

EXHIBITOR PACK

LANDLORD INVESTMENT SHOW 2014



In association with



Reaching **Landlords, Investors,
Developers and Property
Professionals** throughout
the UK's **buy-to-let** hot spot areas!



MEDIA PARTNERS



Connecting **YOU** with Industry Experts

www.landlordinvestmentshow.co.uk

OUR LANDLORD INVESTMENT SHOWS ARE THE PERFECT PLATFORM TO CONNECT LANDLORDS, INVESTORS, DEVELOPERS AND PROPERTY PROFESSIONALS TOGETHER!

“ A great show, well worth the time to attend. The seminars were very informative, you can always learn something new. Also a good opportunity to network with like-minded people. ”

Ian Notermans - Landlord / Investor

“ The first London event at the Connaught Rooms in London was a real success story with a good attendance from landlords and property investors. There was a healthy 'buzz' most of the day in the exhibitor area and my own seminar room was 'standing room only'. Well done to Tracey and Steve and I am looking forward to the next event in Milton Keynes in November. ”

Richard Bowser - Editor of Property Investor News

WHY A PROPERTY ROAD SHOW?

The buy-to-let market is big business and through our research and recent published industry reports, we know that each of the areas we are traveling to have huge potential for landlords to extend their buy-to-let portfolio or indeed be a great investment area for those who are looking to get into the market.

Why focus on these local areas?

Each Landlord Investment Show will focus on the investment opportunities for that local area, including new buy-to-let developments, investment properties for sale and the future development of the area including public transport and retail. In general, the show will provide an all-round informative guide on why it's a great time to invest within that area.

Will the shows benefit established local landlords and not just those who are looking to invest in BTL?

The shows will be of huge benefit to existing local landlords and those wanting to get into BTL as we will be providing seminars where key industry speakers will be holding talks throughout the day advising on key areas for landlords, including taxation, legislation, legal and free invaluable expert advice.

Landlords will also benefit from meeting expert suppliers who will be exhibiting on the day including:

- LOCAL COUNCIL
- LEGAL
- BUY TO LET MORTGAGE ADVISORS/BROKERS
- INSURANCE
- LETTING AGENTS
- MANAGEMENT COMPANIES
- HOUSING ASSOCIATIONS
- DEVELOPERS
- HEALTH & SAFETY
- LANDLORD ASSOCIATIONS
- LANDLORD DEPOSIT SCHEMES
- LOCAL PROPERTY INVESTMENT OPPORTUNITIES
- TENANT REFERENCING
- PROPERTY MAINTENANCE
- + MUCH MORE...

2014 SHOW DATES

After the success of our 2013 shows we are delighted to announce our dates for the 2014 Landlord Investment Shows. We will be taking our Landlord Investment Show to the top 8 hottest buy-to-let areas within the UK, including:



WHO WILL SUPPORT EACH LOCAL SHOW?

Each show has the support of the local councils, local newspapers and local and national landlord associations, through these partnerships we are reaching out to the whole community in each area!

Why invest into the Landlord Investment Shows?

We will provide your business with the platform to meet with local landlords and investors in each property hot spot area, creating business and promoting your brand direct to your target market. Exhibiting at the shows will also give you the opportunity to network with other businesses within the property market.

HOW WE MARKET THE SHOWS

- LandlordZONE and Property Investor News - both will be promoting the event supported via editorial and advertising
- Our events feature on the homepage and across all the pages of LandlordZONE
- Full page and half page campaigns via Property Investor News
- Direct email campaign via LandlordZONE – We reach over 100,000 members who are landlords, investors and property professionals monthly via the LandlordZONE portal
- Direct email campaign via Property Investor News monthly which reaches over 40,000 landlords, investors and property professionals
- Local & regional newspapers - editorial and advertising campaign
- Online campaign via residentiallandlord.co.uk
- Online campaign via RLA.org.uk
- Full page advertisement with the RLA magazine
- Extensive social media campaign via Twitter, Facebook and Linked in
- We work with all landlord associations and local councils to promote the shows
- Supported marketing campaign via the venue
- Vinyl banners throughout the area
- Correx boards around the area
- 15,000 leaflets
- Direct campaign via Tenants History database
- Promotion via property Tribes website
- Attending Property meetings within the areas
- Team of telemarketers targeting landlords directly
- Exhibitors/guest speakers help promote our show to their database



“ I visited the November Landlord Investment Show in Milton Keynes (free entry) and found a show short on hype and long on content. Gone were the lavish stands promoting instant millionaire status, exhibitors simply worked from a table backed by their banner. The cost of exhibiting is relatively low so the need to “hard sell” was thankfully missing. The Landlord Investment Shows are ideal for all investors from novice to experienced, with experts on hand ready to help you. ”

David Humphreys - Speaker and Buy-to-Let Expert

Premium Exhibitor

- 3 x 2 Open space
- 6ft Trestle table included
- 2 chairs
- White linen
- Electricity
- Broadband
- Company profile within our show guide
- Company profile within our exhibitor/media pack online
- Full colour quarter page advertisement within our show guide
- 500 leaflets in our delegate bags

Brighton 2 Day **£1450 +VAT**

London Shows **£925 +VAT**

All other Shows **£725 +VAT**

Standard Exhibitor

- 6ft Trestle Table included
- 2 chairs
- White linen
- Electricity
- Broadband
- Company profile within our show guide
- Company profile within our exhibitor/media pack online

Brighton 2 Day **£990 +VAT**

London Shows **£625 +VAT**

All other Shows **£495 +VAT**

Main Sponsor:

- 3x2 Metre Stand
- A full-page advertisement within the show guide along with your company profile
- Company logo will appear on 15,000 show leaflets
- Company logo will appear on all show advertising campaigns including local press and trade magazines
- Company biography in visitor packs
- A company feature within the Tenants History's monthly newsletter which goes out to thousands of landlords monthly
- Editorial in newsletter on post event issue
- Social media marketing schedule from now until event
- Main Sponsor logo on our show website with direct link to your website
- Seminar/speaker spot at the event
- Email campaign sent via the show organisers to the registered database of show attendees
- Leaflets to be included in the delegate bags
- Lunch for 4 members of staff

£: CALL

Sponsor:

- 3x2 Metre Stand
- A half-page advertisement within the show guide along with your company profile
- Company logo will appear on 15,000 show leaflets
- Company logo will appear on all show advertising campaigns including local press and trade magazines
- Company biography in visitor packs
- Social media marketing schedule from now until event
- Leaflets included in the delegate bags
- Lunch for two members of staff

£: CALL

FOR INFORMATION ON ANY OF THE ABOVE PACKAGES PLEASE CALL TRACEY HANBURY ON:

020 8656 5075 - 07931 308 875

info@tenantshistory.co.uk

OUR CLIENTS INCLUDE:



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SHOW 2014



In association with
 tenantshistory

T: 020 8656 5075

E: info@tenantshistory.co.uk

W: www.landlordinvestmentshow.co.uk