



2025 Sponsorship & Exhibition Prospectus

Join our 2025 Events to Raise your Profile in the BTR Sector

ARL Rental Living Expo, 1 April 2025

ARL Annual Rental Living Conference & Annual Awards, 6 November 2025

The only conference and trade show specifically
for the BTR sector – all surplus is invested in
activity to support and elevate the sector.

The Association for Rental Living

Working with the ARL puts you in great company – we are the only body specifically driving standards, sharing knowledge and advocating on behalf of the rental living sector in all its forms:

Multifamily BTR

Single-family BTR

Co-living

Later living rental

Public sector-led BTR

We represent the sector's voice with Government and local authorities, addressing the issues that impact on the potential 2 million homes that the sector could deliver.

(Savills 2024).

Get involved and make connections

Sponsorship and exhibition opportunities are available for both the 2025 Spring Expo and the Autumn Conference and Annual Awards. All the events will be held at the Business Design Centre in London.

The market opportunity

The Build to Rent sector has already attracted £35 billion of institutional investment in the last decade and £800m in the last quarter alone; it has the ability to attract £300 billion of domestic and international inward investment.

ARL members account for 83% of all open and operating BTR homes.

ARL Expo

The only event that brings together suppliers to the sector with investors, operators and advisors – giving suppliers a unique opportunity to showcase products and services with key decision makers. Attracting over 500 delegates each year Expo is well established as the must-attend Spring event in BTR.

Conference sessions bring insights into trends in design, delivery and operation of BTR, attracting high level audiences and keeping them in the room.

ARL Annual Conference

Recognised as the premier conference for the BTR sector, the ARL conference has established itself as delivering a content programme that looks at real issues impacting the sector for the future and deals in providing actions, rather than just words.

Sponsoring or exhibiting this event brings outstanding brand association and gets you in front of the decision makers and policy shapers for the future growth of the sector.

To discuss how you can be a part of the only trade show specifically for the growing BTR sector contact Oliver Phipps:
Oliver@sasevents.co.uk

Opportunities Available

ARL Rental Living Expo 1 April 2025

**ARL Annual Rental Living
Conference & Annual Awards
6 November 2025**

- Packages shown below are available at one or both events.
- Prices shown are per event. A discount will be reflected across multiple sponsorship or exhibition packages.
- Packages are available individually or can be combined to increase profile.



Elevating Design Challenge Interactive workshop: Envisioning Mid-Market BTR – Beyond the Red Line at the 2024 ARL Annual Conference.

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2025 sponsorship & exhibition prospectus

Per event		Sponsor	To include stand
Platinum	Headline Lead event sponsor	£12,500	
Gold	Headline Lanyard sponsor	£5,250	£9,250
Gold	Headline Attendee Networking Lounge	£5,250	£9,250
Gold	Headline Main Street Billboards (Expo)	£5,250	£9,250
Gold	Headline Brand Profile Sponsorship	£5,250	£9,250
Silver	Refreshment Breaks Sponsor	£3,500	£7,500
Silver	Lunch Sponsorship	£3,500	£7,500
Silver	Brand Profile Sponsorship	£3,250	£7,250
Silver	Awards Category Sponsor (Conference)	£2,500	£6,500
	Networking Drinks Reception	£1,500	£6,500
	Living Launch Pad	£1,500	£5,500
	Fireside Chat	£1,500	£5,500

Exhibit only

Per event	ARL member	Non-member
Gallery Hall stand @6sqm (shell)	£4,250	£5,620
Mezzanine level stand @6sqm (shell)	£2,500	£3,500
Start-up zone (table top)	£1,615	£2,690

Please note that all fees listed are subject to the addition of VAT.

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Platinum Sponsorship

Headline – Lead Event Sponsor £12,500

Before event

- Use of 'ARL Platinum Expo / Conference Sponsor' logo for your own marketing purposes.
- Company name, logo, link and contact details on the Sponsors page of the ARL website.
- Logo inclusion as lead sponsor in the digital event marketing – e-shots and social media.
- Feature in one pre-event newsletter about the event.
- Feature in one pre-event social post about the event.
- Logo inclusion as lead sponsor on the event booking site.

During event

- Prominent main stage branding as Platinum Sponsor.
- 6m² exhibition stand (option to upsize available).
- 6 tickets to attend the event.
- Logo on signage and plasma screens including an advertisement on the digital screens.
- Logo shown on main screen sponsor slide loop during walk-in / walk out.
- Acknowledgement of your support by the Chair at the opening session.
- Advertisement in the on-site exhibition plan leaflet.
- Logo in the sponsors area on-site exhibition plan leaflet.
- Branding and links on the conference app.
- Load pdf and video material to conference app.
- Two months banner advertising on the ARL event website.

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Gold sponsorships

Attendee Lanyards and Headline Sponsor: £5,250

Branding of the lanyards worn by delegates throughout the event(s) which feature heavily in the event photography.

Also includes gold level brand positioning before and during the event(s) as listed at the bottom of the page.

Networking Lounge and Headline Sponsor: £5,250

Opportunity to furnish and brand a Networking Lounge area at the venue to be used by attendees. Also includes gold level brand

positioning before and during the event(s) as listed at the bottom of the page.

Billboard and Headline Sponsor: £5,250

Opportunity to advertise for a week on 2 main road billboards outside the Business Design Centre, Islington.

Also includes gold level brand positioning before and during the event(s) as listed at the bottom of the page.

Headline Brand Profile Sponsor: £5,250

Gold Brand profiling before and during the event(s). Placement on key marketing and promotional materials as well as gold level

brand positioning during the event(s) as listed below.

The following benefits are included in all Gold Sponsor Packages:

- Use of 'ARL Gold Expo / Conference Sponsor' logo for your own marketing purposes.
- Company name, logo, link and contact details on the Sponsors page of the ARL website.
- Logo inclusion in the digital event marketing.
- Logo inclusion on the event booking site.
- Main stage branding as a Gold Sponsor.
- 2 tickets to attend the event.
- Logo on signage and plasma screens.
- Logo shown on main screen sponsor loop.
- Logo in on-site exhibition plan leaflet.
- Acknowledgement of your support by the Chair at the opening session and event close.
- Branding and links on the conference app.
- Load pdf material to conference app.

Option to Uplift and Include an Exhibition Stand: £4,000

6m² exhibition stand (option to upsize available)

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Silver Sponsorship

The following benefits are included in all Silver Sponsor Packages:

- Use of 'ARL Silver Expo / Conference Sponsor' logo for your own marketing purposes
- Company name, logo and link on the Sponsors page of the ARL website
- 1 ticket to attend the event
- Logo inclusion in the digital event marketing and on the event app
- Logo in the silver sponsors area on-site exhibition plan leaflet
- Logo on signage and plasma screens
- Logo shown on silver sponsor screen of the main stage slide loop during walk-in/walk out
- Logo in the sponsors area on-site exhibition plan leaflet

Option to Uplift and Include an Exhibition Stand: £4,000

6m² exhibition stand (option to upsize available)

Refreshments Breaks: £3,500

Opportunity to brand the Refreshment Break areas. Also includes silver brand positioning as listed at the top of the page.

Lunch Sponsor: £3,500

Opportunity to brand the lunch area. Also includes silver brand positioning as listed at the top of the page.

Silver Brand Profile Sponsor: £3,250

Silver Brand profiling before and during the event(s). Placement on key marketing

and promotional materials as well as brand positioning as listed above.

Awards Category Sponsor: £2,500

(see page 11 for details of 2025 Award Categories). Present one of the awards and have your brand on screen during

presentation. Also includes silver brand positioning as listed above.

Other Opportunities

Networking Drinks Reception Sponsor: £1,500

Drinks Reception branding at the end of the event day.

Living Launch Pad: £1,500 (Expo only)

Showcase your innovative products/services on the Launch Pad stage with a 20-minute pitch.

Subject to abstract approval by ARL. Optional uplift to silver sponsorship available

Fireside chat: £1,500

Bring your case studies to life with a 20-minute fireside chat to showcase how you have met buyers' needs.

Subject to abstract approval by ARL. Optional uplift to silver sponsorship available

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Exhibition Stands at Expo and at Conference

Per event	ARL member	Non-member
Gallery Hall stand @6sqm (shell)	£4,250	£5,620
Mezzanine level stand @6sqm (shell)	£2,500	£3,500
Start-up zone (table top)	£1,615	£2,690

Gallery Hall and Mezzanine Exhibition Packages include:

- Shell Scheme
- 6sqm of space (option to upsize in 6sqm blocks is available)
- Company branding on exhibition stand
- Company name board
- Access to live Reverse Trade Show with opportunity to have 10-minute meetings with developers/operators of BTR. These will be scheduled on a first come first served basis. (only available at the Spring Expo event)
- Company branding in ARL communications to members
- Company branding on screens throughout the day
- Company listing on ARL website
- Company profile in event app
- Company referenced on ARL social platforms
- Trestle table with grey table cloth and 2 chairs



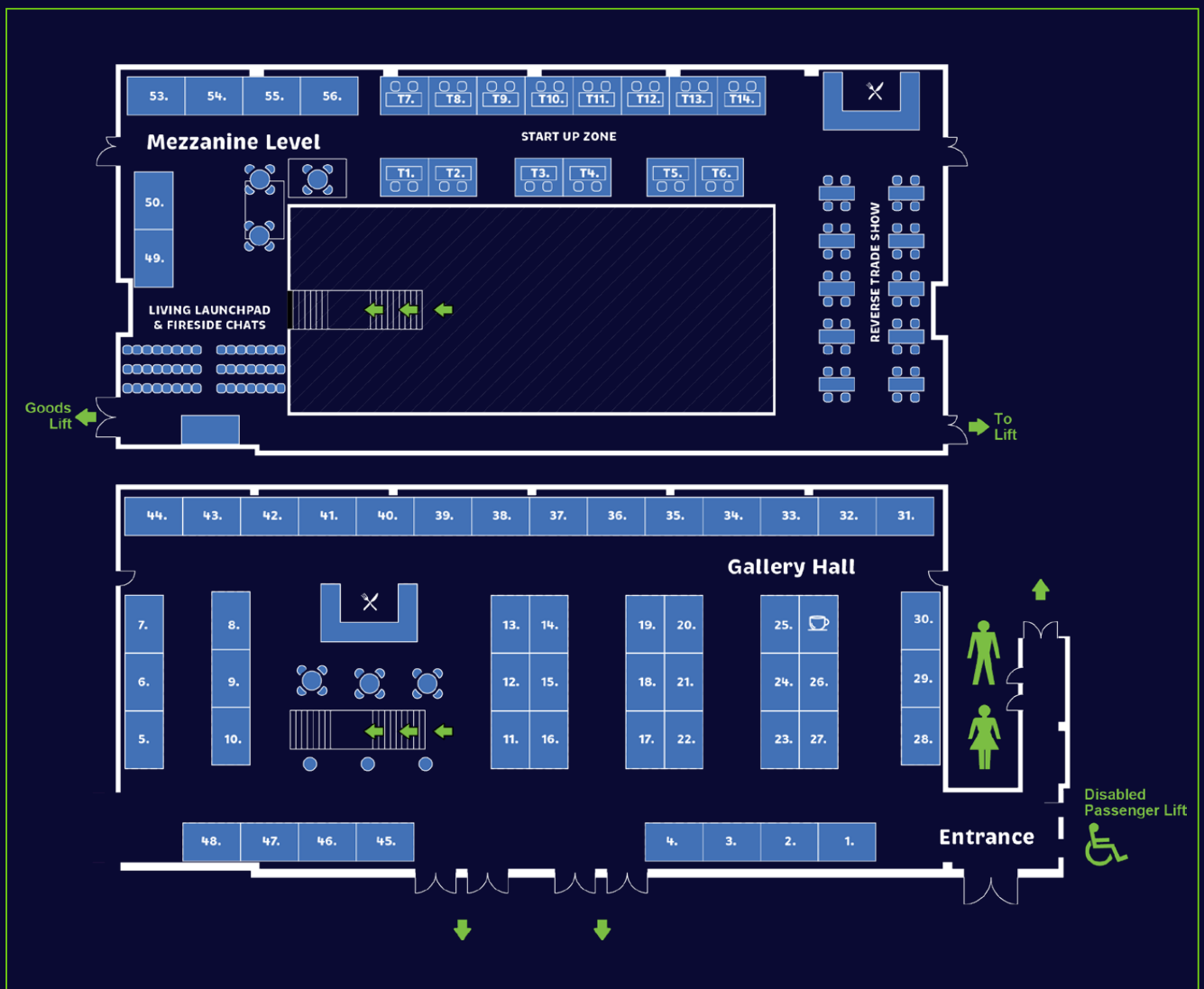
Shell Schemes at Expo and Conference are 6sqm and can be branded with panels, screens and equipment. Subject to approval by the ARL.

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Start Up Table-Top Packages include:

- 2.5 x 2m space on the mezzanine level in the start-ups zone
- Bring your own pop-up
- Trestle table with grey table cloth and 2 chairs
- Access to live reverse Trade Show with opportunity to have 10-minute meetings with developers/operators of BTR. These will be scheduled on a first come first served basis. (only available at the Spring Expo event)
- Company branding in ARL communications to members
- Company branding on screens throughout the day
- Company listing on ARL website
- Company profile in event app
- Company referenced on ARL social platforms

ARL Rental Living Expo 2025 Plan



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Living Launchpad

Introduced at Expo in 2024 this proved a popular way to showcase your innovative products and services on the Launch Pad stage with a 20-minute presentation pitch. A solus opportunity to stand out from the rest of the show.

Cost:

£1,500 per pitch – Limited availability

Fireside Chat

New for Expo in 2025, this is an opportunity to bring your case studies to life with a 20-minute fireside chat to showcase how you have met buyers' needs.

Cost:

£1,500 per pitch.

The ARL BTR Launch Pad was a resounding success, spotlighting members' innovative products and services to an engaged audience.

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2025 ARL People Awards

Presented at ARL Annual Rental Living Conference, 6 November 2025

Award sponsorship opportunities: £2,500

Align your brand with excellence.

The ARL People Awards are an annual highlight in the BTR calendar allowing us to acknowledge the work of our members and partners across the country. We are always impressed by the high standard of entries and the effort our members put in to improve product and service delivery for the sector.

Present one of the awards and have your brand on screen during presentation, and included on the winner's trophy. Also includes silver brand positioning.

The following awards are available to sponsor:

Lifetime achievement

Recognition of long-standing contribution to the BTR sector.

We are looking for nominations of individuals who represent the core values of the BTR sector, and who have consistently delivered outstanding contributions to the growth of the sector or had a significant impact in raising awareness and improving the perception of the sector.

Rising Star

Recognition of an individual who has shown great promise and outstanding development in the BTR sector.

We are looking for nominations of individuals who are earlier in their careers in BTR and represent the core values of the BTR sector, demonstrating drive and initiative in improving the quality of BTR delivery.

Industry Shaper

Recognition of an individual who has been hugely influential in creating change that has impacted us all in the BTR sector.

We are looking for nominations of individuals who have created significant change within the BTR sector, or in representing the sector and changed the perception of external stakeholders.

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www.theARL.org.uk

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