



# The Finance Professional Show

**Friday 21 November**

Olympia London | 9:30am - 4:30pm

An expo by those in the know

**MEDIA  
PACK  
2025**

To enquire about sponsorships and packages, please contact [fps@medianett.co.uk](mailto:fps@medianett.co.uk)

[www.financeprofessionalshow.co.uk](http://www.financeprofessionalshow.co.uk)



# 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 London. The very best brands and providers are consistent supporters and we're very proud to be a staple in the industry calendar, with thousands of delegates registering to attend 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.



A RECORD  
**2,300+**  
REGISTRATIONS  
IN 2024

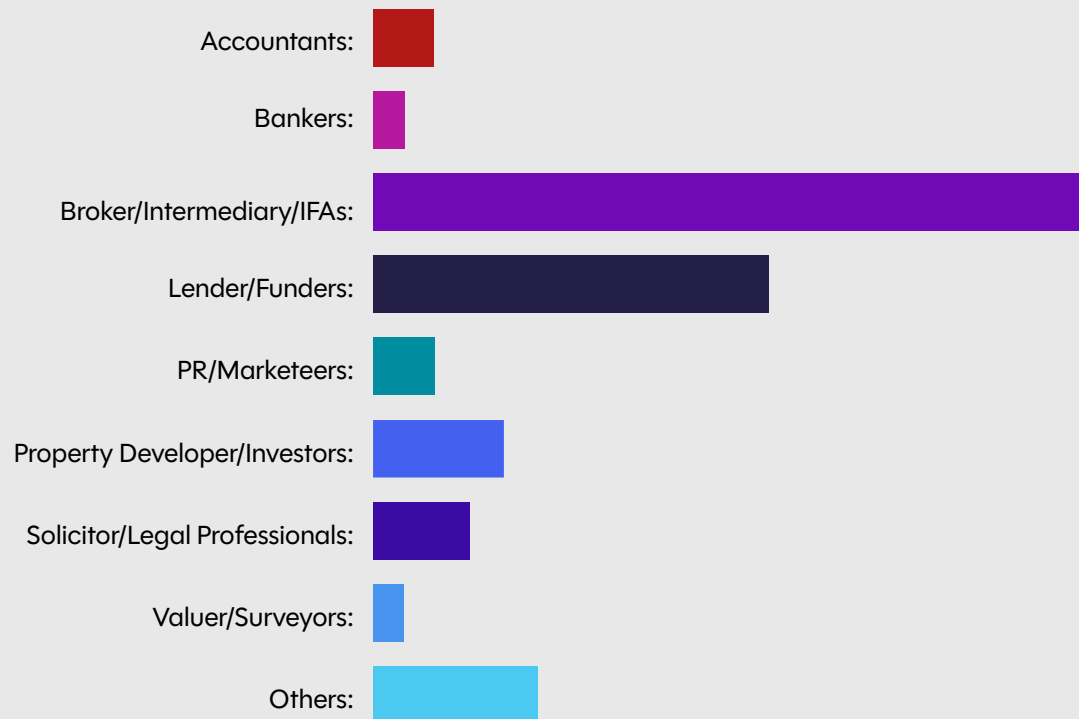
**30+**  
SPEAKERS

**70+**  
STANDS



The Finance  
Professional  
Show

# Who will be there?



## What will be covered?

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 2025



## Each shell stand comes with the following:

- ▶ 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 can enjoy a 15% discount on stand rates, as well as receive a solus email to the FP Show database pre- or post-event FOC and an advert in the Show Guide FOC.

## Pricing

- 3x2m shell scheme stands - **£3,400 + VAT**
- 4x2m shell scheme stands - **£4,700 + VAT**
- 4x3m / 5x2m shell scheme stands - **£5,100 + VAT**
- 4x4m / 5x3 shell scheme stands - **£5,800 + VAT**
- 6x2m shell scheme stands - **£5,800 + VAT**
- 6x3 shell scheme stands - **£7,000 + VAT**
- Space-only stands **POA**

## Attendee professions

\*Based on 2023 FP Show survey results

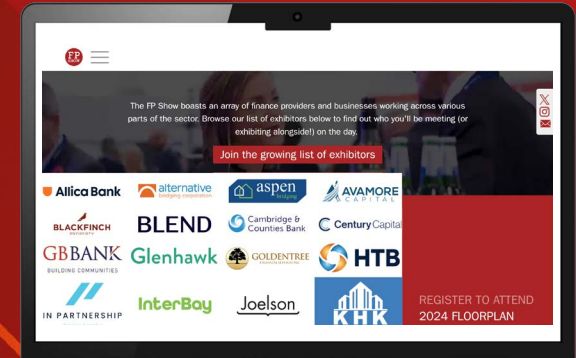


Adviser/broker/intermediary:  
**41%**

Lender/funder:  
**33%**

Other (Software, Marketing, Administrator, etc):  
**17%**

Professional services (solicitor, IT, surveyor, recruitment):  
**9%**



# 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 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	<b>£700 + VAT</b> <i>(can be sent pre- or post-event)</i>
Website takeover	<b>£2,600 + VAT</b>
Visitor bag insert	<b>£2,000 + VAT</b>
Data scanner hire	<b>£230 + VAT</b>
Show Guide advert	<b>£350 + VAT</b>



To enquire about sponsorships & packages, please contact [fpslow@medianett.co.uk](mailto:fpslow@medianett.co.uk) / 0203 818 0165 / 0203 818 0163

# Sponsorship opportunities

## 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.

Sponsorship opportunities POA

## Champagne reception

The reception (from 3pm onwards) includes 1 solus email to the FP Show database before or after the event, a full-page advert in the official Show Guide, a listing on the Sponsor page online, a dedicated social media announcement that you are a sponsor, your branding in the Conference Theatre entrance when the Champagne Reception starts, and your brand on all of our pre-, during, and post-marketing of the FP Show. We debuted it for the first time in 2022 and it went down a treat! It's a great place to network with all the lender exhibitors and broker delegates.



**Did you get business/make new relationships by attending?**

Based on 2023 FP Show survey results

**Yes: 95%**

95% of delegates surveyed responded that they had conducted business and made new relationships as a result of attending, while 95% said they would attend the show again

**1,400**



The FP Show reported record registrations and attendance in 2024, with well over 1,400 visitors coming through the doors, and we are anticipating another record-breaking year in 2025

**TOP 3 REASONS**  
delegates attended the FP Show 2024

**79%**

make new connections and expand their network

**60%**

familiarise themselves with other firms' offerings

**45%**

to arrange deals in person and source new business

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# 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 2025 Show. Great coupled with registration sponsorship.

## Registration

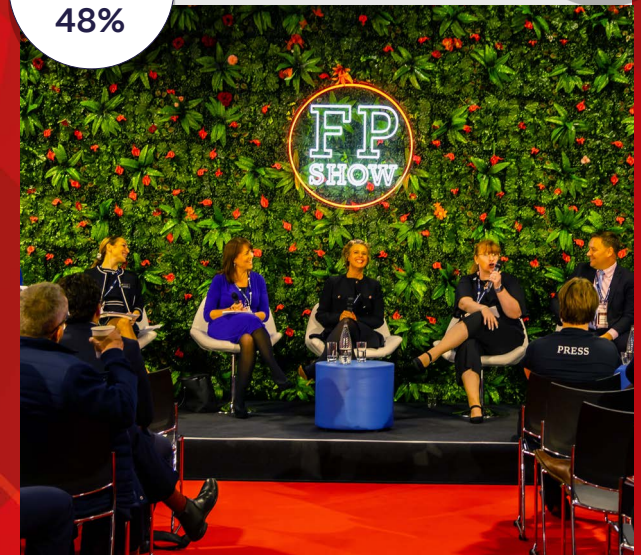
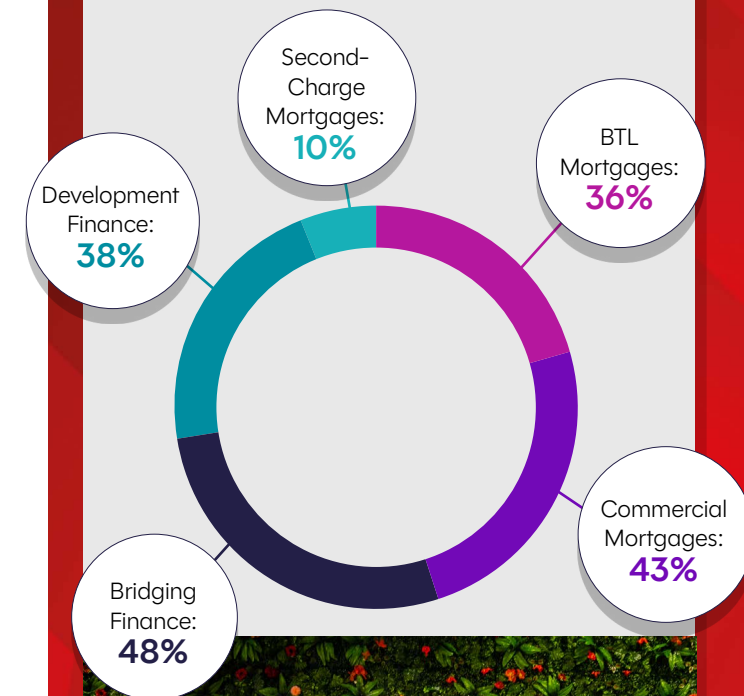
Have your brand exclusively displayed on our most visited webpage. What's more, your logo will be seen first by all who visit by appearing on registration desks and visitor badges. Your company logo and web link will be listed on the pre-registration page of the website and next to any text referring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

## Visitors' areas of interest:

Attendee professions: \*Based on 2023 FP Show survey results



# 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.

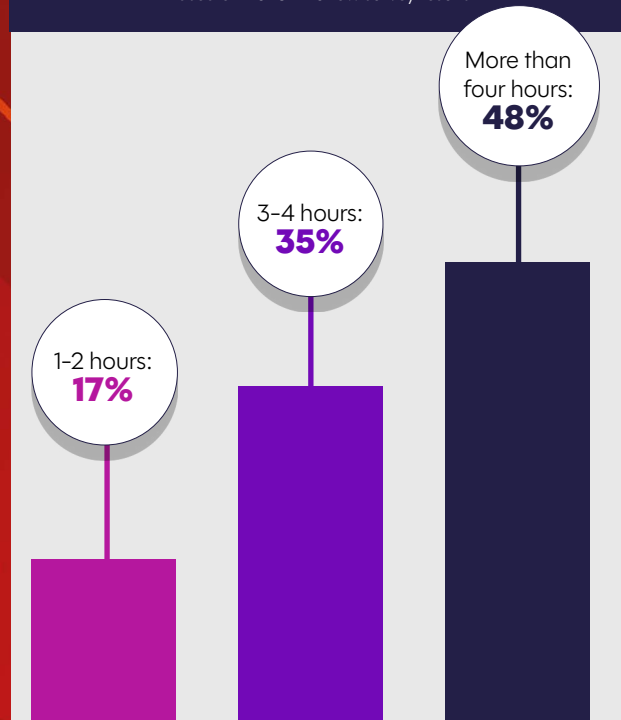
## Support sponsorship

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.

## How much time did visitors spend at The FP Show 2024?

\*Based on 2023 FP Show survey results





# The **FP Show** floor plan 2025



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