

futurebuild

WE

SHOWCASE

INNOVATION

WE

CHAMPION

SUSTAINABILITY

WE

ENABLE

COLLABORATION

# 2024 IMPACT REPORT

by EASYFAIRS

# futurebuild

# IS TAKING A STAND FOR CHANGE

## WHAT A SHOW!

Once again thousands of sustainability leaders converged at Futurebuild to assess critical issues, showcase innovation and demonstrate their commitment to leaving a lasting positive impact on the built environment. With a knowledge programme designed by the industry, for the industry we covered all the topics that matter today and for the future.

As a completely unique event, Futurebuild remains committed to our mission and values at every turn. We don't just talk the talk; we walk the walk by ensuring our actions resonate with our core principles. Our unrelenting laser focus on creating a positive impact in the industry is instilled in everything we do.

Thanks to our speakers, sponsors, exhibitors, partners and attendees for their enduring support as Futurebuild enters its 20th year.



**Martin Hurn,**  
Event Director, Futurebuild



## FUTUREBUILD 2024 AT A GLANCE

**18,097**

Attendees

**257**

Suppliers &  
400+ brands

**550**

speakers

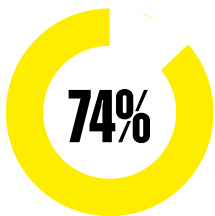
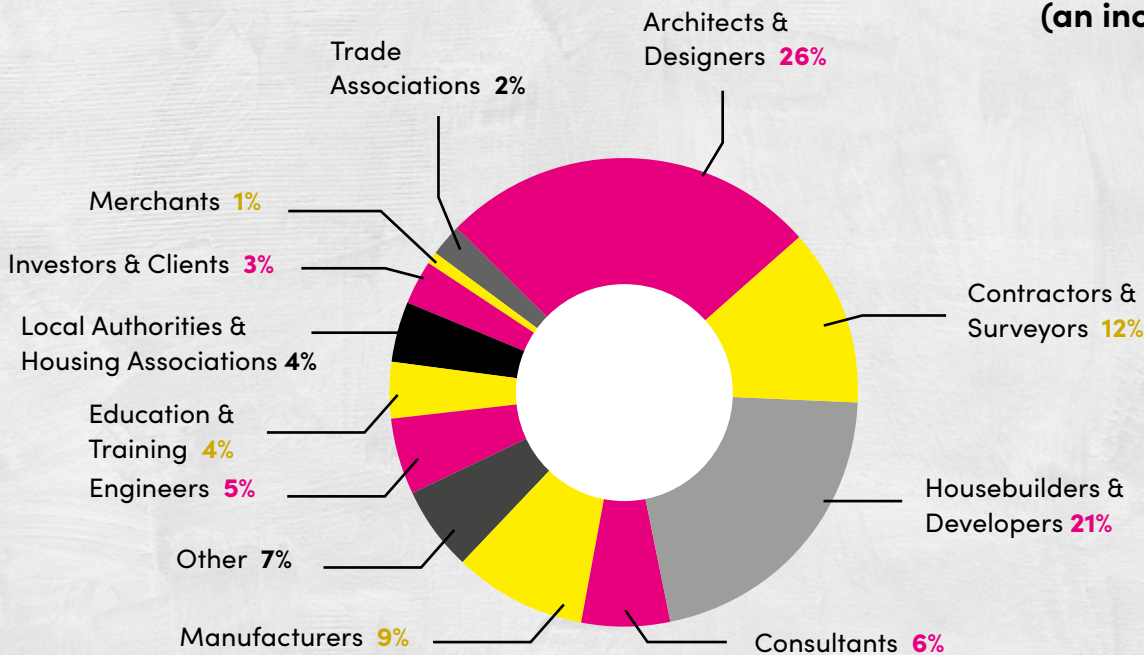
**52,643**

Total leads collected

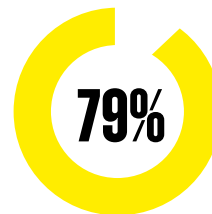
# THE ENTIRE SUPPLY CHAIN WAS REPRESENTED AT FUTUREBUILD 2025



Visitor NPS score +29  
(an increase on 2023)



of visitors are decision makers or have purchasing power



of visitors are likely to attend Futurebuild 2025

70%

of attendees said that their main reason for attending was to find new suppliers or network with existing suppliers



# SUSTAINABILITY WAS TOP OF THE AGENDA

“We are at an absolute nexus in the industry, and if there is just one reason to attend Futurebuild, it is because it is the one place you can find like-minded people who are actually talking about tomorrow and making some really big industry-led plans to reach a net zero future.”

**Dr Oliver Jones**

Director of Sustainability and Innovation  
| Cundall



2

conference  
theatres

All 176 knowledge sessions are now [available to watch](#) on-demand to ensure that these important sustainability messages have maximum reach and impact.

6

seminar  
theatres

THE NATIONAL  
RETROFIT CONFERENCE

2,826

Attendees

futurebuild  
CONFERENCE

2,681

Attendees

**B** BUILDINGS

1,438

Attendees

**D** DIGITAL

1,151

Attendees

**E** ENERGY

1,231

Attendees

future **x**  
innovation

1,016

Attendees

**M** MATERIALS

1,074

Attendees

**SI** SUSTAINABLE  
INFRASTRUCTURE

852

Attendees

# 550 SPEAKERS INCLUDING

80+

leading institutions  
contributing to the  
knowledge programme

125+

hours of CPD-  
accredited learning



**Yetunde Abdul**  
Head of Advancing,  
UK Green Building Council  
(UKGBC)



**Will Arnold**  
Head of Climate Action,  
The Institution of  
Structural Engineers



**Joanna Averley**  
Chief Planner, Department  
for Levelling Up, Homes  
and Communities



**Duncan Baker-Brown**  
Author, The Re-Use Atlas



**Lord Callanan**  
Government post  
Parliamentary Under  
Secretary of State  
Department for Energy  
Security and Net Zero



**Katie Clemence-  
Jackson**  
Chair, UK Net Zero Carbon  
Buildings Standard



**Helen Fadipe MRTPI**  
Managing Director, FPP  
Associates, Founder and  
Chair BAME Planners  
Network and Vice  
President at RTPI



**Joe Giddings**  
UK Lead, Built by Nature



**Gemma Jerome**  
Director, Building with  
Nature



**Craig Jones**  
Director, Circular Ecology



**Dr. Nicola Lazenby**  
Energy Innovation  
Programme Manager,  
Department for Energy  
Security and Net Zero



**Smith Mordak**  
Chief Executive, UK Green  
Building Council (UKGBC)



**Muyiw Oki**  
President, Royal Institute  
of British Architects (RIBA)



**Rachael Owens**  
Co-Director, National  
Retrofit Hub



**David Pierpoint**  
Chief Executive, The  
Retrofit Academy



**Mike Pitts**  
Deputy Challenge  
Director, Net Zero Heat



**Melanie Robinson**  
Associate, BIM Academy



**Chris Skidmore OBE**  
MP & Chair of Net Zero  
Review



**Russell Smith**  
Founder & Managing  
Director, Parity Projects



**Martha Tsigkari**  
Senior Partner, Head  
of Applied Research &  
Development, Foster +  
Partners

# INNOVATION IS EVERYWHERE AT FUTUREBUILD

## BIG INNOVATION PITCH



“The Big Innovation Pitch has been great for us. It’s a platform for all big ideas that are looking to make an impact in the UK construction sector and even globally. The quality of people who attend is amazing, and winning the award is an awesome validation. It really helps give us the platform to talk and change the way people think about the built environment.”

**Thomas Robinson**

CEO | Adaptavate, winner of the Big Innovation Pitch with Breathaboard Innovation Trail

INNOVATION PARTNER	LEADS
540 World	132
Advantage Austria	66
Aico	88
Alternative Heating Innovation	174
Bauder	75
Glen Dimplex Heating & Ventilation	172
Innovate UK	84
Kensa	82

LkAB Minerals Limited	129
MidKent College	178
Mixergy Limited	152
NexGen	81
Project Better Energy	112
Qvantum	222
SDS Limited	105
Sugatsune UK Ltd	138
The Concrete Centre	184

## INNOVATION TRAIL

The Innovation Trail gave hundreds of specifiers a curated opportunity to explore revolutionary products, solutions and materials right across the show floor.

**Total leads captured by exhibitors participating in the Innovation Trail**

## FUTUREX INNOVATION ZONE

In its second year, this zone, curated by the Department for Energy, Security and Net Zero, Innovate UK and the Carbon Trust showcased emerging ideas and technologies that will make net zero possible.

**future**   
**innovation**

# TRAILBLAZERS ON THE SHOW FLOOR

Our exhibitors are integral to the success of Futurebuild and play a crucial role in collaborating with attendees to share their vision of the future. They chose Futurebuild to position themselves as champions of sustainability and innovation, to raise brand awareness, meet new customers and reinforce relationships with existing customers.

**+37**

Exhibitor NPS score

**205**

Average leads per exhibitor

## Total leads captured Top 10 exhibitors

EXHIBITOR	LEADS
Tiny House Pro	1,053
Biotecture	678
HempWood UK	660
Corksol UK	598
Zinco Green Roof Systems	597
GL	586
The Concrete Centre	582
Structherm	530
Reco Surfaces	529
The Good Plastic Company	527



# BUT DON'T JUST TAKE OUR WORD FOR IT

“ We have been visiting this exhibition for many years. We finally decided to exhibit to create marketing awareness about our products and solutions. It has been an amazing show in terms of leads and we've met the right audience.

Ke Qu | Director  
**A.R.C Retrofit Solution Ltd** ”

“ Futurebuild has proved very beneficial for our company, particularly the retrofit section which is only getting bigger and bigger. We have already booked for next year as Futurebuild is growing!

Dylan Herbert | Retrofit Consultant  
**LivGreen Ltd** ”

“ First day at Futurebuild and safe to say it kept me busy! Got some solid leads and data, but what really made it awesome were the conversations I had.

Ben Gamblen | Northern Sales Manager  
**Reco Surfaces Ltd** ”

“ We come here to showcase our products to create awareness and we've certainly achieved that. It's quite a diverse audience, you get to meet contractors, architects, designers specifiers and it gives us an opportunity to educate people on our message.

Chris King | Business Development Manager  
**Britmet Lightweight Roofing Ltd** ”

“ This is our second year at Futurebuild. We think that it's a really innovative event. For us it's a no-brainer. It's one of the biggest events with a real sustainable feel to it and a sustainable angle and that's something that's really important to us as a company

James Allen | UK External Communications Manager  
**Aggregate Industries** ”

“ We are a small company and are trying to get out there and gain some more visibility and this is definitely the way to do it. We had some top quality conversations yesterday with people that weren't aware of what we could do for them so that was great exposure for us. Glad we decided to exhibit.

Olivia Black  
**Kenoteq** ”

“ Events like Futurebuild are really important because collaboration is absolutely the key to all this.

Dr. Neil Sewell | Director of  
Technology Systems  
**SDS** ”

“ We are launching in a couple of months so we came to Futurebuild to get traction. The audience has been incredible and I'm hearing that it's better than last year and that it's better quality. We're also getting lots of leads which is great. And connecting with people from different businesses within the built industry is good to do and it's also a good way to see what others are doing.

Anastasia Turpetko |  
Product Manager  
**Heatly** ”

“ Futurebuild brings wider industries together and it gives us a lot of exposure that you don't get on a day to day basis. Seeing the amount of people that take interest in our stand and products is great and the amount of leads that we have is truly amazing.

Jacob  
**GL** ”



# SOCIAL MEDIA WAS BUZZING

## RESOUNDING SUCCESS



## SUSTAINABLE CONSTRUCTION

## STRIVING FOR CHANGE

## INNOVATIVE PRODUCTS

## TRIUMPHANT WEEK AT FUTUREBUILD 2024

## EXTRAORDINARY EVENT



## SHIFTING THE DIAL



## INSPIRING



## WORKSHOPS BY EXPERTS



## AMAZING TALKS



## INFORMATIVE EVENT



## ENERGY EFFICIENT TECHNOLOGIES



# THANK YOU TO OUR SPONSORS

NATIONAL RETROFIT CONFERENCE



FUTUREBUILD CONFERENCE



BUILDINGS THEATRE



DIGITAL THEATRE



ENERGY THEATRE



FUTUREX THEATRE & INNOVATION CAFE



MATERIALS THEATRE



SUSTAINABLE INFRASTRUCTURE THEATRE



VIP AREA



REGISTRATION



FUTUREBUILD APP



LANYARDS



GRO CAFE



FUTUREBUILD BAR



# THANK YOU TO OUR PARTNERS & SUPPORTERS



# CONTACT THE TEAM

Hundreds of solutions suppliers have already signed up to exhibit at Futurebuild 2025. They know that it's their best opportunity of the year to meet with existing partners, start new relationships and increase brand awareness. All under one roof.

Want to get involved in Futurebuild 2025 as an exhibitor or as a sponsor? Get in touch to discuss your requirements today.



Scan the QR code above for  
Exhibitor Enquiry Form



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