



# TOP SHOW

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Together  
The Finance Professional Show





Stuart Mogg - Head of Debt Advisory at Ernst & Young LLP  
Jonathan Samuels - CEO at Octane Capital  
Alice Williams - Head of Property Finance at Pilot Fish  
Sundeep Patel - Head of London Intermediaries at Together  
Lizzie Lane - Head of Lending at Masthaven Bank  
Beth Fisher - Editor at Medianett

#FPShow2019

**10<sup>th</sup> November 2023**  
**09.30 - 16.30**  
**Olympia London**



**94%**  
OF 2022  
DELEGATES DID  
BUSINESS AND  
MADE NEW  
RELATIONSHIPS

**MORE THAN**  
**1,300**  
COMPANIES  
REGISTERED  
IN 2022



**26%**  
NEW  
EXHIBITORS  
CONFIRMED  
FOR 2023



## AN EXPO BY THOSE IN THE KNOW

The Finance Professional Show, a Medianett Publishing event, held its first property finance expo in 2014 at Olympia in London. The very best brands and providers are consistent supporters and we're very proud to be a staple in the industry calendar, with an average of 1,500 delegates through the doors each year.

However, it is the background and knowledge of the organising team that sets this trade show apart.

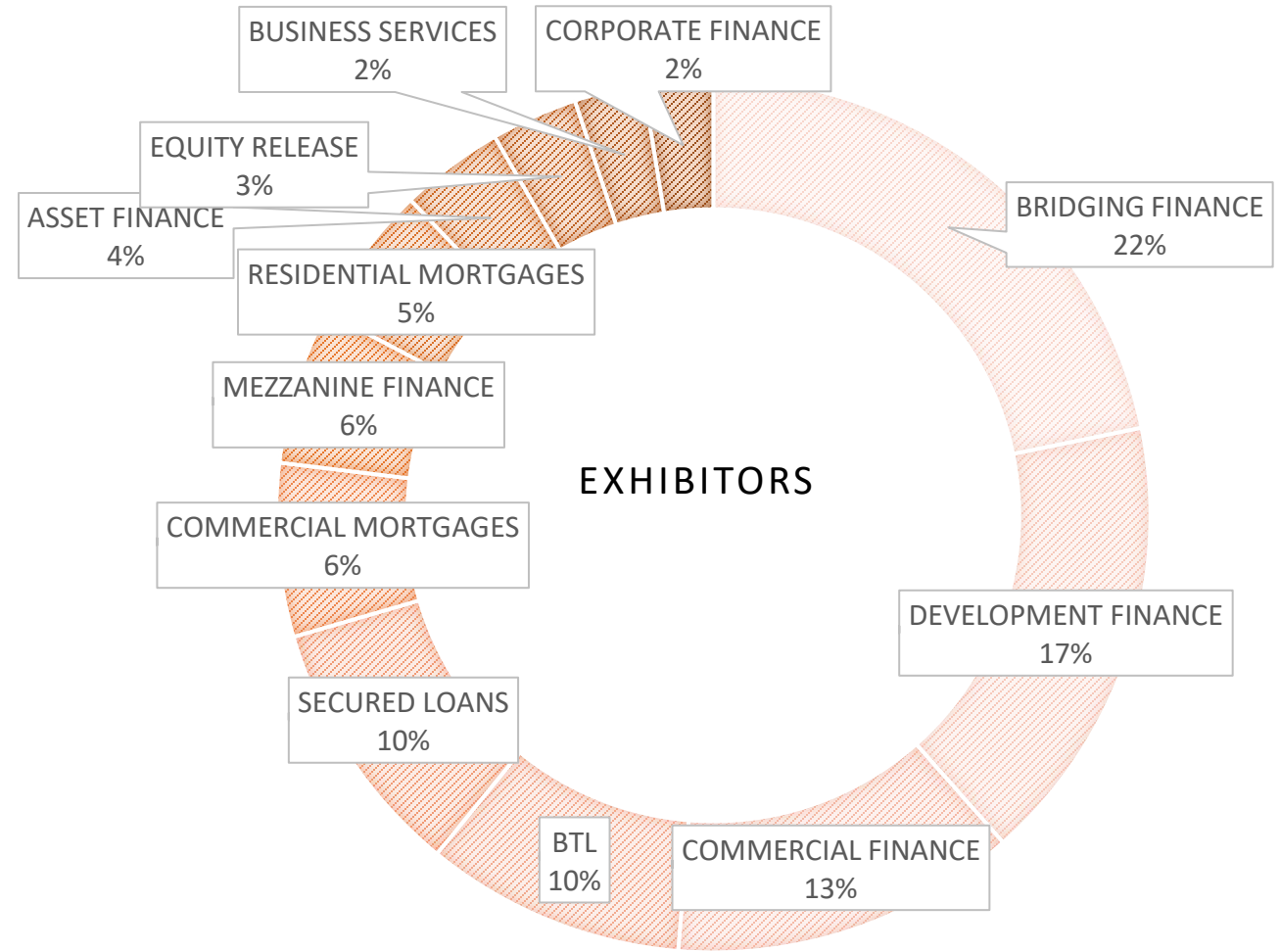
It is in the DNA of Medianett Publishing – creators of *Bridging & Commercial*, *Development Finance Today* and *BTL Insider* as well as the *Lender Index* – to know what brokers, lenders and property professionals want, and this knowledge is leveraged when bringing the FP Show to life.

This results in a more intuitive experience for visitors and providers, from exhibitor marketing support, to the venue, visitor features and layout, through to the conference and education programme.

The FP Show is an event where deals are done and return on investment is undisputed, plus companies have the opportunity to lean on us to ensure your exhibition experience is everything you want it to be.

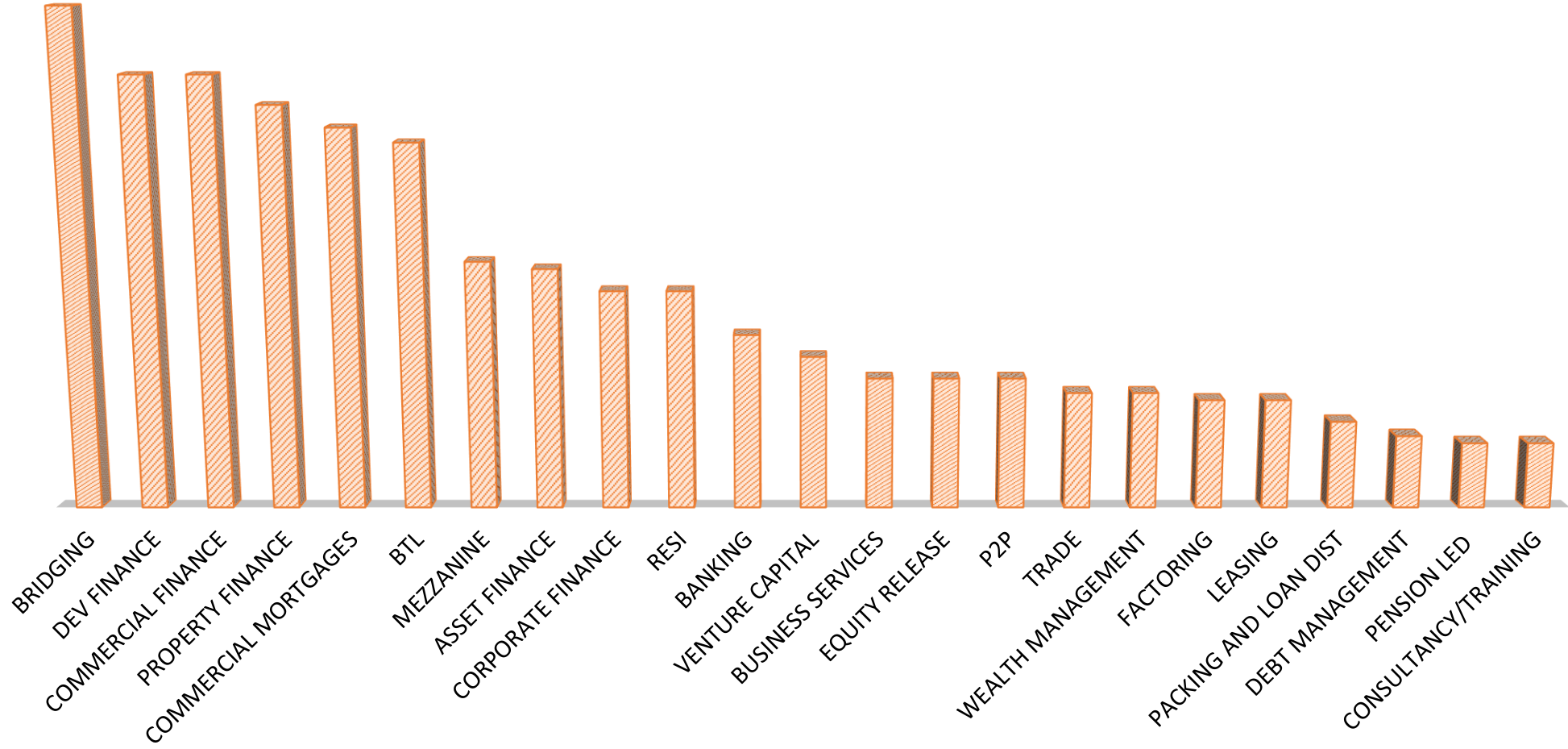
We **know** the intermediary market – and we want to share that knowledge with you.

# WHO WILL BE THERE?





## VISITORS' AREAS OF INTEREST



**The FP Show conference programme** hosts the widest variety of speakers in the market, mixing up formats to keep attendees interested and cater to a broad array of interests.

The content is curated by Medianett Publishing, precisely in line with current trends and topics that are important to property professionals.





## EXHIBITING AT THE FP SHOW 2022

### EACH STAND COMES WITH THE FOLLOWING:

- A basic furniture package
- A basic electrical package
- A listing on the Exhibitor List page online
- A dedicated social media announcement that you've joined the list of exhibitors
- A listing in the official Show Guide, handed to each visitor
- A marketing toolkit to help you get the most out of your exhibition experience
- A one-on-one session ahead of the event with a member of our team on how you can maximise your presence at the show through campaign ideas, promotional material, display items, graphics and more – we will inspire and advise as necessary

*First-time exhibitors also receive a solus email to the FP Show database pre- or post-event, plus an advert in the Show Guide*

### PRICING

3x2m Shell Scheme stands - £3,150 + VAT

4x2m Shell Scheme stands - £4,200 + VAT

4x3m / 6x2m Shell Scheme stands - £4,700 + VAT

4x4m Shell Scheme stands – £5,250 + VAT

**TO BOOK, CONTACT MEGAN GONCALVES**

**079 3275 2501 / MEGAN@MEDIANETT.CO.UK**





## PUTTING YOUR BRAND FRONT AND CENTRE

The FP Show is promoted through several of the leading finance broker publications, both online and in print. In addition to Medianett Publishing's own brands, we work with an array of top distributors of news and content to ensure that the expo gets the attention it deserves.

This year, we are also partnering with several mortgage networks, and have confirmed an exclusive and very exciting collaboration with an organisation that is going to have all eyes on the event like never before - this is being announced early June.

As an FP Show exhibitor and/or sponsor, your business will be seen via these marketing endeavours, for months prior to the big day, by thousands of intermediaries, property investors, developers and more.

**To supplement the web listing, general brand and social media activity that will be taking place between now and the Show, you may want to bolt on one or more of the below to boost your presence:**

Email marketing broadcasts to the FP Show database - £650 + VAT (can be sent pre- or post-event)

Website takeover - £2,500 + VAT

Visitor bag insert - £1,600 + VAT

Data scanner hire - £200 + VAT

Show Guide advert - £260 + VAT



## SPONSORSHIP OPPORTUNITIES

### **ALL SPONSORSHIP PACKAGES INCLUDE THE FOLLOWING:**

- An enhanced presence on The Finance Professional Show [website](#) to include a full company profile on the Sponsors page
- Inclusion as a highlighted sponsor in our extensive PR and marketing campaign
- Coverage on the event's official social media outlets
- A place in our Conference Programme, either as part of a panel and/or with a speaker slot
- A full page advert in the official Show Guide. The guide will be distributed to all exhibitors and attendees at the show and is often used as a post-show reference tool.
- A visitor bag insert which is distributed to all exhibitors and attendees at the event.

### ***SUPPORT SPONSORSHIP***

Your brand will be included in all of our marketing endeavours. This extensive package enables you to have a wider presence at the event through tailored marketing opportunities. Branding will be included in our intensive digital and print marketing campaign ahead of the event, as well as on display within the hall via generic show signage and literature. Your company logo will be linked with every part of the marketing campaign, pre- and post-event to an audience of over 100,000 intermediaries.

In addition, each support sponsor will receive a website takeover for one week in the run-up to the Show and have the chance to showcase literature on our Media Wall, plus you will receive a copy of all email leads generated from two solus emails sent out pre and/or post event.

**To obtain pricing or to enquire more about sponsorship and packages, please contact Megan Goncalves:  
079 3274 2501 / [megan@medianett.co.uk](mailto:megan@medianett.co.uk)**





## **SPONSORSHIP OPPORTUNITIES**

### ***PRODUCT AREA SPONSOR***

Supplement your exhibition experience by delivering a presentation as lead provider in a certain product area, either in person or pre-filmed and shown on the day and on the FP Show website in the run-up to the event. This opportunity includes filming of the presentation and delivery/publication of the footage, a double-page feature in the show guide, a solus email to the FP Show database and email leads generated from that activity. You will be named as the Product Sponsor in all marketing and communications.

### ***VISITOR LANYARDS***

Have your brand, strapline and web address around the neck of every visitor at the 2022 Show. Great coupled with registration sponsorship.

### ***REGISTRATION***

Have your brand exclusively displayed on our most visited webpage. What's more, your logo will be seen first by all who visit by appearing on registration desks and visitor badges. Your company logo and web link will be listed on the pre-registration page of the website and next to any text referring to registration.

### ***WORKING LUNCH SPONSOR***

Sponsor the official lunch provided on each exhibitor stand. This opportunity will suit a firm seeking to widen its reach within the lender community, given that they make up the majority of those showcasing on the day. Lunch will be accompanied by your branding, as well as a dedicated feature in the event show guide.

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## **SPONSORSHIP OPPORTUNITIES**

### ***DIGITAL SPONSOR***

Downloaded by hundreds and a handy communication tool on the day of the event, the official FP mobile app will carry the sponsor's branding throughout, as well as in connection with all marketing of digital aspects of the Show. Any live streaming or hybrid aspects of the expo will also be included in this sponsorship, as we endeavour to reach a wider, virtual audience.

### ***CATERING HOTSPOTS***

The opportunity to sponsor a catering area within the hall, brand the space with your logo and literature. Your company logo and web link will be listed on the website and next to any text referring to these areas. There is room for creativity – including branded furniture, signage and food/drinks tokens – with this most bustling area of the Show.

### ***CONFERENCE THEATRE***

Become the named sponsor of our popular all-day, multi-format conference theatre and your brand will be seen alongside all promotion of the agenda, our primary focus when we are within six weeks of the show. You will have additional coverage on the website and branding within the theatre on the day. Partner with us on themes and topics for discussion, and have two representatives featured in the programme. This package includes front cover branding on the printed event Show Guide.

### ***EXHIBITOR DRINKS RECEPTION***

The evening before the event (9th November), play host to all exhibitors as we arrange a drinks and networking session in a venue near to Olympia. We'll market the event and manage the guests, while you have your brand associated with the (relative) calm before the busy day ahead.

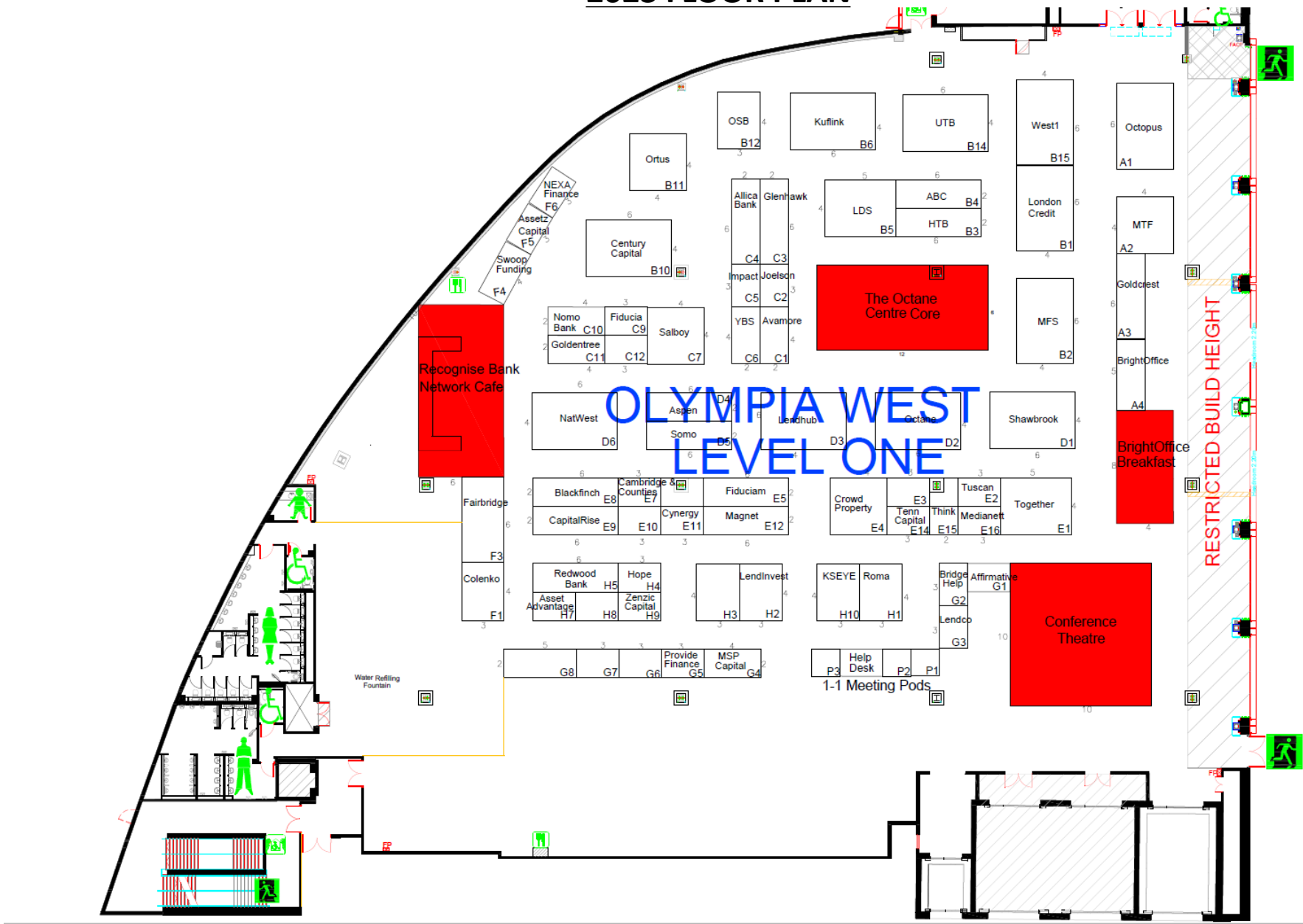
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# 2023 FLOOR PLAN



## OLYMPIA WEST LEVEL ONE







**SEE YOU THERE!**