

futurebuild

03-05 March 2026 / Excel, London

futurebuild **CONNECTS**

by EASYFAIRS



OUR MISSION

Futurebuild is the UK's only built environment event, dedicated to driving positive, practical change by connecting the entire specification chain with the innovations that will shape a sustainable future.

We are the only event that brings together all key specifiers and buyers—from architects and engineers to contractors, developers, and local authorities, and connects them directly with the products, materials, and ideas driving the transition to net zero.

Held each March at Excel London, Futurebuild is where collaboration leads to action, innovation meets opportunity, and the built environment comes together to create a lasting impact.

At the heart of the event is our renowned CPD-accredited conference and seminar programme. Curated in partnership with industry leaders, it delivers expert insight, inspires meaningful discussion, and empowers professionals to stay ahead of the latest trends, regulations, and sustainable solutions shaping the future.



FUTUREBUILD 2025 IN NUMBERS

9,179 + 23%

unique specifier visitors

visitors returned two or three days

2,382 + 500+ + 600+

exhibitor attendees

industry-leading expert speakers

VIP specifiers

= TENS OF THOUSANDS OF ENGAGED ATTENDEES.

75% 67% 175

come to see new innovations

are decision makers

leads on average per exhibitor

ALL CAME TO CONNECT.





THE FUTURE IS CONNECTED

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Connect is more than a theme; it's the driving force behind everything Futurebuild 2026 stands for. In a time when the industry must move faster and smarter towards net-zero, connection is key. We're creating a space where specifiers, buyers, and changemakers across the built environment can come together to share ideas, spark collaborations, and accelerate sustainable innovation.

Futurebuild 2026 has been completely redesigned to make these connections even easier and more impactful. From a bold new floorplan and dedicated networking zones to enhance VIP access and hosted buyer programmes, every element of the event has been shaped to foster meaningful interactions.

Whether you're launching a product, sourcing solutions, or shaping policy, this is where you'll connect with the people and ideas driving the future of the built environment.

Be part of Futurebuild, where connections turn into opportunities and where progress is built together.



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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 Futurebuild to discover solutions, source innovation, and meet like-minded peers. With 67% of visitors holding purchasing influence and 75% actively seeking new products, Futurebuild is where serious buyers and innovators connect to collaborate and deliver real impact.

connecting the

SUPPLY CHAIN

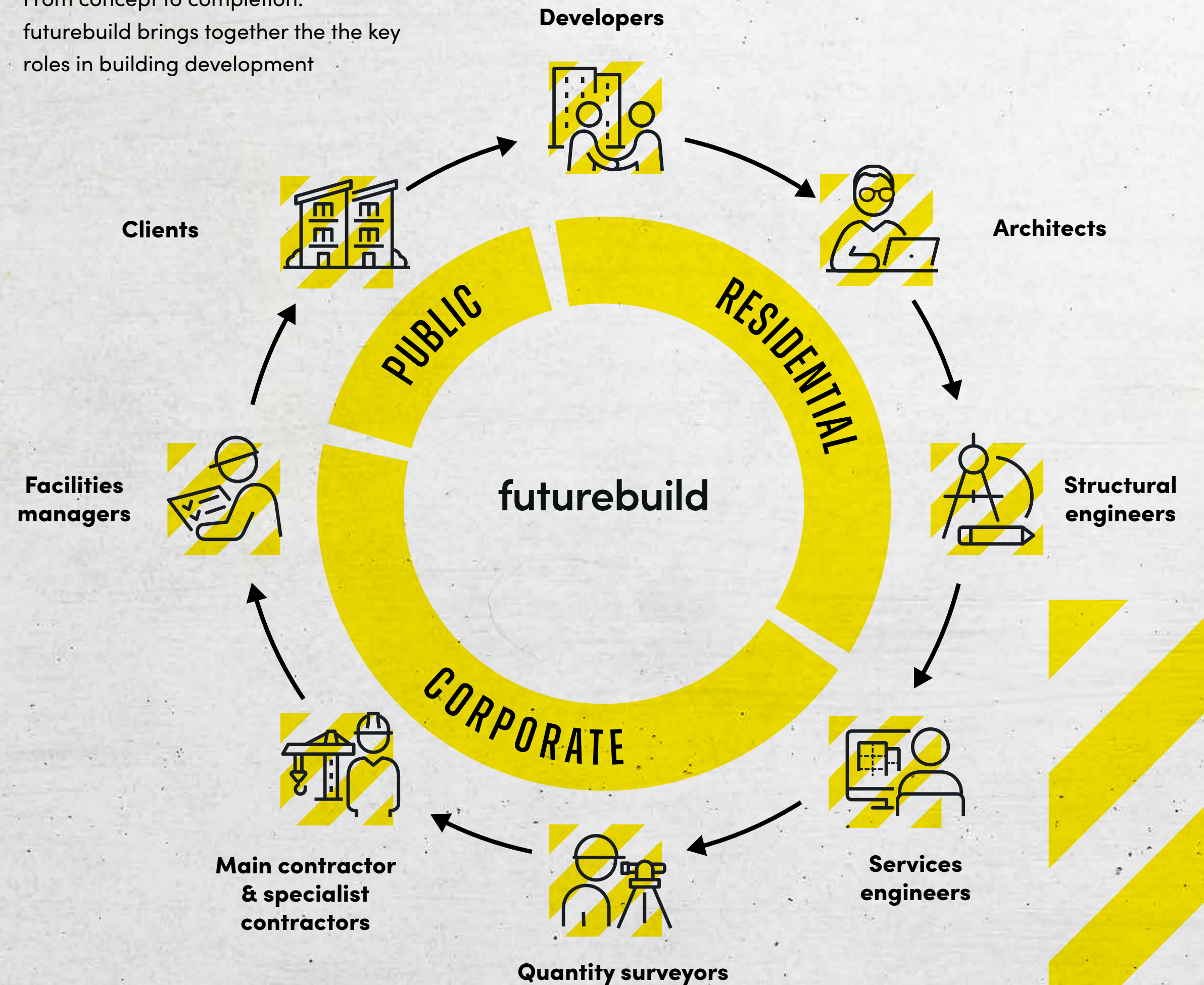
Futurebuild is the only event that brings the entire built environment supply chain together under one roof. From concept to completion, we unite every key player involved in building design, specification, procurement, and delivery. You'll meet:

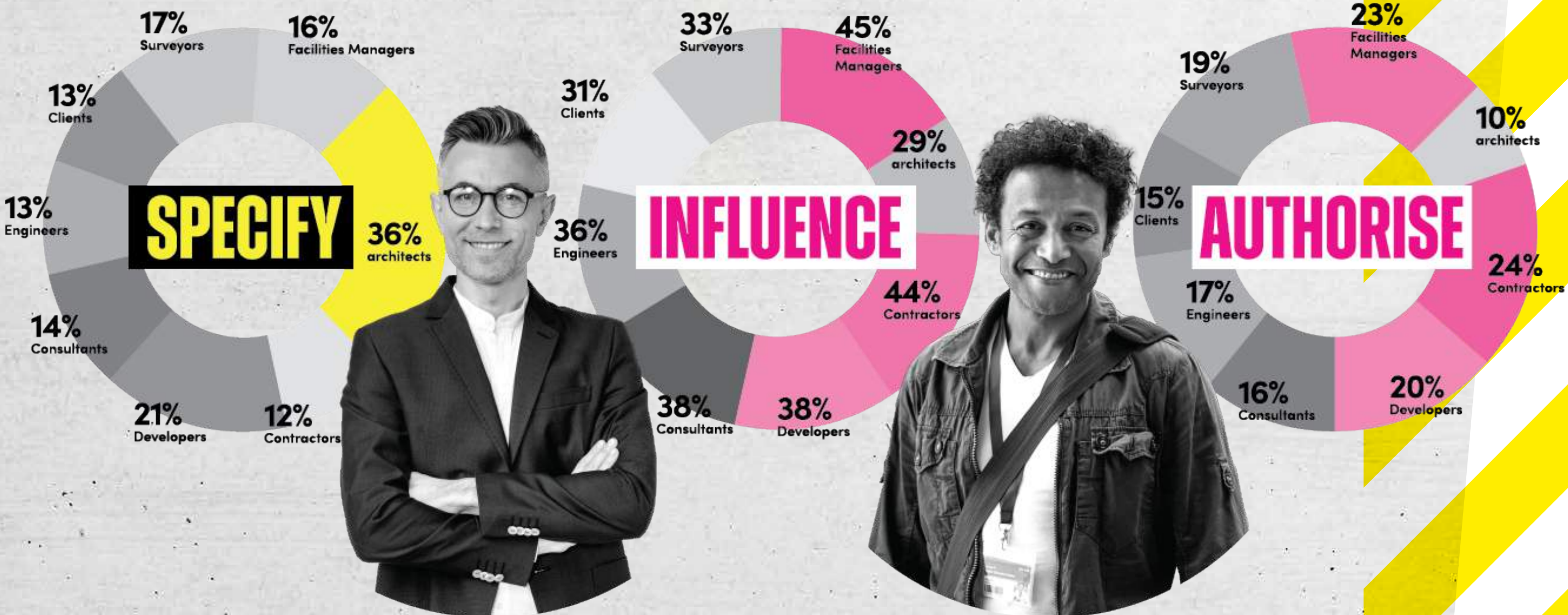
- **Architects** and **Designers** shaping early-stage concepts
- **Engineers** and **Consultants** driving technical solutions
- **Contractors** and **Developers** turning plans into projects
- Clients, **Facilities Managers**, and **Local Authorities** are setting long-term goals and budgets
- **Manufacturers**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



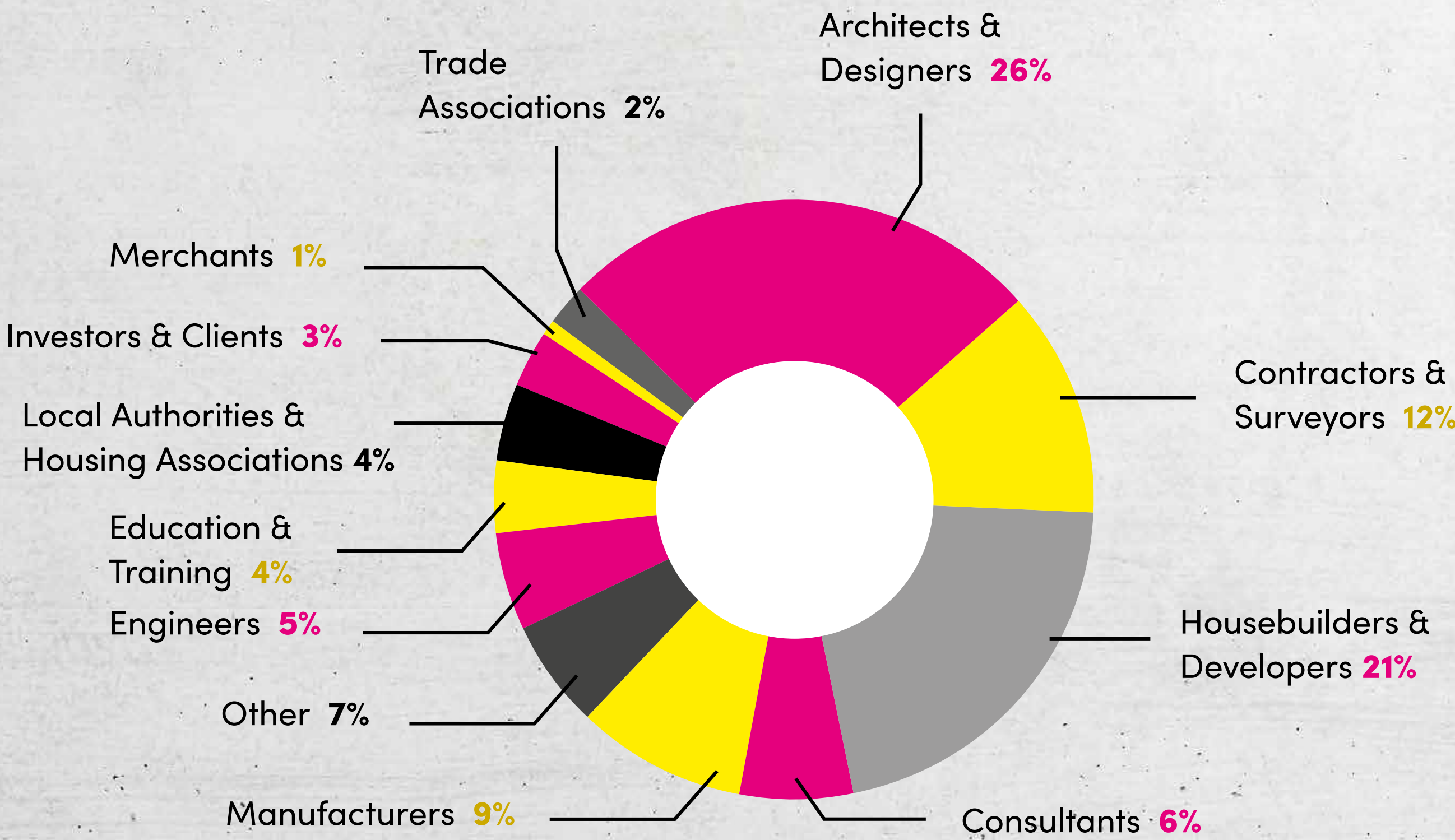


where specifiers and

BUYERS MEET

Specifiers and buyers aren't separate audiences—they're often the same people. That overlap is what sets us apart. Our visitors don't just influence decisions; they make them.

With 67% holding direct purchasing power or strong influence, Futurebuild is where real buying conversations happen. Whether they're selecting materials for a major retrofit, evaluating net-zero technologies, or sourcing products for future developments, our audience comes with a clear purpose: to discover solutions and take action.



an audience that delivers

REAL VALUE

Connect with a powerful, highly engaged audience of over 9000 unique specifiers and decision-makers. With 24% having attended Futurebuild over the past 5 years, the event continues to foster a loyal, invested community dedicated to shaping the future of the built environment.

Our 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.

In 2025, **66% of the UK’s top 100 construction companies (as cited by Barbour ABI)** attended Futurebuild—representing over £59 billion in live and upcoming project value. These are the organisations driving the transition to net zero, and they attend Futurebuild to find the solutions that will help them deliver it.

With 75% of visitors actively seeking new innovations and 67% holding purchasing power or strong influence, Futurebuild gives you unmatched access to the specifiers and buyers shaping the future of the built environment.

66% of the UK’s top 100 construction companies

VISIT FUTUREBUILD

Allies and Morrison Architects	ARCADIS	BARRATT DEVELOPMENTS PLC	CPMG	EPR Architects	FAITHFUL+GOULD	Glenn Howells Architects	Hawkins\Brown	HLM Architects	ALLFORD HALL MONAGHAN MORRIS	Hydrock	Jacobs
jestico + whites	RIDGE	SCOTT BROWNRIGG	SKANSKA	AECOM	hta	Hydrock	KIER	LAING O'Rourke	lendlease	Levitt Bernstein People.Design	mace
Mæ	MOTT MA DONA D	MULTIPLEX	akt II	AtkinsRéalis	Orms	Penoyre posbridge	Perkins&Will	PRP	PICK EVERARD	RAMBOLL	RLB Rider Levett Bucknall
Rogers Stirk Harbour + Partners	Royal HaskoningDHV	Ryder	SHEPPARD ROBSON	ARUP	BDP.	Sir Robert McALPINE	SLR	Stantec	STRIDE TREGLOWN	Studio Egret West	SWECO
tatehindle	tp bennett	Turner & Townsend	Vistry Group	waterman	WilkinsonEyre	WILLMOTT DIXON	wsp	Curtins	Foster + Partners	gleeds	HOARE LEA



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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 overlaid with a solid yellow color. The text 'futurebuild' is in the top left corner in white. The main title 'CONNECT TO IMPACT' is centered, with 'CONNECT' in large white letters, 'TO' in smaller white letters, and 'IMPACT' in yellow letters. The background on the right 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.

550+

expert speakers

7

stages

125+

hours of CPD-accredited learning

176

content sessions

90+

leading institutions contributing to the knowledge programme

20%

of attendees in most theatres are architects



the Knowledge Programme

IN NUMBERS

STAGE ATTENDEES



2,699



2,368



1,284



1,278



1,237



1,012



850

KNOWLEDGE PROGRAMME

curated by 90+ industry partners



connect with

HIGH VALUE LEADS

Exhibiting at Futurebuild delivers more than visibility, it delivers results! In 2025, exhibitors received an average of **175 qualified leads** through direct interactions, digital touchpoints, and smart badge technology. With **9,000+ specifiers on site**, 75% actively seeking new solutions, and 67% holding purchasing power or influence, exhibitors walked away with high-quality, high-intent contacts that turn into real business opportunities. It's why so many return year after year because Futurebuild doesn't just generate leads, it connects you with the right ones.

**CONNECT
TO SELL**

175
average
LEADS
per exhibitor



connect smarter

WITH EASYGO

The quality of leads you generate at Futurebuild isn't just about who's attending—it's about how you connect with them. That's where EasyGo comes in.

EasyGo is our smart, data-driven lead capture and marketing platform that helps you maximise every conversation, every badge tap, and every moment on your stand. Using cutting-edge badge scanning technology and real-time engagement tools, EasyGo ensures you don't just meet the right people—you remember them, follow up efficiently, and turn interest into action. With tools to boost brand visibility, capture qualified leads instantly, and track visitor interactions, EasyGo makes lead generation effortless—and more effective.

You can choose your marketing package from the three options below each enhancing your brand visibility further. The Innovation Partnership is the ultimate EasyGo package to maximise your lead generation and elevate your brand awareness, both online and crucially onsite, as you will be part of the Futurebuild Innovation Trail.

GOLEADS

Maximise lead generation and deepen customer relationships.

GOPLUS

Maximise lead generation and enhance online visibility.

INNOVATION PARTNERSHIP

Maximise lead generation and brand exposure, onsite and online.

futurebuild.co.uk

futurebuild
provides

REAL CONNECTIONS

A fantastic Futurebuild event this year. Brilliant to see the National Home Decarbonisation Group (NHDG) Hub full of our members supporting retrofit at scale and more importantly supporting innovation through the 'Big retrofit challenge'. Thanks to Innovate UK and to The Retrofit Academy for showcasing these great innovations on the National Retrofit Conference main stage. Derek Horrocks, Chairperson at Sustainable Building Services (UK) Ltd, Sustainable Building Systems

Nothing can replicate meeting people and striking up relationships. You can't grow as a business in the right way unless you are properly connected with your audience and that is what Futurebuild does and that's why it's the right place for us. Martin Fahey, Head of Sustainability, Mitsubishi

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...**



exhibit this year which gave us the opportunity to meet a wide range of different people within different roles in the construction industry. We had rich conversations with lots of people including architects, designers, specifiers and end clients about the things that are important to your business. Richard Halderthay, Brand and Digital Communications Director, Saint Gobain

What makes Futurebuild unique is the targeted audience. If you're speaking to someone here, you're speaking to a B2B audience, to a buyer which generally means our conversations are better and more targeted. Thom Standen, Head of Marketing, Cibes UK

We decided to sponsor and

2026

RATE CARD

STAND OPTIONS DESIGNED TO HELP YOU CONNECT WITH BUYERS

At Futurebuild, everything starts with connection, and that includes how we've designed our show floor. Our curated floorplan and flexible stand packages are built to drive meaningful engagement, improve visitor flow, and maximise your return on investment.

SPACE ONLY



EARLY BIRD RATE OF £455 per m2 offer ends 30 Sept
Standard rate £480 per m2

Create a custom stand that broadcasts your brand values, attracts customer traffic, and plants your flag in the sustainable built environment landscape. You can bring your existing stand solution or talk to us and we can recommend a provider offering you a fully custom solution.

ALL-IN



EARLY BIRD RATE OF £580 per m2 offer ends 30 Sept
Standard rate £605 per m2

Upgrade from space only to the All-in package and let us take care of the set-up for you. Each package includes:

- Shell walls & fascia
- Carpet
- 2 spotlights
- 1 twin electric 500 watt socket
- 9-23m2 one All-in package
- 24m2 upwards two All-in packages

ALL-IN PLUS



EARLY BIRD RATE OF £780 PER M2 offer ends 30 Sept
Standard rate of £840 m2

Walk the talk with an All-In Plus package. Available for stands from 25m² and above, this high-profile turnkey option uses recyclable and reusable materials provided by our contractor, GES.

Each All-in package includes:

- Choice of 4 designs to suit all layouts
- Full-colour tension fabric graphics
- 2 x 500W single sockets
- LED arm lights
- REWIND™ Carpet (choice of colours)
- Full project management, installation, and dismantling
- Zero-waste structure: reusable frame and fully recyclable graphic and carpet options
- Option to customise further with a full range of AV and furniture solutions (further costs apply)

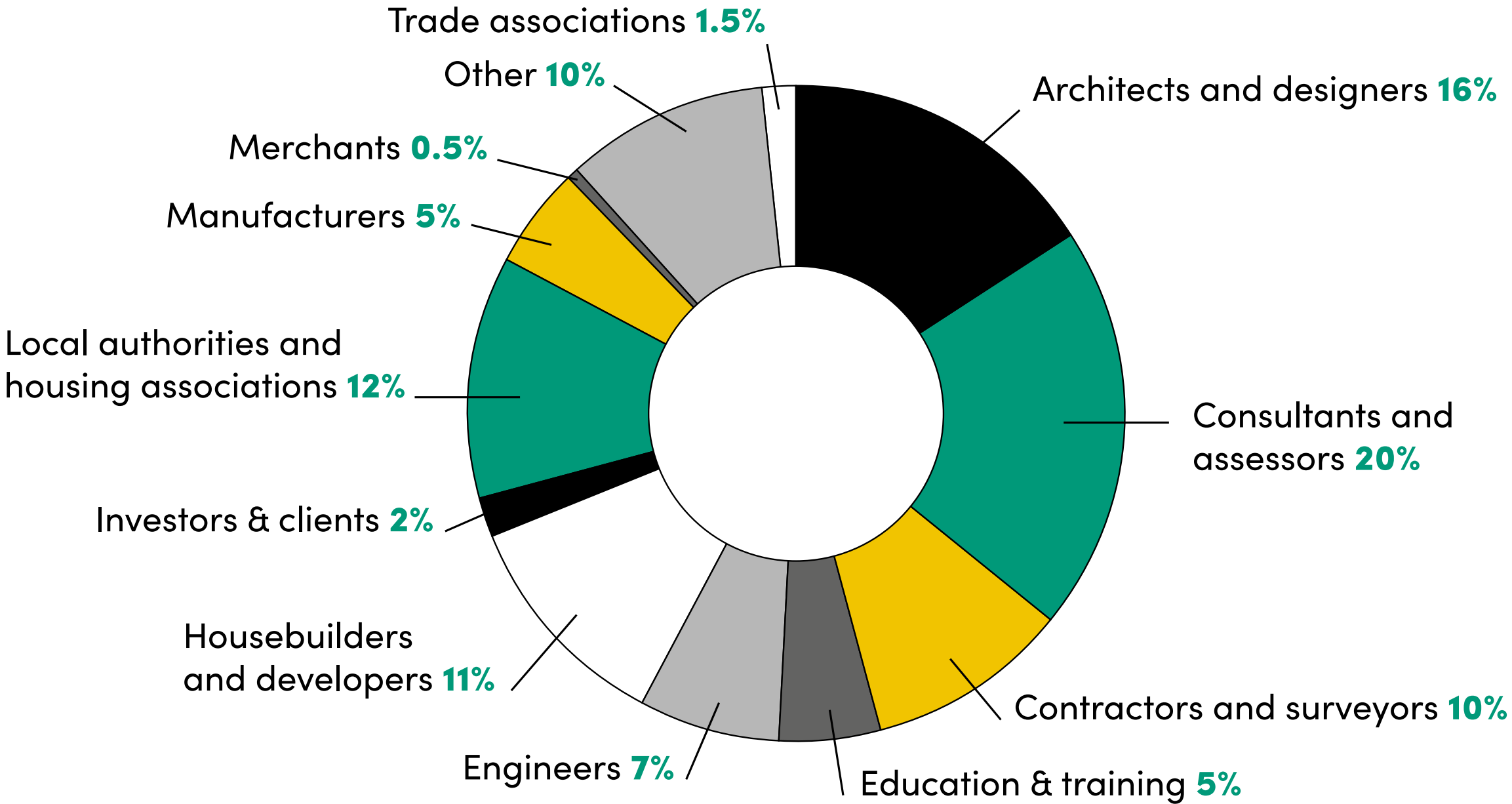


The National Retrofit Conference and Expo 2026, takes place from 03-05 March at Excel London, it is the UK’s leading event dedicated to the retrofit challenge, co-located at Futurebuild 2026.

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

In 2025, over 2,300 retrofit professionals attended, including senior teams from local authorities, housing associations, and social housing providers looking for proven solutions to scale retrofit delivery.



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.














2026 FLOORPLAN

futurebuild

03 – 05 March 2026 / Excel London

A floorplan designed for connections

Inspired by our new Connect theme, the 2026 floorplan has been radically redesigned to enhance networking, boost visibility, and create the best opportunities for exhibitors and visitors to connect and do business.

-  National Retrofit Conference Arena
-  The Retrofit Academy
-  The Retrofit Academy Pavilion
-  National Home Decarbonisation Group pavilion (NHDG)
-  Placemaking stage
-  Gro cafe
-  VIP speaker lounge
-  Futurebuild main Conference arena
-  UKGBC Pavilion
-  Digital stage
-  Buildings stage
-  Networking Lounge
-  Materials stage
-  Energy stage
-  Circular Materials pailion
-  Cafe
-  Heat Networks cafe

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

As part of our Connect theme, every opportunity is designed to strengthen your visibility and engagement with the built environment’s most influential professionals. 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

Impact Stages – £15,000 per stage (BLT)

- Energy
- Buildings
- FutureX Digital Disruptors
- 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 2026 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 2026. 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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above to enquire to
exhibit