



The Chartered Institute of Housing

HOUSING 2012 CONFERENCE & EXHIBITION

12-14 June 2012 • Manchester Central



“The best housing event of the year”

Mick Werritt - Director of Property Services
St Leger Homes of Doncaster
Visitor 2011

“CIH Housing 2011 was a great event, plenty of meetings with new, current and potential clients and contacts.”

Clare Fletcher - Event Manager
Cobbetts LLP
Exhibitor 2011



MOVING FORWARD

“Always useful and an iconic fixture of the housing calendar”

John Denny - Chief Executive
Chester & District Housing Trust
Visitor 2011

Be part of CIH Housing 2012

Join the sector's leading providers, partners and suppliers at the UK's biggest and best attended event for social and affordable housing

Organised by ocean media group

**Housing
2012**
Bringing
housing
together

In 2012 the CIH Annual Conference and Exhibition moves to a state of the art new venue in the heart of the vibrant city of Manchester. We're committed to moving the event forward and are developing and refreshing the event to offer even more opportunities to learn, share knowledge and best practice, network and do real business.

Be part of the event that brings the whole of housing together. Join us at the event's award-winning new home, Manchester Central from 12-14 June 2012, for this exciting fresh start.

10 reasons to be part of CIH Housing 2012

- 1** The biggest and best attended event in the affordable housing sector, with more than 4,000 delegates and visitors in 2011*
- 2** The conference and exhibition are run in association with the Chartered Institute of Housing, the professional body for the sector with over 22,000 members
- 3** Runs alongside the high-level CIH Annual Conference; a permanent fixture in the Housing Minister's calendar
- 4** The only independently audited event in the sector, so you can be sure that our visitor numbers are always accurate and up to date
- 5** The best place to reach senior decision makers, with over 1,200 Chief Executives, Directors and Heads of Housing attending the event in 2011
- 6** Landlords managing more than 2.5 million of the UK's 4 million social homes were represented as delegates or visitors at the 2011 event
- 7** Over 77% of exhibition visitors are involved in purchasing products and services
- 8** A truly national event, with more than a quarter of visitors coming from London and the South
- 9** Exhibitors represent the entire supply chain – leading providers, key contractors, professional services and building products – providing a one stop shop for housing professionals
- 10** PfH Live is now part of the event, attracting a wider audience with even more procurement professionals



* ABC Audited Visitor attendance 2011: 4,253

Contact us now for stand options:

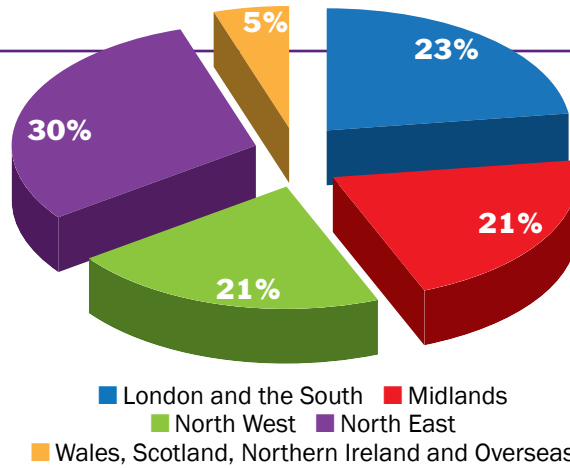
Tel: 020 7772 8340

Email: hannah.armstrong@oceanmedia.co.uk

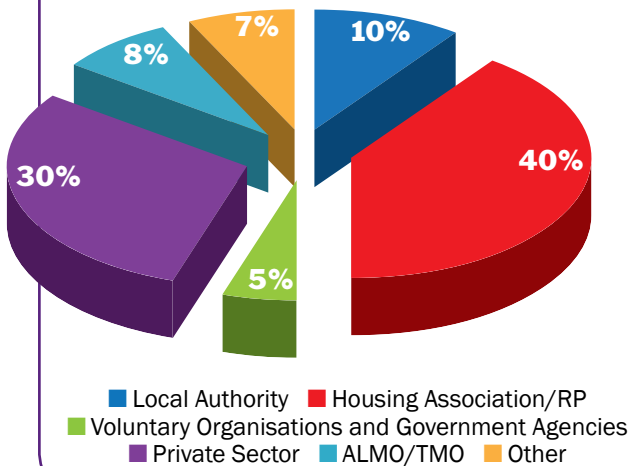
Web: cihousing.com

Housing 2011 visitor profile

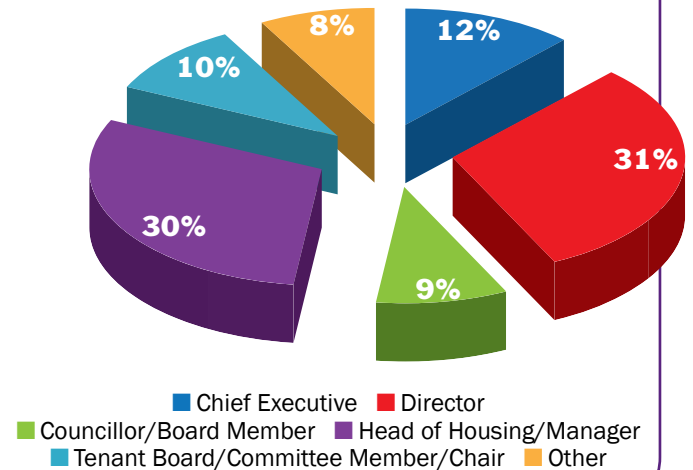
Breakdown by Region



Breakdown by Organisation



Breakdown by Job Title



Live events build relationships

People connect with your brand at live events

37% of visitors believed a trade event would be the 'best way to meet new contacts', rising to 71% post-event.*

Live events are the best form of marketing

Before a show, 32% of visitors viewed events as the 'best marketing as you can interact and compare to others', but this rose dramatically to 74% post-show, including an uplift in positive subconscious feelings for one in five people.*

Live events make people remember you

An additional 37% of visitors to a trade event believed 'experiencing a business first-hand makes it more memorable', with one in five believing this implicitly post-event.*

Live events inform customers

From an opening 38% of visitors who believe they will 'find out new things', the number was more than doubled to 80% post-event.*

* Source facetime.org.uk

Stand packages

Shell scheme

£384 + VAT per m²

- White shell scheme walls
- Fascia board with company name and stand number
- Carpet

Space only

£334 + VAT per m²

- Open floor space
- Minimum 2.4m walls must be constructed
- No walls or carpet included

Exhibitors also receive:

- Enhanced listing on the event website
- Listing in both the exhibition and conference previews, each distributed to 35,000
- Profile in event guide, given to all visitors, delegates and exhibitors
- 20 passes for your staff to attend as exhibitors
- 100 free guest invites for clients and prospects to attend the exhibition
- 2 exhibition conference passes to attend conference sessions, worth over £1,400

Please note, in addition to the stand cost there is an insurance charge of £125 + VAT (a summary of the salient features of the policy is available on request) and Media Charge of £250 + VAT. The media package gives you full involvement in the event's marketing campaign. The insurance charge is refundable on receipt of proof of your own public liability insurance cover of at least £2 million.

Contact us now for stand options:

Tel: 020 7772 8340

Email: hannah.armstrong@oceanmedia.co.uk

Web: cihhousing.com

Visitors & delegates in 2011 included

Chief Executives

Accent Group
Berneslai Homes
Bolton at Home
Bracknell Forest Homes
Brent Housing Partnership
Bromford Housing Group
Chester & District Housing Trust
Coast & Country Housing
Colchester Borough Homes
Cross Keys Homes
East North East Homes Leeds
Family Mosaic
Futures Housing Group
Gentoo Group
Golding Homes
Guinness Northern Counties
Halton Housing Trust
Helena Partnerships
Homes for Haringey
Homes for Islington
Hyde Group
Kirklees Neighbourhood Housing
Lewisham Homes
Liverpool Mutual Homes
Merlin Housing Society
Midland Heart
North Glasgow Housing Association
North Lincolnshire Homes
Nottingham City Homes
Parkway Green Housing Trust
Places For People Group
Plus Housing Group
RCT Homes
Richmond Housing Partnership
Stockport Homes
Tai Calon Community Housing
Tower Hamlets Homes
Wakefield and District Housing
Warwick District Council
Wirral Partnership Homes
Your Homes Newcastle

Development Directors

Adactus Housing Group
BPHA
Bromford Group
Derwent Living
Family Mosaic
Guinness Trust
Liverpool Housing Trust
Metropolitan Housing Partnership
Orbit Homes

Director/Head of Housing/ Housing Services

Angus Council
Ashfield Homes
Bolsover District Council
Brighton and Hove City Council
Broxtowe Borough Council
Cambridge City Council
Central Bedfordshire Council
Darlington Borough Council
Denbighshire County Council
East North East Homes Leeds
Enfield Homes
Greenfields Community Housing
Hull City Council
Liverpool Housing Trust
London Borough of Croydon
London Borough of Southwark
Northampton Borough Council
Norwich City Council
One Housing Group
Southampton City Council
Spirita
Sunderland City Council
Together Housing Group
Walsall Housing Group
Yorkshire Housing

Really good - lots of valuable information and new contacts - one of which we are now using for their products

Sean Watson
Responsive Repairs & Electrical Manager
Bernicia Group Ltd
Visitor 2011

Finance Directors

Affinity Sutton Group
Brent Housing Partnership
Broadacres Housing Association
Calico Housing
City West Housing Trust
Hackney Homes
Homes in Havering
Midland Heart
North Hertfordshire Homes
Salix Homes

Managing Directors

Aragon Housing
Bromsgrove District Housing Trust
Fabrck Housing Group
Gedling Homes
Hyde Southbank
Liverpool Mutual Homes
Merton Priory Homes
New Progress Housing Association
Richmond Housing Partnership
Three Valleys Housing

Operations Directors

Aspire Housing
Bernicia Group
Enfield Homes
Flagship
Knowsley Housing Trust
North Hertfordshire Homes
North Lincolnshire Homes
One Vision Housing
Orbit Heart of England
Wales & West Housing Association
Welwyn Hatfield Community Housing

Procurement/Buyer/ Contracts

Fusion21
Leeds Federated
Orbit Group
Places for People
Sevenside Housing
St Leger Homes of Doncaster
Tristar Homes

Excellent, I took so much from it.

John Hughes
Responsive Repairs Manager
Housing 21
Visitor 2011

Interesting opportunity to catch up and to see new developments

John Hanson
Regional Director (North)
Sanctuary Housing
Visitor 2011

Asset Management

Ascham Homes
Birmingham City Council
Bolton at Home
City West Housing Trust
Guinness Northern Counties
Liverpool Mutual Homes
Plus Dane Group
Sedgefield Borough Homes
St Leger Homes of Doncaster
Walsall Housing Group

Property Services Directors

Golden Gates Housing Trust
Lambeth Living
One Vision Housing
Optima Community Association
South Tyneside Homes
St Leger Homes of Doncaster
Trent & Dove Housing