

#CREAM UK

24 JUNE 2025 / LONDON  
UNDER THE ARCHES OF LEAKE STREET

# Sponsoring CREAM UK

Commercial Real Estate Asset Management



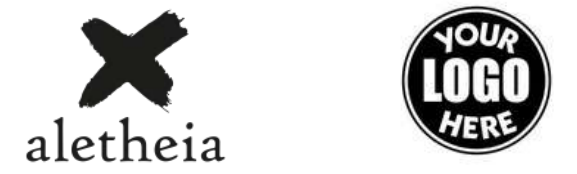
**FEATURING**

- LANDSEC /
- CANARY WHARF GROUP / LGIM / PGIM / RELATED ARGENT /
- PLACES FOR LONDON /
- SHAFTESBURY / URW / IVANHOE CAMBRIDGE /
- THE MAX BARNEY ESTATE / HINES / REDEVCO /
- PICTON /
- SEAFORTH LAND / CBRE IM /
- TRILOGY / THE CROWN ESTATE / AND FRIENDS

**Collaborators**



**Headliners**



**Partners**



**Supporters**



LOCATION  
~~LOCATION~~ SERVICE!  
~~LOCATION~~ ACTIVATION!!

■ Introducing  
 CREAM UK

**CREAM UK** is the outstanding new annual event for **C**ommercial **R**eal **E**state **A**sset **M**anagement.

It's where landlords and asset managers meet to discuss asset strategy, management, service, ESG and technology.

The event is designed for meaningful engagement. We stand against boring property conferences, and with alternative ideas and new approaches. From immersive experiences to graffiti, the arches of Leake Street play host to the UK's most exciting new property event.

Primary audience	Key job titles	Big themes	Outcomes	Sponsors
commercial landlords mixed-use landlords flex operators	property director portfolio director head of asset magement head of offices senior asset manager coo & cto head of leasing	asset strategy asset management sustainability social value real estate as a service technology tenant & customer experience	more efficient portolios more attractive rental propositions more sustainability real estate better tenant relationships thriving places	Smart buildings tech Property management Building maintenance ESG tech & consultancy AI and data analytics Tenant experience platforms HVAC & energy efficiency Security & access control EV charging & infrastructure Professional services



## Why Now? the new era

**The growing performance gap** between commercial buildings with a high sustainability, experience and technological offering – and those that are ageing – is both the biggest opportunity and the biggest problem facing asset owners and their investors and occupiers.

## Why CREAM? the new event

**CREAM helps landlords thrive;** A meeting place – a marketplace – for ideas and solutions for tomorrow's buildings. Focusing on both human experience and technological performance.

## Why sponsor? a valuable platform

**It will be highly valuable** for you to demonstrate thought-leadership and host clients – and *potential* clients – at the moment they've chosen to work together to solve problems, to evolve and to grow.

## Meet the Co-Hosts



The programme is packed with 'Co-Hosts'. These are Keynotes, Panellists, Tribe Hosts & Co-Hosts, and VIP Thinktank and Dinner participants.

By seeding each session with asset owners and operators, we ensure the highest quality of conversation.

Each session has an event sponsor as a Host. No sponsored presentations. No product pitches.

**#CREAM UK**

### Co-Hosts

Ronen Journo, Senior Managing Director, **Hines**  
Anthea Harris, Asset Management Director, **Related Argent**  
Andrew Mercer, Office Sector Lead, **LGIM**  
Nick White, Director Asset Management - Offices, **CBRE IM**  
Laura Fernie, Head of Commercial Offices, **Places for London**  
Laurence Jones, Head of Asset Management, **Trilogy Real Estate**  
Damien Renaut, Digital Buildings Lead, **Landsec**  
Tim Hamlin, Director of Asset Management, **Picton**  
Paul O'Grady, Director, Office Asset Management, **Canary Wharf Group**  
Matthew Barratt, Director Asset Management, **CBRE IM**  
Isabel Thomas, Head of Offices & Residential, **Shaftesbury**  
Jon Allgood, Head of Asset Management, **Seaforth Land**  
Chloe Prince, Portfolio Manager, **Landsec**  
Jacinta Rowsell, Managing Director, Customer and Retail Operations, **URW**  
Richard Saul, Director Asset Management, **Ivanhoe Cambridge**  
Jack Sibley, Head of PropTech, **Related Argent**  
Naqash Tahir, Executive Director - R&D and Investments - Real AssetX, **PGIM**  
Toby Pullen, Director of Property, **The Max Barney Estate**  
Pareen Pandya, Head of Asset Management, Westfield UK, **URW**  
Chris Fleetwood, Deputy COO, **Redevco**  
Deborah Green, Portfolio Director, **Redevco**  
Shreya Sheth, Head of Ambio, Building Technology & Sustainability, **Patrizia**  
David Kaiser, CEO, **Onder**  
Emily Smith, COO, **Argyll**  
Natasha Guerra, CEO, **Runway East**  
Louise Ioannou, Head of Workspace UK, **HB Reavis**

## ■ The Big themes

The CREAM UK programme is thoroughly researched, with 50+ interviews with landlords; identifying their areas of focus, concern and opportunity.

For sponsors, this is your opportunity to shine as a *trusted advisor*.

### Main Stage

- The future of asset strategy
- + Delivering on repositioned assets

### Asset Strategy

- Portfolio performance
- + In-house vs outsourcing

### People

- New school asset managers
- + Change management

### Technology

- Smart Building Tech Roadmap
- + The big data challenge
- + Integrating AI

### Impact

- Social Impact Measurement
- + Energy efficiency
- + Grid edge

### Activation

- Delivering the original development vision

### Service

- Space as a Service
- + Tenant experience
- + Loyalty and retention

### Leasing

- Leasing strategy in challenging times

- Demonstrate thought-leadership

There are no sponsored presentations. Instead we position you at the Host of the session; supporting your clients, asking the right questions, steering the conversation.

This is a *much* more thoughtful and effective way of demonstrating leadership.



Ru Belluw

EP&T Global



Shane Kelly

tp bennett



Kat Hanna

Avison Young



Dan Drogman

Smart Spaces

Sponsors on stage at SPACE+ events



## ■ Lead *your* Tribe

**SPACE+ events are loved for their 'Tribes'.**

These are interest groups based around a theme or job function.



**You are the Host; sharing the Tribe.**  
With 5-6 landlords as 'Co-Hosts'.

You create the agenda with their input.  
And drive the conversation.



**Tribes are simply an oval of Chairs.**

One hour.

No technology.

No distraction.

Everyone participates.

## ■ Commission a VIP occasion

If you have a target list of clients, it's often best to commission a Thintank or VIP Dinner. These are for 8-12 attendees. With you as Host.

A SPACE+ VIP Dinner at the Ivy



VIP Dinner

Two hours.  
8-12 participants.  
From your wishlist.  
Private dining room after the event.  
In a top restaurant.



VIP Thinktank

One hour.  
8-12 participants.  
From your wishlist.  
Boardroom table during the event.



SPACE+ VIP Thinktanks



## ■ Sponsorship packages

	Headliner £20,000	Partner v1 £15,000	Partner v2 £15,000	Supporter £8,000
On-stage	Host a Panel or Interview (any time)	Host a Panel or Interview (afternoon session)	n/a	n/a
Off-stage	Host a Thinktank + Host a Tribe	Host a Tribe	Host 3 Tribes Or a Tribe & a Thinktank	Host a Tribe Or a Thinktank (add: £2,000)
Onsite branding	Logo on Main Stage + Logo next to Tribe / Thinktank + Branded meeting space	Logo on Main Stage + Logo next to Tribe + Branded meeting space	Logo on Main Stage + Logo next to Tribe / Thinktank + Branded meeting space	+ Logo next to Tribe + Branded meeting space
Pre-event	Logo on brochure cover + Logo in brochure w/ sessions + Logo on marketing emails + Logo on website + Logo on marketing videos + Bespoke social posts	Logo in brochure w/ session + Logo on marketing emails + Logo on website + Logo on marketing videos + Bespoke social posts	Logo in brochure w/ sessions + Logo on marketing emails + Logo on website + Logo on marketing videos + Bespoke social posts	Logo in brochure w/sessions + Logo on marketing emails + Logo on website + Logo on marketing videos + Bespoke social posts
Tickets	8 staff tickets + 8 landlord tickets + 30% discount on more	5 staff tickets + 5 landlord tickets + 30% discount on more	5 staff tickets + 5 landlord tickets + 30% discount on more	3 staff tickets + 2 landlord tickets + 30% discount on more

# Entertaining Packages

## Onsite branding

VIP Dinner £10,000

- Logo centrepieces at dinner
- + Logo on screen or BYO banner

Only one

Lunch £6,000

- Branding of catering stations
- + Branded meeting space

Only one

Delegate Drinks £6,000

5:00pm - 6:00pm

- Branding of bar & extras
- + Branded meeting space

Only one

'Lost Property' After Party £6,000

6:00pm - 9:00pm

- Exclusive branding at the After Party at the Brewdog Speakeasy ('The Lost Property Office').

## Pre-event

- Logo in brochure next to dinner
- + You provide your wishlist
- + We confirm the venue
- + We confirm 8-12 VIPs
- + We manage all logistics

- Logo in brochure next to lunch
- + Logo on marketing emails
- + Logo on website
- + Logo on marketing videos
- + Bespoke social posts

- Logo in brochure next to drinks
- + Logo on marketing emails
- + Logo on website
- + Logo on marketing videos
- + Bespoke social posts

- Logo in brochure
- + Logo on website
- + Bespoke social posts

## Tickets

- + £300 per ticket (to CREAM UK)

- 2 staff tickets
- + 2 landlord tickets
- + 30% discount on more

- 2 staff tickets
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- + 30% discount on more

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- 30% discount on more

# ■ Unique Brand & Experience Opportunities

Add-on to Supporter, Partner or Headliner

Digital Immersive Experience

£3,000

## Onsite branding

+ Your Tribe takes place in 'Aures' - the digital immersive venue.

Its humungous **12120** by **1080px** video canvas is yours. With immersive **3D audio**.

Host your Tribe in the room, and play your finest video at the start.

Make headlines with the most spectacular brand add-on opportunity.



Add-on Only

Graffiti Wall

£3,000

+ Commission our graffiti artist to brand a wall of Leake Street Arches - right outside the venue.

Your logo? A mural? You can take it away afterwards, too.



Add-on or stand-alone

Raw space

£4,000+

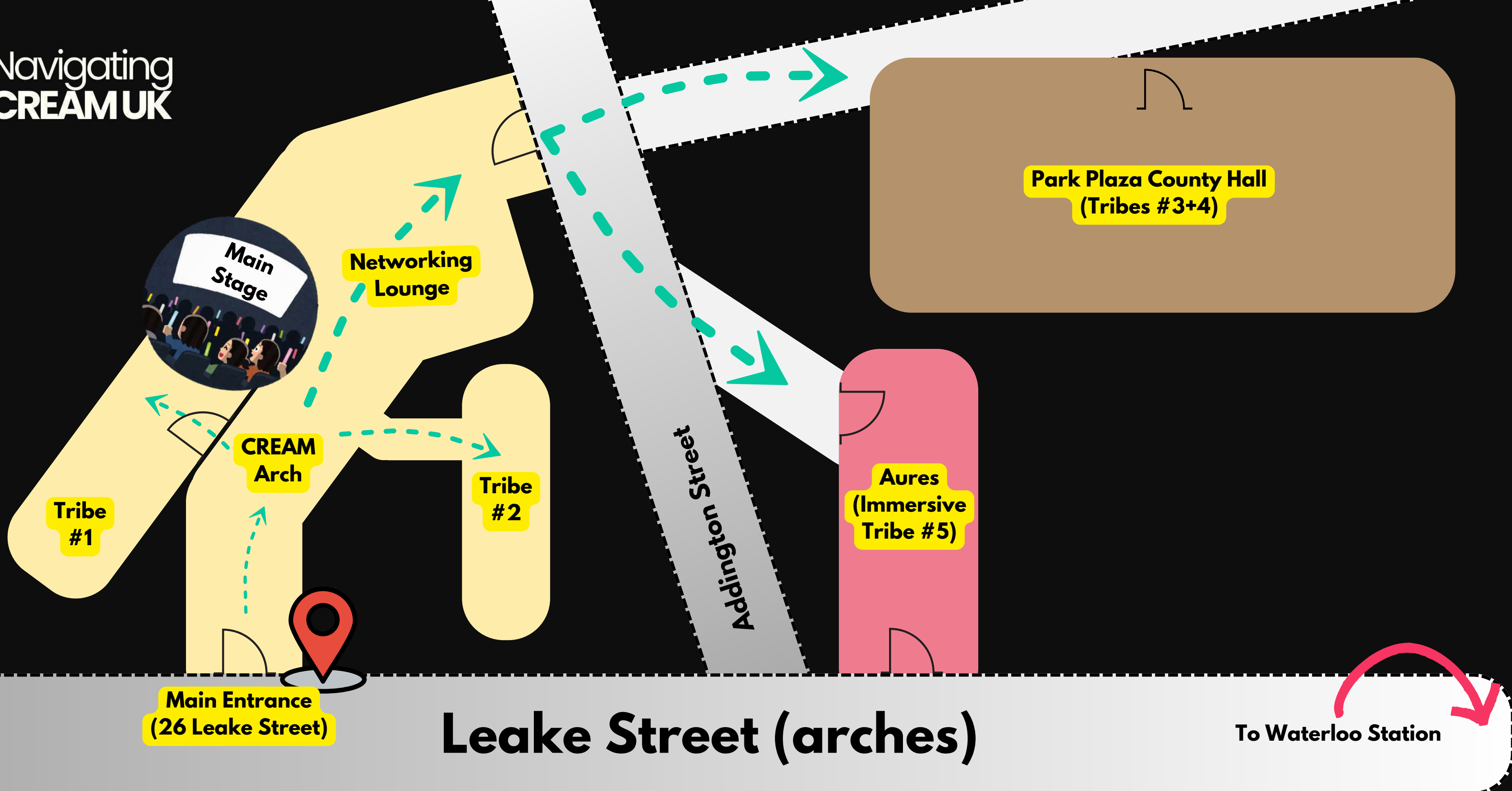
2x2m = £4,000 - sold out

3x2m = £5,000

5x3m or 3.5x4.5m = £7,000

+ £300 per ticket





# Exhibition at CREAMUK

26 LEAKE STREET

Leake Street

Tribe 2

Registration

Main Entrance

Exit to Tribes 3, 4, 5

Catering

'Networking Lounge'

'CREAM Arch'

SOLD

5x3

9

SOLD

3x2

7

Catering

3x2

5

3x2

4

SOLD

2x2

3

3x2

2

3x2

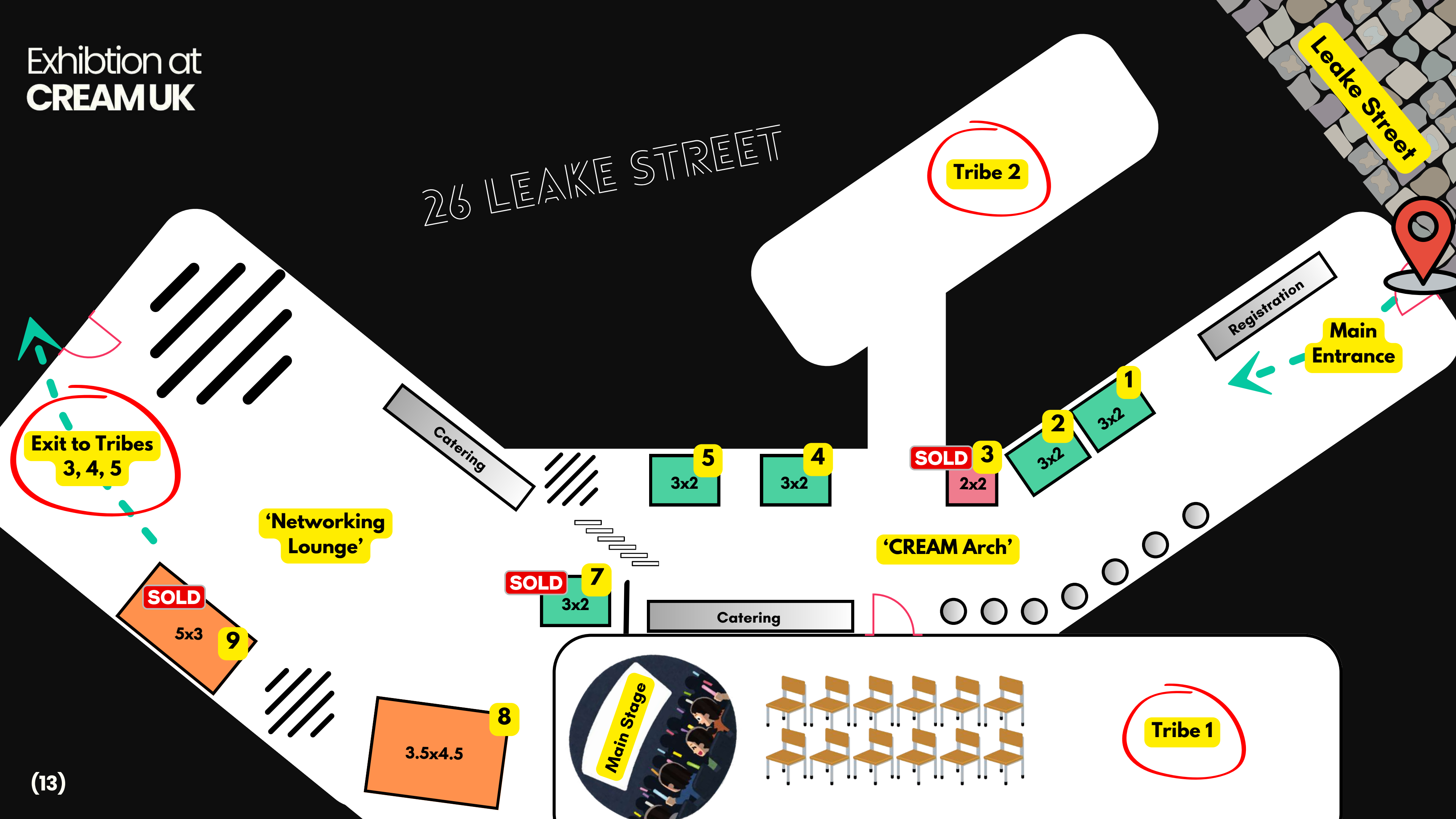
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3.5x4.5

8

Main Stage

Tribe 1



## ■ A world-class marketing campaign

Our marketing campaign kicks off six months out from the event, and is a fully integrated digital campaign using a variety of marketing strategies, channels and tactics.

### Email campaign

Huge database (11,000+)  
One email per week  
Monthly member newsletter  
Carrying your logo

### Paid campaign

LinkedIn video ads  
Google Remarketing

### Event brochure

Your Logo  
Your Hosts (speakers)  
Hundreds of downloads

### Social campaign

'Gleanin' social post creator  
Posted by the Co-Hosts  
Posted by SPACE+

### Partner marketing

**BE News** email marketing partnership  
**Black Women in Real Estate** collaboration  
**Infabode** partner campaign



# Trusted by the big players, and the indies alike

2024/5

## SPACE+ attendees

Aviva Investors  
British Land  
Canary Wharf Group  
CBRE IM  
Clockwise Group  
Delancey  
Edmond de Rothschild  
Enfield Council  
FORA  
FORE Partnerships  
GPE  
Grosvenor  
Grow Places  
Hines  
HUB  
Industrious  
Invesco Real Estate  
Ivanhoe Cambridge  
La Salle IM  
Landmark

LandsecU+I  
Legal and General  
Lengendre UK  
LGIM  
Lendlease  
London Borough of Camden  
London Borough of Lambeth  
M&G Real Estate  
Man Group  
Mindspace  
Ministry of Sound Group  
Muse  
Native Land  
Network Rail  
Nuveen  
Octopus Real Estate  
Orega  
Oxford Properties Group  
PGIM  
Places for London

Redevco  
Related Argent  
Savills IM  
Spacemade  
The Crown Estate  
Thriving Investments  
Unibail-Rodamco-Westfield  
Urban Splash  
URW  
WeWork  
Workspace Group  
x+why



Tom Goodall (CEO, Related Argent) speaking at a SPACE+ event

## SPACE+ sponsors

Avison Young  
Barking Riverside  
CBRE  
Clifford Chance  
CoStar  
Cushman & Wakefield  
EP&T Global  
Fifth Dimension AI  
JLL  
Lendlease  
Maples Teesdale  
MRI  
Nexodus  
NHBC  
Ramboll  
Re-Fit  
residentially  
Schneider Electric  
Shoosmiths  
Smart Spaces  
Spaceti  
Technologywithin  
tp bennett  
VTS  
Wavenet  
Wireless Infrastructure Group  
Workman LLP  
Yardi

**ALT/RESI**  
UK

**1 May 2025 / London**

Resi investment, development & operations

**CREAM UK**

**24 June 2025 / London**

Commercial Real Estate Asset Management

**SPACE UK**

**27-28 January 2026 / London**

Where property leaders meet

A portfolio of  
four world-  
class property  
events