout the drinks reception space

Booking & Registration Sponsor

Price: £7,500 | Availability: Exclusive

- Logo on the ticketing landing page, automated confirmation emails, and registration reminder messages.

Biodiversity Area Sponsorship

Price: Contact the team to discuss options
Availability: 3

Video Highlights Sponsor

Price: £7,500 | Availability: Exclusive

- Acknowledgment on social media video reels and the final official event highlights video.

Whitepaper Sponsor

Price: £15,000 | Availability: Exclusive

- Co-branded report title; prominent opening foreword from your CEO or other senior representative; report distributed directly to key industry bodies and government stakeholders.

Roundtable Sponsor

Price: £7,500 | Availability: 3 (1 per industry day)

- Sponsor a high-level, private Chatham House rule discussion with 10 high-level delegates recruited in advance.
- Branded write-up in Offsite Magazine.
- Write-up distributed to National Press.

CEO's Welcome Drinks Sponsor

Price: £10,000 | Availability: Exclusive

- "CEO's Welcome Drinks Sponsored by [Sponsor]" promotion.
- Opportunity for a 5-minute welcome toast.
- Option to display pull-up banners throughout the drinks reception space.
- Joint photo opportunity with Dean Banks - CEO

Shuttle/Coach Sponsor

Price: £3,500 | Availability: 3 (1 per industry day)

- **Branding:** Prominent "Transport Powered By [Sponsor Name]" logo placement arrival/departure zone signage.
- **Captive Audience Marketing:** Exclusive opportunity to place a branded flyer, technical whitepaper, or promotional giveaway item on all passenger seats.
- **Digital Travel Touchpoints:** Logo placement and dedicated mention within all official delegate travel information web pages, booking confirmations, and "How to Get Here" email blasts.

While our core packages offer dedicated avenues for brand visibility, thought leadership, and technical features, we recognise that every organisation has distinct strategic goals.

If you are looking for a tailored activation - such as sponsoring specific technical demonstrations, hosting targeted networking events, or creating customised educational content - our team is ready to collaborate with you to build a bespoke package.

Let's Discuss Your Involvement:

Contact: Amy Pryce (Radar Media) on amy.pryce@radar-media.co.uk