

The Telegraph
FESTIVAL OF
EDUCATION
WELLINGTON COLLEGE

SPONSORSHIP & EXHIBITION OPPORTUNITIES



FEATURING THE
FE WEEK FESTIVAL OF SKILLS

THE TELEGRAPH FESTIVAL OF EDUCATION
WELLINGTON COLLEGE | THURS 21 - FRI 22, JUNE 2018

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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 in the education calendar.

Last year we also saw an impressive number of people attend the two days at Wellington College. Over 4,000 festival-goers immersed themselves in sessions delivered by more than 300 speakers. From our opening act, the comedian and former teacher Hugh Dennis, to hundreds of education experts such as Amanda Spielman and Daisy Christodoulou, it was undeniably the event of the year.

Following the 2017 festival, we have been working tirelessly on how to further improve everyone's experience of this great event.

The 2018 Festival will see the return of the Festival of Skills. Established in the summer of 2016, the Festival of Skills is our sister event, focusing the further education, apprenticeships and skills, and covering everything from ESOL to apprenticeships. The Festival of Skills will further broaden and enhance our offer to delegates and sponsors.

We have made more enhancements to the layout and structure of the festival for 2018. We've expanded our exhibitor areas to ensure increased exposure to festival-goers, by placing exhibition marquees

alongside main thoroughfares and catering zones.

We are also delighted to welcome back our headline media partner, *The Telegraph*, and our education media partner, *Schools Week*. Both newspapers will play a pivotal role in ensuring the continued success of the Festival of Education.

The Telegraph Festival of Education is all about engaging with the audience and we 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, influencers, politicians, journalists, business leaders and policy-makers.

As experts in your field and as a festival sponsor or exhibitor, you will be able to showcase your organisation's contribution to education like never before in 2018.

There are a variety of opportunities available for this year's festival. Outlined in this brochure are a series of 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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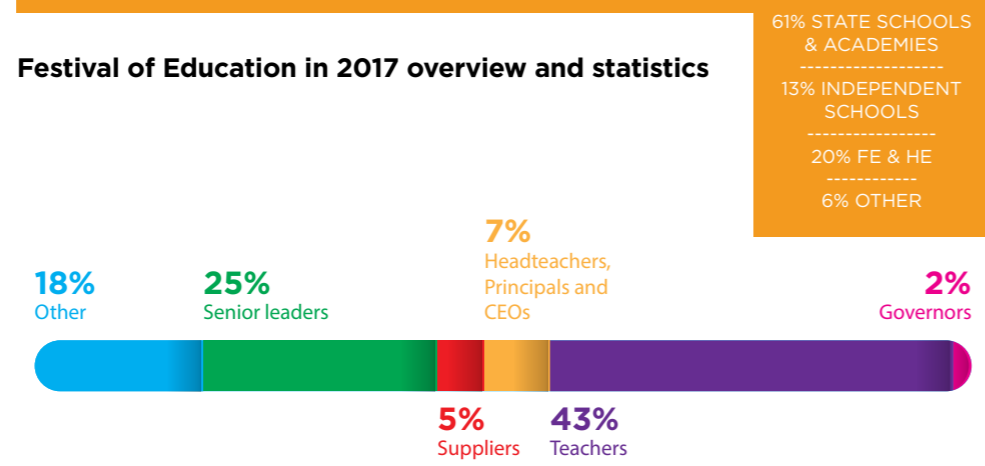
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WHY THE TELEGRAPH FESTIVAL OF EDUCATION IS THE EVENT OF THE YEAR

The Telegraph Festival of Education offers your organisation an opportunity to showcase its products and services to over 5,000 people from across the sector for two days. Our exhibition and sponsorship opportunities have been developed to ensure an effective and affordable experience for any organisation operating within education.

Whether your organisation opts for a standard exhibitor package or a large, 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 2017 overview and statistics



KEY FACTS:

- 91% of festival-goers felt they had learned something new at the festival
- Over 92% of 2017 festival-goers are seeking to return in 2018 and will recommend to colleagues
- Over 95% of exhibitors and sponsors wish to return in 2018
- Over 40 new organisations seeking to exhibit or sponsor for the first time in 2018
- Over 95% of exhibitors and sponsors felt they made positive new relationships in 2017
- Our social network channels buzz with activity with over 13,500 twitter followers #educationfest trends.

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



“Connect 2 Colour have had a stand at the Festival for the last 4 years and we have been amazed at the quality and quantity of business that we have received as a result. Our business has grown steadily year on year, as 80% of our education sector clients are directly from conversations that we have had at the Festival of Education, either from a booking on the day or from Schools that have used us later and recommended us to others. We are now proud to be working across the UK and this would certainly not have been the case had we not been a part of the Festival. It is, without a doubt the best return on investment that we have ever made and we will continue to be a part of this excellent event for many years to come.”

SALLY WEBB, CONNECT2COLOUR



“For me the highlight was identifying and securing opportunities for school improvement which the exhibitors gave me! So whilst my bursar has refused to let me leave the school again I am already looking forward to next year and only wish I could take our whole leadership team with me next time. Roll on 2018!!”

Susannah Daniel, Head Teacher



PREVIOUS EXHIBITORS

Facebook, Pearson, OSIRIS, Sodexo, Google, Microsoft, BBC, Sky, Samsung, OCR, the National Trust, Routledge, Outward Bound Trust, Crown Publishing, WorldSkills, 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, the top tier of sponsorship, your organisation will be a key player in the success of the festival in 2018. Our Festival Partners have the opportunity to help develop, promote and stage the whole event.

The festival's content is divided into various themes in 2018. As a Festival Partner, your organisation will become the sponsor of a specific theme. You will also have the opportunity to hold two 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 homepage and the sponsors' page.
- A 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 digital banner in 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 9m x 6m.
- Two sessions per day, format and topics to be agreed with organisers.
- Your organisation's brand will be displayed prominently across the venue, on signage and

the main stage. One of our main venues will also be named after your organisation.

- Double-page advert in the show guide.
- One full-page advert in *Schools Week*, the UK education media partner for the Festival of Education + 20% off the ratecard 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 touch with Shane Mann at shane.mann@summerhouseea.com



FESTIVAL THEME SPONSOR (£45,000 FIVE AVAILABLE)

The Telegraph Festival of Education stages a vast variety of inspirational professional development, 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 major player in the success of a particular theme and the wider festival in 2018. Our Festival Theme Sponsors will have the opportunity to help develop, promote and stage content.

The festival is divided into themes which include STEAM | Policy | EdTech | 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 sponsor a specific theme. You will also hold two sessions per day in the form of a workshop, panel discussion or keynote. You will also be listed as a Festival Partner and your organisation will benefit from a comprehensive package of benefits at the definitive education event.

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 website both on the home and on the sponsors' page.
- Logo placed in the third tiers of all festival adverts in *The Telegraph*, *Schools Week*, *FE Week* and other official adverts.
- Logo included in all promotional emails.
- 150-word message and digital 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 5m x 5m.
- Two sessions per day, format and topics to be agreed with the organisers.
- Your organisation's brand will be displayed prominently across the venue, signage and staging.

- Full-page advert in the show guide.
- One half-page advert in *Schools Week*, the UK education media partner for the Festival of Education + 10% off the ratecard 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.
- Six 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@summerhouseea.com



EXHIBITING



Exhibiting at The Telegraph Festival of Education is a 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 5,000 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 2017 Festival of Education, we have been working tirelessly to further improve everyone's experience of this event. We have reviewed the layout of the festival for 2018. We've expanded our exhibitor areas to ensure increased exposure to festival-goers, by placing exhibition marquees alongside main



"I never believe that these can be topped but I think 2017 was my favourite to date!"

Exhibitor 2017



"Great Delegates, Great Location, Great Festival for exhibitors!"

David Ralph, Mighty Writer

BENEFITS INCLUDE:

PRE-FESTIVAL

- Details of the conference are promoted to more than 150,000 education professionals, including a link to the exhibitors' page of the 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 1).
- Use of the festival's Twitter hashtag to join in conversations and the festival's Twitter banner and web links to promote your involvement.
- Specific tweet from the festival Twitter account announcing you are exhibiting.
- Exhibitor's logo to appear in two adverts in *Schools Week* before the event.

- Exhibition space for the two days - white marquee - (standard size: 3m x 3m). Table measuring 6ft x 2.6ft, with two chairs.
- 500W (2A) power socket.
- Free wi-fi.
- Dedicated festival 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.

AT THE FESTIVAL



BECOME A PREMIUM EXHIBITOR

Upgrade your exhibiting package at The Telegraph Festival of Education and become a Premium Exhibitor.

Premium Exhibitors receive the following additional benefits:

- Speaking slot/workshop/participation on panel at the festival.
- Exhibitor logo on the homepage of the festival's 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
- Two push notifications on the festival app
- Banner advert on the festival app

ONLY EIGHT PREMIUM EXHIBITOR OPTIONS AVAILABLE

PREMIUM UPGRADE IS ONLY AN ADDITIONAL:

£3,500

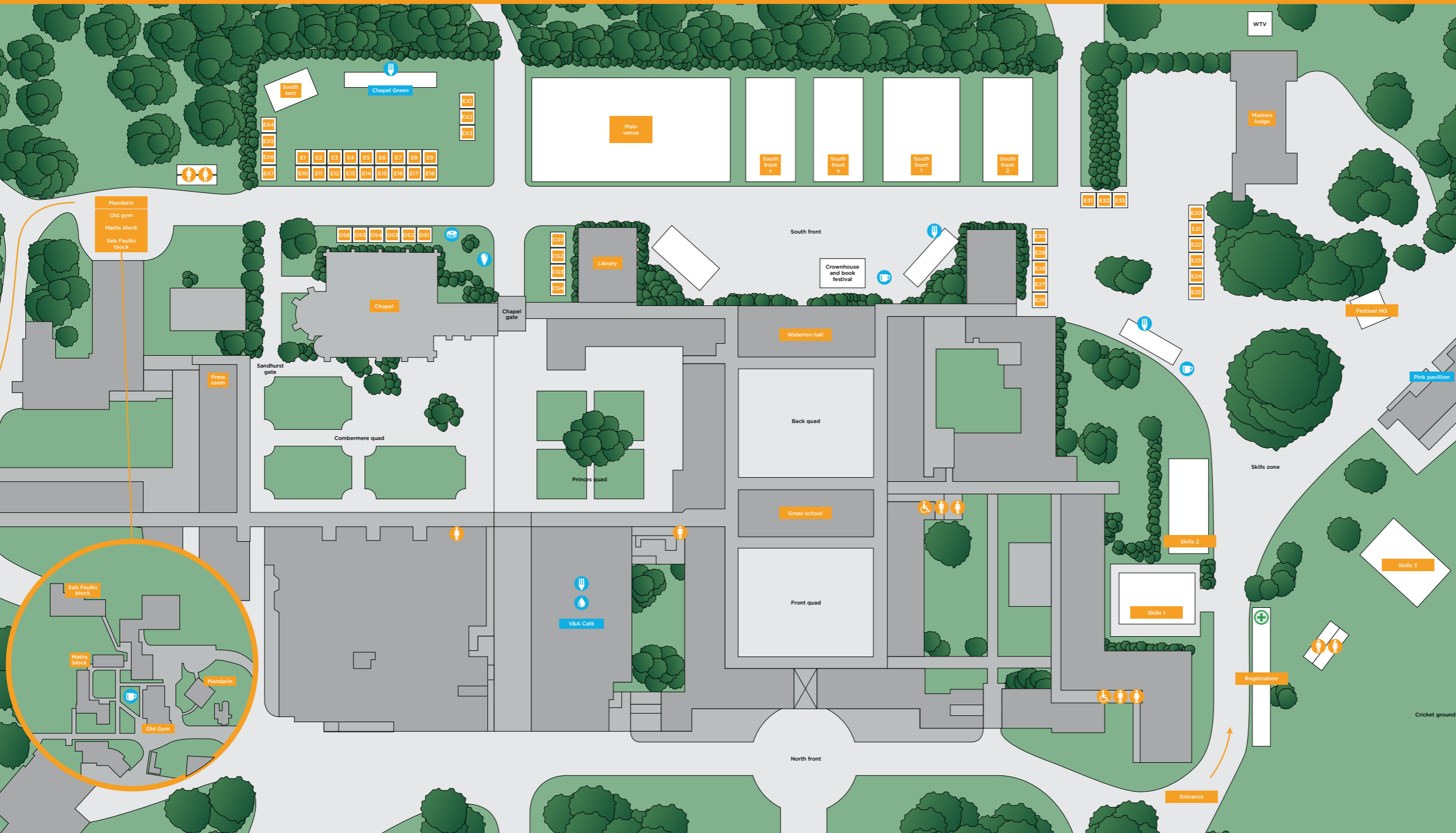
EXHIBITION PRICING FOR 2018

	3X3M	6X3M	9X3M	5X5M
Standard price	£3,900	£6,500	£8,000	£7,950
Early booking price	£2,925	£4,875	£6,000	£5,960
Large bespoke marquee spaces*	Pricing available on request.			

EARLY BOOKING SPECIAL OFFER

BOOK YOUR EXHIBITION SPACE BEFORE **JANUARY 5** TO RECEIVE **25% OFF** YOUR EXHIBITION STAND - AND TO UPGRADE TO A PREMIUM EXHIBITOR FOR ONLY £2,500.

FESTIVAL FLOOR PLAN



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BOOK YOUR EXHIBITION SPACE
 BEFORE **JANUARY 5** TO RECEIVE **25%**
 OFF YOUR EXHIBITION STAND
 UPGRADE TO BECOME A PREMIUM
 EXHIBITOR FOR ONLY £2,500.

OTHER SPONSORSHIP OPPORTUNITIES

WI-FI SPONSORSHIP

Poor phone 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 festival 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, two festival passes, a full-page advert in the festival guide and branding on the website.



£7,500

FESTIVAL APP SPONSORSHIP

The festival app will provide a useful opportunity for festival-goers to plan their time at the festival and receive updates while they are there. Have your organisation's branding displayed throughout the app and on the loading splash screen. Over 2,500 attendees used the app in 2017.

Includes 40% off an exhibition stand, two festival passes, a 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 at the festival and worn throughout.

Includes 40% off an exhibition stand, two festival passes, a 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, which is handed to all attendees at registration, with a digital edition emailed one week before the event.

Inside front cover -	£4,500
Inside back cover -	£3,500
Double-page -	£2,500
Full-page -	£1,750
Half-page -	£1,000

FESTIVAL BAG SPONSOR

Festival-goers love a free bag. On arrival, attendees will receive a beautiful 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, four festival passes, a full-page advert in the delegate 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, with a digital edition emailed one week before the event. You also get a 300-word message inside, a back-cover advert and one internal double-page advert.

Includes a free standard exhibition stand, four festival passes, and branding on the website.



£11,000



The Telegraph
**FESTIVAL OF
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WELLINGTON COLLEGE

**BE PART OF SOMETHING
AMAZING IN SUMMER 2018.**

THE TELEGRAPH FESTIVAL OF EDUCATION 2018 | WELLINGTON COLLEGE

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