

DELIVERING MORE

 **HOMES FOR
SCOTLAND**

14TH ANNUAL HOMES FOR SCOTLAND CONFERENCE: SPONSORSHIP OPPORTUNITIES

**DATE OF EVENT:
WEDNESDAY 16TH SEPTEMBER**

July 2026

14th Annual conference

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Our 2025 conference at Dynamic Earth in Edinburgh attracted over 240 senior level delegates (including home builders, those in the supply chain, RSLs, Local Authorities and MSPs. The event centred around the theme of our Homes Build Futures public campaign, with a diverse panel of speakers providing valuable insights on the data, evidence and policy areas impacting the ability of our sector to deliver the homes of all tenures that Scotland needs. Cabinet Secretary for Housing Màiri McAllan joined us for a dedicated session and our political panel debate featured representatives from the Scottish Conservatives, Liberal Democrats and Labour, with a home builder perspective provided by HFS Board members.

With preparations for our post-Holyrood election 14th annual conference taking place on Wednesday 16 September underway, sponsorship opportunities attached to this leading housing event are outlined as follows, with each option providing exhibition space to allow direct engagement with attendees.



High profile branding opportunities allow sponsors to reach a targeted audience

2025 conference delegate feedback:

- 100% considered the theme of the event to be of relevance/importance (with 95% considering the theme to be highly relevant/important).
- On a scale of 1-10 of likeliness to attend a future event, 100% gave a rating of 6 or above (with 55% rating a 10 for very likely to attend a future event).
- The three individual sessions were rated highly for quality, duration and relevance, with the sessions noted below representing either an “excellent” or “good” rating:

Session One:

Government perspective = 100%

Session Two:

The Politics of Delivering = 91%

Session Three:

What Next? = 100%



Why was it important for you to attend the 2025 HFS conference and what were your take aways?

Sponsor feedback:

“Very worthwhile. Will consider again next year.”

“The on-stage presence was perfect and we were all over LinkedIn.”

“...really assisted us in being able to promote the business in a positive light.”

Click on the image above to hear from 2025 delegates on the importance of attending the conference and their key take ways

Programme:

The programme for September's conference is currently in development, with the theme of the event centered around the progress and shape of the More Homes Scotland national housing agency, intended to focus on "simplicity, scale and speed" to enable the delivery of housing of all types to meet need across the country.

The conference will provide delegates with the opportunity to hear member and stakeholder views, put forward their own perspectives and consider the response from the new Cabinet Secretary and housing spokespersons.

Sessions will consider:

- International /UK perspectives and learnings
- Live policy issues affecting HFS members
- Responses from within Government and other party perspectives

Confirmed speaker:



Shirley-Anne Somerville

Cabinet Secretary for Social Justice
and Housing

Sponsorship Packages and Benefits

Online programme sponsorship

Benefits:

- Unique platform for brand building and profile-raising
- Opportunity to engage with delegates
- Showcase your organisation's insight and expertise
- Demonstrate support for the home building industry and understanding of the challenges it faces
- High-profile branding within online conference programme, including sponsor advert (QR code on delegate name badges will link to programme)
- On the day verbal recognition by conference Chair
- High-profile branding opportunities within the refreshment area with preferential positioning (including space for pop-up/pull-up banners, table for display of literature and two chairs)
- Complimentary delegate places x 4 (*with premier/reserved seating as preferred*)
- 50% discount on additional delegate places
- Promotion in HFS weekly member update
- Promotion via HFS Bluesky and LinkedIn accounts
- Promotion on conference web page
- Use of 'programme sponsor' logo

**£4,000 +
VAT**

**HOMES
BUILD
FUTURES**

Homes for Scotland
25th Anniversary Conference

Sponsorship Packages and Benefits

Lunch / breakfast / refreshment break sponsorships (x3)

Benefits:

- Unique platform for brand building and profile-raising
- Opportunity to engage with delegates
- Showcase your organisation's insight and expertise
- Demonstrate support for the home building industry and understanding of the challenges it faces
- Acknowledgement within AV presentation
- Opportunity for inclusion of half screen advert within online event programme (*QR code on delegate name badges will link to programme*)
- On the day verbal recognition by conference Chair
- Refreshment area exhibitor space for pop-up/pull-up banner, table for display of literature and two chairs
- Complimentary delegate places x 3
- 50% discount on additional delegate places
- Promotion in HFS weekly member update
- Promotion via HFS, Bluesky and LinkedIn accounts
- Promotion on conference web page
- Use of 'lunch/breakfast/refreshment break sponsor' logo

**£3,000
+ VAT**

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SCOTLAND**

To discuss any aspect of this proposal or bespoke options to suit your budget, please contact:

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