

10 years

anniversary

FESTIVAL OF EDUCATION

Wellington college

20-21 JUNE 2019

PARTNERSHIP & EXHIBITOR OPTIONS 2019



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FESTIVAL OF EDUCATION

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BE PART OF THE PREMIER
EDUCATION EVENT OF THE YEAR



2019 is the tenth anniversary of The Festival of Education, which has grown from a thought-forum to the most important, interesting and inspirational event in the education calendar. The Festival continues to attract education's most forward-thinking innovators, practitioners, influencers, politicians, journalists and business leaders which makes it the valuable experience it is, for so many. In 2019 we plan to deliver more than ever, defining and evolving the education debate to ensure we continue to lead, stimulate, discuss and showcase that which is so important for future society. Last year over 4,000 attendees immersed themselves in sessions ranging from the candid Piers Morgan interview with Sir Michael Wilshaw, to the informative Tessa Dunlop and the emotive Dr Neville Lawrence. With over 250 others, including Tom Sherringham, Geoff Barton, Amanda Spielman and Daisy Christodoulou, there was something for everyone interested in the future of education. Following the 2018 Festival, we have listened to feedback and so we have made further enhancements to the timings, structure and layout for 2019, including

the use of the new Cultural Centre, an architectural award-winning theatre recently opened at Wellington College. We've expanded our exhibitor opportunities and siting to ensure increased exposure to Festival-goers, by placing exhibition marquees alongside main thoroughfares and near to catering zones. The Festival of Education is about engagement and we appreciate and value the continuing contribution of our partners and speakers who provide knowledge, content, workshops, activities and sessions in a variety of fields. We welcome exhibitors who share our ethos and wish to showcase their organisation's contribution to education and there are a variety of opportunities available for the next Festival. Outlined in this brochure are a series of packages and options that have been designed to provide relevant organisations with a highly-engaging platform; in addition we are always open to creating bespoke opportunities. We look forward to working with you and welcoming you to the education event of 2019, The Festival of Education at Wellington College.

Shane Mann
FESTIVAL DIRECTOR



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WHY YOUR BUSINESS SHOULD BE AT THE FESTIVAL



The Festival of Education offers your organisation two days of unrivalled interaction with the most progressive thinkers and practitioners in education today.

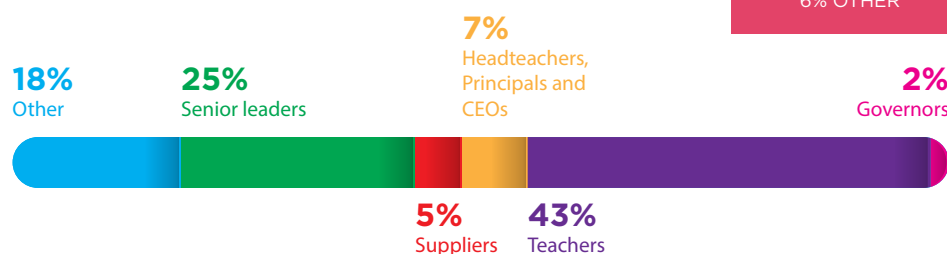
It will allow you to showcase your products and services to over 4,000 people who are interested in improving education and the opportunities available to young people.

Our exhibition and sponsorship opportunities have been developed to ensure an effective and affordable experience for any organisation operating within the education sector.

This year we have increased the range of opportunities to enable those with different budgets to have a presence, from the smaller exhibitor stand to bespoke partnerships with branded venue/s and speakers slots. The potential for creative participation is unrivalled!

All our partners will receive the individual attention from our experienced team who will work with you from the offset to ensure that your presence at The Festival of Education is exciting, engaging and rewarding in every way!

4,000+ ATTENDEES
(OVER 1,500 TICKETS ALREADY SOLD
FOR 2019 AS OF 25.10.18)



68% STATE SCHOOLS & ACADEMIES
15% INDEPENDENT SCHOOLS
11% FE & HE
6% OTHER

KEY FACTS:

- 90% of festival-goers felt they had learned something new at the festival
- Over 85% of 2018 festival-goers are seeking to return in 2019 and will recommend to colleagues
- Over 90% of exhibitors and sponsors wish to return in 2019
- Over 50 new organisations seeking to exhibit or sponsor for the first time in 2019
- Over 95% of exhibitors and sponsors felt they made positive new relationships in 2018
- Our social network channels buzz with activity with over 19,500 twitter followers #educationfest trends.

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

“

The Festival of Education is a vibrant and exciting community to be a part of. I have exhibited my organisation ThoughtBox at the Festival for the past two years and greatly enjoyed the inclusive atmosphere and positive opportunities for educators to share best practice, through both the CPD sessions and the stands around the festival site.

It is inspiring to spend two days immersed in the heart of an event centred around forward thinking education and I look forward to returning again next year.

Rachel Musson
Thoughtbox Education

“

“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 2019!!”

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 numerous other organisations.

PARTNER PACKAGES



FESTIVAL PARTNER (£47,500 - LIMITED AVAILABILITY)

The Festival of Education will provide a stage for hundreds of high-profile speakers from across the UK and the rest of the world. By becoming a Festival Partner, the top tier of sponsorship, your organisation will be a key contributor to the success of the 10th Festival in 2019. Our Festival Partners have the opportunity to help us develop, promote and stage the whole event. The Festival's content is divided into various strands and as a 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 and for bespoke requirements.



FESTIVAL STRAND PARTNER (£27,500 - LIMITED AVAILABILITY)

The Festival of Education offers a range of inspirational professional development such as workshops, debates, lectures and seminars across a variety of subject areas. By becoming a Festival strand partner, your organisation will help create and curate a particular strand in 2019. Our Festival Theme Sponsors will have the opportunity to help develop, promote and stage the content, including speakers. 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 and many more. As a Festival Theme Sponsor your organisation will hold two sessions per day - either 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 team to discuss this option.

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*, *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 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@summerhouseee.com



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*, *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 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@summerhouseee.com

EXHIBITING



Exhibiting at Festival of Education is a fantastic 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 4000 attendees in a relaxed and engaging setting.

We use high-traffic sites across the Festival for exhibition stands to ensure exposure throughout the day as people transfer between sessions and we have extended breaks and the lunch-hour to increase opportunities to engage.

Signage, catering and entertainment have all been enhanced and improved, together with our Festival app and social media presence, as we strive to continue to improve the exhibitor experience.

“..2018 was a great opportunity for me to further connect with current thinking in schools, and the ripple effects of conversations and connections formed at the Festival will be felt for months after the event.

EXHIBITOR 2017 & 18

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

**DAVID RALPH,
MIGHTY WRITER**

BENEFITS INCLUDE:

PRE-FESTIVAL

- Details of the Festival 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.
- 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.

AT THE FESTIVAL

- 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 e-mail addresses where provided.



PREMIUM EXHIBITOR UPGRADE

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

**PREMIUM UPGRADE IS
ONLY AN ADDITIONAL:**

£2,750

LIMITED PREMIUM EXHIBITOR AVAILABILITY!

EXHIBITION PRICING FOR 2019

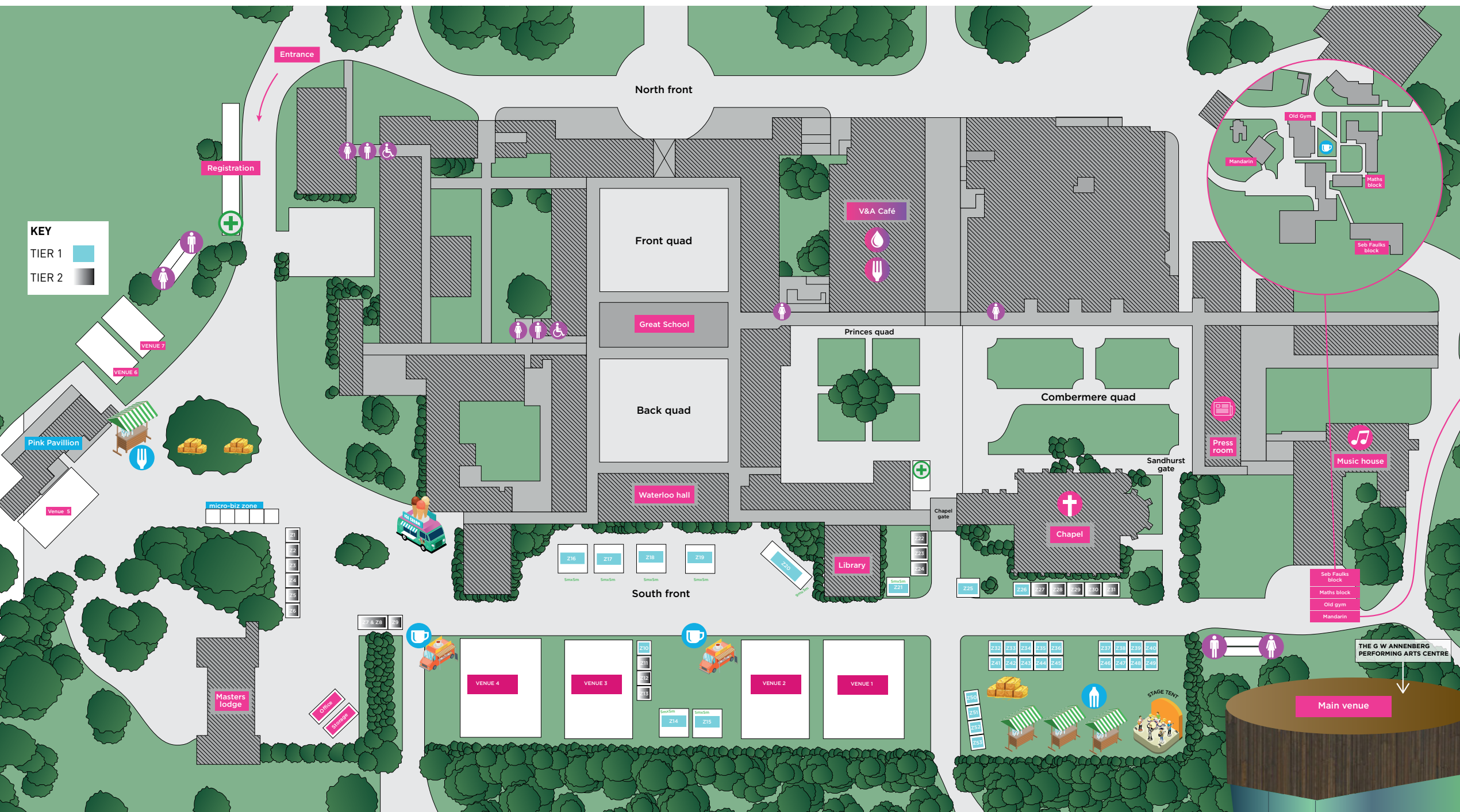
	3X3M	6X3M	9X3M	5X5M
TIER A	£3,750	£6,000	£7,250	£7,000
TIER B	£2,650	£5,000	£6,000	N/A
BESPOKE AND CREATIVE PACKAGES	Pricing available on request			

DISCOUNTS AVAILABLE

DISCOUNTS AVAILABLE FOR CHARITIES,
SMALL BUSINESSES AND OTHERS -
PLEASE ENQUIRE.



FESTIVAL FLOOR PLAN



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EDUCATION EVENT.**

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DISCOUNTS AVAILABLE

DISCOUNTS AVAILABLE FOR
CHARITIES, SMALL BUSINESSES
AND OTHERS -
PLEASE ENQUIRE.

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 50% off exhibition stand, two festival passes, a full-page advert in the festival guide and branding on the website.

£5,500



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 50% off an exhibition stand, two festival passes, a full-page advert in the festival guide and branding on the website.

£6,500



LANYARD SPONSOR

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

Includes 50% off an exhibition stand, two festival passes, a full-page advert in the festival guide and branding on the website.

£5,000



FESTIVAL GUIDE ADVERTS

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

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.

£7,500



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.

£9,750





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**FESTIVAL OF
EDUCATION**

Wellington college

BE PART OF SOMETHING AMAZING AND IMPORTANT - THE 10TH FESTIVAL OF EDUCATION

THE FESTIVAL OF EDUCATION 2019 | WELLINGTON COLLEGE
WWW.EDUCATIONFEST.CO.UK

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