



The 13th annual FESTIVAL OF EDUCATION at Wellington College | 6-7 July 2023



PARTNERSHIP OPTIONS

WHERE THOSE WHO INSPIRE
FIND THEIR OWN INSPIRATION



WELCOME

After a three-year hiatus, The Festival of Education went 'live' again in spectacular style! It was a glorious return to the beautiful campus at Wellington College and we were fortunate that the sun shone.

Relief from being able to get together and discuss and debate once more created an incredible atmosphere for all involved, and I was delighted to meet so many of you exhibitors and Partners who make The Festival of Education possible.

It is truly a collaborative event, with many of our exhibitors providing products, expertise and learning that we simply couldn't cover within the event timetable. In addition, your feedback helps us to constantly develop and endeavour to produce an even more rewarding event for all.

As a result, we will refine and reduce our speaker timetable in 2023, to ensure that we offer the same broad range of content without the overwhelming choice occasionally experienced before. We will maximise the footfall areas near the exhibitor spaces by retaining catering areas and adding points of interest, and we will work with you to help you maximise your investment in us. We will create more main venues in prime areas, and host our wonderful Literary Festival again with opportunities to meet authors.

We want the 13th Festival of Education to not only stimulate and engage, but also to honour and recognise all working in education by creating the most credible, inclusive, immersive and entertaining event we can, with your help.

Once again, I am incredibly pleased and proud to be part of the #educationfest team offering 2 free tickets to 1000 state schools, thanks to Wellington College's desire to ensure Education Fest 23 is as inclusive as possible.

In 2022, Over 5,500 attendees, 400 speakers

and 50 Partners and exhibitors were part of an incredible two days. Established in 2010, #EducationFest 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.

We presented a range of speakers including HMCI Amanda Spielman, David Olusoga, Sir Michael Morpurgo, Dame Alison Peacock, Sir Anthony Seldon and Anne Longfield, ensuring there really was something for everyone interested in the future of education.

In 2023, the 13th Festival of Education promises to deliver more than ever - defining and evolving the education debate to ensure we continue to lead, stimulate and showcase that which is so important for future society. Please join us and be a part of it.

Shane Mann

Festival Director



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WHY PARTNER AND EXHIBIT?

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 5,500 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!



1

Celebrating educators

Immerse yourself in an uplifting and fun environment, highlighting all that is positive in the education sector.

2

Pre-event content

One month before the event we will launch our Festival App.

3

Branding

It's the perfect opportunity to showcase your brand and products/services, to the right audience. Choose from a range of options.

4

Provide beneficial content

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

5

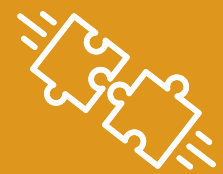
Networking

Meet and engage with new and existing clients, making real relationships. With around 5,500 attendees and 200 sessions, the opportunities to network are unrivalled.

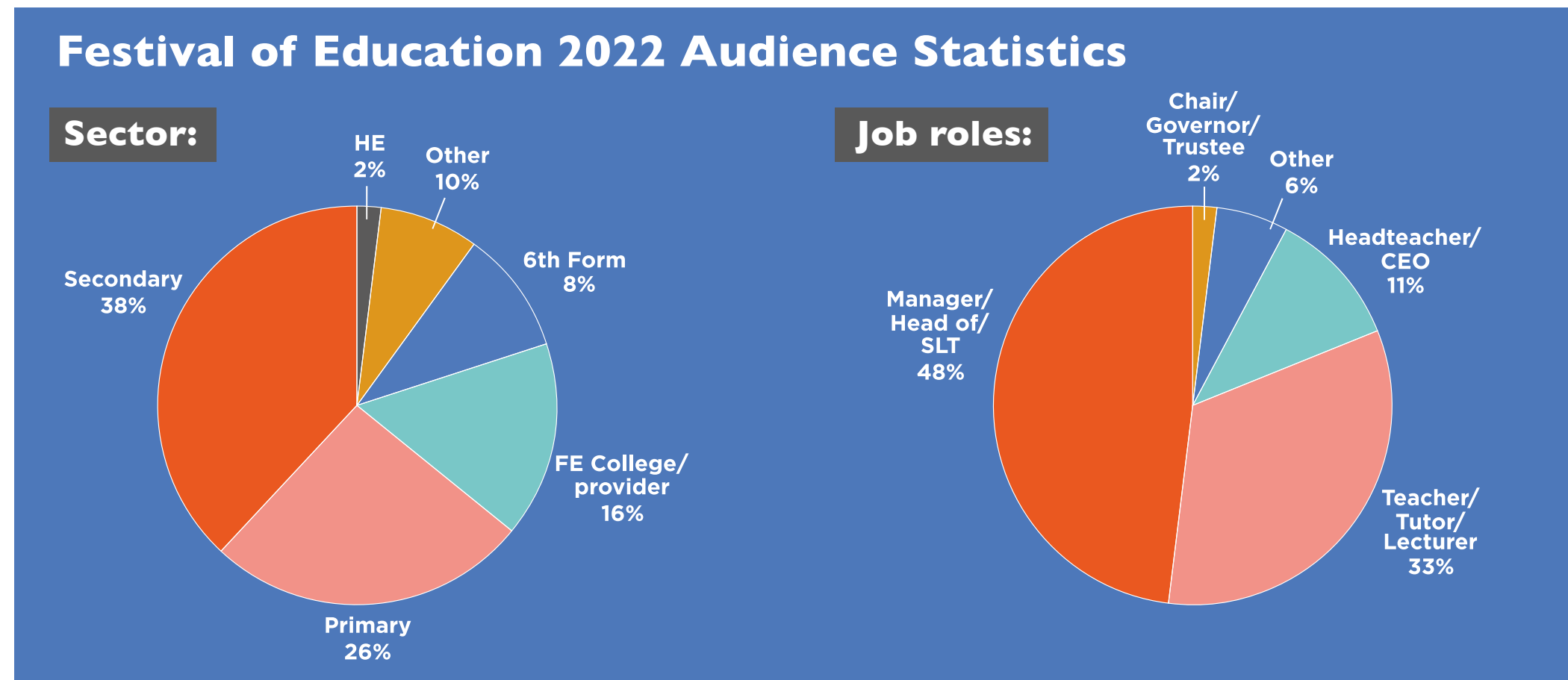
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Opportunities

We have a range of options available from bespoke to micro, and will help you maximise your presence, whatever your budget.



WHO ATTENDS THE FESTIVAL OF EDUCATION?



5,500+

Attendees

50

Exhibitors

Key facts:

- 96% of Festival-goers felt they had learned something new at the Festival
- 92% of 2022 Festival-goers are seeking to return in 2023 and will recommend to colleagues
- 90% of exhibitors and sponsors wish to return in 2023
- Over 94% of exhibitors and sponsors felt they made positive new relationships in 2022
- Our social network channels buzz with activity with over 21,000 twitter followers, #educationfest trends during event thanks to high profile guests and speakers

Find out why so many exhibitors say that The Festival of Education is their favourite event in the education calendar!



TESTIMONIALS



"I received feedback from our representatives who attended your show and they had nothing but positive things to say and they thoroughly enjoyed being there."

Woodland Trust

"Another jam-packed schedule of inspiring CPD at this year's Festival of Education. The sheer scale of disruptive ideas and pursuit of teaching and learning excellence, chime very closely with our mission and culture at Bedrock, which is why FoE is a must attend event for us."

Aaron Leary, Founder, Bedrock Learning

"The 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, Head Teacher

"For me, the highlight was identifying and securing opportunities for school improvement which the exhibitors gave me! I am already looking forward to next year and wish I could take our whole leadership team with me."

Susannah Daniel, Head Teacher

"We had an incredible time attending the Festival of Education. It was fantastic meeting so many educators and attendees from different parts of the country and chatting to them. The background music, numerous talks, inspiring speakers and interesting stands made for a great atmosphere, and we will most certainly look forward to attending again next year!"

Atom Learning

"EdFest is a highlight of the education calendar! It's a perfect opportunity to meet a great range of teachers and school leaders in an idyllic setting and festival atmosphere."

Karen Wespieser, Teacher Tapp





PARTNER PACKAGES



FESTIVAL PARTNER (£29,500 - 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 13th Festival in 2023.

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 a minimum of 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.

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 Festival App (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

- Two sessions per day with at least one session per day in own venue, format and topic to be agreed with organisers. (Potential additional content to be discussed)
- Your organisation's brand will be displayed prominently across the Festival site, on signage, the main stage and general venues
- 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
- 4 staff/exhibitor full passes, including lunch
- Access to the VIP Speakers Lounge (four guests) and two tickets to the VIP dinner on day one of the Festival
- 10 full Festival passes for your organisation's guests

POST FESTIVAL

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



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 them 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 2022, all packages were sold well in advance.

BENEFITS INCLUDE:

PRE-FESTIVAL

- Listed as a Literary Festival Partner on the Festival website, including your own web page, promoting your company
- Social media posts announcing your partnership with the Festival, plus a further five posts
- 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 Festival App (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 the Lit Fest venue
- Your organisation's brand will be displayed prominently across the Festival site, on signage, the main stage and general venues
- 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
- 4 staff/exhibitor passes, including lunch
- Access to the VIP Speakers Lounge (two guests) and two tickets to the VIP dinner on day one of the Festival
- 5 full Festival passes for your organisation's guests

POST FESTIVAL

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

THESE PACKAGES CAN BE TAILORED TO SUIT YOUR REQUIREMENTS. PLEASE CONTACT ADELE ON ADELE.KILBY@LSECT.COM TO DISCUSS.

FESTIVAL FLOOR PLAN

No ordinary education event.
No ordinary festival.



DISCOUNTS AVAILABLE

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

PARTNERSHIP CONTACTS

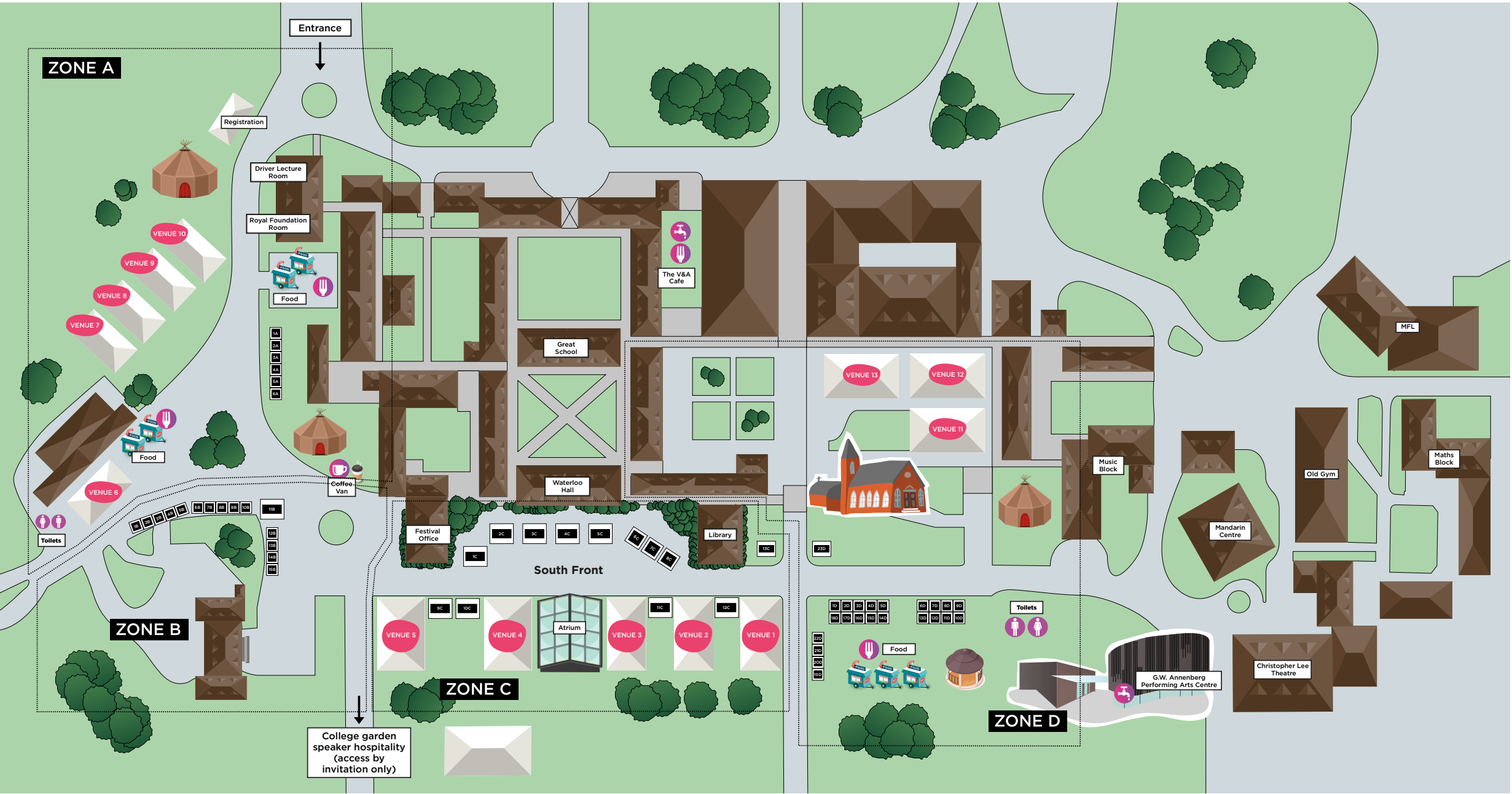
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Festival Map is subject to change.





EXHIBITION PACKAGES

DISCOUNT

SAVE 15% - BOOK BEFORE
END OF FEBRUARY

Exhibiting at Festival of Education is a fantastic opportunity to showcase your organisation's products and services to a highly influential audience from across the education sector.

Having a presence at the Festival puts you in front of more than 5,500 attendees allowing you to engage in a relaxed and inspiring 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 meet and share.

Signage, catering and entertainment have all been enhanced and improved, together with our Festival App and social media presence, as we 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 be provided with unique marketing assets

- Exhibitor name, logo, profile and link to exhibitor's website are listed on the exhibitors' page
- Delegate list (Excel) which includes name, job title and organisation (From June)
- 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 Festival App (Four weeks before)

AT THE FESTIVAL

- Exhibition space for the two days – white marquee - basic size 3m x3m includes 182cm x 76cm table and 2 chairs
- 500W (2A) power socket (unless agreed otherwise) & free Wi-Fi

- Dedicated Festival staff for exhibitors to assist you throughout the Festival
- Exhibitor pass and lunch on both days for two people per stand
- Two additional Festival tickets for your organisation's employees or guests
- Exhibitor name, profile, web address and position of stand in the Festival 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



EXHIBITION RATES

DISCOUNT

SAVE 15% 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.
- One push notification on the Festival App

UPGRADE OPTION B - £3,000

- Includes all benefits in Option A, plus:
- 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 App, launched four weeks before the Festival.

**LIMITED PREMIUM
UPGRADES AVAILABLE**

DISCOUNTS AVAILABLE

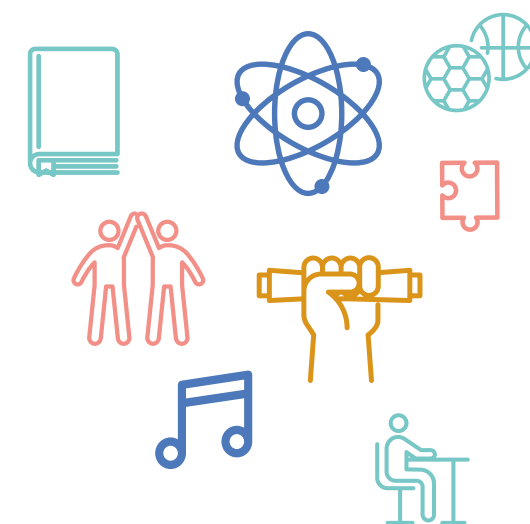
DISCOUNTS AVAILABLE FOR CHARITIES,
SMALL BUSINESSES AND OTHERS -
PLEASE ENQUIRE.

EXHIBITION PRICING FOR 2023

	3X3M	6X3M	9X3M	5X5M
ZONE A,C,D	3950	6950	9900	8450
ZONE B	2950	5500	7700	N/A
BESPOKE AND CREATIVE PACKAGES	Pricing available on request			

CHARITY/MICRO BIZ OPTION

Shared exhibiting area with own
table/frontage.
£1000
Conditions apply



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CREATIVE SOLUTIONS

Exhibition stands are a vital marketing tool. In the digital age, face to face conversations at events give you the edge over the competition, and a well thought out exhibition space is a sure way to engage delegates. Your exhibition space is an extension of your brand and potential clients should be drawn to it. This can seem a major task, but we are happy to help and work with you on ideas for your exhibition stand.

PRESENTATION -

Think beyond a roller banner. Make your space enticing through clear branding, great tech for demonstrations and good lighting. It should be welcoming and interesting, so that attendees wish to engage.

FOOD AND DRINK -

Invite delegates for a refreshment and a sit down on your stand. How about a juice bar? Or offer ice creams or muffins or a water station. It's summer so think what might appeal at a Festival. Crepes? Popcorn maybe? Bonus points for branded stalls/cups/containers.

COMPETITIONS -

Attract attendees with great prizes such as shopping vouchers or the latest technology.

Initiating a healthy competition will create a fun, relaxed environment on your stand and increase traffic.

MERCHANDISE -

Bring quality items that people will really value and keep. Environmental impact is an important consideration, so think about giveaways such as keep cups, reusable water bottles and branded items made from sustainable materials.

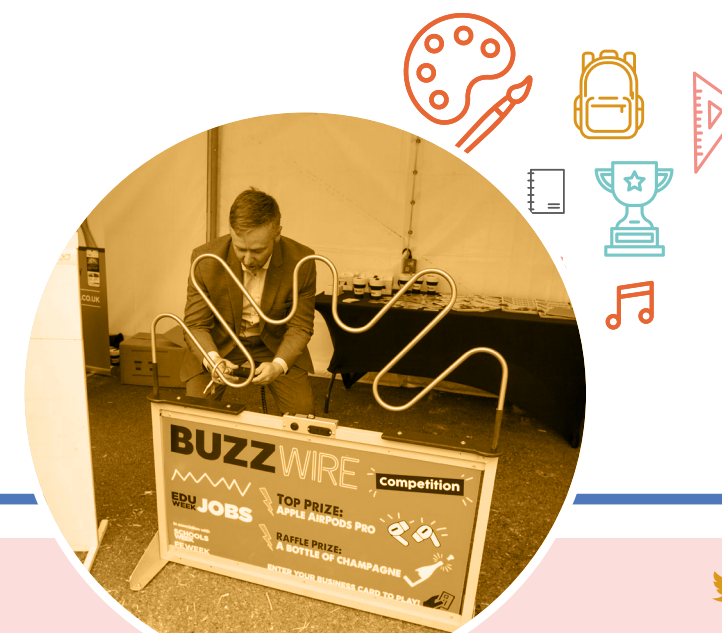
EDUCATE -

As well as promoting your offer, why not educate your audience? Providing a learning experience will make you a thought leader and will demonstrate that your company are the trusted experts. Examples of this can be seen in product demonstrations and talks. But why not go a step further? Fully interactive informational booths allows people to educate themselves in their own time or tell a story through a live scribbler.

PLEASE CONTACT:

Adele Kilby | adele.kilby@lsect.com

T: 07973393683



OTHER SPONSORSHIP OPPORTUNITIES

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 5,500 attendees used the app in 2022. In 2023 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, one workshop pre-Festival and branding on the website and map.

£10,000



FESTIVAL BAG SPONSOR

Festival-goers love a free bag. On arrival, attendees will receive a useful 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 an exhibition stand and branding on the website and map.

£8,500

WRISTBAND SPONSOR

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

Includes 50% off an exhibition stand and branding on the website and map.

£8,000





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**FESTIVAL OF
EDUCATION**
at Wellington College | 6-7 July 2023



BROUGHT TO YOU BY:

LSECT

LEARNING & SKILLS
EVENTS, CONSULTANCY & TRAINING

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 educationfest.co.uk