



**Community
Housing
Cymru's
Commercial
Membership**

Thank you...

Thank you for your interest in becoming a Commercial Member at Community Housing Cymru (CHC). CHC works actively to promote relationships between its members (Housing Associations) and private companies for mutual benefit.

CHC has an excellent track record of listening to commercial members to identify opportunities for collaboration, and we aim to build on this moving forward.

CHC's commercial offer has evolved over the past 3 years to ensure we are continually meeting the needs of members and commercial members.

We value our commercial members and fully appreciate your support, which enables CHC to fulfil its aims which are:

- **Be the leading voice of the social housing sector.**
- **Promote the social housing sector in Wales.**
- **Promote the relief of financial hardship through the sector's provision of low cost social housing.**
- **Encourage and facilitate the provision, construction, improvement and management of low cost social housing by housing associations in Wales.**
- **Provide services, education, training, information, advice and support to our members.**

As part of your Commercial Membership

As part of your commercial membership, you will be assigned a dedicated commercial member contact who will meet with you twice per year to ensure your commercial membership is achieving your goals. I look forward to meeting you in the future, and thank you again for your support.

Stuart Ropke

CHC Chief Executive



About CHC

About us...

Community Housing Cymru (CHC) is the representative body for housing associations and community mutuels in Wales, which are all not-for profit organisations. CHC currently supports every housing association in Wales.

CHC successfully influences policy and provides a unified voice, advocating and negotiating on behalf of our members. This includes providing support as well as lobbying and influencing on issues which are important to them.

We are the membership body for Welsh Housing Associations.



Economic impact of the sector...

Directly spent over
£1bn in 2016/17 with
84% remaining in Wales.



2,207 homes were
built - a 17% increase
on 2015/16 figures.

More than housing:

Employed 8,731
people and supported
over 22,000 FTE
Jobs in Wales.



Value of the sector

Housing associations have some of the most successful private, public and third sector partnerships in the UK. They have the ability to leverage in private finance from a range of sources to deliver more for the people of Wales.

In 2016/17 Welsh Housing Associations spent over £1bn with 84% remaining in Wales. 2,207 homes were built - a huge 17% increase on 2015/16 figures. CHC membership organisations also spent £20m on community regeneration in 2016/17.

CHC is renowned within the sector for high quality, professional and inspirational conferences that meet the needs of our members and address the hot topics they are faced with.

Our conference programmes are driven by our members, incorporating subject areas they have identified. Where possible we endeavour to offer speaker opportunities to our commercial members in the first instance, which adds to the value of commercial membership.

We pride ourselves in giving our members 'food for thought' at our conferences, while providing an opportunity for businesses and organisations to meet key decision makers.

Over the past 10 years Housing Associations have provided 20,457 additional homes, spent £4.1bn on construction, repairs and maintenance and directly spent over £9bn.

By becoming a commercial member, you will be giving your business access to one of the largest sectors in Wales.

Meet the team...



Edwina O'Hart

Assistant Director,
Communications & Member Services

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Feedback from Exhibitors...

What exhibitors say about our conferences...

“ CHC conferences provide us with a perfect blend of informative content and blue-sky thinking to really engage with our clients away from the workplace and ensure we lead the way in understanding the challenges they face and their aspirations for the future.”

HR and L&D Conference Exhibitor (2017)

“ A great opportunity to meet with Welsh housing associations and make introductions to our hub of services. The location was ideal for us being based in Llandrindod Wells which helped with the logistics of setting up our stand.”

Finance & IT Conference Exhibitor (2017)

“ Thanks for a great event. We really enjoyed introducing out technology to your members - I hope we can work together in the future.”

Governance Conference Exhibitor (2018)

“ We really enjoyed the conference and as first-timers this one we found it to be one of the nicest, most enjoyable ones in terms of attendance that we have been to. The arrangements were spot on and it was nice to have a full team from CHC available at all times in case of need.”

Finance & IT Conference Exhibitor (2017)

Feedback from Delegates...

What delegates say about our conferences...

“ Brilliant day which I really enjoyed. For a new person to the housing world, it was very insightful and allowed me to have a good understanding of the various challenges the housing sector are facing and how they are challenging them.”

Communications Conference Delegate (2017)

“ Best CHC conference I have been to yet. Good choice of sessions that I could pick and choose from.”

Finance & IT Conference Delegate (2017)

“ I have attended the last 3 years and this year was the best attended and most beneficial. I am already looking forward to how this develops next year.”

Governance Conference Delegate (2017)

“ Stimulating speakers that looked at strategic issues and lessons learned for Welsh housing from issues outside of Wales.”

Annual Conference Delegate (2017)

“ What an excellent conference! Plenty of food for thought and practical hints & tips to take back to the office with me.”

Finance & IT Conference Delegate (2017)

Unlocking your options...

We have kept it simple!

(You have four options at this stage)

Exhibition Stand at a CHC Conference



All of CHC's conferences are tailored specifically to the target audience. This has resulted in a regular conference programme of seven conferences per year.

However we are also reactive to our members' needs, and hold numerous one day conferences per year reflecting the issues faced by them.

Sponsorship



CHC has a wide range of sponsorship opportunities to help your business stand out above your competition and ensure it is in front of the right people within the sector.

Prices start from £300. You do not need to be a commercial member to be a sponsor, however, commercial members are offered sponsorship opportunities ahead of them being openly advertised.

Commercial Membership



Commercial membership is available to private companies who can demonstrate that the services or products they offer would be of benefit to housing associations in Wales. By becoming a Commercial Member of CHC, you will have unrivalled access to

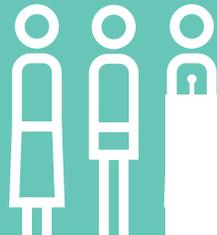
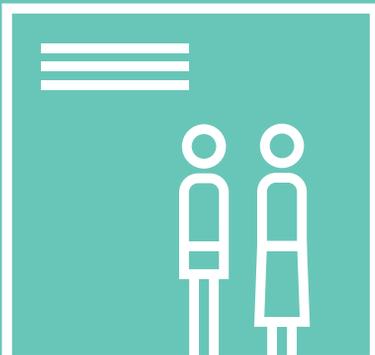
the housing sector. Our packages start from only £995 for a basic package per annum (no VAT charged) and you can add additional 'pick and mix' options to suit the needs and requirements of your organisation.

Bespoke Package



For businesses who wish to invest in commercial membership, exhibition stands and a number of 'pick and mix' elements, bespoke packages can be compiled.

Bespoke packages will be designed in a one to one meeting with Adele Harries-Nicholas our Member Services and Business Development Manager at our offices in Ocean Way. This meeting will include a tour of all CHC departments and an introduction to all key staff, including the Chief Executive.



The Basic Package...

A set price cost of £995

This runs for 12 months from the date of commencement of the membership and includes:

- Use of Community Housing Cymru Commercial Member Logo
- Listing as Commercial Member on CHC's website to include 100 words and website link
- Introductory email to the sector announcing your Commercial Membership
- List of CHC staff including contact details and job roles
- 25% discount off non-member delegate rates at CHC conferences
- 10% off exhibition stands at conferences
- One tailored mailshot to the sector on your behalf
- Invitation to bi-annual commercial member briefing session
- Free day delegate (excluding dinner) attendance at CHC's Annual Conference
- Regular email updates on sector news
- Promotion of your membership via CHC's Twitter account which currently has over 7,500 followers

Additional Extras...

£100 per item

- Access to one additional mailshot
- CHC briefing papers received at the same time as the sector
- Advert on the conference web pack (for conference of your choice)

£300 per item

- Advert on CHC's website for one month
- Monthly podcasts from CHC's Chief Executive
- Advert on Cartref - CHC's online magazine for one month

£500 per item

- Demonstration at one conference
- Sponsorship for one edition of Events and Training quarterly newsletter
- Blog plus one advert on Cartref - CHC's online magazine for 1 month

£700 per item

- Sponsorship of political seminar
- Three blogs sent via email and promoted through social media including Twitter and LinkedIn per annum to readership of over 7,500
- One fringe session at 1 CHC conference

£1000 per item

- Seminar briefing (free for members) with access to the sector organised by CHC events team
- Sponsorship of a CHC run Webinar <-- available to all members!
- Webinar/ information sessions to members on specialist subjects/areas of expertise
- Unlimited mailshots
- Advert on CHC's website for a year

Pick'N'Mix with the Basic Package

Increase your exposure...

The following sponsorships have been created to offer your company increased exposure to the social housing sector.

All sponsors will receive the recognition benefits listed below unique to each opportunity.

The Ultimate Sponsorship Package

Your company will have complete exclusivity within your sector at any one of the following flagship conferences:

Leadership Conference



Attended by:

- Chief Executives
- Chairs and Vice Chairs
- Executive Directors
- Young Leaders.

Cost:

£12,500*

Governance Conference



Attended by:

- Chief Executives
- Chairs and Board Members of Housing Associations throughout Wales
- Governance Managers & Officers
- Welsh Government

Cost:

£12,500*

HR and L&D Conference



Attended by:

- HR and Learning & Development professionals from the social housing sector throughout Wales

Cost:

£12,500*

One Big Housing



Attended by:

- Directors, Managers and Officers of Housing
- Development and Asset Management, along with Community Regeneration staff
- Chief Executives, Chairs and Board Members and commercial organisations

Cost:

£12,500*

Communications Conference*



Attended by:

- Communications staff throughout the sector.

* All one-day conferences are priced at £6,500 (with reductions for 3-year contracts).

Finance Conference



Attended by:

- Directors, Managers and Officers of Finance and IT
- Chief Executives, Chairs and Board Members from Housing Associations throughout Wales
- Representatives from Welsh Government
- Banks, Building Societies and Auditors

Cost:

£12,500*

Annual Conference



Attended by:

- Chief Executives, Chair and Board Members and Executive Directors of Housing Associations throughout Wales
- Representatives of Banks and Building Societies, Commercial Organisations and members of local authorities

Cost:

£15,000*

* All package prices are available with reductions for 3-year contracts.

Sponsorship Details...

All sponsors will receive the recognition listed below unique to each opportunity.

- Sponsor may provide promotional materials to be distributed at the back of each CHC session room
- Sponsor logo will appear on session screens as delegates enter and exit the CHC sessions
- Premier logo positioning on all collateral materials which include CHC's website, on-site signage and promotional pieces/emails (space permitting)
- Sponsor logo will be displayed on all table names and menus at Gala Dinner
- Pop up banner or ad panel placed in the dinner hall
- Conference drinks will be credited to exclusive sponsor, with sponsor logo along with CHC's logo on every wine bottle label
- Sponsor logo will be placed on all delegate conference badges/lanyards
- Sponsor welcome video (max length 30 seconds) which will be placed on the conference web page (to be provided by sponsor)

- Opportunity to provide three ad panels or pop-up banners for placement throughout the conference venue
- One free day delegate place
- Additional delegate places at discounted prices
- One exhibition space 3m x 2m
- Premium position web advert on CHC's website or microsite
- Exclusive promotion on the conference webpack
- Opportunity to distribute merchandise throughout the conference (merchandise provided by sponsor)
- Sponsor logo will be displayed on each page of the delegate list made available to each attendee
- All refreshment breaks over the duration of the conference will be credited to the exclusive sponsor
- Take away conference packed lunch bags on day two of the conference will display the exclusive sponsor logo*
- Mention in opening and closing remarks by conference chair
- *This level of sponsorship is only available to ONE organisation per event.

Sponsorship Opportunities...

Gala Dinner:

2 day Conference = £2,500

Annual Conference = £3,000

Sponsorship of the Gala Dinner includes:

- One complimentary conference day delegate place (including gala dinner)
- Mention in opening and closing remarks
- Additional delegate places at discounted prices
- Static display promoting your organisation's logo and/or name (banners to be supplied by sponsor)
- Opportunity to supply printed materials (supplied by sponsor) placed on tables at dinner
- Credit in the conference programme (text/graphics supplied by sponsor)
- Organisation logo and/or name and hyperlink on conference web pack
- Logo displayed on all table names and menus at conference dinner
- Short welcome address

Keynote Speaker:

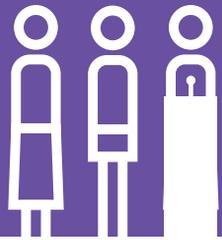
1 or 2 day Conference = £2,000

Annual Conference = £2,500

The keynote speaker is the main person everyone has come to the conference to see, and this is a great opportunity to profile your company. This package includes:

- One complimentary conference day delegate place (including gala dinner)
- Additional delegate places at discounted prices
- Mention in opening and closing remarks
- Static display promoting your organisation's logo and/or name (banners to be supplied by sponsor)
- Opportunity to supply printed materials (supplied by sponsor) placed at the back of the room in the main session
- Credit in the conference programme (text/graphics supplied by sponsor)
- Organisation logo and/or name and hyperlink on conference web pack

This keynote is
sponsored by...



Drinks Reception:

2 day Conference = £1,750

Annual Conference = £2,250

Our pre-conference gala dinner drinks reception provides sponsors with an excellent opportunity to network with delegates, make new contacts and set the foundations for future business.

Sponsorship of the drinks reception includes:

- Discounted delegate places
- Free-standing client's roll-up banners in reception (provided by sponsor)
- Mention in opening and closing remarks
- Branding on all conference materials including programme, website and welcome slide
- Website link for your company
- Company literature distribution at drinks reception (provided by sponsor)
- Short welcome address



Refreshment Breaks:

2 day Conference = £1,750

1 day Conference = £900

Annual Conference = £2,250

Your company brand on all refreshments throughout the conference.
You will also get:

- One free delegate place
- Hot and cold drinks served in cups branded with sponsor's logo (supplied by the sponsor)
- Free-standing client's roll-up banners in reception (provided by the sponsor)
- Mention in opening and closing remarks
- Branding on all conference materials including programme, website and welcome slide
- Website link
- Company literature placed around the refreshment areas



Main Room Sponsorship: 2 day Conference = £1,750

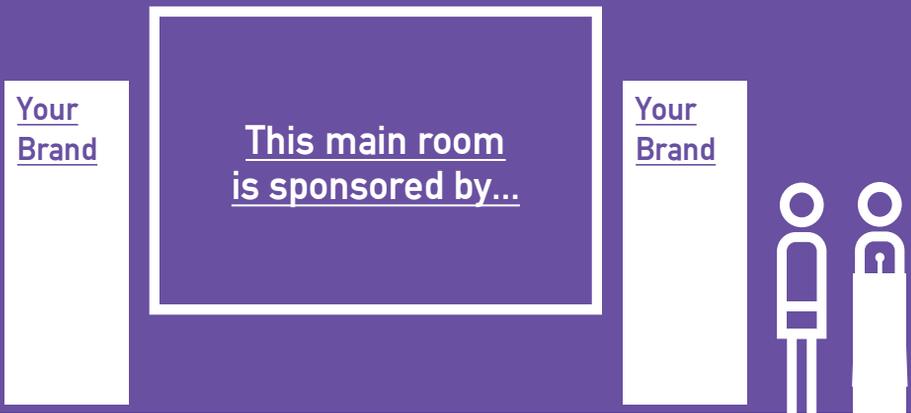
1 day Conference = £900

Annual Conference = £2,250

There will also be an opportunity to dress the main conference room with your branding. The conference room will be named after your company for the duration of the conference.

This sponsorship also includes:

- One free delegate place
- Free-standing client's roll-up banners in main room (provided by the sponsor)
- Mention in opening and closing remarks
- Branding on all conference materials including programme, website and welcome slide
- Website link
- Company literature placed at the back of your conference room



Welcome Breakfast:

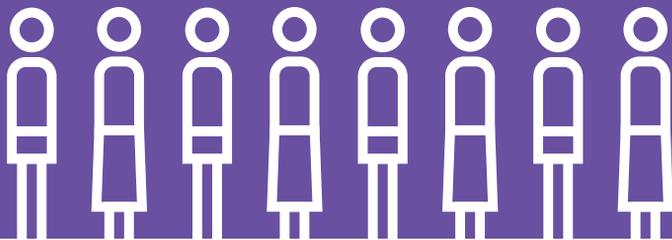
2 day Conference = £1,750

Annual Conference = £2,250

After battling public transport or traffic jams, breakfast rolls and a healthy option will welcome delegates on arrival courtesy of your company.

Your sponsorship will include:

- Discounted delegate places
- Short welcome address
- Free-standing client's roll-up banners in reception (provided by the sponsor)
- Mention in opening and closing remarks
- Branding on all conference materials including programme, website and welcome slide
- Website link to your company literature placed around the refreshment areas



Pick Me Up Bags:

2 day Conference = £1,600

Annual Conference = £2,300

Day two of the conference (also known as the morning after the night before), delegates will be welcomed with a goody bag containing everything to help them through the last day.

Your sponsorship will include:

- One discounted delegate place
- Mention in opening and closing remarks
- Pick me up bags attributed to your company, which will include energy drink, mints, a face spray/wet wipe and heartburn tablets
- Website link to you company
- 10% off exhibition stand price



Evening Entertainment:

2 day Conference = £1,600

Annual Conference = £2,300

After the formalities of conference dinner you will be recognised as the organisation who gets the party started!
Sponsoring the evening entertainment will include:

- Short welcome address
- One free delegate place
- Mention in opening and closing remarks
- Free-standing client's roll-up banners in entertainment area (provided by the sponsor)
- Website link to your company
- 10% off exhibition stand price



Wine at Gala Dinner:

2 day Conference = £1,600

Annual Conference = £2,300

A gala dinner is a dry affair without some wine, so you'll help get our delegates merry for the party.

Your sponsorship will include:

- White and red wine placed on dinner table credited to the sponsor
- One free delegate place
- Mention in opening and closing remarks
- Free-standing client's roll-up banners in entertainment area (provided by the sponsor)
- Website link to your company
- 10% off exhibition stand price



Packed Lunches:

2 day Conference = £1,300

Annual Conference = £1,800

Every delegate will 'take away' a packed lunch on day two of the conference! Your sponsorship includes:

- Company logo and message on individually packed lunch bags on day two
- One free delegate place (for second day of conference)
- Website link
- 10% off exhibition stand price



Conference Badges:

2 day Conference = £1,300

1 day Conference = £700

Annual Conference = £1,800

With this package every delegate will wear your logo on their clothes for the duration of the conference.

Your sponsorship will include:

- One discounted delegate place
- Mention in opening and closing remarks
- Company logo on every badge
- Website link to your company
- 10% off exhibition stand price



Conference Pens:

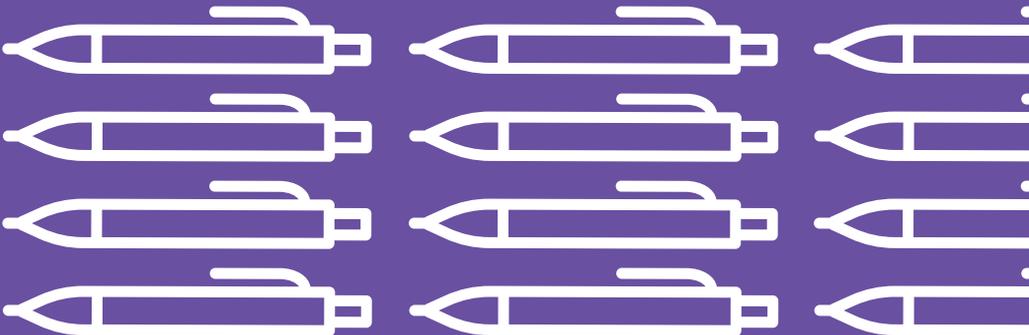
2 day Conference = £1,300

Annual Conference = £1,800

Pens: the one item everyone coming to the conference will need, use and take away with them.

Your sponsorship includes:

- One discounted delegate place
- Mention in opening and closing remarks
- Pens with your company logo and message available to every delegate on the welcome and reception desks (provided by sponsor)
- Website link to your company
- 10% off exhibition stand price



Workshop Room Sponsorship:

2 day Conference = £1,000

1 day Conference = £500

Annual Conference = £1,250

This package will enable you to transform a workshop room of your choice with your branding. The workshop room will be named after your company for the duration of the conference:

This sponsorship also includes:

- One free delegate place
- Room name changed for the duration of the conference to your company name
- Free-standing client's roll-up banners in main room (provided by the sponsor)
- Mention in opening and closing remarks
- Branding on all conference materials including programme, website and welcome slide
- Website link
- Company literature placed at the back of your workshop room



This workshop
is sponsored
by YOU



Delegate List Sponsorship:

2 day Conference = £300

Annual Conference = £500

All delegates will be interested to know who's attending the conference. This package enables you to be at the top of the list with your company logo on every page of the delegate list. Your sponsorship will include:

- One discounted delegate place
- Mention in the opening and closing remarks
- Company logo and message on every page of the delegate list
- Website link to your company
- 10% off exhibition stand price



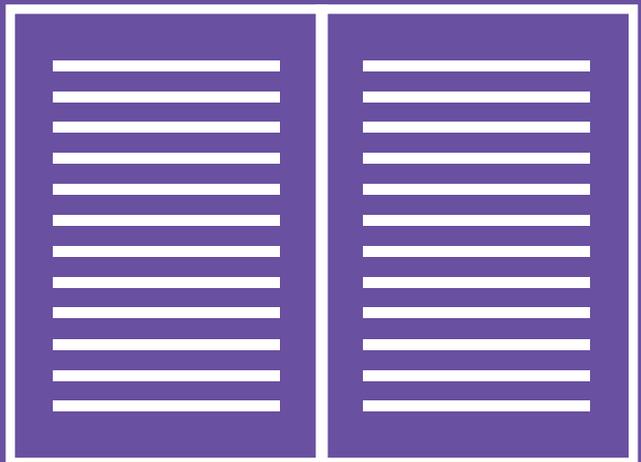
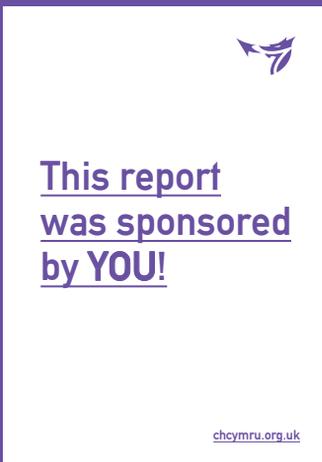
Key Report Sponsorship:

£3,000 (Exclusivity of sponsorship per report)

£2,300 (Multiple sponsors per report)

CHC annually produces key documents that inform and influence the sector. These include: HR Benchmarking, Global Accounts and the socio economic impact report, highlighting the sector's contribution to the Welsh economy. Your sponsorship will include:

- Sponsorship promoted to membership through distribution of key reports
- Logo on key report
- Report with company logo on CHC's website for 12 months
- Opportunity to hold sponsored launch event, or session at relevant conference for a reduced cost.



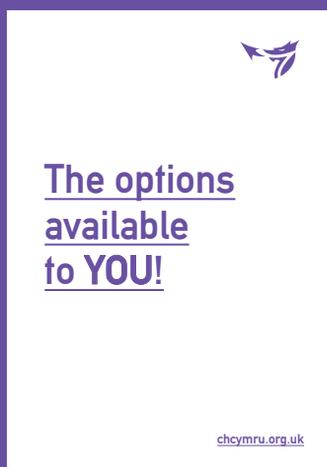
Have these options whet your appetite?

Let's have a chat!

If you are interested in a combination of options, a meeting will be held with Adele Harries-Nicholas, our Business Development Manager to identify your needs. We will use our expertise and knowledge to compile an options paper to meet your requirements. This paper can be presented to your board or leadership team to help your organisation make the right decision for your business.

Longer term discounted packages:

As standard, our packages run for a 12-month term; however, price reductions are applied to packages that span two or three years.



Exhibition Space...

Have access to key decision makers within the Welsh housing sector by exhibiting at one of CHC's conferences.

You will gain unprecedented access and have the opportunity to build relationships with our members; the perfect opportunity to gain business leads and make contact with key decision makers.

CHC's exhibition packages include:

- Exposure of your brand to a relevant audience. Opportunity to develop business leads
- One complimentary conference day delegate place
- Invitation to gala dinner (2 day conferences only)
- Additional delegate places at discounted prices

Prices:

2 day Conference Exhibition

Cost of CHC's exhibition space for all 2 day conferences are:

- **3m x 2m = £795 Annual = £895**
- **3m x 1m = £745 Annual = £845**
- **2m x 2m = £700 Annual = £800**

Prices:

1 day Conference Exhibition

Cost of CHC's exhibition space for all 1 day conferences are:

- **3m x 2m = £450**
- **3m x 1m = £400**
- **2m x 2m = £350**

Tailored Options:

If you are interested in a combination of options, a meeting will be held with [Adele Harries-Nicholas](#), our [Business Development Manager](#) to identify your needs. We will use our expertise and knowledge to compile an options paper to meet your requirements. This paper can be presented to your board or leadership team to help your organisation make the right decision for your business.

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Community Housing Cymru

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