

LIGHT STEEL FRAME ASSOCIATION

GET INVOLVED...

Through the strength of our members and the power of a united voice, the **Light Steel Frame Association (LSFA)** drives positive influence and engagement to increase market share for the light steel framing sector. Membership of the LSFA gives access to numerous high-value opportunities, resources and direct representation within the wider construction industry.

www.lsf-association.co.uk

Stronger Together

Bringing together a wealth of experience with a shared objective, the **Light Steel Frame Association** represents manufacturers, installers, industry supply chains, architects, engineers and consultants operating in the light steel framing sector. With a unilateral membership structure, the **LSFA** offers a flat fee for each member category to gain access to an extensive package of benefits. Membership for construction clients is free – paving the way to facilitate new business opportunities between light steel framing manufacturers, contractors, developers and end clients.

Join some of the most prominent names in the industry – become a member today.



Shaping the Future

The **Light Steel Frame Association (LSFA)** drives engagement, champions change and spreads the word about the cost, productivity, performance and sustainability benefits of contemporary light steel framing systems. Providing a unified voice for the industry, the LSFA is taking an active role in shaping the future of modern methods and offsite construction.

The LSFA Steering Group comprises steel frame specialists from multiple fields of expertise. Working in partnership with established organisations such as the SCI (Steel Construction Institute), the BCSA (British Constructional Steelwork Association and the MPBA (Modular and Portable Building Association), they offer a wealth of experience and unrivalled knowledge to help drive the organisation and our objectives.



Through active engagement with the wider construction sector, we identify needs and help our members to evolve to meet these requirements.

From manufacturers and installers to architects, engineers and consultants, our membership includes a wide spectrum of construction professionals across businesses large and small. From market leaders to new start-ups, we represent all members equally, offering unilateral support.



Driving Growth

Our integrated campaigns are designed to drive growth and encourage engagement. The LSFA's 2023/2024 content led campaign focuses on light steel's sustainability credentials and its vast building safety and performance benefits. Encompassing social, print and digital media underpinned by industry events, hosting roundtable debates and factory/site tours.

The LSFA and our members unite behind our current key themes:

- SUSTAINABLE STEEL
- CIRCULAR CONSTRUCTION
- LIFECYCLE ANALYSIS
- DESIGN FOR REUSE
- DESIGN FOR DECONSTRUCTION
- BUILDING SAFETY
- PRODUCTIVITY

As a trusted voice within the sector, our website receives over:

- 4,000 page views per month
- Our social media platforms reaching more than 3,600 construction professionals
- Over 35,000 combined digital and print circulation for the Light Steel Framing Magazine

By creating a suite of marketing collateral, informative guides and digital graphics, the LSFA actively encourages our members to get involved and collectively promote the benefits of safe and sustainable light steel framing systems.

Through maximising the benefits of an integrated campaign combining the power of marketing and PR, in 2023 we reached a combined audience of over 175,000 construction professionals.

LSFA WEBSITE

8,000
page views in the
last quarter

2,900
downloads
in 2023





Dedicated Industry Magazine

Launched in May 2020, the **Light Steel Framing Magazine** is published twice per year and contains the latest sector news, industry comment, interviews plus a wide range of product and technical articles surrounding specification, building design and performance.

Reaching over 35,000 industry professionals

Through the combined digital and print circulation, the Light Steel Framing Magazine is targeted at key decision makers from building design and specification to maintenance and management.

LSFA member benefits extend to the Light Steel Framing Magazine. Members can submit editorial for consideration in each issue and gain access to preferential advertising rates. All members automatically receive a

free subscription to the magazine.



High Profile Industry Events

The Light Steel Frame Association host, attend, exhibit, sponsor and speak at a number of high-profile industry events across the UK. There are multiple opportunities for members to get involved including speaker, product placement and branding opportunities, literature distribution, discounted attendee tickets and exhibitor packages.

In addition to facilitating regular roundtable debates bringing together key influencers to discuss current industry issues, the LSFA host the Focus on Framing annual conference, the only dedicated event of its kind for the light steel frame industry. Focus on Framing provides a medium for construction professionals looking to gain a greater understanding of the latest advances and best practice principles from sector experts, through informative speakers and presentations.

LSFA members have the opportunity to join the speaker line up with their project delivery teams, providing exposure, facilitating knowledge sharing and promoting the cultivation of partnerships.

There are also sponsorship and exhibition opportunities available at preferential membership rates.



Benefits in Brief

With a comprehensive marketing strategy, collaboration and business development activities managed by a dedicated Steering Group, LSFA members benefit from:

GROWTH

- Identifying opportunities for sector growth and increasing revenue streams
- Objective to promote the benefits of light steel frame systems to increase specification
- Raising awareness of the safety, speed and sustainability benefits of light steel systems
- Positioning light steel framing as the most technically advanced in the offsite technology portfolio

REPRESENTATION

- Providing unified representation of the UK light steel framing industry
- Serving all members equally, maximising industry impact
- Direct representation within the wider construction industry
- Well-established strategic trade body partnerships
- Lobbying government regulatory changes

PROMOTION

- Dedicated PR and marketing support across multiple channels
- Light Steel Framing Magazine and digital newsletter reaching circa 35,000 subscribers
- Fast-growing social media reach with over 4,000 followers
- Promoting industry news, product launches, project successes and award achievements
- Networking, exhibitor, and speaker opportunities at industry-leading events

COLLABORATION

- Industry collaboration and knowledge sharing opportunities
- Member working groups with expert knowledge to produce guidance documents
- Key event speaker, exhibitor and sponsor platforms
- Calendar of networking events, trade shows and conferences
- Strategic partnerships with other trade bodies

Membership



MANUFACTURER

- Fabricators
- Manufacturers
- Processors
- Structural Building Contractors

£3000.00

plus VAT per annum



SUPPLY CHAIN

- Product Supply Chain
- Service Supply Chain

£1750.00

plus VAT per annum



INSTALLER

- Erectors
- Installers

£1250.00

plus VAT per annum



CONSULTANT

- Architects
- Designers
- Engineers
- Structural Engineers

£975.00

plus VAT per annum



AFFILIATE

- Research Bodies
- Membership Organisations
- Universities
- Technical Colleges

£500.00

plus VAT per annum



CLIENT

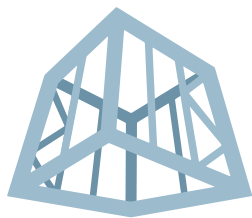
- Principal Contractor
- Developers
- End Clients

FOC

NOTE: Membership fees are invoiced annually in January each year.

MEMBERSHIP BENEFITS	Manufacturing Member	Supply Chain Member	Installer Member	Consultant Member	Affiliate Member
Listing on the website	•	•	•	•	
Social media promotional opportunities and support	•	•	•	•	
Project gallery insertions	6	4	3	2	
Features in the online newsroom	12	6	4	3	
Newsletter inclusion	•	•	•	•	
Inclusion on exhibition graphics at industry events	•	•	•	•	•
Access to online industry reports	•	•	•	•	
Preferential rates in the Offsite Magazine	•	•	•	•	•
Preferential Rates in Light Steel Frame Magazine	•	•	•	•	
Inclusion in multiple industry articles throughout the year	•	•	•	•	
Speaking and sponsorship opportunities at events	•	•	•	•	
Discount on Focus on Framing exhibition stands	•	•	•	•	•
Discount for Focus on Framing tickets	•	•	•	•	
Discount on Offsite Expo sponsorship & exhibition stands	•	•	•	•	•
Factory Tours hosting opportunities*	•	•	•	•	
Round Tables sponsorship opportunities*	•	•	•	•	
Business networking opportunities - member to member events & vertical market events	•	•	•	•	
Access to client forum members/networking events	•	•	•	•	
Consultation on Government regulation/legislation changes	•	•	•	•	

* Additional costs will apply



LIGHT STEEL FRAME

ASSOCIATION



The LSFA is taking an active role in defining the future of the light steel frame sector - be part of something bigger, contact us today...

🌐 www.lsf-association.co.uk

✉ info@lsf-association.co.uk

☎ 01743 290 030

🐦 LSF_Association #LSFDesign

in Light Steel Frame Association

www.lsf-association.co.uk