

ENGLISH MATHS ESOL ANNUAL CONFERENCE

Resilience and responsiveness: the annual conference on English, maths and ESOL
3 November 2016 | Imperial College Union | London

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For further information on sponsorship and exhibition products
please contact the events team:

3rd Floor, 89 Albert Embankment, London, SE1 7TP

t: 020 7582 7221 w: www.learningandwork.org.uk e: events@learningandwork.org.uk

Conference partners:

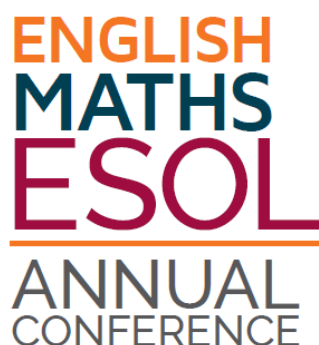


SPONSORSHIP | EXHIBITION | PROMOTION

There are a number a number of opportunities available for organisations wishing to promote their involvement within this sector. We will also be hosting an exhibition alongside the Conference.

Each has been designed to offer high-level exposure at the Conference. All of the sponsorship opportunities include exclusive sponsorship of specific elements of the Conference. All packages include comprehensive branding and promotion opportunities along with complimentary registrations.

| Guide to benefits | Lead sponsor | Conference supporter | Delegate pack sponsor | Lanyard | Delegate badge | Writing pads or pens |
|---|--------------|----------------------|-----------------------|-----------|----------------|-------------------------|
| Sponsorship price +VAT | £3,000 | £1,500 | £1,250 | £1,000 | £850 | £425 |
| Use of the Conference logo in your own marketing materials | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Acknowledgement from the Conference chair during the opening and closing addresses | ✓ | ✓ | | | | |
| Display of your logo on the sponsorship recognition board arranged in a prominent position in the venue | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Display of your logo on all Conference printed literature | ✓ | | | | | |
| Display of your logo on all directional signage within the venue | ✓ | | | | | |
| Display of your logo on the delegate packs | ✓ | | ✓ | | | |
| Display of your logo on the 'graphics loop' shown in the plenary auditorium | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Headline welcome letter to appear first in the conference delegate packs | ✓ | | | | | |
| One insert into the Conference delegate pack | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Your logo on the front of the promotional materials and final programme | ✓ | | | | | |
| Display of your logo and organisation message in the Conference final programme | 300 words | 250 words | 175 words | 150 words | 100 words | Listing contact details |
| Your logo on the Conference section of the Learning and Work Institute website | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Sponsor's discount conference exhibition stand | 100% | 50% | 25% | 25% | 25% | 25% |
| Full colour, 1-page advertisement in the Conference final programme (using supplied artwork) | ✓ | | | | | |
| Complimentary Conference registration(s) | 3 | 2 | 1 | 1 | 1 | 1 |



Lead sponsor

£3,000 +VAT

The English, maths and ESOL conference can offer up one organisation the exclusive opportunity of lead sponsor. The organisers at Learning and Work Institute will work with the lead sponsor to build a package of high profile opportunities that will highlight your organisation's role.

As the lead sponsor, you will benefit from:

Branding:

- Use of the Conference logo in your own marketing materials
- Acknowledgement from the chair during the opening and closing addresses
- Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- Display of your corporate logo on the delegate packs
- Display of your corporate logo alongside the Conference logo on all the printed literature, publicity materials and direct mailings (subject to when contract signed)
- Display of your corporate logo alongside the Conference logo on all directional signage within the venue
- Display of your corporate logo on the 'graphics loop' that is shown on the AV systems prior to all plenary sessions in the auditorium

- Display of your corporate logo alongside the Conference logo on the front of the Conference promotional material and final programme

Advertising and promotion:

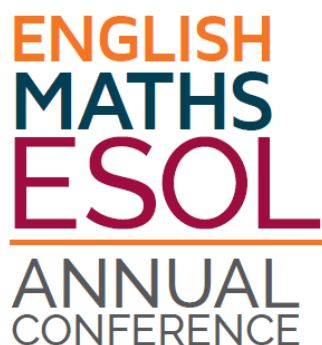
- Opportunity to provide 1 insert for (approx. 120) delegate packs (8 printed page A4)
- Display of your corporate logo, 300-word company message and contact details in the sponsors section of the Conference programme
- Opportunity to provide one full page full-colour, advertisement in the Conference final programme (using supplied artwork)

Exhibition:

- Free exhibition stand

Hospitality:

- 3 complimentary full-time Conference registrations



Conference Supporters £1,500+VAT

This package is open to more than one organisation. However, there is a maximum limit of packages available.

Complimentary places

- One complimentary delegate place.
- One complimentary place for the lead sponsor's organisation guest.

Website advertising

- Supporter's logo to appear on the event homepage.

On-site advertising

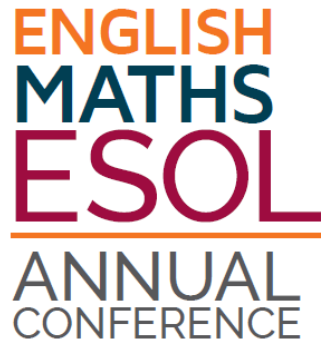
- A banner produced with your logo to appear alongside other event supporters displayed in a prominent location.
- Thank you slide displaying your logo to appear in the main plenary room
- Display of your corporate logo, 200-word company message and contact details in the sponsors section of the Conference programme

Exhibition

- 50% supporters' discount on exhibition stand

Delegate packs

- One A4 leaflet (provided by the sponsor) in delegate packs given to each attendee
- Profile and logo included in the conference programme guide in the supporter's section/pages



Delegate pack sponsor £1,250 +VAT

The English, maths and ESOL conference can offer one organisation the delegate pack sponsor.

As the delegate pack sponsor, you will benefit from:

Branding

- Display of your corporate logo alongside our logo on delegate packs.
- Use of the Conference logo in your own marketing materials
- Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- Display of your corporate logo on the 'graphics loop' that is shown on the AV systems prior to all plenary sessions in the auditorium
- Display of your corporate logo alongside the Conference logo on the event website

Advertising and promotion

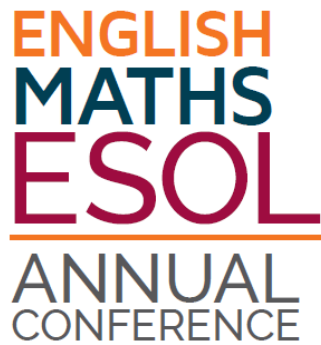
- Opportunity to provide 1 insert for (approx. 120) delegate packs (8 printed page A4)
- Display of your corporate logo, 175-word company message and contact details in the sponsors section of the Conference programme

Exhibition

- 25% sponsor's discount on exhibition stand

Hospitality

- 1 complimentary full-time Conference registration



Lanyard sponsor £1,000 +vat

The English, maths and ESOL conference can offer a single organisation the exclusive sponsorship of the delegate lanyards.

As the lanyard sponsor, you will benefit from:

Branding

- Your logo with the Conference logo as the sole branding on the lanyards
- Use of the Conference logo in your own marketing materials
- Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- Display of your corporate logo on the 'graphics loop' that is shown on the AV systems prior to all plenary sessions in the auditorium
- Display of your corporate logo alongside the Conference logo on the event website

Advertising

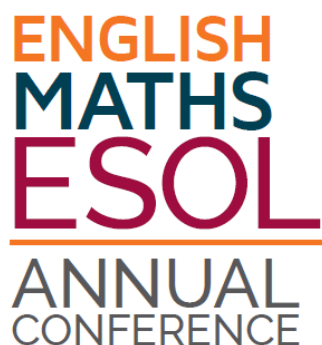
- Opportunity to provide 1 insert for (approx. 120) delegate packs (8 printed page A4)
- Display of your corporate logo, 150-word company message and contact details in the sponsors section of the Conference programme

Exhibition

- 25% sponsor's discount on exhibition stand

Hospitality

- 1 full-time Conference registration



Delegate badge sponsor

£850 +VAT

The English, maths and ESOL Conference can offer a single organisation exclusive sponsorship of the delegate badges. The badges will be distributed to all delegates with the Conference lanyard.

As the delegate badge sponsor, you will benefit from:

Branding

- Your logo with the Conference logo on the delegate badges
- Use of the Conference logo in your own marketing materials
- Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- Display of your corporate logo on the 'graphics loop' that is shown on the AV systems prior to all plenary sessions in the auditorium
- Display of your corporate logo alongside the Conference logo on the Learning and Work Institute website

Advertising

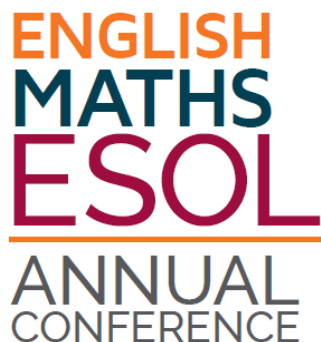
- Opportunity to provide 1 insert for (approx. 120) delegate packs (8 printed page A4)
- Display of your corporate logo, 100-word company message and contact details in the sponsors section of the Conference programme

Exhibition

- 25% sponsor's discount on exhibition stand

Hospitality

- 1 complimentary conference registration



Writing pens/pads sponsor

£425 +VAT each

The English, maths and ESOL Conference can offer a single organisation exclusive sponsorship of the delegate writing pads or pens. The writing pads/pens are distributed to delegates with the delegate packs. The writing pad/pens sponsor is required to provide the Conference with 120 branded writing pads/pens two weeks prior to the Conference.

As the writing pads or pens sponsor, you will benefit from:

Branding

- Use of the logo in your own marketing materials
- Display of your corporate logo on the sponsorship recognition board arranged in a prominent position within the venue
- Display of your corporate logo on the 'graphics loop' that is shown on the AV systems prior to all plenary sessions in the auditorium
- Display of your corporate logo alongside the Conference logo on the event website

Advertising

Insertion of branded writing pads or pens 120 (to be provided by sponsor) into the delegate packs.

- Opportunity to provide 1 insert for (approx. 120) delegate packs (8 printed page A4)
- Display of your company address and contact details in the Conference final programme.

Exhibition

- 25% sponsor's discount on exhibition stand

Hospitality

- 1 complimentary full-time Conference registration

EXHIBITION AND PROMOTIONS

Exhibition opportunities

£550 + vat

Exhibiting at the event will enable you to disseminate information about your organisation to targeted individuals, as well as raise awareness of your organisation.

This area will also be used for refreshments and catering, thus ensuring exhibitors maximum exposure to delegates. Price includes:

- Reservation of one exhibition area
- One 6ft table
- Mains electrical connection on request
- Wifi internet access
- 2 exhibitor passes – include entrance to the Conference sessions, refreshments and lunch.

Delegate pack inserts

£200 + vat

There is an opportunity for organisations to include an insert into the delegate packs. An insert could consist of promotional materials to raise awareness about your organisation or a report to disseminate information.

The fee for the insertion of one item, maximum of A4 size, one double sided page into the delegate pack is:

Organisations wishing to include an insert in the delegate packs will need to provide The Learning and Work Institute with 120 copies of their chosen materials **by 24 October 2016** to:

Priyanka Rajdev (English, maths and ESOL inserts)
Learning and Work Institute
3rd Floor
89 Albert Embankment
London
SE1 7TP

Sponsorship terms and conditions

By completing the booking form, you/your organisation agree to comply with the Learning and Work Institute payment terms and conditions. **We will accept cancellations in writing, by fax or email (but not by phone) before the sponsorship agreement is signed.** If cancellation takes place after signing, Learning and Work Institute will endeavour to sell the item of sponsorship. If the item is sold, we will refund the sponsorship fee less any cost incurred in relation to publicising the item of sponsorship. If no sale is secured prior to **3 October 2016**, the full sponsorship fee is due for payment.

Sponsorship and exhibitions booking form

| DESCRIPTION – All fees are subject to VAT | Fees | Total cost |
|---|--------------------|------------|
| Lead sponsor | £3,000 | |
| Conference supporter | £1,500 | |
| Delegate pack sponsor | £1,250 | |
| Lanyard sponsor | £1,000 | |
| Badge sponsor | £850 | |
| Writing pad sponsor | £425 | |
| Writing pen sponsor | £425 | |
| EXHIBITIONS | | |
| Stand | £550 | |
| INSERTS | | |
| 1 A4 insert in delegate pack | £200 | |
| | SUB TOTAL | |
| | VAT @ 20% | |
| | GRAND TOTAL | |

Primary Contact

| | |
|---------------|------------|
| Name: | Job Title: |
| Organisation: | Telephone: |
| Address: | Post Code: |
| | Email: |

Invoicing Address (if different from above)

| | |
|---------------|------------|
| Name: | Job Title: |
| Organisation: | Telephone: |
| Address: | Post Code: |
| | Email: |

Payment details

- Cheque: I enclose a cheque for the amount £ _____ (inc VAT)
Made payable to Learning and Work Institute
- Invoice: Please invoice for the above amount of £ _____ (inc VAT).
Purchase Order No: _____
- BACS: Please send a BACS remittance forms as confirmation of payment.
A VAT invoice will be issued on receipt of payment.

Signed: _____

Print: _____ Date: _____

Organisation: _____

Email: _____ Tel: _____

By completing the booking form, you/your organisation are agreeing to comply with The Learning and Work Institute payment terms and conditions.

Account name: L&W Events
Bank: Bank of Scotland
Sort Code: 12-08-81 Account no: 10025266