

CIRCULAR MATERIALS

Embedding circular thinking into the built
environment

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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.

We are excited to introduce the Circular Materials Marketplace in 2021, showcasing the circular economy and the latest materials leading the way.

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the future**

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CIRCULAR MATERIALS PARTNER





WHAT IS CIRCULAR MATERIALS?

Authentic Sustainability – A Materials Revolution

Circular Materials launches in 2021, offering a showcase of world-first innovations in authentic sustainability – all centrally positioned at the heart of Futurebuild 2021. The cutting-edge concept of buildings as material banks with reversible construction, residual values through material re-use and materials with endless cycles, underpins the authentic circular-materials model.

Authentic circularity is a materials revolution at heart – not just bending the take-make-waste line and circulating unhealthy materials endlessly, but responsibly transforming the linear landscape into a regenerative model.

These cutting-edge circular materials, from global leaders to lab think tanks, are at the forefront of future-scaping and future proofing our planet.

Why Circular Materials?

The UK retrofit sector will grow by 300% in 2020-21 and 90% of the UK built environment future is retrofit, so interior materials must look beyond virgin sources and be as safe for planetary health as structural materials are for a buildings structural integrity.

Designing safely (material ingredients optimised for human and environmental health) then in circular, closed-loop (technical or biological) cycles, pioneering

responsible conservation of clean air, water and soil for climate protection with integrated social fairness across the supply chain, are challenges overcome by these pioneers and holistic game-changing manufacturers.

Circular materials are pushing for legitimacy and demand a positive response from the entire supply chain at scale and with urgency.

75% visit for the latest innovations & technologies

34% visit for circular economy

47% visit for recycled materials



WHO WILL BE @ CIRCULAR MATERIALS?

Exhibitors in 2020 included:

- 540 World LLP
- BBM Sustainable Design
- Sisaltech
- Leadax
- Accoya
- Bauwerk Parkett AG
- Cradle to Circular Design Consultancy
- Cradle to Cradle Marketplace
- EPEA – Part of Dress and Sommer
- Freespace Design
- Magna Glaskeramik
- The Graphene Company Ltd
- Urban Systems Design

Job titles of visitors includes

- Architects
- Consultants
- Designers
- Engineers
- Sustainability Directors
- Developers
- Government
- Local Authorities
- Clients



CIRCULAR MATERIALS MARKETPLACE

Circular materials are innovating at pace due to emerging demands and Futurebuild 2021 will be highlighting the importance of these innovations to an audience comprised of decision-makers and purchasers (84% in 2020) who are managerial level or above (66% in 2020).

The 'Genius Bar' meeting area will offer live project support where you can meet with experts and hear best practice, surrounded by a unique materials library of authentically circular materials, consciously designed for a brave new world. Nearby you'll find the Cradle to Cradle Certified™ materials showcase collaboration with 540 WORLD and their Partners.

Meet an audience keen to identify materials, products, technologies and climate positive systems that can help them scale up and meet the challenges of delivering projects at an unprecedented scale with circular integrity.

The Genius Bar

Circular thinking must be embedded into all aspects of the built environment starting with the choice and use of materials – come meet the experts making this a reality.

Circular Materials Marketplace

Explore the materials leading the way in sustainability and circularity within the built environment.

EXHIBITING @ CIRCULAR MATERIALS



Plinth Package: £845
Registration Fee: £150
Total Investment: £995

Material Showcase package

Showcase your innovative circular economy ready materials.

Plinth to place a section of material samples (H900 x D600 x W600)

- Company name, logo and product description printed (500 x 500)
- Option to provide an expert within genius bar
- 1 x touch point placed on the plinth (registration fee)
- Exhibitor profile on the exhibitor list and show guide (registration fee)

This package is ideally supported with a stand presence as the displays cannot be manned during the show and are best used to display a single product.



Standard rate: £520 per sqm

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



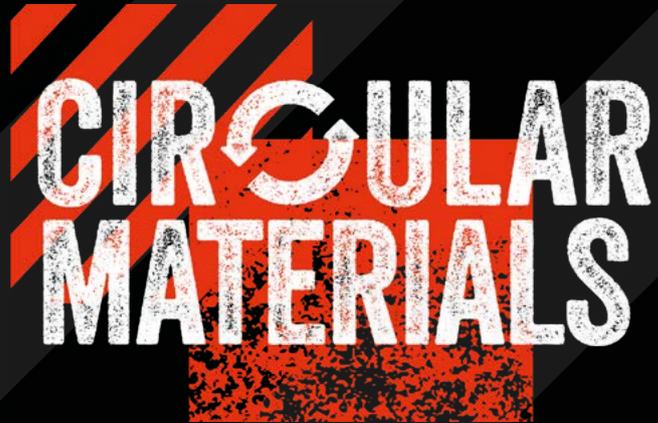
Standard rate: £400 per sqm

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.

All Shell Scheme and Space only bookings require an EasyGo package starting from £550.



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