



SDF Annual Conference 2026

Sponsorship Opportunities

4th November 2026 | Hilton, Woking



The SDF Annual Conference

Now in
its 6th
year

Over 1,000
attendees

More
than 50
panel
sessions

- The Surrey Development Forum Annual Conference is the flagship event in the SDF calendar, bringing together senior leaders from across the public and private sectors to shape the future of Surrey's built environment.
- Each autumn, it convenes developers, planners, local authorities, infrastructure providers and investors for a focused programme of keynote speeches, panel discussions and debate on the key issues facing the county, including housing delivery, infrastructure, planning reform, sustainability and economic growth.
- More than a conference, it is a high-level forum for collaboration, insight and relationship-building, offering sponsors direct access to an influential audience driving investment and development across Surrey.
- With Surrey preparing for the transition to two new unitary councils, the 2026 conference will be a timely opportunity for sponsors to position themselves at the heart of the county's next phase of planning, infrastructure and growth.

Expected audience includes:

- Surrey local authority leaders and senior officers
- Developers, housebuilders and land promoters
- Planning, transport and infrastructure specialists
- Investors, consultants and professional services firms
- Public sector partners involved in growth and delivery

Previous Conference Speakers

- **The Baroness Taylor of Stevenage OBE**, Parliamentary Under-Secretary of State, Lords Minister at the MHCLG
- **Cllr Tim Oliver OBE**, Leader of Surrey County Council
- **Paul Morrison CBE**, Chief Executive, and **Trudi Elliot CBE MRTPI**, Chair of the Board of the Planning Inspectorate
- **Joanna Averley**, Chief Planner, MHCLG

SDF Annual Conference 2026

Thursday 4th November
Hilton Woking 09:00 – 16:00
With networking drinks 16:00 – 18:00

The 2026 conference will explore the opportunities and challenges presented by **Surrey's transition to two new unitary councils**. Bringing together leaders from across the public and private sectors, the event will examine what **Local Government Reorganisation** means for planning, investment, infrastructure and the future of development across Surrey.

Alongside networking drinks in the spectacular LOFT Sky Bar, offering unparalleled view across Surrey, lunch and coffee breaks will provide further opportunities to connect with key industry figures.

A limited number of sponsorship opportunities are available for this year's conference, as set out in this pack, and we encourage early engagement to avoid disappointment.

All packages include two conference tickets (additional to any membership allocations).



Why sponsor?

Sponsoring the SDF Annual Conference places your organisation at the centre of Surrey's leading planning and development conversation, offering direct access to senior decision-makers shaping the county's future.

Key benefits include:

- * **High-profile visibility** – Position your brand in front of a senior, influential audience across the public and private sectors
- * **Direct access to decision-makers** – Engage with developers, local authorities, consultants and infrastructure leaders
- * **Strategic networking opportunities** – Build relationships with key stakeholders throughout the day
- * **Thought leadership positioning** – Align your organisation with the latest thinking on planning, growth and infrastructure
- * **Enhanced brand association** – Be connected to one of Surrey's most established and respected development forums
- * **Extended event exposure** – Benefit from visibility before, during and after the conference

Sponsorship provides a powerful platform to raise your profile, strengthen relationships and support meaningful engagement within Surrey's development community.

All sponsorship packages include:

All sponsorship packages include:

- Two conference tickets, additional to any existing membership allocations
- Logo visibility on the event website and printed programme
- Recognition through selected SDF social media activity
- Association with Surrey's leading planning and development conference

GOLD - Exclusive Conference Sponsor

The premier sponsorship package, offering maximum visibility and a leading role at the Surrey Development Forum Annual Conference.

- Exclusive conference sponsor status as the only Gold-level partner
- 20-minute keynote speaking opportunity for a senior company representative, aligned to the conference theme
- Opportunity to deliver closing reflections at the end of the conference
- Prominent on-site branding, including in-room banners and stage visibility
- Sponsor holding slide shown during the conference
- One approved piece of sponsor collateral placed on delegate chairs
- Investment – £2,000 + VAT



SILVER - Single Session Sponsor

A focused opportunity to showcase your expertise within a key conference discussion.

- Company representative to join a 50-minute conference panel session
- Session-specific branding within the event space
- Dedicated LinkedIn post highlighting the session and your involvement
- In-room banners and session branding
- Investment – £1,000 + VAT per session

BRONZE - Breakout Exhibitor

A cost-effective opportunity to engage directly with delegates in a high-footfall networking space.

- Dedicated exhibition table in the refreshment and networking area
- Branding within the event space
- Opportunity to engage delegates during coffee, lunch and networking breaks
- Investment – £500 + VAT



Additional sponsorship opportunities

These can be purchased as standalone packages or added to a Gold, Silver or Bronze sponsorship package.

After Conference Drinks Reception Sponsor

High-impact visibility during the final networking opportunity of the day.

- Recognition by the Conference Chair ahead of the drinks reception
- Premium branding throughout the networking drinks area
- Association with the close of the conference and final networking session
- Opportunity for a short welcome address during the reception
- Investment – £500 + VAT



Breakfast Sponsor — 1x available

First impression visibility during delegate arrival and morning networking.

- Recognition by the Conference Chair following breakfast
- Branding in the breakfast and arrival networking space
- Association with the opening of the conference day
- Investment — £500 + VAT

Lunch Sponsor — 1x available

Midday visibility during one of the busiest networking moments of the day.

- Recognition by the Conference Chair ahead of lunch
- Branding within the lunch area during peak delegate networking time
- Association with the main conference break and highest footfall period
- Investment — £500 + VAT



Benefit	Gold	Silver	Bronze	Drinks Reception	Breakfast Sponsor	Lunch Sponsor
Conference tickets	2	2	2	2	2	2
Speaking opportunity	Keynote	Panel	—	Short welcome	—	—
Exhibition space	Yes/optional	—	Yes	—	—	—
Chair recognition	Yes	Yes	—	Yes	Yes	Yes
Website/programme /social logo	Yes	Yes	Yes	Yes	Yes	Yes
<i>Investment</i>	<i>£2,000</i>	<i>£1,000</i>	<i>£500</i>	<i>£500</i>	<i>£500</i>	<i>£500</i>

The background of the slide is an aerial photograph of a suburban town. In the foreground, there are rows of terraced houses with red roofs. The town extends into the distance, where it meets a line of trees and rolling green hills. The sun is low on the horizon, creating a warm, orange glow across the sky and the landscape. A central text box is overlaid on the image.

Sponsorship opportunities are limited and
will be allocated on a first-come, first-served
basis.

To discuss availability or secure a package,
please contact the SDF team at
info@surreydev.co.uk