

SCHOOLS NorthEast Exhibition and Sponsorship Opportunities Governance Conference 2018 Sponsorship Opportunities

SCHOOLS NorthEast Academies Conference 2018

Date: Thursday 10 May 2018

Venue: St James' Park, Newcastle Upon Tyne

Audience: Approx. 300 CEOs, EHTs, CFOs, single academy trusts and those who are making the decision to join or form a MAT.

About the Event

MATs are increasingly central to the effectiveness of the school system and of fundamental importance in helping to drive up standards. With the education landscape still undergoing significant transformation and changes to structures, assessment, curriculum and statutory testing, it is now more important than ever for our Academy Chairs, CEOs, Executive Head Teachers and Chief Financial Officers to be up to date with the latest developments in education, policies, practice and procedures.

SCHOOLS NorthEast's inaugural Academies Conference will bring together around 300 academy leaders to think about what their new roles entail and the unique challenges that they face.

We are delighted to announce that **Sir David Carter, National Schools Commissioner** will be joining us to deliver a keynote speech at the event.



This event is an opportunity for all schools and academies who have made the decision to join or form a MAT, as well as those exploring potential options moving forward.

Academies Conference 2018 Sponsorship Opportunities

Please see below for a full breakdown of individual sponsorship options and their associated costs:

Item	Description	Non-Commercial Supporter	Commercial Supporter
Session Room Sponsor	Session room branding, stand in room + exhibition stand	£1,600 - FULL	£1,000 – FULL
Exhibition Package	Exhibition space, including a table & 2 chairs	£650 - FULL	£500 – FULL
Delegate Conference Bag	Company logo on the front of all conference bags	£1,500	£1,000
Lanyard Sponsor	Company logo or name on delegate lanyards	£1,500	£1,000
Name Badge Sponsor	Company logo on delegate name badges	£750	£500
Notepad Sponsor	Company logo on each page of delegate notepad	£750	£500
Conference Pack Inserts	Can be up to A4 size and maximum of 5 bound pages	£200	£100

Note: All prices are exclusive of VAT

SCHOOLS NorthEast Healthy MindED Conference

Date: Thursday 24 May 2018
Venue: Durham County Cricket Club, Chester-le-St
**Audience: Approx. 150 Head Teachers and school
senior leaders**

About the Conference

Head Teachers in the North East consistently cite child mental health problems as their uppermost concern. The issue is further compounded by the erosion of support services due to welfare reform and public sector cutbacks, leaving schools to pick up the slack.

The aim of this conference is to help schools understand the issues and provide them with practical support and guidance. It will inform the work of SCHOOLS NorthEast's Healthy MindED schools-led Commission into mental health and will share good practice taking place across the region.

Planned session topics include:

- What works in children and young people's mental health?
- How to design and implement a Whole School Approach
- How to manage transitions in schools
- Supporting SEND pupils with mental health needs
- How to involve school staff

Sponsoring this event will provide you with exclusive access to an audience of Head Teachers, Deputy Head Teachers and staff from schools across the North East and from other schools across the country.

SCHOOLS NorthEast is looking for organisations to support this event as sponsors. This will provide your company with direct exposure to all conference delegates.

The following sponsorship opportunities are on offer:

- Session Room Sponsorship;
- Exhibition Stands

SCHOOLS NorthEast Healthy MindED Conference

Item	Description	Non-Commercial Supporter	Commercial Supporter	Education Supporter	Charity
Session Room Sponsor	Session room branding, stand in room + exhibition stand	£1,500	£1,500	£1,500	N/A
Exhibition Stand	Exhibition space, including a table & 2 chairs	£500	£450	£300	£350

SESSION ROOM SPONSORSHIP

Sponsor one of the session rooms and you will have the opportunity to exclusively brand key areas of the conference.

WHAT'S INCLUDED:

Branding: In your session room, you will have the opportunity to display pop-up stands, branded welcome slides, and distribute promotional materials on the seats.

Corporate stand in the session room: A 6ft x 2ft table and 2 chairs, to distribute your material and engage with delegates in the session room.

Exhibition space: A 6ft x 2ft table and 2 chairs, to distribute your material and engage with delegates over registration, refreshment breaks and lunch in the main exhibition.

Free delegate places: Your company will be provided with 2 free delegate places to attend the conference.

EXHIBITION STAND

The opportunity to have a stand in the conference exhibition to engage with delegates over registration, refreshment breaks and lunch. The exhibition will be strictly limited regarding numbers of stands, providing you with extremely strong exposure at the event.

Exhibition Space: Your space will include a 6ft table, 2 chairs and complimentary WiFi. Power access will be provided on request. Your company will have two exhibition staff places to attend the stand with lunch and refreshments supplied.

SCHOOLS NorthEast School Business Management Conference

Date: Thursday 14 June 2018

Venue: St James' Park, Newcastle Upon Tyne

Audience: 300+ School Business Managers from across the North East

This is the biggest event of its kind in the country!

Where else can you meet 300+ School Business Managers in one day?

The exhibition at our School Business Management Conference has been completely sold out every year since the event started in 2013. Last year, the conference was attended by 300 North East School Business Managers, Head Teachers and senior leaders and the feedback from both delegates and exhibitors was outstanding.

Now in its sixth year, we are once again holding the conference at St James' Park to accommodate the very high level of demand we have already received. The programme will be informed by SCHOOLS NorthEast's School Business Manager 'Council', comprised of SBMs from across the different sub-areas of the North East.

The 'Council' builds upon the existing local SBM networks and provides a platform for all SBMs in every type and phase of school in the region. From delegate feedback last year, suggesting that we allow further time available to explore the exhibition and chat with exhibitors, we have made the decision to extend the lunch period by adding an additional 30 minutes.

Motivational Guest Speaker **Sally Gunnell, OBE**



School Business Management Conference 2018 Sponsorship Opportunities

Please see below for a full breakdown of individual sponsorship options and their associated costs:

2018 – PRICE FREEZE LIMITED EXHIBITION SPACE REMANING

Item	Description	Non-Commercial Supporter	Commercial Supporter
Exclusive Exhibition Package	12 month membership as Commercial Supporter, exhibition space, exhibition bingo, delegate discounts	£1,200	N/A
Session Room Sponsor (inc. Exhibition stand) Session room branding, stand in room + exhibition stand	Room 1	£1,875	£1,500
	Room 2	£1,875	£1,500
	Room 3	£1,625	£1,200
Exhibition Package	Exhibition space, including a table & 2 chairs	£950	£650
Delegate Conference Bag	Company logo on the front of all conference bags	£2,000	£1,000
Lanyard Sponsor	Company logo or name on delegate lanyards	£1,750	£1,000
Name Badge Sponsor	Company logo on delegate name badges	£750	£500
Notepad Sponsor	Company logo on each page of delegate notepad	£750	£500
Handbook advertising	A5 full colour page (all artwork must be supplied)	£250	£130
Conference Pack Inserts	Can be up to A4 size and maximum of 5 bound pages	£200	£120

Note: All prices are exclusive of VAT

Session Room Sponsor Package

Sponsor one of the three School Business Management Conference session rooms and you will have the opportunity to exclusively brand a key area of the conference.

Room sponsors can display pop-up stands, branded welcome slides, distribute promotional materials on the seats and set up a corporate stand and information point for delegates within or immediately outside their room. The room sponsors branding will also be displayed on the conference programme and throughout the event any reference to the room will include the room sponsor's name i.e. 'the next session in the 'Your Company' Sir Bobby Robson Suite'.

Session room sponsorship also includes an exhibition stand, outlined in the Exhibition Package.

Exhibition Package:

What's included:

Exhibition Space*: Your space will include a 6ft table, 2 chairs and complimentary WiFi. Power access will be provided on request.

Exhibition Staff: Your company will have two exhibition staff places to attend the stand with lunch and refreshments supplied.

Delegate Discounts: As an exhibitor you will be entitled to bring additional delegates from your company at heavily discounted rates. Please contact us for further details.

Exhibition Map: All delegates will receive an Exhibition Map. This will signpost the position of all exhibitors to ensure that delegates don't miss out on any opportunities.

Conference Pack: SCHOOLS NorthEast will provide you with a full delegate list and a conference handbook during registration at the conference.

Delegate Conference Bag Sponsor



Bag Branding: Your company logo will be printed (mono) on the front of all delegate bags.

2 Free Delegate Places: Your company will be provided with an additional 2 free delegate places to attend the event.

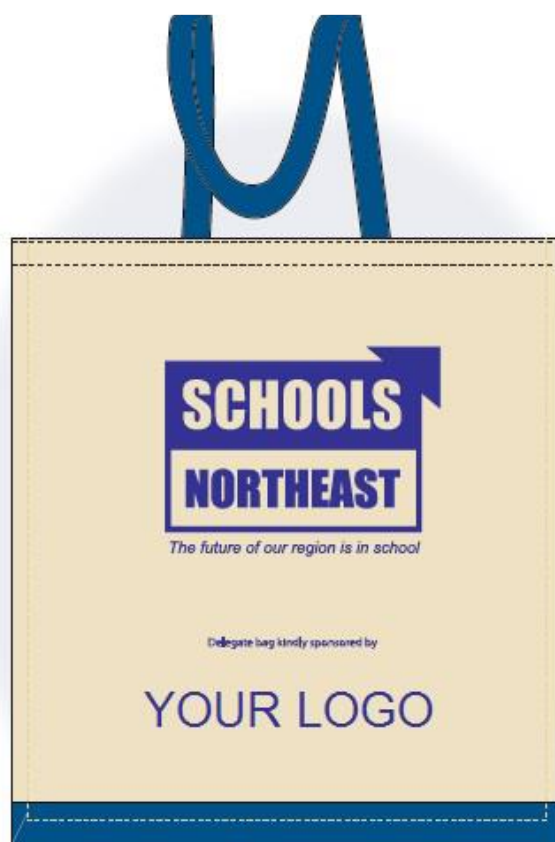
Free Insert: As bag sponsor you will receive a free advertising insert from your company in every bag.

Each delegate will receive a bag, containing the conference handbook, exhibition plan and advertising inserts.

Conference bag sponsorship offers immediate visual recognition for your company. Your logo will appear prominently, just below the SCHOOLS NorthEast branding.

The conference bag design will be seen by every delegate and by hundreds of others for months and sometimes years to come.

The conference bags will be displayed on the delegate reception desk, so they will be one of the first branded items that delegates see at the event.



Delegate Lanyard Sponsor

All delegates will receive a lanyard attached to their visitor badge making them easy to wear and removing the inconvenience of safety pins or clips. As lanyard sponsor you will see your brand travel throughout the event during the day raising your organisation's profile as a leading supplier to this sector. See example below.



YOUR LOGO

#SBM2017

YOUR LOGO

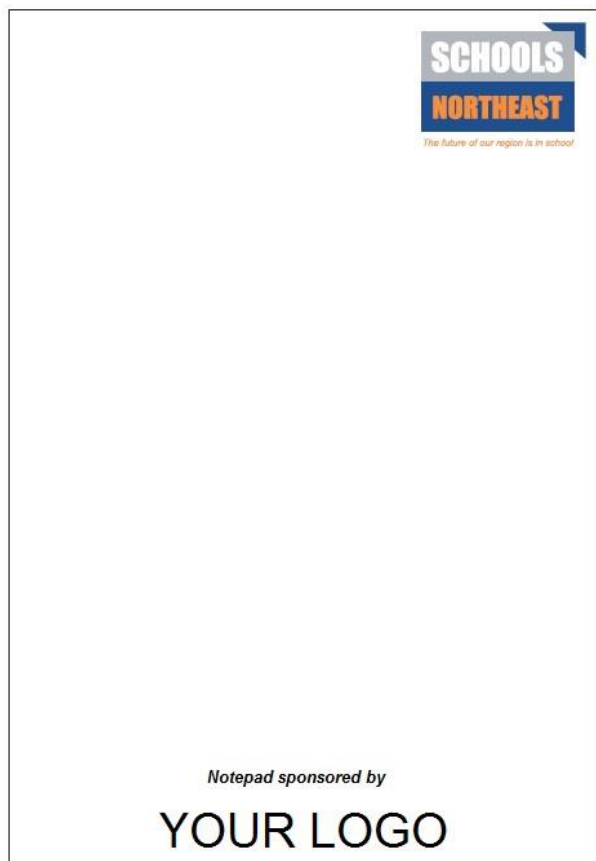
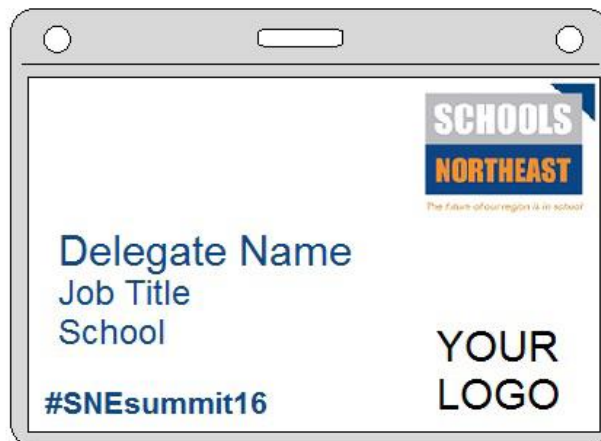
#SBM2017

Delegate Name Badge Sponsor

All delegates, speakers and VIP guests will receive a conference delegate badge.

As Badge Sponsor you will see your brand travel throughout the event during the day and beyond, raising your organisation's profile as a leading supplier in this sector.

See example below.



Delegate Notepad Sponsor

All delegates will receive a notepad to take notes throughout the day. As sponsor, your logo will feature prominently on each page, helping to raise the profile of your organisation.

Conference Bag Inserts

Inserts and promotional items will be placed in delegate bags, which are distributed upon registration. This provides you with the opportunity to share your brand with every delegate attending the conference.

Insert opportunities include:

Advertisement flyer – your flyer can be up to A4 size and a maximum of 5 bound printed pages. Please note, inserts are very popular and numbers are limited.

Branded items:

- Pens
- Highlighters
- Keyrings
- Sticky notes
- Stress balls
- Diaries
- Sweets or chocolates
- Memory sticks

This list is not exhaustive. If you have other promotional items that you would like included in delegate bags, please do get in touch with your suggestions. Please note that **only one type of branded item will be included each bag**.

This will be allocated on a first-come-first-served basis.

You will need to arrange for your items to be delivered to the venue.

SCHOOLS NorthEast does not take responsibility for the design or printing of promotional material.



Conference Handbook Advertising

The SBM handbook will be in every delegate pack. You have the opportunity to advertise in the A5 handbook displaying your message to the 300+ delegates who attend.