

The 12th annual

FESTIVAL OF EDUCATION

at Wellington College | 7-8 July 2022

PARTNERSHIP OPTIONS

WHERE THOSE WHO INSPIRE
FIND THEIR OWN INSPIRATION



WELCOME

It feels like a long time ago that we held the last 'live' Festival of Education at Wellington College in 2019, not realising what was to come and how we would manage the enormous changes and uncertainty.

Education has been thrown into chaos at times, with exams cancelled and pupil and staff absences, online learning, and mental health struggles, all faced by schools across the country. Teachers and SLTs have been on the frontline during this pandemic, and we are mindful of their continued challenges whilst wanting to celebrate the positives.

It is this reflection and reality that makes the next Festival of Education, on 7-8 July 2022, so important to us, as we have been forced to reduce our real-world connections for longer than we ever expected. We all need to come together to listen, share, inspire, learn, and laugh again, in the beautiful spaces on the Wellington campus.

As a team, we want the 12th Festival of Education to not only stimulate and engage, but to honour and recognise all working in education, by creating the most credible, immersive, and entertaining event we can, with your help.

I am incredibly pleased and proud to be part of a team that have evolved #educationfest to ensure we have more state schools attending, by offering 2 free tickets to 1000 state schools, thanks to Wellington College's desire to ensure the Festival is as inclusive as possible.

We will create more venues in a Festival atmosphere, with more entertainment and a larger area to welcome Festival goers and host our Partners and exhibitors, together with over 200 speakers and the return of the Literary Festival with opportunities to meet authors.

In 2019, over 4500 attendees, speakers and exhibitors were part of an incredible two days. We are forecasting over 5,000 attendees in 2022. As of the early December we had

already received bookings for over 3,000 tickets.

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.

We have presented a range of speakers from HMCI Amanda Spielman to Akala, Doug Lemov, Geoff Barton and Daisy Christodoulou to David Baddiel, Piers Morgan and Will Self, Tom Sherrington, Lord Agnew and Dr Neville Lawrence to Oscar-winning Director Asif Kapadia and Steph McGovern, ensuring there really was something for everyone interested in the future of education.

In 2022, the 12th Festival of Education promises 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. We hope you'll be part of it.

Shane Mann
Festival Director



SPONSORSHIP CONTACTS

Adele Kilby
Festival partnerships manager
t +44 (0) 20 81234 778
m +44 (0) 07973 393 683
e adele.kilby@lsect.com

Shane Mann
Festival director
t +44 (0) 20 81234 778
m +44 (0) 78 37 982 398
e shane.mann@lsect.com

CONTENTS

Information and statistics

PARTNER PACKAGES FOR 2022:

Festival partner

p6

Literary Festival partner

p6

Festival floor plan

p7

EXHIBITING OPTIONS FOR 2022:

Exhibition package

p8

Exhibiting info

p9

OTHER SPONSORSHIP OPPORTUNITIES:

Festival wi-fi sponsor

p10

Festival app sponsor

p10

Lanyard sponsor

p10

Festival guide adverts

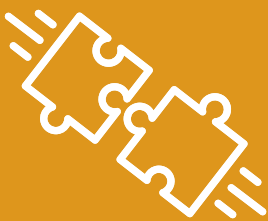
p10

Festival guide sponsor

p10

Festival bag sponsor

p10



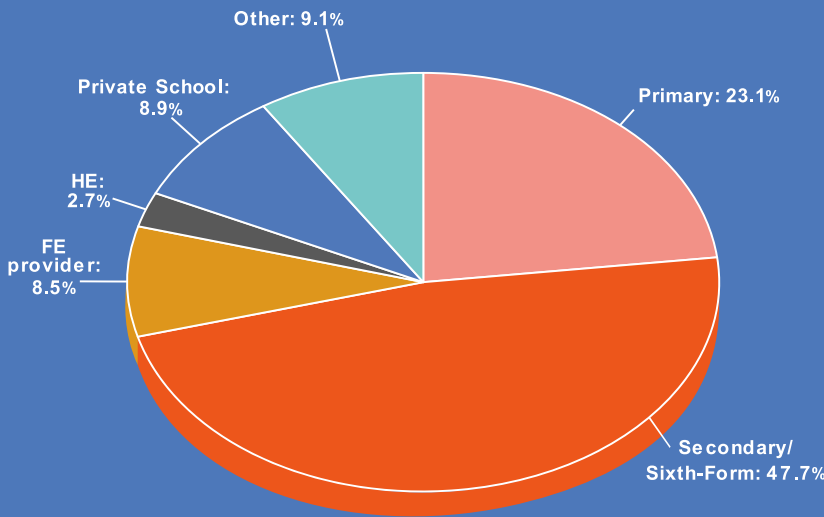
WHY THE FESTIVAL OF EDUCATION IS THE EVENT OF THE YEAR FOR YOUR ORGANISATION



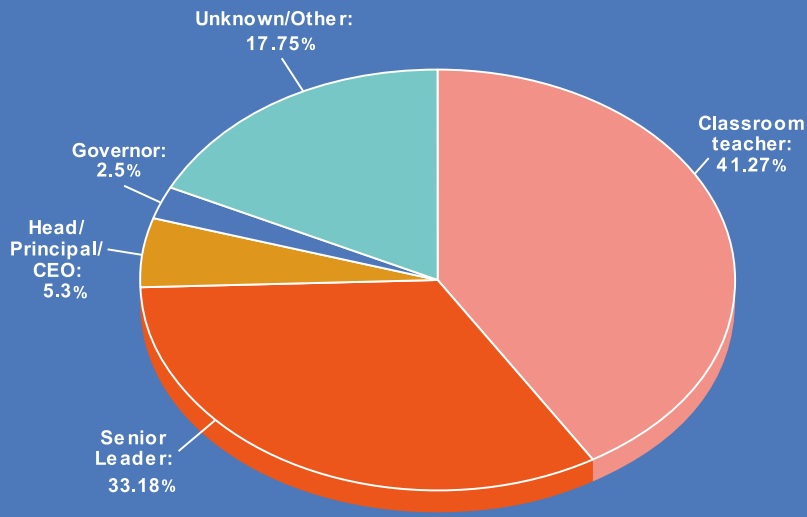
The Festival of Education offers your organisation two days of unrivalled interaction with the most progressive thinkers and practitioners in education today. It will allow you to showcase your products and services to over 5,000 people who are interested in improving education and the opportunities 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 outset to ensure that your presence at The Festival of Education is exciting, engaging and rewarding in every way! Below you will find some headline stats from our 2019 event, our previous physical event.

Organisation types:



Job role types:



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 2022 and will recommend to colleagues
- Over 95% of exhibitors and sponsors wish to return in 2022
- Over 40 new organisations seeking to exhibit or sponsor for the first time in 2022
- Over 95% of exhibitors and sponsors felt they made positive new relationships in 2019
- Our social network channels buzz with activity with over 20,100 twitter followers, #educationfest trends during event thanks to high profile guests and speakers



5,000+

Attendees
(2022 forecast, 3,100 booked by December 2021)

50

Exhibitors
(2019, physical event)



WHY PARTNER & EXHIBIT AT THE FESTIVAL

1

Celebrating educators

This year's Festival will see our return to Wellington College. We have lots of FUN planned.

2

Pre-event content

One month before the event we will launch our digital attendee hub.

3

Branding

Showcase your brand before, during and after this year's Festival. We've a range of opportunities.

4

Provide beneficial content

Some of our packages come with the opportunity to provide content during and before the Festival.

5

Networking

Meet with current and new customers. With over 5,000 attendees and 200 sessions there are plenty of connection opportunities.

6

Range

We have a range of options available to suit all budgets and requirements.



TESTIMONIALS

“Exhibiting at the Festival of Education is a very good way of engaging with a wide range of people. The session content is fantastic development for the Governors for Schools team and the whole experience is a highlight of the year!”

Louise Cooper,
CEO, Governors For Schools

“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,
Founder, Bedrock Education

“The 2019 Festival of Education gave me time and space to consider what is important for my school and the direction in which I want to take it. It was thought provoking but never overwhelming - it felt like a celebration of education!”

Fenella Reekie,
Headteacher



PARTNER PACKAGES



FESTIVAL PARTNER (£27,500 - LIMITED TO FIVE ORGANISATIONS)

By becoming a Festival Partner, the top tier of sponsorship, your organisation will be a key contributor to the success of the 12th Festival in 2022. 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 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. 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.

BENEFITS INCLUDE:

PRE-FESTIVAL

- Listed as a Festival Partner on the Festival website, including your own web page, promoting your service
- Social media posts announcing your partnership with the Festival, plus a further ten posts about our partnership
- Logo placed on all Festival adverts in *Schools Week*, *FE Week* and other official promotional emails
- 100-word message and digital banner in an email promoting your content to attendees - from 4 weeks before the event
- Opportunity to provide pre-event content via our attendee hub (4 weeks before the event). Festival partners will be able to provide up to two pre-event workshops (max 60mins)
- Regular tweets specifically mentioning you as a Festival partner of the Festival (max 10)

AT THE FESTIVAL

- Premium exhibition stand measuring 5mx5m
- A main venue on South Front will be named after your organisation, with prominent branding
- Three session per day, format and topics to be agreed with organisers, within your venue

- Your organisation's brand will be displayed prominently across the Festival site, on signage, the main stage and general venues
- Double-page advert in the Festival Guide and banner advert on Festival App
- 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.
 - 4 socila media posts in July thanking you for support.
- This list is not exhaustive and be tailored to meet your needs. For further information about this opportunity please get in touch with Adele at adele.kilby@lsect.com



LITERARY FESTIVAL PARTNER (£17,500 - 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 seat c.150 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 Literary Festival Partner on the Festival website, including your own web page, promoting your service
- Social media posts announcing your partnership with the Festival, plus a further five posts about our partnership
- Logo placed on all Festival adverts in *Schools Week*, *FE Week* and other official promotional emails
- 100-word message and digital banner in an email promoting your content to attendees - from 4 weeks before the event
- Opportunity to provide pre-event content via our attendee hub (4 weeks before the event). Festival partners will be able to provide up to two pre-event workshops (max 60mins)
- Regular tweets specifically mentioning you as a Festival partner of the Festival (max 10)

AT THE FESTIVAL

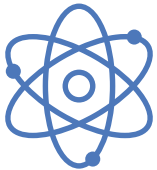
- Premium exhibition stand measuring 5mx5m
- Two sessions per day, format and topics to be agreed with organisers, within your venue
- Your organisation's brand will be displayed prominently

- across the Festival site, on signage, the main stage and general venues
- Full 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 (two guests) and two tickets to the VIP dinner on day one of the Festival, hosted by the Master of Wellington College
- 5 full Festival passes for your organisation's employees or guests

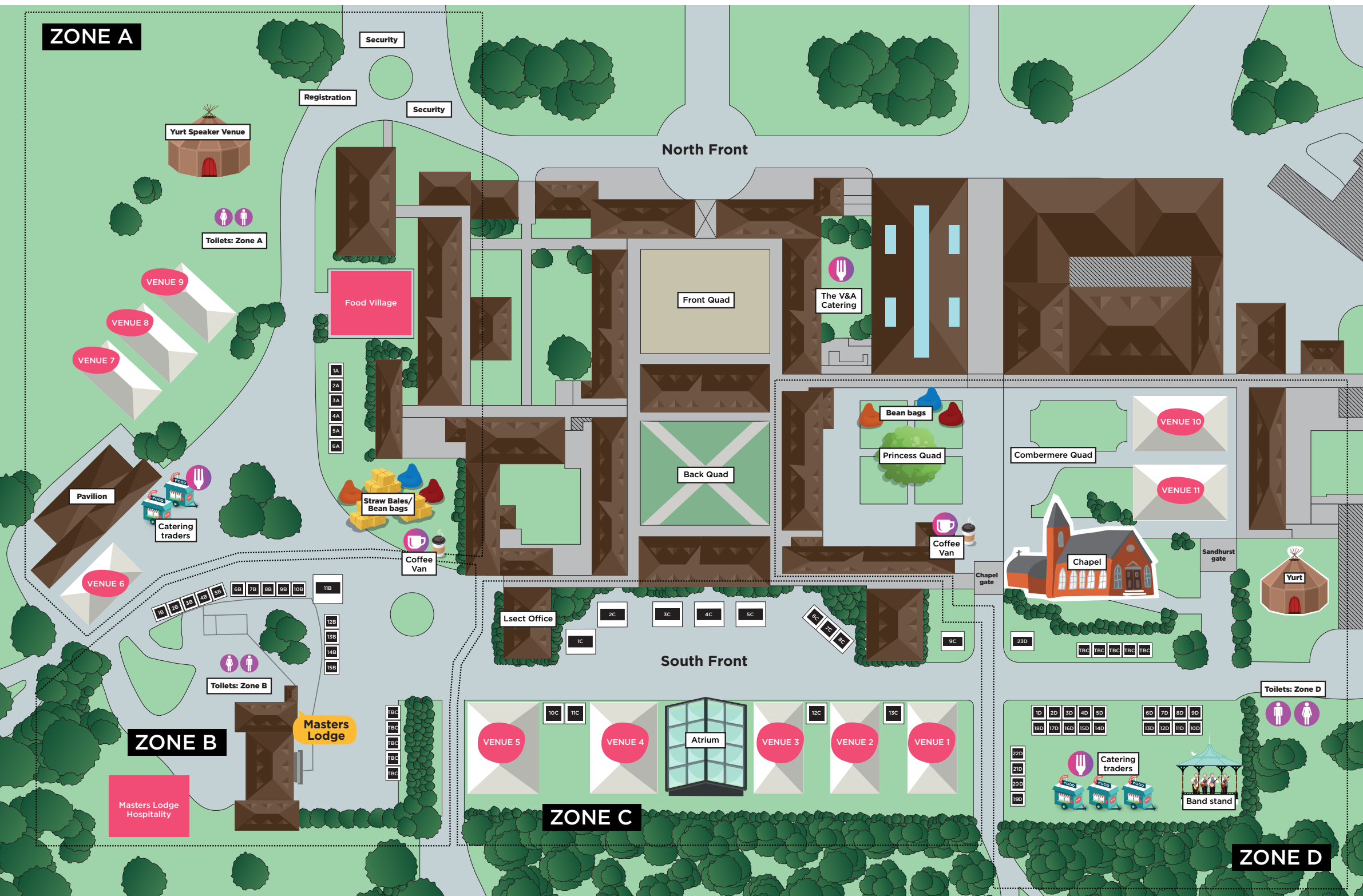
POST FESTIVAL

- Electronic copy (Excel) of the attendee list including attendee e-mail addresses where provided.
- 4 socila media posts in July thanking you for support.

This list is not exhaustive and be tailored to meet your needs. For further information about this opportunity please get in touch with Adele at adele.kilby@lsect.com



FESTIVAL FLOOR PLAN



**NO ORDINARY
EDUCATION EVENT.**
NO ORDINARY Festival.

PARTNERSHIP CONTACTS

Adele Kilby
Festival partnerships manager
t +44 (0) 20 81234 778
m +44 (0) 07973 393 683
e adele.kilby@lsect.com

Shane Mann
Festival director
t +44 (0) 20 81234 778
m +44 (0) 78 37 982 398
e shane.mann@lsect.com

Festival Map is subject to change.

**DISCOUNTS
AVAILABLE**

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



EXHIBITION PACKAGE

DISCOUNT

SAVE 20% BOOK BEFORE
THE END OF FEBRUARY

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 5,000 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.

BENEFITS INCLUDE:

PRE-FESTIVAL

- Details of the Festival are extensively promoted across our networks and social

media. Your organisation will provide with unique marketing assets.

- 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 April 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
- Two specific tweets from the Festival's Twitter account announcing you are exhibiting
- Exhibitor's logo to appear in two adverts in Schools Week & FE Week before the event
- Inclusion of brand on our attendee Hub (Four weeks before)

AT THE FESTIVAL

- 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 & App, 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.



PARTNERSHIP AND EXHIBITION ENQUIRIES:

Adele Kilby | adele.kilby@lsect.com
T: 07973393683



EXHIBITING

DISCOUNT

SAVE 20% BOOK BEFORE
THE END OF FEBRUARY

PREMIUM EXHIBITOR UPGRADES

Premium Exhibitors receive the following additional benefits:

UPGRADE OPTION A - £2,000

- 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
- One push notification on the Festival App

**LIMITED PREMIUM
UPGRADES AVAILABLE**

UPGRADE OPTION B - £3,000

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.

Provide a 30min online on-demand workshop on the Festival Attendee Hub, launched four weeks before the Festival.

Upgrade to a full-page advert in the Festival Guide. PLUS all items in upgrade option A .

DISCOUNTS AVAILABLE

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

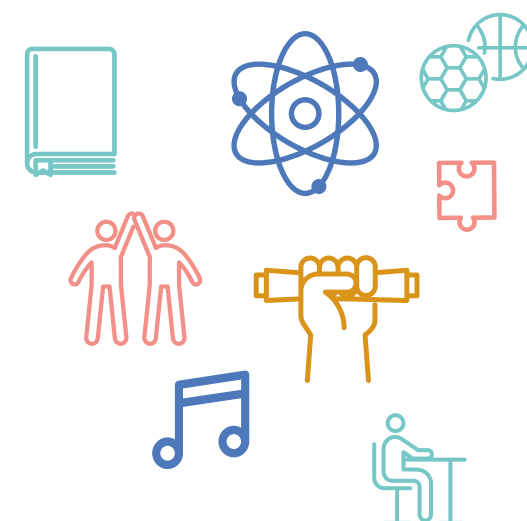


EXHIBITION PRICING FOR 2022

	3X3M	6X3M	9X3M	5X5M
ZONE A, C & D	£3,750	£6,500	£9,250	£7,500
ZONE B	£2,750	£5,000	£7,000	N/A
BESPOKE AND CREATIVE PACKAGES	Pricing available on request			

CHARITY/MICRO BIZ OPTION

Shared exhibiting area.
£1000
Conditions apply



PARTNERSHIP AND EXHIBITION ENQUIRIES:

Adele Kilby | adele.kilby@lsect.com
T: 07973393683



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, four 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 3,500 attendees used the app in 2019. In 2022 we will be launching the App four weeks before the event and hosting an array of content for attendees to enjoy pre-event.

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

£10,000



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.

£7,500



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.

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 will appear on both sides of the bag, with one side reserved entirely for your own artwork.

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

£8,500



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.

£8,500





The 12th annual
**FESTIVAL OF
EDUCATION**
at Wellington College | 7-8 July 2022

BROUGHT TO YOU BY:
LSECT
LEARNING & SKILLS
EVENTS, CONSULTANCY & TRAINING

 @EducationFest  educationfest.co.uk

