

Grand Hyatt Manila, BGC, Taguig City

Subdivision and Housing Developers Association

## 7TH HOUSING EXPO

October 07-09, 2022 🗐 Megatrade Hall 1, SM Megamall, 오 Mandaluyong City



## About SHDA

The Subdivision and Housing Developers Association (SHDA) is the largest and leading industry association for housing and development in the Philippines.





With 350 members nationwide and 8 regional chapters SHDA has **unmatched connections** amongst the country's **top players and a dynamic national network** of small and medium developers.

With over 50 years of close partnership with government agencies and legislators, SHDA has robust influence amongst the nation's housing policymakers.

And with 80 to 90% of homes produced annually in the country built by our member developers, SHDA has unparalleled reach amongst Philippine homebuyers.

Reach these three key audiences when you partner with us in our grand double event, the 30th Annual National Developers Convention and 7th Housing Expo and join us in our mission of addressing the country's housing backlog and producing high quality homes for our countrymen.



# National Developers Convention

Our annual gathering of real estate developers is the most highlyanticipated event in the housing industry's calendar. Done in partnership with DHSUD, we bring together developers, policymakers, suppliers, and other housing industry stakeholders to discuss macro trends and current issues and challenges, present new methods and products, and outline future directions for the industry.

Last year we had a record 7,000 participants in our first-ever virtual national convention. We explored the twin themes of innovation and green initiatives, which yielded the concept of the Smart Subdivision - now a new category in the Board of Investment's Special Investment Priorities Plan.

This year we meet face to face for the first time since 2019, giving our members and other participants the opportunity to meet and network in person. Amid global challenges, we remain confident that the ideas we discuss and the connections we spark will produce enduring solutions and enduring partnerships and continue to light the way for the future of the housing industry.





# **Convention** Highlights

- Keynote Messages
- Plenary Sessions
- Breakout Sessions
- Fellowship Night
- Educational Seminars



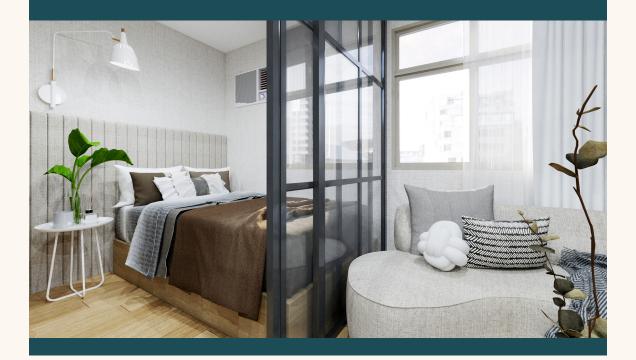




# SHDA Housing Expo

The SHDA Housing Expo showcases the different housing units and services offered by our member developers and allows us to connect directly with our buyers. Our past expos have brought a menu of decent, resilient, affordable, innovative and smart housing units directly to end users.

The SHDA Housing Expo brings together the housing developers, the Paglbig Fund and other private financial institutions all with the end in view of facilitating housing ownership of Filipino families.







# Expo Highlights

- Selling booths
- Developer presentations
- Financial institutions presentations
- Meeting rooms



## Partnership Packages

- Diamond
- Platinum
- Gold
- Silver
- Bronze
- Supported By





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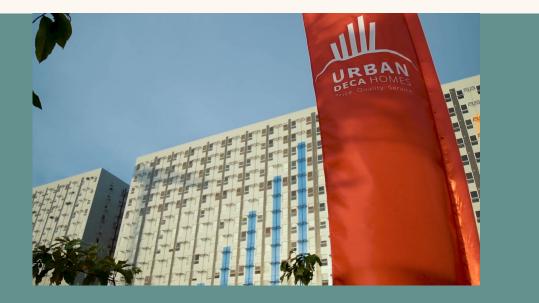
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#### Natcon Week Packages 30th SHDA National Developers Convention

	Diamond	Platinum	Gold	Silver	Bronze	Supported by
	P1,500,000	P 1,000,000	P 500,000	P350,000	P200,000	P100,000
I. 30th SHDA Natcon	F1,500,000	P 1,000,000	P 300,000	F350,000	P200,000	100,000
A. Pre-Event						
Inclusion in all Marketing Collaterals (Print and Online						
Publication of Invitations, and Conference Program)	Primary	Primary	Secondary	Tertiary	Tertiary	Tertiary
Logo inclusion on the Natcon Week Continuos Press Release in	rnindiy	rinnary	Secondary	Tordary	Tordary	Tortiony
Key Newspapers and News Portals	Primary	Secondary	Secondary	Tertiary	Tertiary	Tertiary
	· · · · · · · · · · · · · · · · · · ·	cocondary	occontacty	(ordar)	lordary	lordary
Pull-up banner at the registration and inside the plenary hall	Yes	Yes	Yes	Yes	Yes	
Advertorial slot in the Conference Souvenir Handbook	1 whole page	1/2 page	1/4 page			
Prominent logo display in the Natcon microsite	Primary	Primary	Secondary	Tertiary	Tertiary	Tertiary
B. Event proper	,		,	,		
Opening AVPs (2-minuter product or service AVP)	Yes	Yes	30 sec	30 sec		
Closing AVPs (2-minuter product or service AVP)	Yes	Yes	30 sec	30 sec		
Acknowledgment from the Host	Yes	Yes	Yes	Yes	Yes	Yes
Banner Display	Yes	Yes	Yes	Yes	Yes	
Inclusion of flyers, brochures in giveaways	Yes (unlimited)	Yes (unlimited)	Yes	Yes	Yes	Yes
Logo Inclusion in the Media Board	Yes	Yes	Yes	Yes	Yes	Yes
Inclusion of Company Logo in the LED Backdrop	Primary	Primary	Secondary	Tertiary	Tertiary	Tertiary
	15 minutes	15 minutes				
Exclusive Plenary session on Thought Leadership	presentation only	presentation only				
		Yes (10 mins	Yes (10 mins	Yes (10 mins		
	1 whole breakout	product	product	product		
Speaking slot in the Assigned Breakout session	session	presention only)	presention only)	presention only)		
	Yes ( in a	Yes ( in a	Yes ( in a	Yes ( in a		
	assigned Breakout	assigned Breakout	assigned Breakout	assigned Breakout		
Opening and Closing AVPs (2-minuter product or service AVP)	room)	room)	room)	room)		
B2B Sessions with Member Developers						
Meet and Greet with Chapter Presidents, regional officers and						
members	Yes					
Acknowledgment during the Two (2) day luncheon						
15- minute speaking engagement during luncheon						
Complimentary Passes (VIP Seat)	12 seats	8 seats	6 seats	4 seats	2 seats	1 seat
20% discount on additional seats	Yes	Yes	Yes	Yes	Yes	Yes
C. Post- Event						
Conference Opt-in (list with full name, designation, company						
and email)/ Post-event	Yes					
					<b>.</b>	
Logo inclusion in all post-event email blast to all attendees	Primary	Primary	Secondary	Tertiary	Tertiary	Footer
II. Added mileages as Title Partner during the Fellowship Night						
A. Pre-Event						
Logo Inclusion in all Marketing Collaterals						
Pull-up banner at the registration and inside the venue						
B. Event proper Acknowledgment from the Host						
Acknowledgment nom the host						
Pull-up banner at the registration and inside the plenary hall						
Inclusion of Company Logo in the Photowall						
in a datori of company logo in the Photowali						
Complimentary Pass	1 table (10 seats)	2 seat	l seat	l seat	1 seat	1
Comparticition y 1 doo		2 3001	, seut	1 Seut	1 Jour	

### Natcon Week Packages 7th SHDA Housing Expo

III. 7th SHDA Housing Expo						
A. Pre-Event			Feeter Medium	Footor Modium	Feeter Creall	Feeter Cm all
Advertisement slot on the Housing Fair Microsite	Leader Board size	Skyscraper	Footer Medium Rectange	Footer Medium Rectange	Footer Small Square	Footer Small Square
Prominent logo display in the Housing Fair microsite	Primary	Primary	Secondary	Tertiary	Tertiary	Tertiary
Logo inclusion in the Exhibitors Handbook	Primary	Primary	Secondary	Tertiary	Tertiary	Tertiary
Inclusion in all Marketing Collaterals (Print and Online						
Publication of Invitations, and Event Collaterals	Primary	Primary	Secondary	Tertiary	Tertiary	Tertiary
B. Event proper						
Be one among the VIPs in Ribbon Cutting Ceremony						
	1 (one)	1 (one)	1 (one)	1 (one)		
	Complimentary	Complimentary	Complimentary	Complimentary		
Complimentary booths in prime location	Booth	Booth	Booth	Booth		
Additional 20% discount on all booth rates	Yes	Yes	Yes	Yes	Yes	Yes
Inclusion of flyers, brochures in giveaways	Yes	Yes	Yes	Yes	Yes	Yes
Logo Inclusion in the Media Board	Yes	Yes	Yes	Yes	Yes	Yes
Individual Hanging Banners inside the Exhibition hall	5	3	2			
Prominent Logo Display Partners' Hanging Banner inside the						
exhibition hall	Yes	Yes	Yes	Yes	Yes	Yes
Speaking Slot in Educational Seminars during the Expo						
C. Post-Event						
Logo inclusion in all post-event email blast to all attendees	Primary	Primary	Secondary	Tertiary	Tertiary	Footer
IV. Added Inclusions (November- April)						
A. SHDA Connect Print and Online Publication						
<ul> <li>Logo Inclusion on the back cover</li> </ul>	Primary tier	Primary tier	Second Tier	Third Tier	Third Tier	Third Tier
	2 Full Page Ad	1 Full Page	1/2 page			
<ul> <li>Ad space (for 2 issues)</li> </ul>	(Centerfold)	(Prime Location)	(inside Page)			
B. Prominent Logo inclusions on SHDA's Event Promotions (Dig	ital Advertising )					
Facebook	Primary tier	Primary tier	Second Tier	Third Tier		
• Instagram	Primary tier	Primary tier	Second Tier	Third Tier		
LinkedIn	Primary tier	Primary tier	Second Tier	Third Tier		
• Youtube	Intro and Outro	Intro and Outro	Intro and Outro	Intro and Outro		
			Footer Secondary	Footer Secondary	Footer Secondary	
Email Blasting	Header tier	Header tier	Tier	Tier	Tier	
C. Company spotlight in 1 an email campaign						
Company spotlight in one (1) email campaign						
Product Highlight in SHDA Website and Social Media Assets						
(Feature Story)	Yes (1 time)	Yes (1 time)	Yes (1 time)	Yes (1 time)	Yes (1 time)	
D. SHDA Website						
					Footer Small	Footer Small
			Footer Medium	Footer Medium	Square (Landing	Square (Landing
Ad Placement on the Website (Clickable)	Leader Board size	Skyscraper	Rectange	Rectange	Page)	Page)
<ul> <li>Logo Inclusion on the Landing Page (Clickable)</li> </ul>	Primary tier	Secondary Tier	Third Tier	Third Tier	Third Tier	Third Tier
E. 5- minute Brand Presentation during the Annual General						
Membership Meeting						
	One (1) Webinar					
F. Kapihan Webinar	as Featured					
	partner					
						• • • •



# Optional Add-ons or Ala Carte

Special Packages for Fellowship Night				
	Hosted Dinner: P300,000	Supported by P50,000	Contributors (Raffle Presenter)	
A. Pre-Event				
Logo Inclusion in all Marketing Collaterals	Primary	Secondary	Tertiary	
Pull-up banner at the registration and inside the				
venue	Yes	Yes	Yes	
B. Event proper				
Acknowledgment from the Host	Yes	Yes	Yes	
Pull-up banner at the registration and inside the plenary hall	Yes	Yes	Yes	
Inclusion of Company Logo in the Photowall	Yes			
Complimentary Pass	4	1	1	
10-minute Speaking slot	Yes			
Table beside the registration	Yes			
Flyering in the registeration	Yes	Yes	Yes	



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# **Confirmation of Sponsorship**



COMPANY NAME COMPANY REPRESENTATIVE CONTACT DETAILS EMAIL ADDRESS

#### **PARTNER'S CONFIRMATION**

This confirms our commitment to support the Subdivision and Housing Developers Association with the following Partnership Package:



