

11TH
EST. 2010

FESTIVAL OF EDUCATION

Wellington college

18-19 JUNE 2020



PARTNERSHIP & EXHIBITOR OPTIONS 2020

#EDUCATIONFEST



11TH
EST. 2010

FESTIVAL OF EDUCATION

Wellington college

BE PART OF THE PREMIER
EDUCATION EVENT OF THE YEAR



In June 2019 the Festival of Education celebrated its 10th anniversary. A record number of attendees, speakers and exhibitors were part of an incredible two days.

Established in 2010, #EducationFest has grown from a thought-forum to the most important, interesting, talked about 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 2020 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.

The 10th Festival attracted over 4,500 attendees who immersed themselves in sessions ranging from the ministerial address by Lord Agnew to the entertaining interview with David Baddiel by the Master of Wellington College, to broadcaster and journalist Steph McGovern and the inspirational Oscar-winning film director Asif Kapadia. With over 250 others, including HMCI Amanda Spielman, Akala, Doug Lemov, Daisy Christodoulou, Will Self & Tom Sherrington, there really was something for everyone interested in the future of education.

Following the 2019 Festival we have listened to feedback and made further enhancements to the timings, structure and layout for 2020, including the use of the Cultural Centre - an architectural award-winning theatre - and four new marquee venues seating 100 attendees. We've expanded our exhibitor opportunities and seating to ensure increased exposure to Festivalgoers, 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 2020, The 11th Festival of Education at Wellington College.

SHANE MANN
FESTIVAL DIRECTOR



SPONSORSHIP CONTACTS

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Festival wi-fi

Festival app

Lanyard sponsor

Festival guide sponsor

Festival guide adverts

Festival bag sponsor

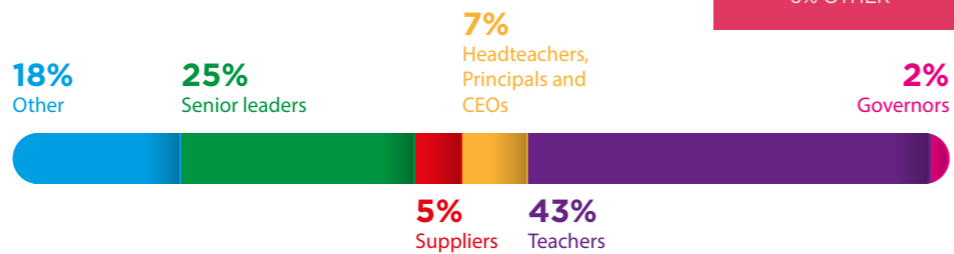
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WHY YOUR BUSINESS SHOULD BE AT THE FESTIVAL



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 4,500 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 outset to ensure that your presence at The Festival of Education is exciting, engaging and rewarding in every way!

4,500+ ATTENDEES
(OVER 1,300 TICKETS ALREADY SOLD FOR 2020 AS OF 01.10.19)



72% STATE SCHOOLS & ACADEMIES
10% INDEPENDENT SCHOOLS
12% FE & HE
6% OTHER

KEY FACTS:

- 96% of Festival-goers felt they had learned something new at the Festival
- Over 90% of 2019 Festival-goers are seeking to return in 2020 and will recommend to colleagues
- Over 95% of exhibitors and sponsors wish to return in 2020
- Over 30 new organisations seeking to exhibit or sponsor for the first time in 2020
- Over 95% of exhibitors and sponsors felt they made positive new relationships in 2019
- Our social network channels buzz with activity with over 20,500 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 three 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



"The Festival of Education is an unmissable opportunity to talk with teachers and school leaders.... These conversations have since converted to many meetings, demonstrations and recommendations and.... in terms of return on investment, the Festival of Education is definitely a worthwhile endeavour"

Aaron Leary
Bedrock Learning



PREVIOUS EXHIBITORS

Facebook, Pearson, OSIRIS, Sodexo, Google, Microsoft, BBC, Sky, Samsung, OCR, the National Trust, Routledge, WISE, Sparx, WorldSkills, Barclays and numerous other organisations.

PARTNER PACKAGES



FESTIVAL PARTNER (£27,500 - 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, a top tier of sponsorship, your organisation will be a key contributor to the success of the 11th Festival in 2020. 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 venue or theme. You will also have the opportunity to hold one session 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. Our partner packages can be tailored to meet your specific requirements. Please contact the Festival of Education to discuss this opportunity in more detail and for bespoke requirements.



LITERARY FESTIVAL PARTNER (£15,000 - LIMITED AVAILABILITY)

The Literary Festival is one of our major strands at the Festival of Education - it was first held in 2018 and has been warmly welcomed by delegates who value this opportunity to interact with the authors themselves. The Literary Festival Partner Package is available for publishers operating within the education sector and has been created to provide publishers with a platform to showcase their offer to our Festival-goers through exhibiting, speaker sessions and book sales and signings. All Literary Festival sessions take place within one of our core venues, which seats c.100 people, although selected high-profile authors may be moved (with agreement) to a larger venue and the publisher credited.

There are a limited number of packages available and in 2019, all packages were sold well in advance. 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
- Social media posts announcing your partnership with the Festival
- Logo placed on all Festival adverts placed in *Schools Week*, *FE Week* and other official adverts
- Logo included in all promotional emails
- 100-word message and digital banner in an email promoting your content to attendees
- Your venue will be named after your organisation, for example: **** VENUE 4
- Regular tweets specifically mentioning you as a Festival partner of the Festival (max 10)

AT THE FESTIVAL

- Premium exhibition stand measuring 6m x 3m or 5m x 5m
- One session per day, format and topics to be agreed with organisers
- Your organisation's brand will be displayed

prominently across the Festival site, on signage and the main stage

- Double-page advert in the Festival Guide
- One full-page advert in *Schools Week & FE 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 (four 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 Adele at adele.kilby@lsect.com



BENEFITS INCLUDE:

PRE-FESTIVAL

- Listed as a Literary Festival Partner on the website both on the home, sponsors' page and Literary Festival page
- Logo placed in the third tier of all Festival adverts in *Schools Week*, *FE Week* and other official adverts
- Logo included in all promotional emails.
- 100-word message and digital banner within an email promoting the Literary Festival (April and May)
- Regular tweets specifically mentioning you as a Festival Theme Sponsor.


AT THE FESTIVAL

- Premium exhibition stand measuring 5m x 5m.
- Three sessions across the two days, 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 Festival 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
- Option to hold book signings
- 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 Adele Kilby at adele.kilby@lsect.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 4,500 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 (75mins) 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.

“...it 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

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

DAVID RALPH, MIGHTY WRITER



BENEFITS INCLUDE:

- | | |
|---|---|
| <p>PRE-FESTIVAL</p> <ul style="list-style-type: none"> • 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's Twitter account announcing you are exhibiting • Exhibitor's logo to appear in two adverts in Schools Week before the event | <p>AT THE FESTIVAL</p> <ul style="list-style-type: none"> • Exhibition space for the two days - white marquee - (standard size: 3m x 3m). Table measuring 182cm x 76cm, with two chairs • 500W (2A) power socket (unless agreed otherwise) & free Wi-Fi • Dedicated Festival staff for exhibitors to assist you throughout the Festival • Lunch on both days for two people per stand • 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) <p>POST FESTIVAL</p> <ul style="list-style-type: none"> • Electronic copy (Excel) of the attendee list including e-mail addresses where provided. |
|---|---|

PREMIUM EXHIBITOR UPGRADES

Premium Exhibitors receive the following **additional** benefits:

UPGRADE OPTION A - £1,750

- 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 extra full Festival tickets for your organisation's employees or guests.
- Half-page advertisement in the Festival Guide
- Two push notifications on the Festival App

LIMITED PREMIUM UPGRADES AVAILABLE

UPGRADE OPTION B - £2,750

- Speaking slot/workshop at the Festival - 40mins. Please note that content must be agreed by the Festival Director and should not be a product demo or sales pitch.
- PLUS all items in upgrade option A

EXHIBITION PRICING FOR 2020

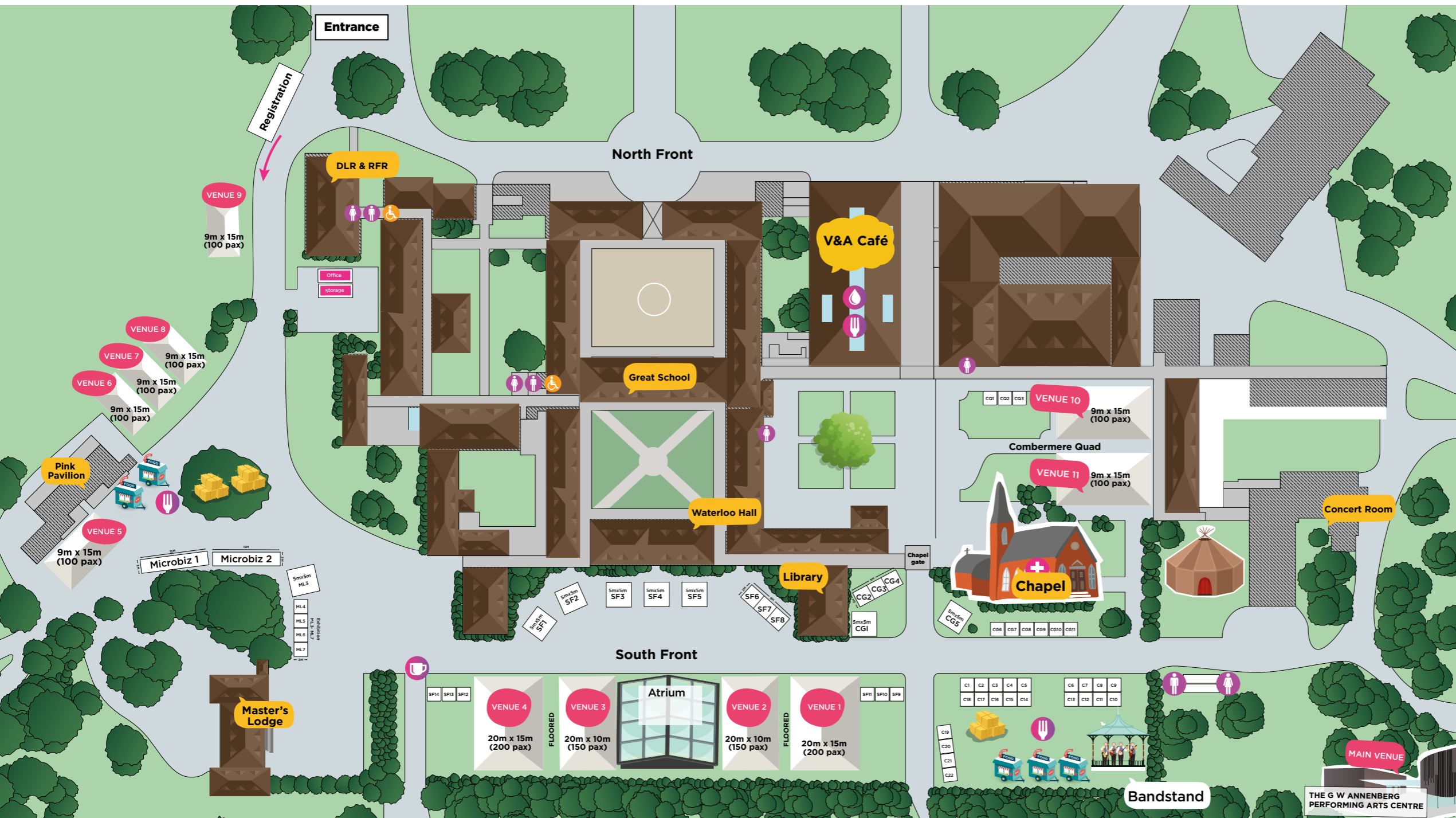
	3X3M	6X3M	9X3M	5X5M
TIER A (C1-C22, SF6-11, CG1,6-10)	£3,950	£6,500	£9,250	£8,000
TIER B (ML3-7, SF12-14, CG2-4, CQ1-3)	£2,950	£5,000	£7,000	N/A
BESPOKE AND CREATIVE PACKAGES	Pricing available on request			

DISCOUNTS AVAILABLE

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



FESTIVAL FLOOR PLAN



NO ORDINARY EDUCATION EVENT.
NO ORDINARY Festival.

PARTNERSHIP CONTACTS

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Festival Map is subject to change.

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 (GDPR compliant). 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 3,500 attendees used the app in 2019.

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



£6,000

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 -	£3,500
Inside back cover -	£2,500
Double-page -	£2,000
Full-page -	£1,500
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.



£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.



£9,500



**FESTIVAL OF
EDUCATION**
Wellington college

BE PART OF SOMETHING AMAZING AND IMPORTANT - THE 11TH Festival OF EDUCATION

THE Festival OF EDUCATION 2020 | WELLINGTON COLLEGE

WWW.EDUCATIONFEST.CO.UK

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