



Subdivision and
Housing
Developers
Association



30TH ANNUAL NATIONAL DEVELOPERS CONVENTION





October 05-06, 2022



Grand Hyatt Manila, BGC, Taguig City

7TH HOUSING EXPO

October 07-09, 2022 

Megatrade Hall 1, SM Megamall, 
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.

IMAGE CREDITS: PHINMA PROPERTIES

An aerial photograph of a residential subdivision. The houses are arranged in neat rows, with a mix of brown and grey roofs. In the background, a range of blue mountains stretches across the horizon under a cloudy sky. The foreground shows a paved road and a white van parked near some buildings.

National Developers Convention

Our annual gathering of real estate developers is the most highly-anticipated 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.

IMAGE CREDITS: **8990**
HOLDINGS, INC.

Convention Highlights

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



IMAGE CREDITS: **8990**
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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 PagIbig 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



IMAGE CREDITS: PHINMA PROPERTIES

Partnership Packages

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



2022

IMAGE CREDITS: **8990**
HOLDINGS, INC.

Natcon Week Packages

30th SHDA National Developers Convention

	Diamond P1,500,000	Platinum P 1,000,000	Gold P 500,000	Silver P350,000	Bronze P200,000	Supported by P100,000
I. 30th SHDA Natcon						
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 Continuous Press Release in Key Newspapers and News Portals	Primary	Secondary	Secondary	Tertiary	Tertiary	Tertiary
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
Exclusive Plenary session on Thought Leadership	15 minutes presentation only	15 minutes presentation only				
Speaking slot in the Assigned Breakout session	1 whole breakout session	Yes (10 mins product presentation only)	Yes (10 mins product presentation only)	Yes (10 mins product presentation only)		
Opening and Closing AVPs (2-minuter product or service AVP)	Yes (in a assigned Breakout room)	Yes (in a assigned Breakout room)	Yes (in a assigned Breakout room)	Yes (in a assigned Breakout 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					
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						
Pull-up banner at the registration and inside the plenary hall						
Inclusion of Company Logo in the Photowall						
Complimentary Pass	1 table (10 seats)	2 seat	1 seat	1 seat	1 seat	1

Natcon Week Packages

7th SHDA Housing Expo

III. 7th SHDA Housing Expo						
A. Pre-Event						
Advertisement slot on the Housing Fair Microsite	Leader Board size	Skyscraper	Footer Medium Rectangle	Footer Medium Rectangle	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						
Complimentary booths in prime location	1 (one) Complimentary Booth	1 (one) Complimentary Booth	1 (one) Complimentary Booth	1 (one) Complimentary 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						
• Logo Inclusion on the back cover	Primary tier	Primary tier	Second Tier	Third Tier	Third Tier	Third Tier
• Ad space (for 2 issues)	2 Full Page Ad (Centerfold)	1 Full Page (Prime Location)	1/2 page (inside Page)			
B. Prominent Logo Inclusions on SHDA's Event Promotions (Digital 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		
• Email Blasting	Header tier	Header tier	Footer Secondary Tier	Footer Secondary Tier	Footer Secondary 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						
• Ad Placement on the Website (Clickable)	Leader Board size	Skyscraper	Footer Medium Rectangle	Footer Medium Rectangle	Footer Small Square (Landing Page)	Footer Small Square (Landing Page)
• Logo Inclusion on the Landing Page (Clickable)	Primary tier	Secondary Tier	Third Tier	Third Tier	Third Tier	Third Tier
E. 5- minute Brand Presentation during the Annual General Membership Meeting						
F. Kapihan Webinar	One (1) 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 registration	Yes	Yes	Yes

IMAGE CREDITS: **8990**
HOLDINGS, INC.

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:

Diamond

Silver

Platinum

Bronze

Gold

Supported By

SIGNATURE OVER PRINTED NAME

DATE