

futurebuild

11-13 May 2027 / Excel, London

futurebuild **CONNECTS**



OUR MISSION

Futurebuild is the UK's leading event for the built environment where innovation, sustainability and collaboration take centre stage.

Held annually at London's Excel, and co-located with UK Construction Week London and The Stone and Surfaces Show. These events form a powerful, large-scale destination that brings together the full construction supply chain. It connects industry decision-makers, disruptors and changemakers to explore the materials, solutions and ideas shaping a better built environment.

For manufacturers, it's a powerful platform to connect with the right audience, from senior specifiers and architects to major contractors and developers all actively looking for innovative solutions to shape their projects at scale.

With a three-day CPD-accredited knowledge programme and a dynamic, solutions-focused exhibition, Futurebuild alongside UK Construction Week London and the Stone & Surfaces Show, creates an unrivalled environment is where insight meets opportunity and meaningful conversations turn into lasting partnerships.



CO-LOCATED
WITH

UK Construction
Week

S&S
STONE &
SURFACES
SHOW



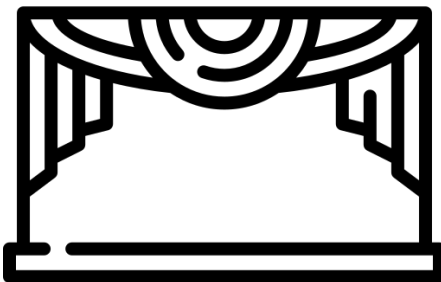
20,700+

Built environment
professionals



600+

Industry leading
exhibitors



600+

Industry
expert speakers



Super Event
Audience Breakdown

- Architects & Designers - 26%
- Contractors - 22%
- Developer/Housebuilder - 21%
- Manufacturers - 9%
- Local Authority/Housing Associations - 9%
- Consultants/Project Managers - 8%
- Engineers - 5%

SUPER EVENT 2026 IN NUMBERS

20,700+

built environment professionals attended.

4,006

exhibitor attendees

+

600+

industry expert speakers

+

1,002

VIP attendees

= TENS OF THOUSANDS OF ENGAGED ATTENDEES.

76%

came to see the latest innovations.

60%

came to find new suppliers
and meet existing ones

46,860

total leads captured

ALL CAME TO CONNECT.





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CONNECT TO COLLABORATE

Meaningful collaboration starts with the right connections. We bring together every corner of the built environment, architects, contractors, developers, consultants, engineers, local authorities, and more to foster dialogue, build relationships, and drive collective progress.

What makes this possible is our uniquely engaged audience of specifiers and decision-makers. These are the professionals shaping the future of the built environment, highly motivated, forward-thinking individuals who attend both the Super Event and Futurebuild to discover solutions, source innovation, and meet like-minded peers. With 76% coming to see the latest innovations and 60% coming to find new suppliers and meet existing ones, this is where serious buyers and innovators connect to collaborate and deliver real impact.

connecting the

SUPPLY CHAIN

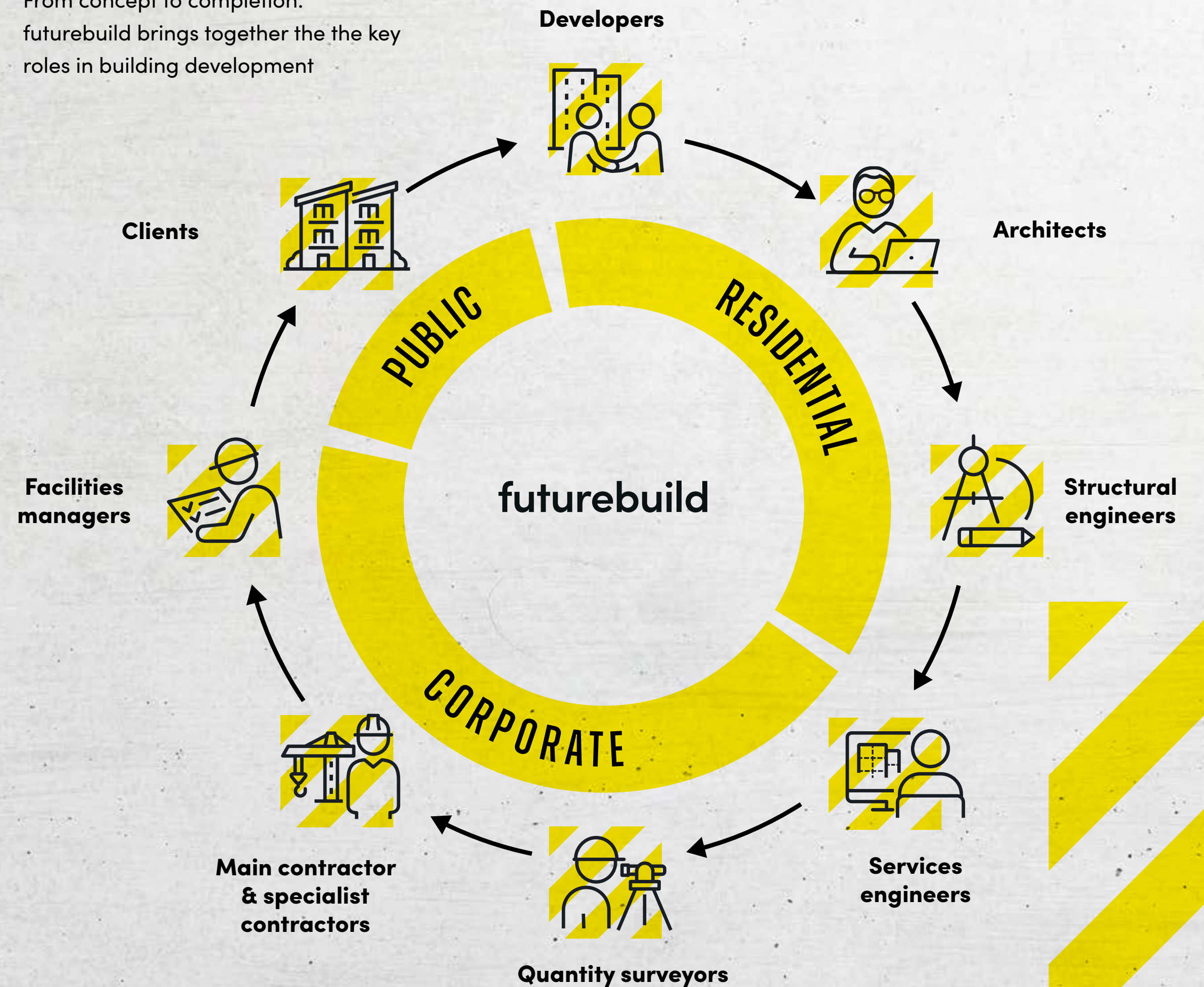
Futurebuild is the only event that brings the entire built environment supply chain together under one roof. From concept to completion, we unite every key player involved in building design, specification, procurement, and delivery. You'll meet:

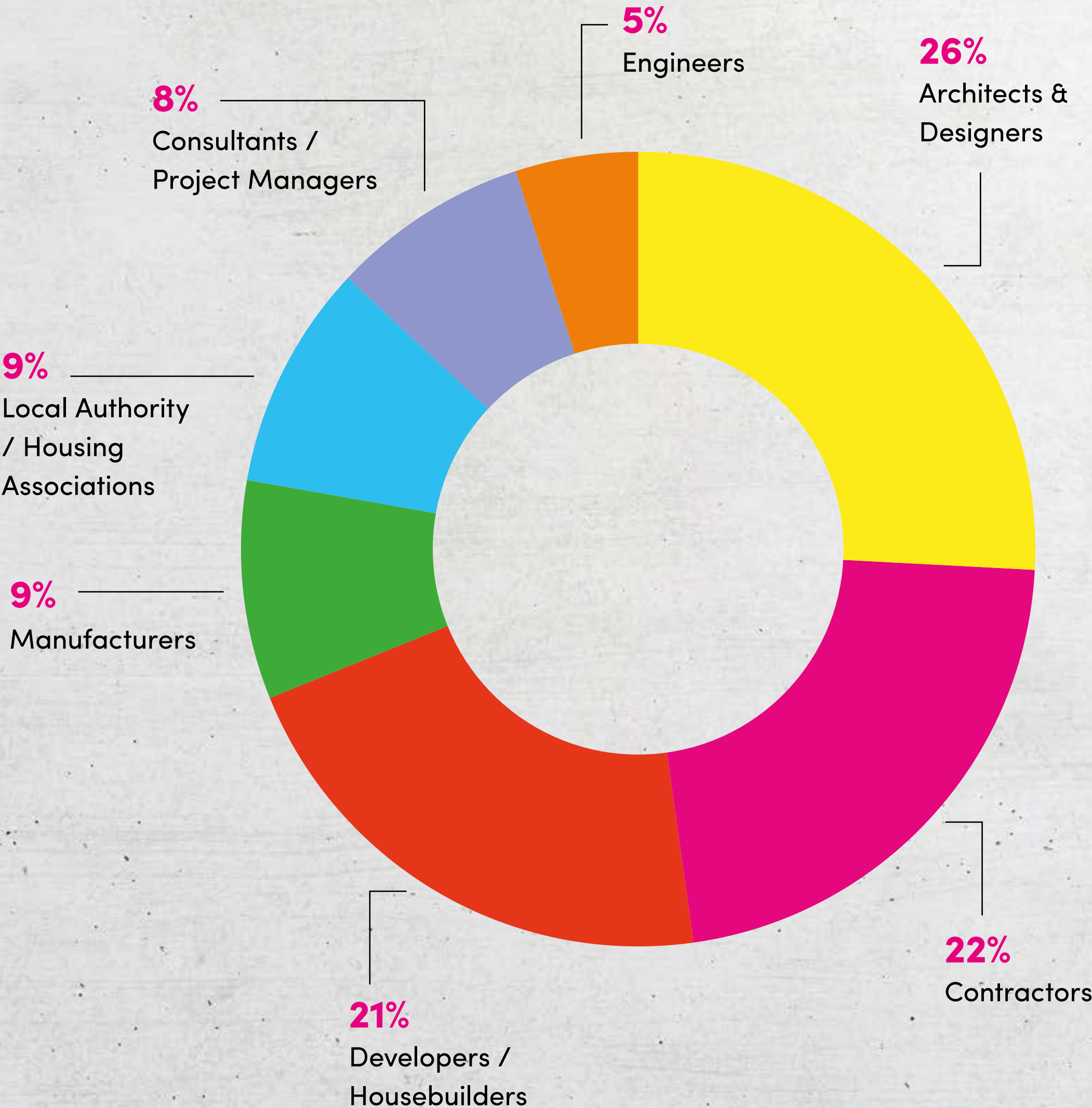
- **Architects** and **Designers** shaping early-stage concepts
- **Engineers** and **Consultants** driving technical solutions
- **Contractors** and **Developers** turning plans into projects
- Clients, **Facilities Managers**, and **Local Authorities** are setting long-term goals and budgets
- **Manufacturers** and **Suppliers** showcasing cutting-edge products and innovations

This is where connections are made across disciplines, creating the conditions for smarter, more sustainable construction through shared insight and collaboration.

The specification chain

From concept to completion:
futurebuild brings together the the key
roles in building development





an audience that delivers

REAL VALUE

Connect with a powerful, highly engaged audience of over 20,700 built environment professionals.

The Super Event audience represents every part of the specification chain, from architects and engineers to contractors, developers, consultants, and local authorities. They're not just influencers, they're the people responsible for selecting products, approving budgets, and delivering sustainable outcomes on the ground.



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CONNECT TO INNOVATE

Innovation is the engine driving progress in the built environment and Futurebuild is where that innovation is discovered, tested, and adopted. We connect forward-thinking specifiers, buyers, and change-makers with the most exciting solutions, materials, and technologies shaping a more sustainable future.

From global pioneers to emerging disruptors, Futurebuild gives innovators of all sizes a platform to launch, showcase, and scale their ideas. With thousands of decision-makers actively seeking new products and 250+ exhibitors on the show floor, this is where real solutions meet real opportunity, without the greenwash, just genuine impact.

futurebuild

showcasing innovation

THAT MATTERS

At Futurebuild, innovation isn't just talked about, it's put in the spotlight. We provide multiple high-profile platforms that champion the most forward-thinking solutions and give them the visibility they deserve across the event and beyond.

- **The Big Innovation Pitch**

Our flagship competition returns, giving innovators the chance to pitch directly to a panel of major industry clients and sustainability leaders. It's where game-changing ideas get discovered and fast-tracked into real-world applications.

- **The Retrofit Challenge**

This live, interactive feature puts innovative retrofit products and strategies to the test. Industry experts and specifiers explore practical, scalable solutions for decarbonising the UK's building stock.

- **The Innovation Trail**

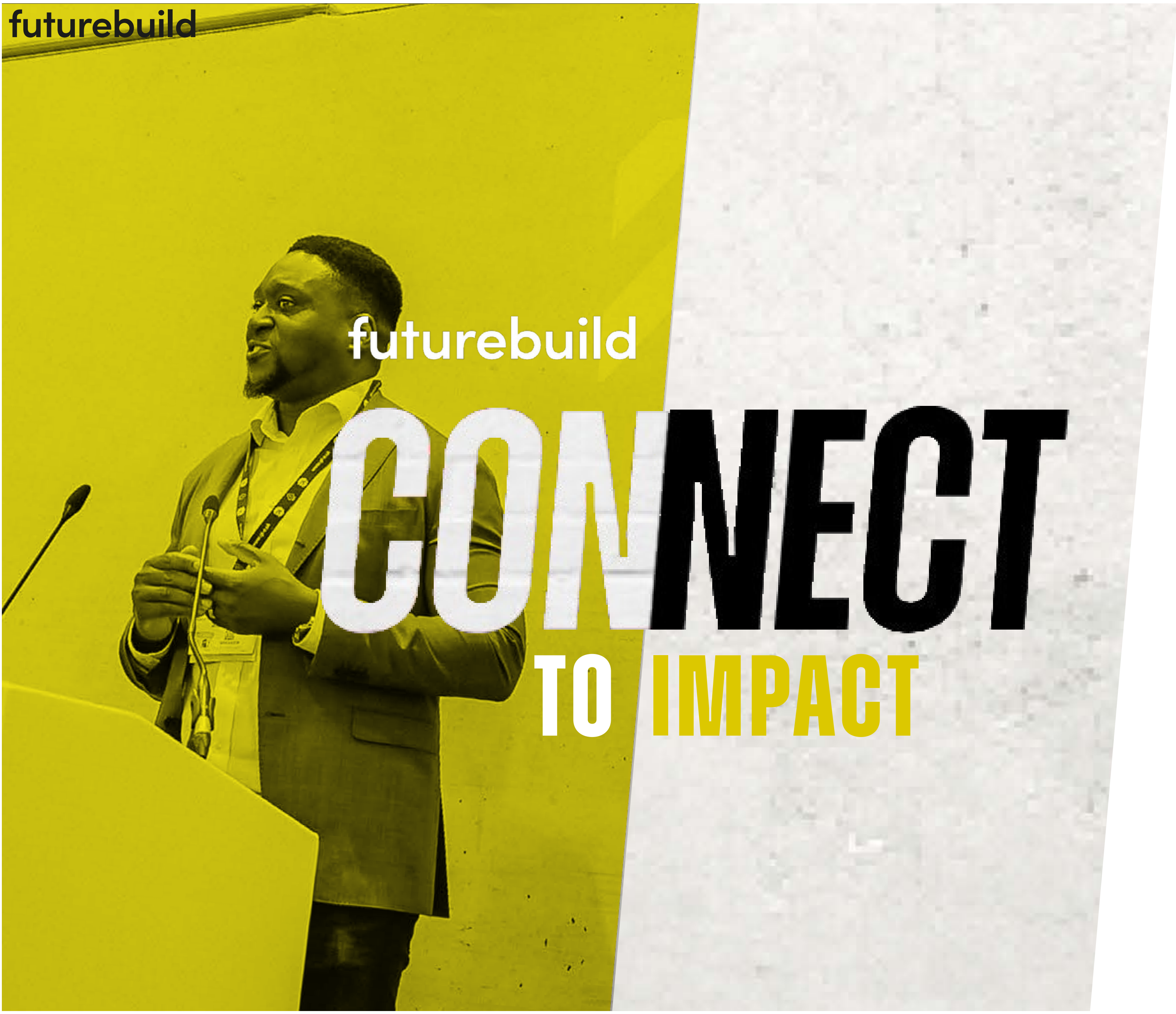
A curated route across the show floor highlighting the most exciting and credible sustainable solutions. It draws attention to exhibitors leading the way in product development, material science, and clean technology.

- **The Online Innovation Gallery**

A year-round digital platform that gives our community easy access to Futurebuild's most forward-thinking solutions. It extends exhibitor visibility and helps specifiers discover innovation long after the event.

Together, these initiatives make Futurebuild the ultimate destination for sustainable innovation where ideas get the attention they deserve and the opportunity to scale.



A man in a dark suit and light shirt is speaking at a podium. The left side of the image is covered by a semi-transparent yellow overlay. The text 'futurebuild' is in the top left corner. The main title 'futurebuild CONNECT TO IMPACT' is centered over the yellow area. The background is a light, textured grey.

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CONNECT TO IMPACT

At the heart of everything is the world-class Futurebuild Knowledge Programme. This CPD-accredited, three-day programme connects the brightest minds and boldest ideas in the industry to lasting action.

You have the opportunity to amplify your brand through meaningful connections. Whether on stage or in the audience, this is where you connect with the most engaged professionals in the industry, decision-makers who are ready to act and are looking for the solutions to help them do it.

600+

expert speakers

13+

stages + fringe stages

250+

hours of CPD-accredited learning

90+

leading institutions contributing to the knowledge programme

50%

of attendees attended content sessions including demo stages and fringe events.



the Knowledge Programme

SUPER EVENT IN NUMBERS

STAGE ATTENDEES



2,095



1,124



840



575



558



938



502



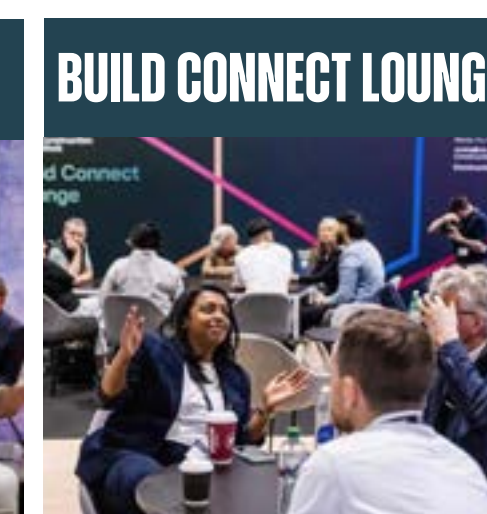
488



645



350



170



155



261

CAPTURE IQ PACKAGES

Capture IQ £750 + VAT

(mandatory)

Scan, qualify and follow up on every lead instantly. Leave with real opportunities.

Standard Capture IQ is included with every stand booking. It includes unlimited badge scanning for your team plus a smart badge reader to capture interested leads and enables you to share your product information electronically.

What you get:

- Company name and logo on exhibitor list
- Add your profile, products and news
- Pitch live in the Big Innovation Pitch
- Take advantage of free marketing tools
- Unlimited badge scanning for your team
- Smart badge reader to capture interest and share information
- Instant access to visitor data

Capture every conversation and leave the show with the information you need to follow up.
Your stand booking includes the standard Capture IQ package. You can also choose from three Capture IQ+ packages if you would like additional event and digital promotion.

Capture IQ+ gives exhibitors the option to go further with live event profile, digital thought leadership or digital visibility. The two digital packages are powered by Construction Buzz, helping to highlight the link between our event brands and our year-round media channel.

Innovation Partner £2,995 + VAT

Limited to 10 partners

Position your brand as an innovator and drive visitors to your stand.

What you get:

- 15-minute event speaking slot: presentation, case study or panel
- Featured in the event agenda, Innovation Partners webpage and selected marketing
- Innovation Trail exposure
- GDPR-compliant session lead data and Smart Badge lead cap

Best for: New product, technology, material or solution launches.

Digital Visibility Partner £3,995 + VAT

Powered by ConstructionBUZZ

Build brand awareness, digital reach and pre-show traffic.

What you get:

- Construction Buzz digital advertising and newsletter or website display placements
- Online advertorial: up to 500 words, three images, logo and website link
- One dedicated branded email to a relevant construction audience
- Post-campaign performance summary covering reach, engagement and traffic

Best for: Exhibitors seeking stronger visibility and product promotion without a speaker slot or webinar campaign.

Digital Thought Leader £4,250 + VAT

Powered by ConstructionBUZZ

Build authority and generate early engagement before the show.

What you get:

- Hosted 45-minute webinar, including positioning support and audience Q&A
- Dedicated registration page, three email sends and social promotion
- Promotion across UKCW/Futurebuild and Construction Buzz channels
- Webinar recording available on demand for 12 months
- GDPR-compliant attendee data, plus audience questions and feedback

Best for: Exhibitors looking to educate the market, generate leads and strengthen their pre-show campaign.

ConstructionBUZZ

Construction Buzz provides a year-round digital route to the construction audience and strengthens the link between the live events and their media reach.

Why Construction Buzz matters:

- 150k+ subscribers
- 2.7m emails per month
- 308k monthly page views
- 50k users per month

Core readership includes contractors, housebuilders and developers, architects, engineers, consultants, local authorities and merchants.

futurebuild
provides

REAL CONNECTIONS

Futurebuild gives us amazing exposure to a lot of architects, developers, people from across the construction industry value chain.

**Adrian Pugsley, Cofounding CEO
Switchable Insulation**

The passion, the information, the policy, the validation from industry players really gave us that boost to accelerate our progress from just being a young start-up to a commercialising business.
**My Linh Nguyen, Co-Founder & COO
Agreka Build**

Our content serves a purpose beyond checkbox exercises. Our commitment to achieving net-zero is more than just a buzzword, it's ingrained in our culture and guides every decision we make for the event. But don't just take our word for it...



It's got a great buzz about it. It's nice to be among all the new technologies that are being presented to the industry, and it's been a great opportunity to meet with a lot of likeminded professionals. And it's been great for the business as well.
**Nicholas Naidu, CEO
Alive Labs**

The show has generated conversations with architects, MEPs, contractors. The full gambit of people we want to speak to on a daily basis.
**Julian Sullivan, Specification Manager
Billi UK**

2027

RATE CARD

STAND OPTIONS DESIGNED TO HELP YOU CONNECT WITH BUYERS

Choose the stand package that best suits your business. Whether you're looking for a ready-to-use shell scheme or prefer the flexibility of a space-only stand, we have an option to help you showcase your brand effectively.

SPACE ONLY



Standard rate £549 per m² +VAT

Our Space Only option gives you complete creative freedom to design and build a bespoke stand that showcases your brand. Ideal for exhibitors wanting to create a unique and fully customised presence.

- You build your own stand and build your own walls (raw space)

SHELL SCHEME



Standard rate £599 per m² +VAT

Our Shell Scheme package offers a simple, cost-effective way to exhibit with a professional stand that's ready for you to personalise and start doing business.

- Walls
- Carpet
- Fascia board with company name and stand number
- 500 Watt Power Supply Electrics
- 2 x Spotlights

THE NATIONAL RETROFIT CONFERENCE 2027

Curated by



Part of

futurebuild

Retrofit Conference steering group

The National Retrofit Conference is shaped by a steering group of respected industry stakeholders, bringing together expertise from across the built environment.

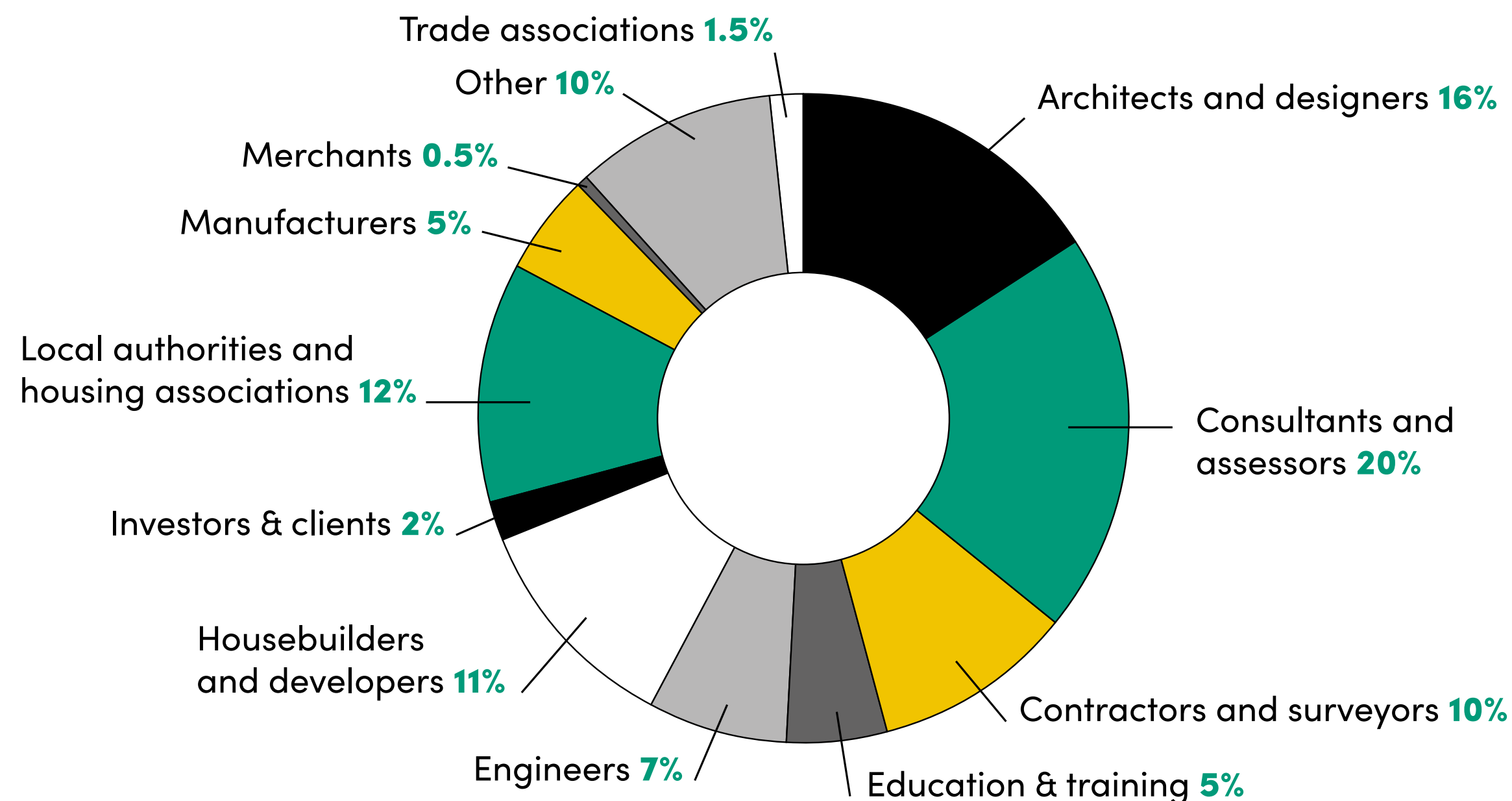
Their guidance ensures the programme addresses real-world challenges and delivers practical, impactful solutions to accelerate retrofit at scale.

The UK's leading event dedicated to the retrofit challenge, The National Retrofit Conference – part of Futurebuild 2027 – takes place from 11-13 May at Excel London.

Curated by The Retrofit Academy CIC, this essential gathering brings together key players from local authorities, housing associations, contractors, and the wider built environment to explore the policies, innovations, and practical solutions driving large-scale decarbonisation of UK buildings. With an expanded conference programme and a dynamic exhibition of cutting-edge products, the event provides a focused space to connect, learn, and take action on delivering net-zero through retrofit.

Connecting the retrofit community

Thousands of retrofit professionals attend, including senior teams from local authorities, housing associations, and social housing providers looking for proven solutions to scale retrofit delivery.

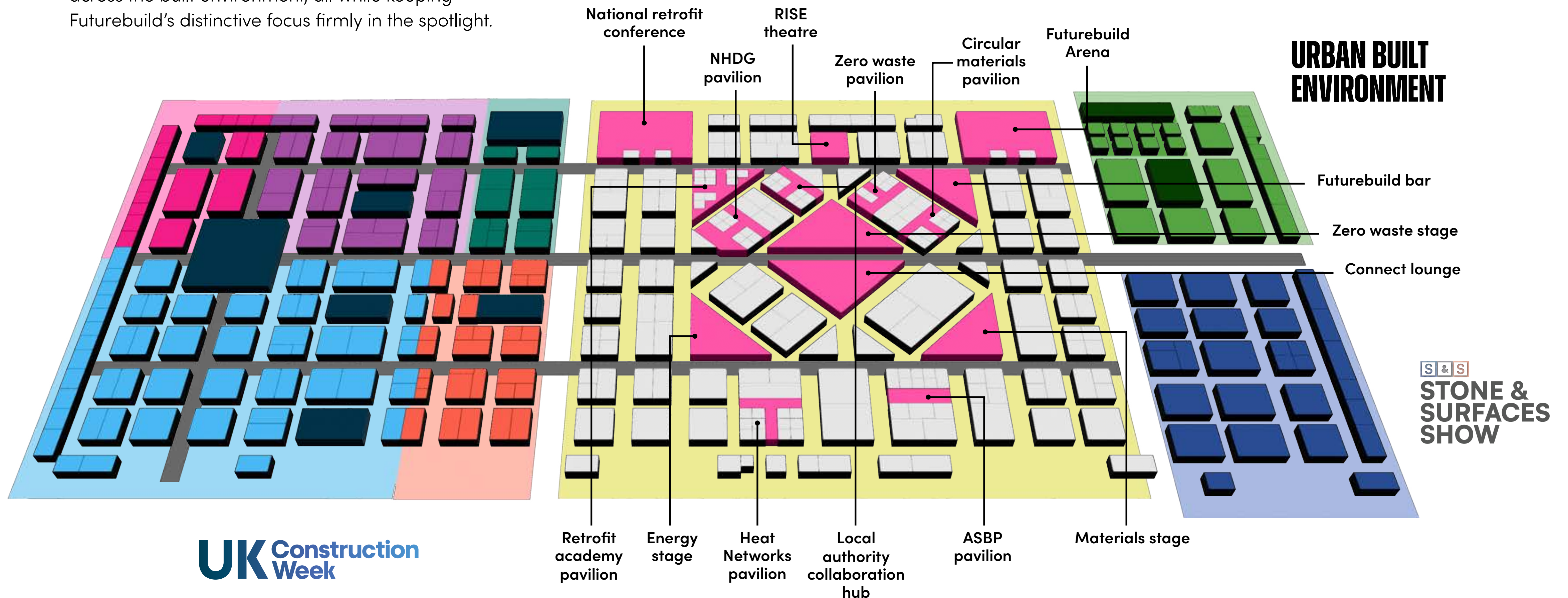


2027 FLOORPLAN

The 2027 Futurebuild floorplan has been designed as part of a combined layout with UK Construction Week London and The Stone & Surfaces Show. This integrated floorplan enhances networking, boosts visibility, and creates the best opportunities for exhibitors and visitors to connect and do business across the built environment, all while keeping Futurebuild's distinctive focus firmly in the spotlight.

futurebuild
11–13 May 2027 / Excel London

- Local authority collaboration hub
- Heat Networks pavilion
- Energy stage
- NHDG pavilion
- Retrofit academy pavilion
- National retrofit conference
- Zero waste pavilion
- RISE theatre
- Circular materials pavilion
- Futurebuild Arena
- Futurebuild bar
- Zero waste stage
- Connect lounge
- Materials stage
- ASBP pavilion



connect before, during &

BEYOND

At Futurebuild, we don't just connect you with thousands of high-value visitors—we help you turn those connections into lasting results. From the moment you come on board, our team supports your goals, whether that's lead generation, product launches, or brand visibility.

With Connect365, your exposure doesn't end when the event does. Through podcasts, on-demand content, webinars, and targeted digital promotion, we keep your brand in front of decision-makers all year round. It's smart, sustained marketing that helps you stay connected—and keeps the conversation going.



3M

PR Reach

521K

Advertising Reach

59.4K

Social Media Reach

90+

||||||| |||||||

306K

Website Reach

55+K

Futurebuild Newsletter Subscribers

11K

Podcast Reach



connect with

ONSITE SPONSORSHIP

Whether you're launching a new product, aligning with sustainability values, or reaching key decision makers, our tailored sponsorship packages ensure your brand is connected to the conversations that matter.

Explore our range of high-impact, onsite sponsorship opportunities designed to help you:

Raise brand awareness (B)

Maximise lead generation (L)

Position your brand as a thought leader (T)

Thought leadership opportunities: Connect your brand to the ideas shaping tomorrow.

Main Conferences – £20,000 per stage (BLT)

- Futurebuild Arena
- National Retrofit Conference

Stages – £15,000 per stage (BLT)

- Energy
- Buildings & Materials
- Placemaking

Branding & lead generation opportunities: Create lasting brand connections across the event.

Registration – £15,000 (BL)

VIP & Speaker Lounge – £15,000 (BL)

Lanyards – £10,000 (B)

Futurebuild Café – £10,000 (BL)

Futurebuild App – £7,500 (B)

You Are Here Boards – £5,000 (B)

Connect Bar – POA (BL)

Pavilion Host & Sponsor – POA (BLT)



connect your brand through

365 SPONSORSHIP

Connect365 sponsorship for year-round visibility

Our connect365 programme enables us to stay connected with our community beyond the Futurebuild event. Throughout the year we produce webinars, podcasts, host exclusive events, distribute weekly newsletters and provide our Knowledge Programme on-demand.

Sponsorship of any Connect365 initiative enables your brand to maintain visibility with the built environment community, all year-round.

The Futurebuild Podcast

Hosted by Event Director Martin Hurn, it features exclusive conversations with the leaders shaping a sustainable built environment.

Investment: £9,950 per sponsored series (6 episodes)

Industry Inside Weekly Newsletter

Delivered to 55,000+ subscribers, each edition is curated by a leading industry figure.

Investment: £2,750 per month (includes 4 newsletters + web banners) or £7,600 for 3 months

Connect365 Webinars

Branded webinars give partners a platform to showcase expertise, engage directly with a targeted audience of decision-makers, and drive qualified leads.

Investment £5,950 (£3,750 exhibitor rate)



CONNECT WITH US

Want to be part of Futurebuild 2027 as an exhibitor or sponsor? **Get in touch today to discuss how you can get involved.**

Hundreds of solution providers have already secured their place at Futurebuild 2027. They know it's the best opportunity of the year to connect with key decision-makers, strengthen existing partnerships, and create new business opportunities, all in one place.



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Scan the QR code
above to enquire
to exhibit