



WELCOME

Last year's Festival of Education was a phenomenal success with attendees describing the event as 'amazing' uplifting' and 'unlike any other'. Take a look at the vivid photography and lively videos to get an insight into the Festival vibe we all partook in, and having more Festival exhibitors, sponsors and partners than ever enabled us to create a wonderful experience together.

In 2024, the two-day event saw participation from over 5,000 attendees, 300 speakers, and 87 partners and exhibitors.

Our 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 15th Festival of Education, our aspiration is to continue to evolve, so that we entertain, stimulate, celebrate and acknowledge everyone involved in education. We aim to craft the most authentic, encompassing, immersive, and enjoyable event possible, for all there.

I feel honoured to be a member of a team that has continually innovated the Festival to ensure inclusivity and a broader attendance from state schools, by providing 2 complimentary tickets to 1,000 UK state schools, thanks to a Wellington College initiative.

First held in 2010, the Festival has transformed from a contemplative forum to the most pivotal, engaging and collaborative event in 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 David Olusoga to Jo Brand, and covered a plethora of topics ranging from AI in education to Sustainability, ensuring there was indeed something for every individual interested in the future of education.

In 2025, the 15th Festival of Education is set to build upon our reputation and success, 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 and be part of the 15th Festival of Education at Wellington College

Shane Mann

Festival Director



Adele Kilby



Shane Mann

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WHY PARTNER AND EXHIBIT?

The Festival of Education offers your organisation 2 days of unrivalled interaction with the most progressive thinkers and practitioners in education today. Our audience attends to gain insight, learn about new developments and share their experiences and thoughts. Having a presence 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 exhibitors and Partners receive 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

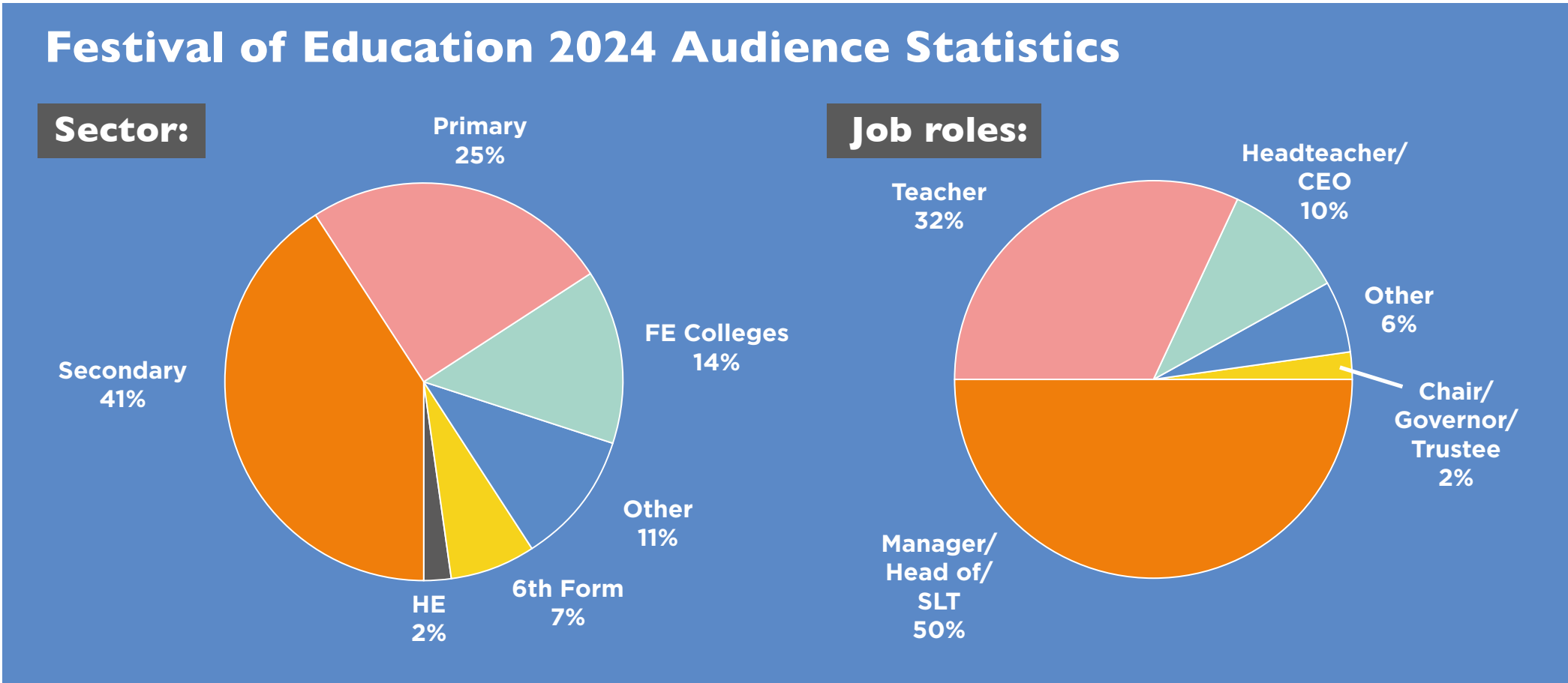
Connect and engage with school leaders, teaching professionals and like-minded professionals – there are countless chances to forge invaluable connections.

6 Knowledge sharing

The Festival of Education is collaborative, and we welcome others who share this ethos. Gain insights from other participants, 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

87

Exhibitors

Key facts:

- 97% of Festival-goers felt they had learned something new at the Festival
- 90% of 2024 Festival-goers are seeking to return in 2025 and will recommend to colleagues
- 90% of exhibitors and sponsors wish to return in 2025
- Over 95% of exhibitors and sponsors felt they made positive new relationships in 2024
- 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

"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

"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

"What a wonderful 2 days the PiXL team had at the Festival of Education. 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."

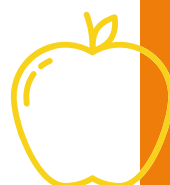
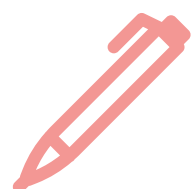
Danielle Hill, PiXL

"We have had a presence at the Festival for 6 years now as a combined exhibitor and speaker. It always generates lots of leads, conversations and visits for us in the weeks and months that follow. I would recommend the event highly for any company with a story to tell and a quality product to sell!"

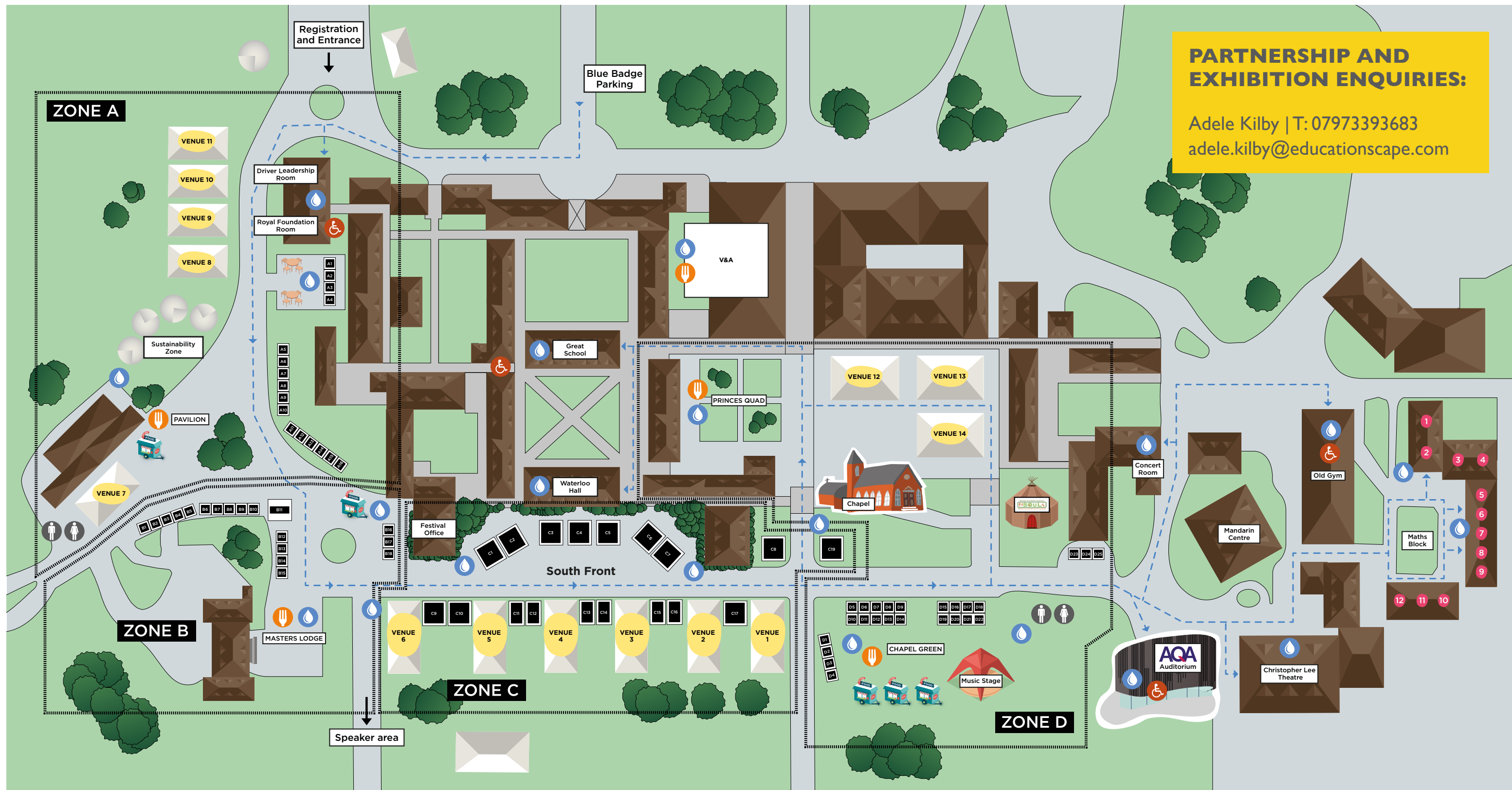
Andy Carley, School Outdoor Learning

"Ed Fest 2024 was an inspiring event; the line-up of speakers and workshops is varied, diverse and carefully programmed, and the opportunity to meet and network with a range of people working across the education sector is invaluable. The Steplab team left feeling energised, describing it as one of the highlights of their year. We loved the festival vibe, and the tech support and felt well looked after. We are excited about coming back next year!"

Rachel Sewell, Steplab



No ordinary education event.
No ordinary festival.



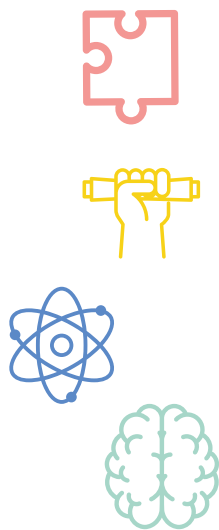
PARTNER PACKAGE

FESTIVAL PARTNER (£34,950 - 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 15th Festival in 2025.

Festival Partners enjoy the unique opportunity to actively contribute to the development, promotion, and execution of the entire event. The Festival's content is organised 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 2 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. 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 15th Festival in 2025.



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 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 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
- Four passes to the VIP Speakers Lounge and VIP BBQ
- 35 full festival passes for staff/ 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@EDUCATIONSCAPE.COM TO DISCUSS.

PARTNER PACKAGE

REGISTRATION PARTNER

(£27,950)

As Registration Partner, your organisation will be a key part of the 15th Festival in 2025.

You will receive high brand exposure before, during and after the Festival and benefit from recognition as an important supporter and contributor to this prominent and credible education event. You will have a presence with a large stand in a premium location, branding on our registration page, tickets and registration area, with the opportunity to be involved in the first point of contact as attendees arrive at the Festival of Education.



PRE-FESTIVAL

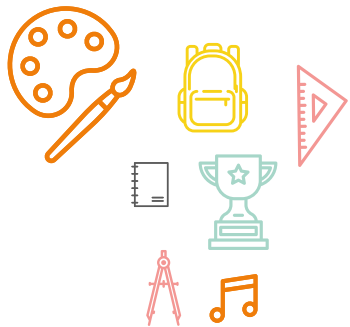
- Listed as Registration Partner on the Festival website, including your own web page, promoting your organisation
- Social media posts announcing your partnership with the Festival, plus a further five posts about our partnership
- Prominent branding on the registration page and confirmation emails
- Branding as the our Registration Partner on the App up to 4 weeks pre-event
- Opportunity to provide one pre-recorded workshop content via our Festival App (max 60mins)
- 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
- Regular tweets specifically mentioning you as a Registration partner of the Festival (max 10)

AT THE FESTIVAL

- Premium exhibition stand measuring 5mx5m
- Prominent branding at the Registration area at the entrance, with the opportunity for up to two staff to greet attendees and hand out leaflets or freebies
- Opportunity for a banner or other creative branding at Registration (subject to approval).
- One speaker session at the Festival (timing, format and topic to be agreed with organisers)
- Your organisation's brand displayed prominently across the Festival site, on signage, on the App and on the map
- 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
- 20 full festival passes for staff/ guests
- Four passes to the VIP Speakers Lounge and VIP BBQ

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@EDUCATIONSCAPE.COM TO DISCUSS.



EXHIBITION PACKAGES

**PARTNERSHIP AND
EXHIBITION ENQUIRIES:**

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

BENEFITS INCLUDE:

- Exhibiting at The 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. Its unique Festival atmosphere creates an environment where conversations flow and relationships are built.
- We use high-traffic sites for exhibition stands to ensure exposure throughout each day as people move between sessions with morning, lunch and afternoon breaks to increase opportunities to meet and share.
- Signage, catering and entertainment have all been enhanced, which, together with our Festival App and social media presence, continues to improve the exhibitor and attendee experience.



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 listed on the exhibitors’ page of website
- Delegate list (Excel) including name, job title and organisation (issued weekly from 4 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 on 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 Festival App 4 weeks before

AT THE FESTIVAL

- Exhibition space for two days – white marquee - includes 182cm x 76cm table and 2 chairs
- 500W (2A) power socket (unless agreed otherwise) & free Wi-Fi
- Dedicated Festival staff to assist you throughout the Festival
- Six full festival passes for staff/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 2025

All rates exclude VAT

	2.5X3M	3X3M	6X3M	9X3M	5X5M
ZONE A AND B	-	£4,000	£7,000	-	£10,500
ZONE C	£4,250	-	-	-	£11,000
ZONE D	-	£4,500	£8,250	£11,500	£11,000

MICRO-BIZ AND SMALL CHARITIES STANDS AVAILABLE

See criteria on page 10



EXHIBITION PACKAGES

PREMIUM EXHIBITOR UPGRADE

Premium Exhibitors receive the following additional benefits:

UPGRADE PACKAGE (16 AVAILABLE) - £4,950 + VAT IN ADDITION TO STAND PRICE

- Brand featured on website homepage 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.
- A 30min online on-demand workshop on the Festival App
- One push notification on the Festival App - during the Festival
- 10 additional full festival passes for staff/guests
- Two passes to the VIP Speakers Lounge and VIP BBQ
- A full page advert in Schools Week or FE Week in May/June 2025

PARTNERSHIP AND EXHIBITION ENQUIRIES:

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



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 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.

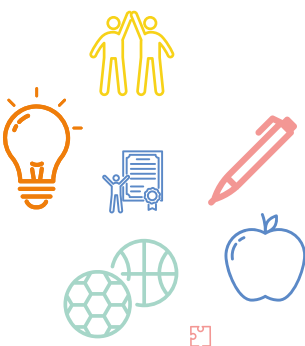
Small charities: Charities with fewer than ten employees and a turnover of less than £750,000.

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

- All are located in A and B zones
- 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
- Four full festival passes for staff/guests
- Electronic copy (Excel) of the attendee list. Please note we are unable to supply emails



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 with attendees. 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 to maximise your presence.

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. Remember this is a Festival so embrace the upbeat environment and make it fun.

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?

COMPETITIONS -

Attract attendees with great prizes such as shopping vouchers or the latest technology. Initiating a competition will create a fun, relaxed environment on your stand and increase traffic.

MERCHANDISE -

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

EDUCATE -

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

“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

PARTNERSHIP AND EXHIBITION ENQUIRIES:

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





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 2024. In 2025 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).

£9,000



All rates exclude VAT



The 15th annual
**FESTIVAL OF
EDUCATION**
at Wellington College | 3-4 July 2025



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