

The 14th annual
**FESTIVAL OF
EDUCATION**
at Wellington College | 4-5 July 2024



PARTNERSHIP OPTIONS

WHERE THOSE WHO INSPIRE
FIND THEIR OWN INSPIRATION



WELCOME

Absolutely exhilarating! That's how attendees describe the Festival of Education. A glance at the vivid photography and lively videos is all it takes to understand the wonderful experience we all partook in, and having more Festival partners than ever was indeed a delight.

This Festival is the epitome of collective effort, with many of our partners and exhibitors contributing products, know-how, and learning that surpassed what we could accommodate within the event schedule.

For the 14th Festival of Education, our aspiration is to not just stimulate and engage but also to celebrate and acknowledge everyone involved in education. We aim to craft the most authentic, encompassing, immersive, and entertaining event possible.

I feel highly honoured to be a member of a team that has innovated the Festival to ensure broader attendance from state schools, providing 2 complimentary tickets to 1,000 state schools in the UK. This initiative, driven by Wellington College's commitment, is intended to make the Festival as inclusive as possible. We still have work to do, but we have made great progress to date.

In 2023, the two-day event saw participation from over 5,000 attendees, 300 speakers, and 70 partners and exhibitors. Initiated in 2010, the Festival has transformed from a contemplative forum to the most pivotal, engaging, discussed, and inspiring event on the education calendar. The Festival consistently draws the most progressive innovators, educators, influencers, politicians, journalists, and business leaders from the education sector, amplifying its value for a diverse audience.

We featured an assortment of speakers, from HMCI Amanda Spielman to Eddie Izzard, and covered a plethora of topics ranging from AI in education to Sustainability, ensuring there was indeed something for every individual intrigued by the future of education.

In 2024, the 14th Festival of Education is set to bring more to the table, refining and progressing the discourse on education to ensure ongoing leadership, dialogue, demonstration, and reflection on matters crucial to our forthcoming society.

I hope that you will join us on our journey as we prepare for the 14th Festival of Education at Wellington College.

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 5,000 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!



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

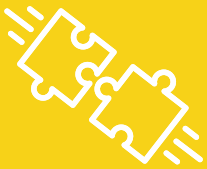
Networking

Connect and engage with school leaders, teaching professionals and like-minded professionals – there are countless chances to forge invaluable connections.

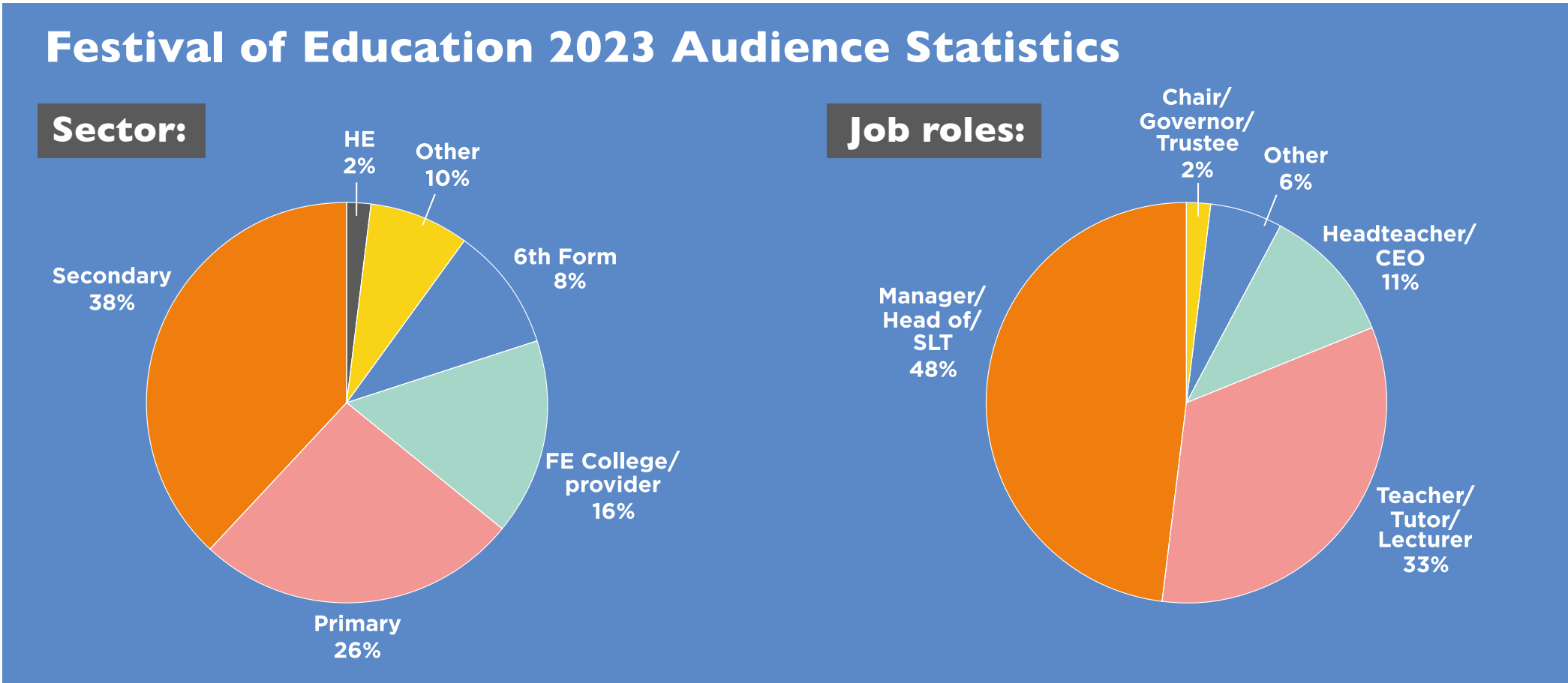
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Knowledge Sharing

The Ed Fest is collaborative. Gain insights from other Partners, renowned speakers and thought leaders who will share their wisdom, latest trends, and strategies that can give you a competitive edge.



WHO ATTENDS THE FESTIVAL OF EDUCATION?





5,000+

Attendees

70

Exhibitors

Key facts:

- 97% of Festival-goers felt they had learned something new at the Festival
- 90% of 2023 Festival-goers are seeking to return in 2024 and will recommend to colleagues
- 90% of exhibitors and sponsors wish to return in 2024
- Over 95% of exhibitors and sponsors felt they made positive new relationships in 2023
- Our social network channels buzz with activity with over 21,000 X 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



"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

"What a wonderful 2 days the PiXL team had at the Festival of Education 2023. The sun was shining and the conversations we had were inspiring. It was so great to spend time amongst people that are just as dedicated as we are about improving outcomes and life chances of pupils. The Festival of Education is an excellent opportunity to exchange ideas, gain insights, and be part of a vibrant community of educators."

Danielle Hill, PiXL

"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

"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."

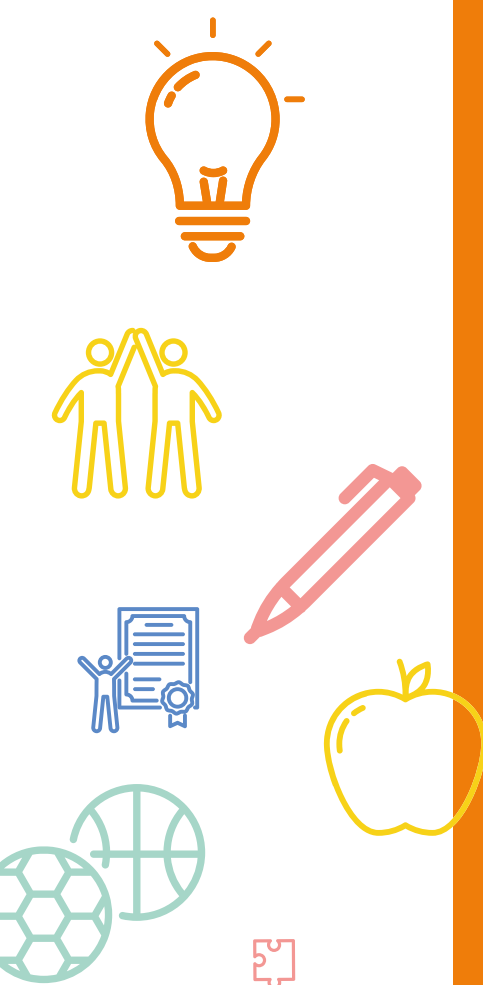
Susannah Daniel, Head Teacher

"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

"The Festival is a key date in our events calendar, and we exhibit for several reasons. It has a character like no other education event. This creates an atmosphere to better facilitate conversations, and to form relationships, it's a great way to meet teachers and school leaders and it's connecting with people through a shared positive experience, rather than just gathering 'contacts' from your target audience. Furthermore, the team behind the festival are slick and reliable."

Jamie Scott, Evidence Based Education





PARTNER PACKAGES



FESTIVAL PARTNER (£32,500 - LIMITED TO FIVE ORGANISATIONS)

Becoming a Festival Partner, the pinnacle of sponsorship, means your organisation will play a pivotal role in the success of the 14th Festival in 2024. Festival Partners enjoy the unique opportunity to actively contribute to the development, promotion, and execution of the entire event. The Festival's content is organized into various strands, and as a Partner, your organisation will become the proud sponsor of a specific venue or theme. Additionally, you will have the privilege of hosting a minimum of two daily sessions, which can take the form of workshops, panel discussions, or keynote presentations. Furthermore, as a Festival Partner, your organisation will be prominently featured and recognised as a vital supporter of this definitive educational event of the year. Our Partner packages are flexible and can be tailored to suit your specific needs and objectives. Join us in shaping the future of education at the 14th Festival in 2024.

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)

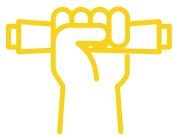
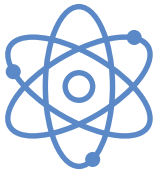
AT THE FESTIVAL

- 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
- 10 staff/exhibitor passes
- Four passes to the VIP Speakers Lounge and VIP BBQ
- 25 full Festival passes for your organisation's guests

POST FESTIVAL

- Electronic copy (Excel) of the attendee list. Please note we are unable to supply emails
- 4 social media posts in July thanking you for support



EDU-AUTHOR ZONE PARTNER (£17,500 - LIMITED TO THREE PUBLISHERS)

Introducing the 2024 Festival of Education's new Edu-Author Zone! This innovative space spotlights renowned education authors in three dedicated venues, offering attendees a unique chance to engage with influential minds in education. The Author Zone goes beyond talks, featuring special book signing sessions, creating an extraordinary opportunity to meet these thought leaders personally. Now, you can become one of three exclusive partners of the Edu-Author Zone. Align your brand with this exceptional platform that celebrates education and knowledge. Join us in making the Festival of Education 2024 an unforgettable experience where inspiration and innovation converge at the heart of education. Don't miss this chance to be part of an event that celebrates the transformative power of education authors and their invaluable contributions to learning. **This option is available to education book publishers.**

BENEFITS INCLUDE:

PRE-FESTIVAL

- Listed as an Author Zone 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). Author Zone partners will be able to provide up to two pre-event workshops (max 60mins)
- Regular tweets specifically mentioning you as an Author Zone of the Festival (max 10)

AT THE FESTIVAL

- Premium exhibition stand measuring 5mx5m or 6mx3m
- A venue in the Author Zone will be named after your organisation, with prominent branding

- Three sessions per day, format and topics to be agreed with organisers, within your Author Zone Venue.
- Your organisation's brand will be displayed prominently across the Festival site, on signage, the main stage and general venues
- Book signing opportunities listed on the Festival Agenda for your authors
- 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
- 10 staff/exhibitor passes
- Four passes to the VIP Speakers Lounge and VIP BBQ
- 10 full Festival passes for your organisation's guests

POST FESTIVAL

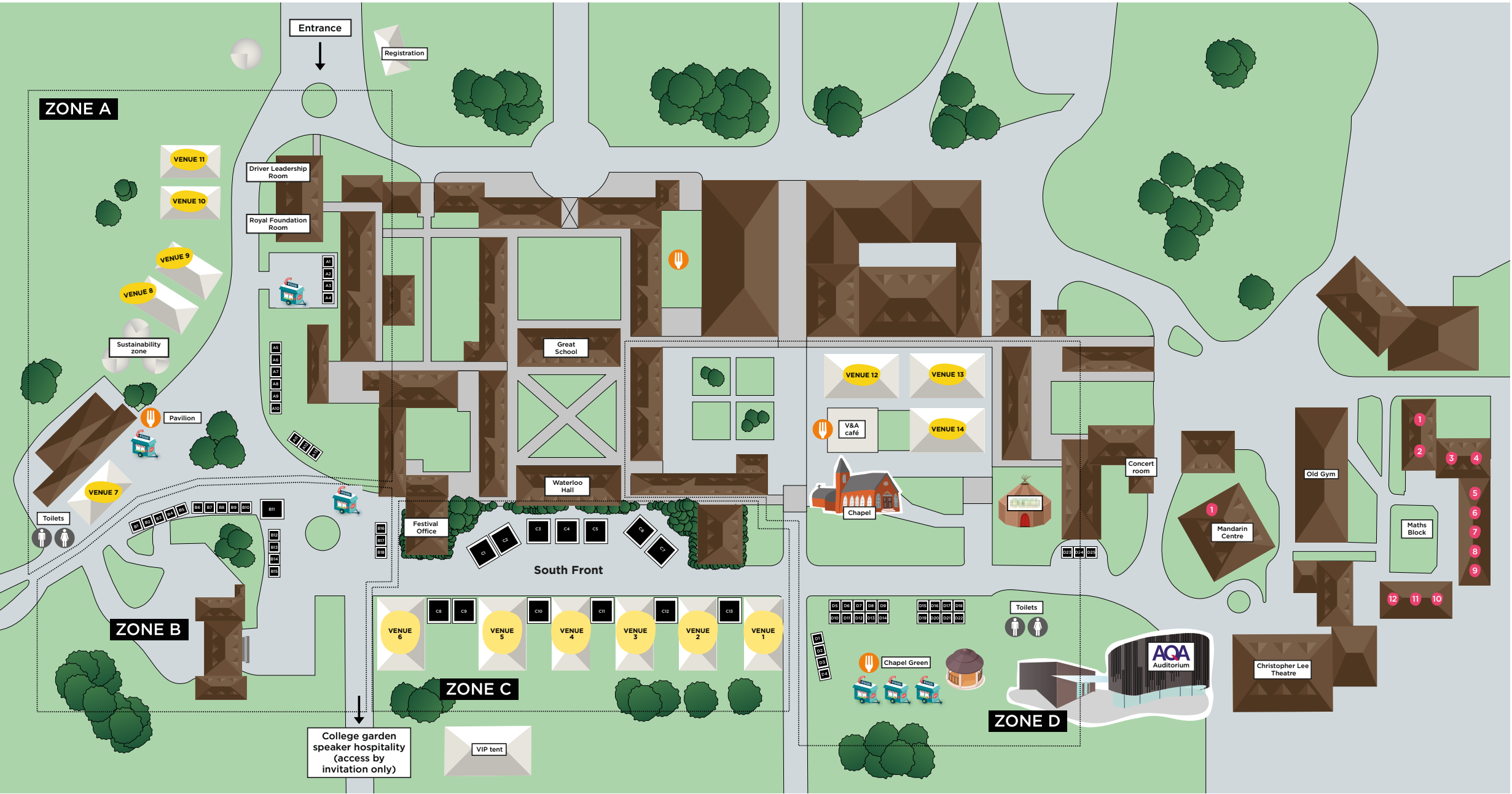
- Electronic copy (Excel) of the attendee list. Please note we are unable to supply emails
- 4 social media posts in July thanking you for support



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.



**PARTNERSHIP
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Festival Map is subject to change.





EXHIBITION PACKAGES

PARTNERSHIP AND EXHIBITION ENQUIRIES:
Adele Kilby | adele.kilby@lsect.com
T: 07973393683

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 5,000 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 to promote

your involvement

- Exhibitor name, logo, profile and link to exhibitor’s website are listed on the exhibitors’ page of website
- Delegate list (Excel) which includes name, job title and organisation (issued weekly on a Friday from four weeks before)
- Use of the Festival’s X hashtag to join in conversations and the Festival’s X banner and web links to promote your involvement
- One social media post Festival’s profiles (X, LinkedIn, Facebook) announcing you are exhibiting - within 2 months of Festival.
- 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
- Two staff/exhibitor passes
- Four Full Festival Tickets for your 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. Please note we are unable to supply emails



EXHIBITION PRICING FOR 2024

	3X3M	6X3M	9X3M	5X5M
ZONE A,C,D	£4,250	£7,650	£11,000	£10,000
ZONE B	£3,250	-	-	£10,000
BESPOKE AND CREATIVE PACKAGES	Pricing available on request			



EXHIBITION PACKAGES

PREMIUM EXHIBITOR UPGRADE

Premium Exhibitors receive the following additional benefits:

UPGRADE PACKAGE (10 AVAILABLE) - £4,950

- Brand featured on the homepage of the website and exhibitors page as a premium exhibitor
- Brand included on the Festival Map on the App, printed map and signage map
- A session 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
- One push notification on the Festival App - during the Festival
- 10 additional tickets to the Festival for guests
- Two passes to the VIP Speakers Lounge and VIP BBQ
- A full page advert in Schools Week or FE Week in May/June 2024

PARTNERSHIP AND EXHIBITION ENQUIRIES:

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



MICRO BUSINESSES & SMALL CHARITIES

At the Festival of Education, we deeply value the contributions of micro-businesses and small charities, recognising them as vital components in cultivating educational diversity and innovation. We are committed to fostering an inclusive environment, enabling these entities to exhibit, network, and collaborate effectively. To this end, we have tailored affordable exhibition packages, ensuring their unique needs and budget constraints are addressed.

Our discounted offer is available to a limited number of organisations. Our criteria for this option is as follows:

Micro Businesses: Businesses with fewer than ten employees and a turnover of less than £375,000.

Small charities: Charities with fewer than ten employees and a turnover of less than £750,000.

MICRO BIZ AND SMALL CHARITIES ZONE (LIMITED AVAILABILITY) - £1,500

- Brand featured on the Festival website linking to your website
- Exhibition space - which includes a table, two chairs, power and WiFi
- Brand listed on the Festival App linking to your stand location
- Two staff/exhibitor passes
- Two full Festival passes for guests

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.

PARTNERSHIP AND EXHIBITION ENQUIRIES:

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 4,000 attendees used the app in 2023. 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.

£9,500



FESTIVAL BAG SPONSOR

Festival-goers love a free bag. On arrival, attendees will receive a useful tote bag (made from sustainable materials). 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.

£9,500

WRISTBAND SPONSOR

Your organisation's branding on wristbands given to all delegates on arrival at the Festival and worn throughout the event (made from sustainable materials).

£7,950





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FOUNDED BY



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COLLEGE