

WHOLE HOUSE RETROFIT

The era of whole house retrofit is here



FuturebuildNow



About Futurebuild 2021

Futurebuild brings together over **20,500** decision-makers from across the building industry, and these forward-thinkers and mobilisers need you to help them make the changes that will shape the future of the built environment.

Across three days, a world-class knowledge programme, alongside

the exhibition of innovative and inspiring brands, combine to create an unmissable experience.

Whole House Retrofit returns in 2021 to showcase how we can deliver large scale energy efficiency in the UK housing stock.

**Be part of
the future**

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WHOLE HOUSE RETROFIT PARTNERS





WHAT IS WHOLE HOUSE RETROFIT

Whole House Retrofit returns

Whole House Retrofit returns in 2021, offering a showcase for the solutions and services that can underpin whole house retrofit at scale.

The mission to retrofit over 20 million homes is finally underway. With that comes the challenge of delivering whole house retrofit at scale. A new challenge by definition requires innovative and scalable approaches.

Embracing new and innovative approaches brings challenge. Solution providers are keen to identify products, technologies and systems that can help them to scale up. That's why the focus of the Whole House Retrofit Zone at Futurebuild 2021 is on innovation for scale.

Why Whole House Retrofit?

The UK retrofit sector will grow by **300%** in 2020-21 and investment is being channelled into high-quality, whole house retrofit.

The government Green Home Grant will see £2 billion pumped into energy efficiency measures by March 2021. Meanwhile, the Energy Company Obligation sector will complete its journey to full adoption of the new BSI

PAS 2035 and PAS 2030 (2019) Standards by June 2021 – a further £1bn per year into whole house retrofit.

Whole House Retrofit will tackle the grand challenges of retrofit and promote best practice through curated seminars, clinics and an exhibition showcase.

75% visit for the latest innovations & technologies

40% visit for insulation

49% visit for renewables



WHO WILL BE @ WHOLE HOUSE RETROFIT?

Whole House Retrofit will feature a speaker programme of leaders, pioneers and game-changers who are driving innovations in retrofit. They will tell you about the outstanding results they are achieving and what processes they follow to reach them.

Futurebuild 2020 saw **695 attendees** to the Whole House Retrofit stage, **84%**

of whom were decision-makers and purchasers, **66%** were managerial level or above.

This audience are keen to identify products, technologies and systems that can help them scale up and meet the challenges of delivering retrofit at an unprecedented scale.

Job titles of visitors includes

- Retrofitter
- Retrofit
- Retrofit Coordinator
- Retrofit Assessor
- Energy Assessor
- Consultant
- Business Development Manager
- Scheme Manager
- Managing Partner
- Owner



WHO WILL BE @ WHOLE HOUSE RETROFIT?

Companies exhibiting in 2020 included:

- Aereco Ventilation Limited
- Alsecco UK Ltd
- Aquilar
- Armatherm
- Build Test Solutions
- Eco-Surv
- Elmhurst Energy Systems Ltd
- Energiesprong
- IET
- Parity Projects
- PREFA UK Ltd
- Q-Bot Ltd
- Retrofit Works
- Stroma Certification Ltd
- The British Standards Institution
- The Retrofit Academy
- Trade Engine
- Trust Mark

SPONSORSHIP OF WHOLE HOUSE RETROFIT

Only one exclusive sponsorship package exists for Whole House Retrofit: stage sponsorship.

As our only stage sponsor, this coveted package is extraordinarily limited. Your brand will be exposed

to every visitor witnessing the future-thinking speakers and their content, directly aligning your business to the inspiring talks, demonstrations and insights flowing from the stage.

Plus, you get to bring your experts to do some of the talking.

Investment:
£9,750



WHOLE HOUSE RETROFIT KNOWLEDGE PROGRAMME

Retrofit is innovating and evolving at a rapid pace, highlighting the importance of knowledge-sharing and learning. Working in partnership with The Retrofit Academy Centre of Excellence, Whole House Retrofit will offer two content areas:

Whole House Retrofit stage

A live speaker programme over the three days of the show, featuring industry big hitters delivering a series of talks, panels and demonstrations.

Talking Retrofit

Come and network with your retrofit peers at the Talking Retrofit space – your opportunity to really find out how you too can embrace the latest innovative approaches.

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EXHIBITING @ WHOLE HOUSE RETROFIT



Shell Scheme

Let us take care of the set up for you – the shell scheme package gives you everything you need to showcase your brand to the crowds of visitors, ready when you arrive.

Each 12m shell scheme package includes:

- Shell walls, fascia and nameboard
- Carpet
- 2 LED spotlights
- 1 twin electric 500w socket

Early-bird rate (book by 30 Sep 2020): £490 per sqm
Standard rate: £520 per sqm



Space only

Create a custom stand that broadcasts your brand values, attracts customer traffic, and plants your flag in the sustainable built environment landscape.

You can bring your existing stand solution or talk to us and we can recommend a solution provider offering you a fully custom solution.

Early-bird rate (book by 30 Sep 2020): £370 per sqm
Standard rate: £400 per sqm



Boost your reach, exposure and ROI

EasyGo is a service package based on the latest developments in digital marketing technology. It is part of the standard Easyfairs offer but you can choose one of four packages that best meets your objectives.

GOVISIBILITY
Promote your company profile.
£550

GOLEADS
Maximise lead generation and deepen customer relationships.
£675

GOPLUS
Maximise lead generation and enhance online visibility.
£940

BEST VALUE

GOPREMIUM
Maximise lead generation and brand exposure, onsite and online.
£2,500

LIMITED NUMBER

All bookings require an EasyGo package starting from £550.

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