

New Landscape New Business Partnerships

‘...rethinking higher level skills for a sustainable economy’

Sponsorship and Exhibitor Options



EIAT 2nd HE and FE National Conference 2010
9 December 2010
Queens Hotel Leeds

New Landscape New Business Partnerships

Date: 9th December 2010

Venue: Queens Hotel Leeds, a four star hotel situated next to Leeds railway station

EIAT are delighted to offer sponsorship and exhibitor opportunities for our forthcoming national conference. Whether through advertising, exhibiting, sponsorship, this conference is an excellent way to promote and generate interest in your products and services, and create new business leads and develop existing relationships.

We are happy to discuss any other options or packages that do not appear in this brochure, these are examples of what we can offer, please contact us if you have any other ideas.

“We are delighted to announce Edexcel as our main sponsors of the 2010 conference”.



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Sponsorship and Exhibitor Enquiries

Janet Wilson

Email janet@eiat.org

Tel 01653 692883

New Landscape - New Business Partnerships

Date: 9th December 2010 - Venue: Queens Hotel Leeds UK

Conference Overview

The event follows on from last years successful conference and will attract 150-200 key decision makers who have a commitment to, and leading role in providing and developing; students, employees and staff with employability and higher levels skills.

In addition to attendees on the day, conference materials and delegate packs will also be available to purchase after the event for those that are unable to attend.

Conference Audience delegates will be drawn from:

Senior and Middle Managers in Higher Education
FE Principals and CEOs
Chairs of Governors
Heads of Curriculum
Directors of Finance
Heads of Employer Engagement
Practitioners in Higher and Further Education
Independent Learning Providers
Directors and Senior Staff of Learning and Skills Councils
Work Based Learning providers
Businesses
Employers and Training Managers

Skills and Training Providers
National Skills Academies
Lifelong Learning Networks
Business Link
Qualifications Awarding Bodies
Senior Education Policy Makers in local government
Training Providers
Sector Skills Councils
Education Consultants
Adult and Community Learning
Professional Organisations.

Keynote Speakers Include

Dr. Ian Tunbridge OBE

Deputy Vice Chancellor, **Thames Valley University**

Graeme Thompson

Dean of University of Sunderland, Faculty of Arts Design and Media **Former Regional Director for ITV Tyne Tees**

John Widdowson

Mixed Economy Group; **Principal and Chief Executive, New College Durham**

Carl Lygo

Chief Executive/Principal **BPP College of Professional Studies**

Pat Bacon

Principal and Chief Executive of St. Helen's College and **Outgoing President of the Association of Colleges**

Andrew Palmer

Head of Skills Development **British Telecom (BT)**

Michael Davis

Director of Strategy and Performance **UK Commission for Employment and Skills (UKCES)**



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Sponsorship and Exhibitor Packages

Sponsorship and exhibitor packages can be combined and tailored to suit individual needs.

Sponsorship Package 1 - Full Conference Sponsorship

£4150 (+ VAT £726.25) £4876.25

The main sponsorship package has been secured by Edexcel. Other sponsorship options and exhibitor packages are still available.



“We are delighted to announce Edexcel as our main sponsors of the 2010 conference”.

Prior to the conference

- Logo on EIAT conference webpage
- Logo on pre-conference publicity material where applicable, including all e-marketing and pre event e-mails to delegates
- Logo and sponsors profile and details on the ‘Conference Sponsors Page’ on the EIAT conference webpage with a link to sponsors website
- Logo and sponsors details on the ‘Exhibitors page’ on the EIAT conference webpage
- Sponsors logo and acknowledgement of sponsorship in the conference programme, with option also to have full page advert in the conference programme.

At the conference

- Sponsor’s logo on the holding slide in the main auditorium
- Sponsor’s advertising board/banner on/by the main stage sponsor to provide this (some restriction on size)
- Premium exhibition space, including tables, chairs, power supply and internet connection
- Sponsors logo on delegate bag
- Inclusion of two promotional items in our delegate bags, one to be promotional literature and one merchandise (some limitation on size/weight)
- 2 delegate passes for entry to conference sessions, including lunch and refreshments
- Name, profile, web address and position of stand as part of the sponsor and exhibitor information included in the delegate pack
- Set up in the evening on the 8th December from 6pm
- Opportunity to run a conference workshop session during the conference



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Delegate Bags Sponsors x1

£1600 (+ VAT £280) £1880.00

- Branded sponsorship of delegate bag to include your colour logo, alongside the main conference sponsor logo and EIAT logos
- Name, profile, logo and link to sponsors website on 'Conference Sponsors' page on the EIAT website
- Insert in delegate bag (Bags will be available to all delegates)
- Sponsors logo and acknowledgement of Delegate Bags Sponsorship on the conference brochure

Delegate Bags Inserts

£300 (+ VAT £52.50) £352.50

Inclusion of one promotional leaflet in our delegate bags (2 page leaflets maximum)

Conference Brochure sole sponsor x1 £995 (+ VAT £174.13) £1169.13

Front cover prime spot for branded sponsor (colour) logo with additional A4 (colour) page prime spot designed advert in the brochure. All delegates receive the conference brochure which includes all the essential information about the event including, speakers, breakout sessions, sponsors and exhibitors.

Conference Brochure A4 advert

£300 (+ VAT £52.50) £352.50

This is an opportunity for you to place your designed (colour) advert in the brochure. All delegates receive the conference brochure which includes all the essential information about the event including, speakers, breakout sessions, sponsors and exhibitors.

Registration Sponsor x1

£850 (+ VAT £148.75) £998.75

- Sponsors branding in the registration area and logo on registration desk
- Lanyards and badges branded with sponsors logo
- Name, profile, logo and link to sponsors website on the 'Conference Sponsors' and 'Exhibitors Page' on the EIAT website
- The hire of one exhibition space at the conference
- Two exhibitor passes to staff the exhibitor area, refreshments and lunch included
- Sponsors logo and acknowledgement of Registration Sponsorship on the conference brochure



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Sponsorship and Exhibitor Packages

Breakout Session Sponsor x1

£1500 (+ VAT £262.50) £1762.50

This option provides you with the opportunity to speak directly to your target audience in a breakout room.

The package includes 2 one hour slots in the conference programme.

- Details of breakout session, name, synopsis and logo on conference webpage
- Details of breakout session, name, synopsis and logo in conference programme
- Present and lead x2 one hour breakout sessions, one before lunch and one after lunch
- Breakout session featured on conference programme with sponsors logo
- Details of breakout session included in delegate pack
- 2 delegate passes to the conference including lunch
- List of delegates attending breakout sessions on the day
- Branding of breakout room (provided by sponsor)

Drinks Reception & Dinner Sponsor x1

£1200 (+ VAT £210) £1410.00

A unique opportunity for discussion and networking at the private keynote and presenters drinks reception and dinner the night before the conference on the 8th December.

This package includes:

- Sponsor's name, logo and link to sponsor's website on the EIAT conference webpage prior to the event
- Sponsor's logo and acknowledgement of sponsorship dinner on the conference programme
- Opportunity to provide a brief address to the conference dinner attendees
- Sponsor's banner/board positioned in the drinks reception area
(Some restrictions on size, pop up banner maximum size)
- One complimentary invitation to the drinks reception and dinner
- One delegate place at the conference, including refreshments and lunch



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Exhibitors

£595 (+ VAT £104.13) £699.13

Exhibition spaces are located in the same room as the delegate catering and refreshments area. This room will be used by delegates in the morning for refreshments, during breaks and during lunch.

Exhibitors will be located around the sides of the Ark Royal room and can occupy a maximum space of 3m wide and 2m depth.

- Exhibitor name, logo, profile on the Exhibitors Page on the conference webpage with a link to sponsors own website
- Exhibitor name, profile, web address included in the conference brochure
- The hire of one exhibition space (3m x 2m maximum) including tables chairs and mains power supply and free wifi
- Two exhibitor places and lunch included

What's not included overnight accommodation, admission to the conference sessions.

Accommodation

Accommodation for exhibitors and sponsors can be booked with the [Queens Hotel](#) at a special bed and breakfast rate for £89.00, please call the Central Booking System on 0845 0740 060 and quote EIAT.



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