

**ANNUAL
CONFERENCE
2025**

SPONSORSHIP OPPORTUNITIES



ABOUT BESA

The Building Engineering Services Association (BESA) is a leading trade organisation that represents and supports businesses involved in the design, installation, operation, and maintenance of building engineering systems. Founded in 1904, BESA champions best practices, innovation, and professionalism across the building services sector, including critical areas like heating, ventilation, air conditioning, refrigeration, and renewable energy systems.

The association provides industry standards, technical guidance, training, and certification to its members, ensuring compliance with regulatory requirements and promoting sustainability and energy efficiency. By fostering collaboration and driving advancements, BESA plays a crucial role in shaping the future of the built environment while addressing the evolving challenges of modern construction and building performance.

ABOUT THE CONFERENCE

The place to discuss the latest trends, challenges, and advancements shaping the future of building engineering services.

Key focus areas include net-zero, building safety, health and well-being in buildings and skills.



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AUDIENCE AND REACH

The conference attracts a diverse audience across the building services supply chain, including engineers, contractors, consultants, manufacturers, and policymakers.

300

ATTENDEES

15

EXHIBITORS

40

HOURS OF TALKS



27.5k

SOCIAL REACH

26%

EMAIL OPEN RATE

ATTENDEE OVERVIEW

- ▶ Air Conditioning Manager
- ▶ Architect
- ▶ Apprentice Engineer
- ▶ Asset and Compliance Manager
- ▶ Building Services Engineer
- ▶ Construction Project Manager
- ▶ Ductwork Engineer
- ▶ Electrical Engineer
- ▶ Energy Manager
- ▶ Estate Manager
- ▶ Fire Safety Manager
- ▶ HVAC Manager
- ▶ Marketing Manager
- ▶ M&E Manager
- ▶ Mechanical Building Engineer
- ▶ Projects Engineer
- ▶ Sustainability Manager
- ▶ Technical Director
- ▶ Ventilation Manager
- ▶ Zero Carbon Design Director



SPONSORSHIP TIERS

THEATRE SPONSOR

£20,000



- ▶ Opportunity to host the sponsored theatre and be involved in a panel discussion.
- ▶ Delegate list with contact details available post event (GDPR compliant).
- ▶ Branding on all marketing communications.
- ▶ Logo on digital conference screens at entrance of venue & in seminar rooms.
- ▶ A dedicated solus email.
- ▶ Full page advert in the conference programme.
- ▶ Thanks given in the opening and closing conference speech.
- ▶ Tabletop display in the exhibitor space (6ft tabletop).
- ▶ Lead retrieval scanner.
- ▶ Have a video advert played between seminar sessions.

LOUNGE SPONSOR

£20,000

- ▶ The first space delegates see, housing registration kiosks and access to key areas. The lounge will serve as a post-session networking spot.
- ▶ Branded lounge room inc; branded wall vinyls, soft furnishings, barista coffee machine and back lit signage
- ▶ Delegate list with contact details available post event (GDPR compliant).
- ▶ Branding on all marketing communications.
- ▶ Logo on digital conference screens at entrance of venue & in Lounge.
- ▶ A dedicated solus email.
- ▶ Full page advert in the conference programme.
- ▶ Thanks given in the opening and closing conference speech.
- ▶ Lead retrieval scanner.
- ▶ Have a video advert played between seminar sessions.

BESA Affiliate Members receive a 25% discount on all packages.



SPONSORSHIP TIERS

GOLD SPONSOR

£18,750

- ▶ Branding on all marketing communications.
- ▶ Large logo on digital conference screens at entrance of venue and in conference programme.
- ▶ Inclusion in sponsor solus email.
- ▶ Full page advert in the conference programme.
- ▶ Thanks given in the opening and closing conference speech.
- ▶ Lead retrieval scanner.
- ▶ Tabletop display in the exhibitor space (6ft tabletop).
- ▶ Have a video advert played between seminar sessions.

SILVER SPONSOR

£12,500

- ▶ Branding on all marketing communications.
- ▶ Medium logo on digital conference screens at entrance of venue and in conference programme.
- ▶ Inclusion in sponsor solus email.
- ▶ Half page advert in the conference programme.
- ▶ Thanks given in the opening and closing conference speech.
- ▶ Lead retrieval scanner.
- ▶ Tabletop display in the exhibitor space (6ft tabletop).

BESA Affiliate Members receive a 25% discount on all packages.



SPONSORSHIP TIERS

BRONZE SPONSOR

£9,375

- ▶ Branding on all marketing communications.
- ▶ Small logo on digital conference screens at entrance of venue and in conference programme.
- ▶ Inclusion in sponsor solus email.
- ▶ Thanks given in the opening and closing conference speech.
- ▶ Lead retrieval scanner.
- ▶ Tabletop display in the exhibitor space (6ft tabletop).

EXHIBITOR **75% SOLD**

£3,600

- ▶ Branding included in marketing campaign and logo on website.
- ▶ Tabletop in exhibition space (6ft table). Lead retrieval scanner.
- ▶ Company name and logo on exhibitor map in programme.

EXHIBITOR POSEUR TABLE

£1,250

- ▶ Poseur table in exhibition space with 1x pop-up banner.
- ▶ Company name and logo on exhibitor map in programme.

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ADDITIONAL OPPORTUNITIES

LANYARD SPONSOR

£3,000



- ▶ Logo placement on lanyard jointly with BESA.
- ▶ Logo in the conference programme.
- ▶ Logo on website.

WIFI SPONSOR

£2,000

- ▶ Branded WiFi network name.
- ▶ Advert with company logo in the conference programme.
- ▶ Poseur table in exhibition area.
- ▶ Signage with WiFi password and company logo.
- ▶ Logo on website.
- ▶ 2 attendee places.

NETWORKING BREAKS SPONSOR

£2,000

- ▶ Tent cards on poseur tables during networking breaks.
- ▶ Logo on digital screens during networking breaks.
- ▶ Logo on programme boards and in the conference programme agenda page.
- ▶ Logo on website.
- ▶ 2 attendee places.

NETWORKING DRINKS SESSION

£3,000



- ▶ Signage during final session of the day.
- ▶ Logo on digital screen during final session.
- ▶ Mention at the start of the opening session.
- ▶ Beers and wine available for delegates.
- ▶ Seat drop available.
- ▶ Logo on website.

VIDEO ADVERT

£937

- ▶ 1 minute advert supplied by sponsor – shown between content in theatres.
- ▶ Brand exposure and promotion to a captive audience.

An affiliate discount of 25% is available on all packages, in addition to the listed prices



WHY EXHIBIT AND SPONSOR?

BOOST BRAND AWARENESS

Gain direct exposure to building services professionals through our event marketing.

GENERATE LEADS

Expand your customer base with quality sales leads.

PRODUCT SHOWCASE

Showcase your new product to 300+ industry leaders.

BUILD CONNECTIONS

Network face-to-face and forge meaningful relationships.



TESTIMONIALS



98% of delegates rated the conference a 5-star event and would be back in 2025

“

It was an amazing day, I networked a lot and the event was top notch. The association's pace and engagement is really great and that is testament to the amazing BESA Group team and its members consistent commitment to bettering our industry.”

Claire Curran, Managing Director of Linaker

“

Attending the BESA conference was a great experience! It provided a fantastic platform to connect with key decision-makers in the industry. Showcasing our Zeigo carbon footprint mapping software was a highlight, as we received valuable feedback and made meaningful connections.”

Jen Tilbry, Contractor and Channel Marketing Manager, Schneider



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WANT TO GET INVOLVED?

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