

# SPF Annual Conference 2026

## Building a Better Scotland

17 March 2026 | TIC, Glasgow

Sponsorship Opportunities







# Building a Better Scotland

The SPF Annual Conference is Scotland’s most influential real estate and investment forum.

The conference brings together senior figures from government, and real estate industry to explore the issues shaping Scotland’s future.

From policy and politics, housing and regeneration, through to the economy, employment, and sustainability, we will address all the hot topics.

Our 2026 event is deliberately placed ahead of Scotland’s Holyrood Election and our theme - Building a Better Scotland - focuses on collaboration between the public and private sectors.

Our sponsors have the chance to stand alongside Scotland’s most credible voices to shape the debate, strengthen relationships, and show leadership at the heart of our industry.

- 0830 **BPF Futures:** Exclusive session for BPF Futures members
- 0900 **Registration**
- 0930 **Keynote Speech** – SPF Chair, Jonathan Guthrie
- 0945 **Political Outlook** by Sir John Curtice
- 1015 **Question Time** – Political Leaders Invited
- 1100 **Coffee Break**
- 1130 **Panel Session 1:** Building Better Urban Centres: “the importance of the experience economy”
- 1230 **Lunch**
- 1330 **Panel Session 2:** Building Better Employment Spaces: “Working for the future”
- 1430 **Panel Session 3:** Building a Better Living Sector: “Living beyond the Housing Bill”
- 1530 **Summary of the Day...** reasons to be optimistic... followed by closing remarks.
- 1600 **Reception**

*Programme is subject to amendment and change*

Conference Plan



# Why Partner with SPF?

The Scottish Property Federation is the trusted voice of Scotland's real-estate industry.

Our Annual Conference is the focal point of our calendar where investors, developers, and policymakers come together to exchange ideas, challenge assumptions, and find common ground.

Partnership offers your business a clear and credible platform to:

- **Build visibility** with Scotland's most senior audience in property and government.
- **Align your brand** with SPF's neutral, respected advocacy.
- **Engage directly** with policymakers and peers on the issues that matter most.
- **Demonstrate leadership** in your chosen sector or theme.

This is a content-driven and relationship focussed event - our credibility is earned through meaningful collaboration and lasting connections.



Click here to watch  
last year's recap





# Our Audience

- 300+ senior delegates expected in 2026 (2025 numbers 30% from 2024).
- Representation across the full property ecosystem: development, investment, housing, retail, leisure, planning, and finance.
- Political guests and senior civil servants from Scottish and local government.
- National media coverage and social-media amplification across SPF & BPF's 15,000+ professional network.

Our attendees are shaping how and where Scotland grows and make decisions, set policy, and direct investment.

## Conference Reach & Recognition



### Pre-Event Visibility

- Sponsor branding on all materials and promotions.
- Inclusion in event marketing and social-media promotions.
- Opportunities to contribute preview commentary or joint insight pieces.



### Pre-event Dinner

- A place at the dinner the evening before the event
- Attended by key guests, contributors and sponsors.



### On-The-Day Recognition

- Branding on all materials.
- Mentions in opening and closing remarks.
- Opportunities to participate in aligned sessions.



### Post-Event Profile

- Inclusion in SPF post-event content.
- Option to co-author an SPF Conference Insights article.
- Continued visibility across SPF member communications and newsletters.





# The Opportunity

## Headline Partner

**RESERVED**

### Why Partner?

The Headline Partner sits alongside SPF's leadership at the heart of the conference. This exclusive position associates your brand with all the day's activities and the most high-profile sessions - the SPF Chair's Keynote and the Political Outlook Debate - while demonstrating your organisation's visible support for Scotland's property and investment sector.

Be seen as a national partner in **"Building a Better Scotland."**



### Benefits

- Exclusive "Headline Partner" designation across all printed and digital materials.
- Two complimentary invites to the Pre-Conference Dinner top table alongside distinguished guests, speakers, and SPF leadership.
- Option to provide a short welcome or closing address OR opportunity to nominate a panellist for one of the main sessions (subject to balance).
- Branding on all conference marketing, event signage, holding slides, and delegate programme.
- Mention in Chair's and compère's opening and closing remarks.
- Inclusion in post-event communications, press summary, and SPF newsletter.
- Six complimentary delegate passes.





# Main Session Partner

3 Available | £3,500 + VAT

## Why Partner?

Each of the day's four main sessions offers a unique story and audience focus. We are offering sponsors opportunity to align with the theme that best matches their expertise and market, providing visibility through naming rights, speaking opportunities, and sustained engagement through SPF's post-event channels on the main three sessions.

Be part of the national conversation – use your expertise to bring influence.



## Available sessions

**RESERVED**

Building Better Urban Centres: **“the importance of the experience economy”**

Champion innovation and Scotland's evolving high streets, showcasing how the experience economy can make them vibrant places to work, create, and connect.

Panel session with insight into innovation, followed by a debate on the future of experiential town centres.

Building Better Workplaces: **“Working for the future”**

Align with regeneration, placemaking, and leisure investment.

Pecha Kucha Presentations on growth sectors with panel debate to follow. High energy, fast paced. Entertaining. Bring life to the graveyard shift!

**RESERVED**

Building a Better Living Sector **“Living Beyond the Housing (Scotland) Bill”**

Showcase your commitment to housing delivery, social purpose, and investment confidence.

Insight into residential investment models and the future for the living sectors.

## Benefits

- Naming rights for your sponsored session (“Supported by [Partner Name]”).
- Option to deliver a short framing remark or nominate a panellist (subject to balance).
- Logo on slides, programme, and event communications.
- One invitation to the Pre-Conference Dinner.
- Four complimentary delegate passes.
- Opportunity to co-author a short SPF Conference Insights piece post-event.
- Company profile in our conference programme literature.



# Supporting Partner

**2-3 Available | Starting from £1,500 + VAT**

*Perfect for brands that value profile, presence, and partnership.*

## Why Partner?

Our networking breaks and hospitality moments are where relationships are built. Supporting Partners host these touchpoints, gaining brand visibility and goodwill in the most relaxed, high-traffic parts of the day.

## Available Elements



Morning  
Coffee  
Sponsor



Lunch  
Sponsor



Drinks  
Reception  
Sponsor

## Benefits

- Naming rights for chosen hospitality moment (“Morning Coffee sponsored by [Partner]”).
- Branding in catering areas and within the programme.
- Two complimentary delegate passes.
- One invitation to the Pre-Conference Dinner.
- Company profile in our conference programme.



**RESERVED**



**Futures Partner**

*Show your commitment to the next generation of property leaders.*

## Why Partner?

The BPF Futures Session – “Leadership & Confidence Building” brings early-career professionals into the national conversation. You’ll be seen as a champion of the next generation, and associated with investing in Scotland’s future talent and ideas.

## Benefits

- Naming rights for the Futures Session.
- Opportunity to deliver a short welcome or message of support.
- Co-branding on all Futures materials and post-event “Future Voices” content.
- Two complimentary delegate passes.
- One invitation to the Pre-Conference Dinner.







# Local Authority Partner

£1,500 + VAT

*Perfect for local authority for profile, presence, and partnership opportunity with the industry.*

## Why Partner?

We are offering local authorities the opportunity a prime platform to promote your area’s business investment, development, and regeneration opportunities to the leading property industry investors, developers and professionals.



- One invitation to the Pre-Conference Dinner.
- Promoting opportunities for your local authority area for business investment, development, and regeneration.
- Exhibition package with stands and screens for a prominent engagement opportunity with leading property industry investors and developers.
- Branding at the catering areas to attract the most crowd.
- Organisation profile in our conference programme.
- Two complimentary delegate passes

x3 Partners already  
**RESERVED**

# Included With All Sponsorships

- Option for Exhibitor Package to include table, screen and your pull-up banner within the main delegate area at the conference venue.
- Inclusion and announcement in pre-event marketing (weekly email Update, mailshots, online and social media).
- Inclusion in post-event press summary and SPF newsletter.



**For more information contact**

**Robin Blacklock**

Interim Director  
Scottish Property Federation  
spf@bpf.org.uk

