



**The Telegraph**  
**FESTIVAL OF**  
**EDUCATION**  
WELLINGTON COLLEGE

# SPONSORSHIP & EXHIBITION OPPORTUNITIES 2017

**THE TELEGRAPH FESTIVAL OF EDUCATION 2017**  
**WELLINGTON COLLEGE | THURS 22 - FRI 23, JUNE 2017**  
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# The Telegraph

# FESTIVAL OF EDUCATION

## WELLINGTON COLLEGE

### BE PART OF THE PREMIER EDUCATION EVENT OF THE YEAR.

The Telegraph Festival of Education has cemented itself as the most important, interesting and inspirational event of the education calendar.

In 2016 we saw record breaking numbers of people attend across the two days at Wellington College. Over 5,500 Festival-goers immersed themselves in high quality sessions which were delivered by 300+ speakers.

From the original Pop Idol star Will Young to hundreds of education experts, from Sir Michael Wilshaw to Daisy Christodoulou, the Festival was undeniably thought-provoking, inspirational and fun, providing a breadth of content to suit everyone interested in education.

In line with our commitment to listen to feedback and evolve, the 2017 Festival will see the arrival of the Festival of Skills. Established in summer 2016, the Festival of Skills is our sister festival focusing on the further education and skills sector covering areas from ESOL to apprenticeships. The relocation of the Festival of Skills will further broaden

our offer to delegates and sponsors.

We have reviewed the layout of the Festival for 2017 and relocated our exhibitor areas to ensure increased exposure to Festival-goers – placing exhibition marquees alongside main thoroughfares and catering zones.

Feedback tells us that the Telegraph Festival of Education is so successful because it engages with the audience and we always look to our supporters and partners to participate by providing knowledge, content, workshops, activities and sessions in a variety of fields.

The Festival attracts education's most forward thinking innovators and educators, influencers, practitioners of change, politicians, journalists, business leaders and policy makers. As experts in your field and as a Festival partner, sponsor or exhibitor, you will be able to showcase your organisation's contribution to education like never before.

There are a variety of opportunities available for this year's Festival. Outlined in this document are a series of innovative packages and options that have been designed to provide your organisation with a highly engaging platform.

We look forward to working with you on the best British educational event of the year.

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### SPONSORSHIP CONTACTS

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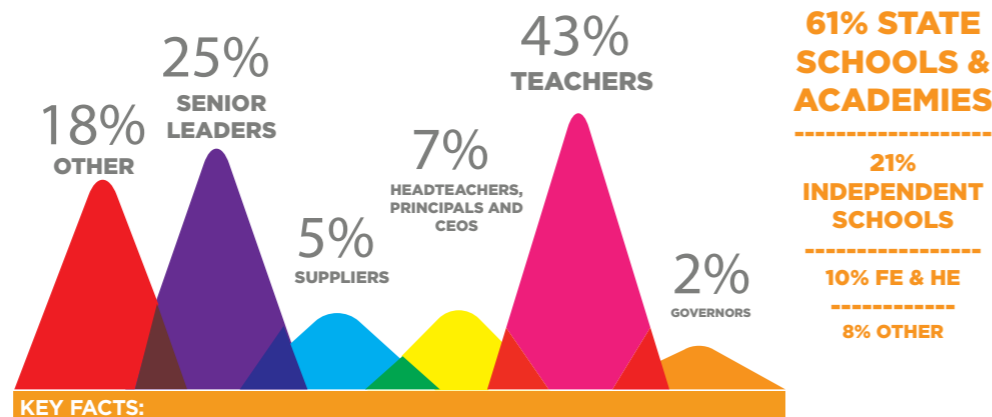
# WHY THE TELEGRAPH FESTIVAL OF EDUCATION IS THE EDUCATION EVENT OF THE YEAR



The Telegraph Festival of Education offers your organisation an unrivalled opportunity to showcase its products and services to over 5,500 people. Our exhibition and sponsorship opportunities have been developed to ensure an effective and affordable experience for all organisations operating within education sectors.

Across two days Festival-goers will experience the premier education event of the year. Our audience is diverse and as a result we attract a range of different organisations wanting to showcase themselves. Whether your organisation opts for a standard exhibitor package or a large scale bespoke sponsorship option, our experienced partnership team will work with you from the offset to ensure that your presence at The Telegraph Festival of Education is effective, engaging and most importantly exciting!

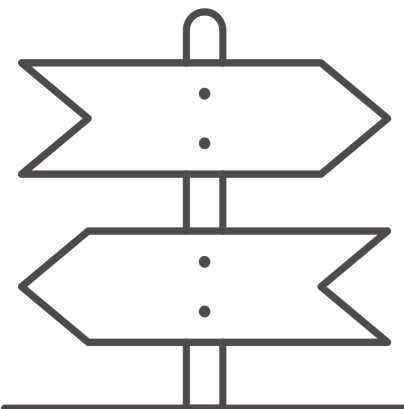
## FESTIVAL OF EDUCATION IN 2016 OVERVIEW AND STATISTICS



### KEY FACTS:

- 86% of Festival-goers felt they learnt something new at the Festival
- Over 90% of 2016 Festival-goers are seeking to return in 2017 and will recommend to colleagues
- Over 85% of exhibitors and sponsors wish to return in 2017
- Over 65 new organisations seeking to exhibit or sponsor for the first time in 2017
- Over 75% of exhibitors and sponsors felt they made positive new relationships in 2016
- Our social network channels buzz with activity with over 12,000 twitter followers' #educationfest trends.

**NO ORDINARY EDUCATION EVENT.**  
**NO ORDINARY FESTIVAL.**



## PREVIOUS EXHIBITORS HAVE INCLUDED

Facebook, Pearson, OSIRIS, Sodexo, Google, Microsoft, BBC, Sky, Samsung, OCR, National Trust, Routledge, Outward Bound Trust, Crown Publishing, World Skills, Barclays and over 70 other organisations.

# PARTNER PACKAGES



## FESTIVAL PARTNER (£70,000 - TWO AVAILABLE)

The Telegraph Festival of Education will provide a stage for hundreds of high profile speakers from across the United Kingdom and the rest of the world. By becoming a Festival Partner, a top tier of sponsorship, your organisation will be a key player in the success of the Festival in 2017. Our Festival Partners will have the opportunity to help develop the 2017 Festival.

The Festival content is divided into various 'Themes' for 2017; as a Festival Partner your organisation will become the sponsor of a specific Theme in 2017. You will also have the platform to hold two festival sessions per day in the form of a workshop, panel discussion or keynote. Along with being listed as a Festival Partner your organisation will benefit from a comprehensive package of benefits at the definitive education event of the year.

Please contact the Festival of Education to discuss this opportunity in more detail.

### BENEFITS INCLUDE:

#### PRE-FESTIVAL

- Listed as a Festival Partner on the Festival Website both on the home and on the sponsors' page.
- Press release on the Festival Website announcing you as a Festival Partner.
- Logo placed on all Festival adverts placed in The Telegraph, Schools Week, FE Week and other official adverts.
- Logo included in all promotional emails.
- 150 word message and banner within an email promoting content in your Theme.
- Your Theme will be branded, for example - 'your organisation's name' Policy Theme.
- Regular tweets specifically mentioning you are a Festival Partner.

#### AT THE FESTIVAL

- Premium exhibition stand measuring 9mx6m.
- Two sessions per day - (format and topics to be agreed with the Festival organisers).
- Your organisation's brand will be displayed prominently across the venue and signage and main stage. One of our main venues will also be named after your organisation.

- Double page advert in the Festival Guide.
- One full page advert in Schools Week, the UK education media partner for the Festival + 20% off rate card on additional adverts purchased and used before the end of the current academic year.
- Access to the VIP Speakers Lounge in the Master's Lodge (five guests) and two tickets to the VIP dinner on day one of the Festival, hosted by the Master of Wellington College.
- 10 full festival passes for your organisation's employees or guests.

#### POST FESTIVAL

- Electronic copy (Excel) of the attendee list including attendee e-mail addresses where provided.

This list is not exhaustive. For further information about this opportunity please get in contact with Shane Mann at [shane.mann@summerhouseee.com](mailto:shane.mann@summerhouseee.com).

## FESTIVAL THEME SPONSOR (£45,000 FIVE AVAILABLE)

The Telegraph Festival of Education stages a vast variety of inspirational CPD in the form of workshops, debates, lectures and seminars across a variety of subject areas.

By becoming a Festival Theme Sponsor, your organisation will be a key player in the success of a particular theme and the wider Festival in 2017. Our Festival Theme Sponsors will have the opportunity to help develop, promote and stage content.

The Festival content is divided into 'Themes' for 2017. Themes in 2017 include: STEAM | Policy | Ed TECH | Future Leaders | Special Ed and SEN | School Business Management | In the classroom - Primary | In the classroom - Secondary.

As a Festival Theme Sponsor your organisation will become the sponsor of a specific theme. You will also have the opportunity to hold two festival sessions per day in the form of a workshop, panel discussion or keynote. Along with being listed as a sponsor your organisation will benefit from a comprehensive package of benefits at the definitive education event of the year.

Please contact the Festival of Education to discuss this opportunity in more detail.

### BENEFITS INCLUDE:

#### PRE-FESTIVAL

- Listed as a Festival Theme Sponsor on the Festival Website both on the home and on the sponsors' page.
- Logo placed in the third tiers of all Festival adverts placed in The Telegraph, Schools Week, FE Week and other official adverts.
- Logo included in all promotional emails.
- 150 word message and banner within an email promoting content in your Theme.
- Your Theme will be branded, for example - 'your organisation's name' STEAM Theme.
- Regular tweets specifically mentioning you are a Festival Theme Sponsor.

#### AT THE FESTIVAL

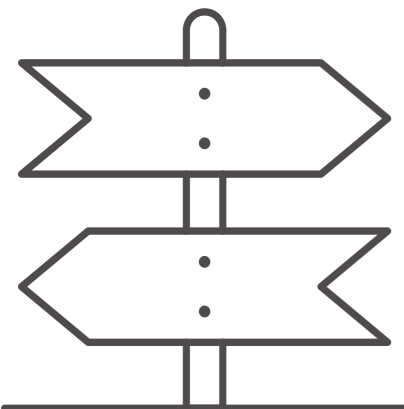
- Premium exhibition stand measuring 5mx5m.
- Two sessions per day - (format and topics to be agreed with the Festival organisers).
- Your organisation's brand will be displayed prominently across the venue and signage and staging.

- Full page advert in the Festival Guide.
- One half page advert in Schools Week, the UK education media partner for the Festival + 10% off rate card on additional adverts purchased and used before the end of the current academic year.
- Access to the VIP Speakers Lounge in the Master's Lodge (two guests) and two tickets to the VIP dinner on day one of the Festival, hosted by the Master of Wellington College.
- 6 full festival passes for your organisation's employees or guests.

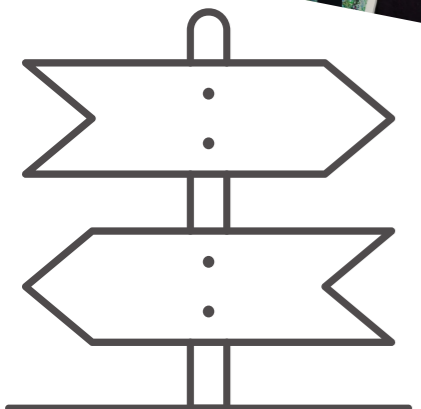
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# EXHIBITING



Exhibiting at The Telegraph Festival of Education is a premium, not-to-be-missed opportunity for you to showcase your organisation's products and services to a highly influential audience from across the education sector.

Exhibiting at the Festival puts you in front of more than 5,500 Festival-goers in a relaxed and engaging setting. We dedicate areas across the Festival for exhibition stands to ensure continued exposure throughout the day as people transfer between sessions. Following the 2016 Festival of Education we have been working tirelessly on how to further improve everyone's experience of this great event. We have also reviewed the layout of the Festival for 2017. We've relocated our exhibitor areas to ensure increased exposure to Festival-goers - by placing exhibition marquees alongside main thoroughfares and catering zones.

#### BENEFITS INCLUDE:

##### PRE-FESTIVAL EXPOSURE

- Details of the conference are promoted to more than 150,000+ education professionals, including a link to the 'exhibitors' page of the festival website.
- Exhibitor name, logo, profile and link to exhibitor's website are listed on the 'exhibitors' page.
- Receipt of a delegate list (Excel) on a regular basis, which includes name, job title and organisation (from May 1st).
- Use of the Festival Twitter hashtag to join in conversations and use of the Festival twitter banner and web links for your promotion of involvement with Festival.
- Specific tweet from the festival twitter account announcing you are exhibiting.
- Exhibitor's logo to appear in two adverts within Schools Week before the event.

##### AT THE FESTIVAL

- Exhibition space for the two days - white marquee - (Standard size: 3m wide x 3m depth). Table measuring 6ft x 2.6ft with two chairs.
- 500watt (2amp) power socket.

- Free Wi-Fi.
- Dedicated staff for exhibitors to assist you throughout the Festival.
- Lunch on both days.
- Two full Festival tickets for your organisation's employees or guests.
- Exhibitor name, profile, web address and position of stand in the Festival guide, as part of the exhibitor listings (available to all attendees).

##### POST FESTIVAL

- Electronic copy (Excel) of the attendee list including attendee e-mail addresses where provided.

### CONTACT US TODAY FOR MORE INFORMATION

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## BECOME A PREMIUM EXHIBITOR

UPGRADE YOUR EXHIBITING PACKAGE AND BECOME A PREMIUM EXHIBITOR TO RECEIVE THE FOLLOWING ADDITIONAL BENEFITS:

- SPEAKING SLOT/WORKSHOP/PARTICIPATION ON PANEL AT THE FESTIVAL.
- EXHIBITOR LOGO ON THE HOME PAGE OF THE FESTIVAL WEBSITE.
- FEATURED EXHIBITOR LISTING ON THE 'EXHIBITORS' PAGE OF THE WEBSITE.
- EXHIBITOR LOGO ON THE FESTIVAL MAP MARKING YOUR STAND LOCATION.
- FOUR FULL FESTIVAL TICKETS FOR YOUR ORGANISATION'S EMPLOYEES OR GUESTS.
- HALF PAGE ADVERTISEMENT IN THE FESTIVAL GUIDE.

## ONLY EIGHT PREMIUM EXHIBITOR OPTIONS AVAILABLE

PREMIUM UPGRADE IS ONLY AN ADDITIONAL:  
**£3,250**

### EXHIBITION PRICING FOR 2017

	3X3M	6X3M	9X3M	5X5M
Standard price	£3,000	£5,250	£7,000	£6500
Early booking price	£2,250	£3,937	£5250	£4875
Large Bespoke Marquee spaces*	Pricing available on request.			

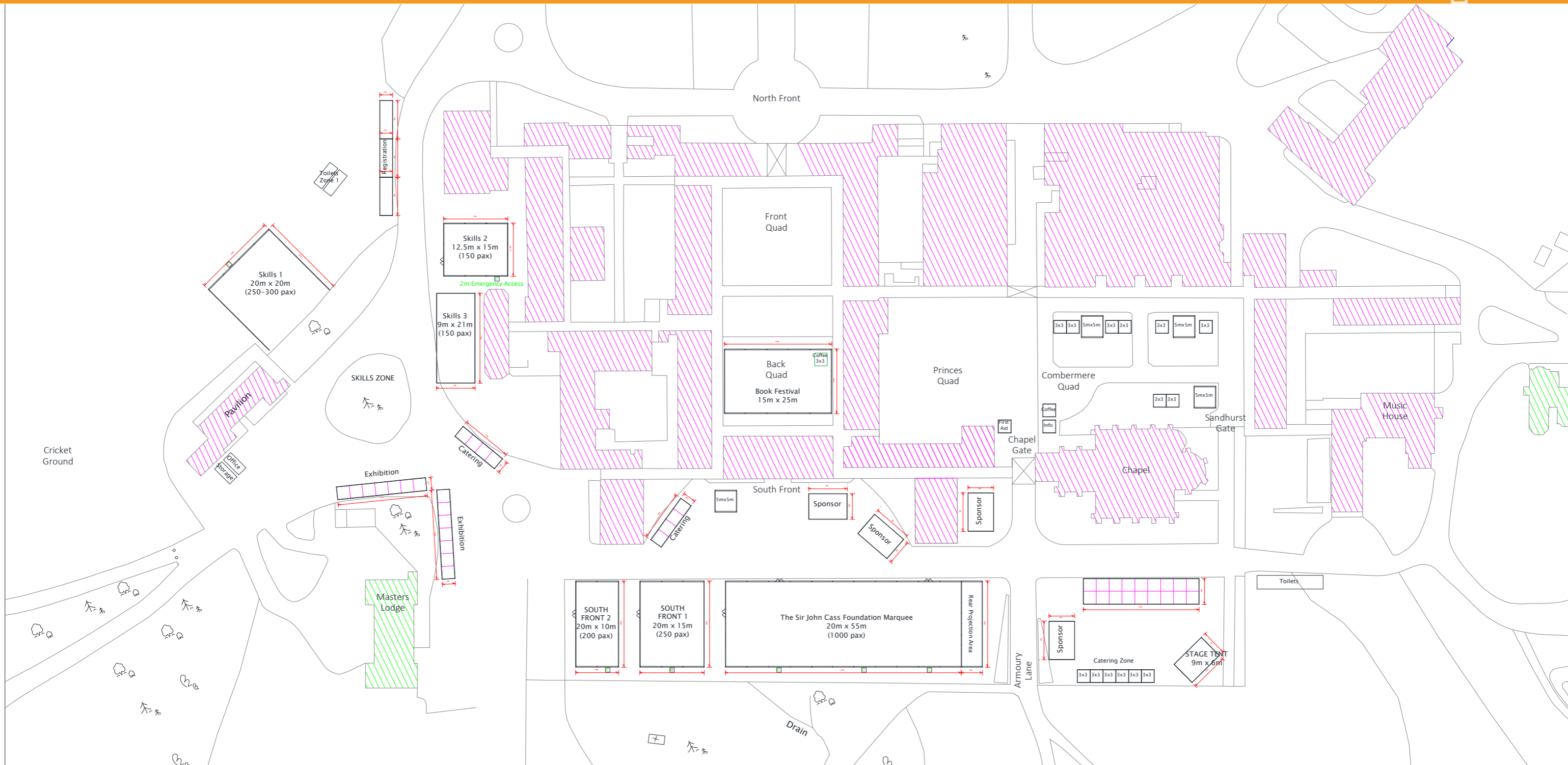
## EARLY BOOKING SPECIAL OFFER

BOOK YOUR EXHIBITION SPACE BEFORE MARCH 1 TO RECEIVE 25% OFF YOUR EXHIBITION STAND.

# FESTIVAL FLOOR PLAN



THIS PLAN IS INTENDED FOR GUIDANCE ONLY. SUBJECT TO CHANGE.



# OTHER SPONSORSHIP OPPORTUNITIES



## WI-FI SPONSORSHIP

Poor phone data signal is never fun, especially when you are out of the office. That's why we offer premium Wi-Fi connectivity across the Festival. As the exclusive Wi-Fi sponsor your organisation's branding will appear on the login screen where you'll be able to capture users email addresses. Wi-Fi sponsorship also includes a full page advert in the Festival Guide. Includes 40% off exhibition stand, 2 Festival passes, full page advert in the Festival Guide and branding on the Festival website.



£7,500

## FESTIVAL APP SPONSORSHIP

The Festival app will provide a useful opportunity for Festival-goers to plan their time and receive updates. Have your organisation's branding displayed throughout the app and on the loading splash screen.

Includes 40% off exhibition stand, 2 Festival passes, full page advert in the Festival Guide and branding on the website.

£7,500



## LANYARD SPONSOR

Your organisation's branding on lanyards given to all delegates on arrival and worn throughout.

Includes 40% off exhibition stand, 2 Festival passes, full page advert in the Festival Guide and branding on the website.

£6,000



## ADVERTISEMENTS IN THE FESTIVAL PROGRAMME.

Enhance your organisation's brand further with an advert in the Festival Guide - handed to all attendees at registration and a digital edition emailed one week before the event.

INSIDE FRONT COVER -	£4500
INSIDE BACK COVER -	£3500
DOUBLE PAGE -	£2500
FULL PAGE -	£1750
HALF PAGE -	£1000

## FESTIVAL BAG SPONSOR

Festival-goers love a free bag. On arrival everybody will receive a practical tote bag. Let your organisation be seen as the suppliers of these handy accessories. Your brand alongside your company message will appear on both sides of all bags.

Bag sponsorship includes a free standard exhibition stand, 4 Festival passes, a full page advert in the Festival Guide and branding on the website.

£11,000



## FESTIVAL GUIDE SPONSOR

Your organisation's branding on the front cover of the Festival Guide handed to all attendees at registration and a digital edition emailed one week before the event. Along with a 300-word message inside, back cover advert and one internal double-page advert. Includes a free standard exhibition stand, 4 Festival passes, and branding on the website.

£11,000





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**FESTIVAL OF**  
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**WELLINGTON COLLEGE**

**BE PART OF SOMETHING  
AMAZING IN SUMMER 2017.**

**THE TELEGRAPH FESTIVAL OF EDUCATION 2017 | WELLINGTON COLLEGE**

**[WWW.EDUCATIONFEST.CO.UK](http://WWW.EDUCATIONFEST.CO.UK)**

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