FE Week

ANNUAL APPRENTICESHIP CONFERENCE AND EXHIBITION

AAC 2018

SPONSORSHIP & EXHIBITION OPPORTUNITIES

#FEWEEKAAC18

WELCOME

On the back of the tremendous success of AAC 2015, 2016 and 2017, the fourth Annual Apprenticeship Conference and Exhibition is set to be our biggest event yet.

AAC 2018 is the calendar's one truly not-to-be-missed three-day policy and practice conference dedicated to apprenticeships.

AAC has rapidly become recognised as the premier professional apprenticeship conference, providing policy and practical updates in partnership with the Department for Education, and it is also now the largest conference in sector.

Across the three days, delegates will have access to more than 100 workshops, 50 exhibitors, top policy officials and sector experts. Senior staff from colleges, training providers, universities, employers and assessment organisations will all have access to business-critical news, advice and keynotes.

Following the start of the of the apprenticeship levy in April 2017, and the new upper-limit funding methodology, there is no better time to benefit either by simply attending, or by showcasing your organisation at this flagship event.

In 2017, AAC took place around National Apprenticeship Week (March 23 to 25). It offered an array of prominent keynote speakers, including top politicians, civil servants, providers, employers and most importantly apprentices. There were also over 75 in-depth practical workshops for delegates to attend.

It attracted an audience of more than 1,000 delegates and 50 exhibitors over three days at Birmingham's International Convention Centre.

And for 2018 we've once again had to increase the space we use at the venue, to accommodate a growing audience and exhibition.

This time around, we are making the exhibition element to the event free to attend. This will include at least nine free-to-attend seminars for exhibition attendees – which we expect to massively increase the delegate count to well over 1,300.

Birmingham's ICC plays host to hundreds of large exhibitions and conferences every year, making it the best possible space in which to communicate with thousands of delegates.

The exhibition and sponsorship opportunities outlined in this brochure have been created to support your organisation in showcasing its products and services to a highly influential and exclusive audience.

Shaun Mann

MANAGING DIRECTOR | LSECT | PUBLISHER OF FE WEEK AND FOUNDERS OF AAC

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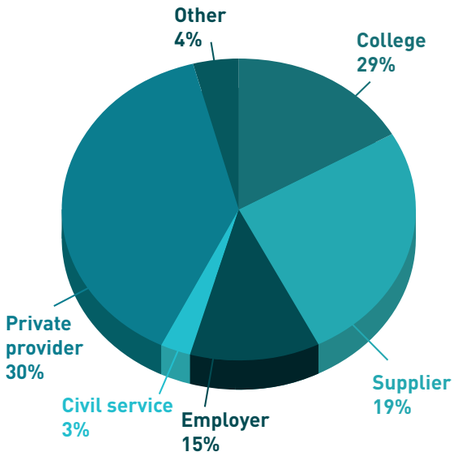
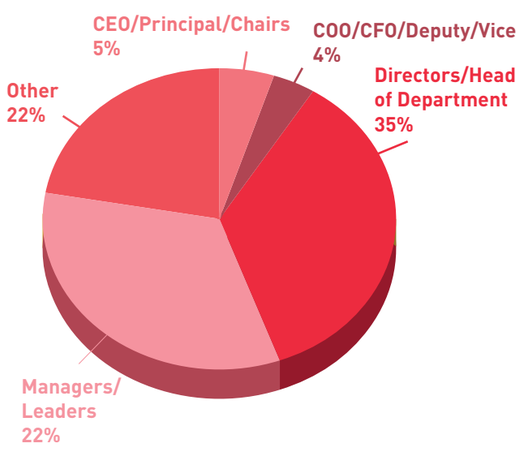
WHY AAC IS THE EVENT OF THE YEAR FOR YOUR ORGANISATION

The third FE Week Annual Apprenticeship Conference was the biggest yet with a record number of delegates across all three days. This year we increased the duration of the conference by half a day following delegate feedback requesting more time for networking and an increased number of workshop sessions. In partnership with City & Guilds, AAC also hosted over 120 employers at the Making Apprenticeships Work conference on Day 2. It was great to see so many employers attend this year's conference. AAC continues to grow and attracted a diverse audience of individuals working within the apprenticeship sector. AAC 2018 is set to attract an even larger audience in 2018. We are also making the exhibition free to attend. This will allow an event greater number of people to attend this growing event.

Provider breakdown



Job titles breakdown



1000+ Delegates

50+ Exhibitors

600+ Organisations represented

Photo from AAC 2017 Gala Dinner evening.

AAC 2018

ATTENDANCE TO AAC2017

1064 Total delegates

AAC EXHIBITORS AND SPONSORS IN 2017 INCLUDED:

City and Guilds | NOCN | AELP | NCFE | Pearson | The Education and Training Foundation | Find a Future | Get My First Job | Seetec | Smart Assessor | BKSB | The Skills Show | Skills Funding Agency | National Apprenticeship Service | For Skills | Drake Lane Associates | SQA | Tribal | ABC Awards | and others...

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EXHIBITION PACKAGES

Exhibiting at the FE Week Annual Apprenticeship Conference and Exhibition is your chance to showcase your products and services to a highly influential and exclusive audience. Exhibition space is expected to be very popular with more than 60 organisations having registered their interest earlier this year when initial plans for the 2018 conference were announced. Exhibiting puts you in front of more than 1,200 delegates, in a relaxed setting. This year the exhibition will be free attend and is expected to be busier than ever. We dedicate more than eight hours of the programme to 'time spent with exhibitors' to help suppliers promote their services directly to this highly influential delegation. The conference catering is also served at various points around the exhibition hall to maximise delegate flow and help ensure the best possible exposure to exhibitors.

PRE-EVENT

EXHIBITOR EXPOSURE

Details of the conference are promoted to more than 16,000+ Lsect members and FE Week readers, including a link to the 'exhibitors' page on the conference website.
Exhibitor name, logo, profile and link to exhibitor's website are listed on the 'exhibitors' page.
Receipt of a delegate list (Excel) on a regular basis, which includes name, job title and organisation.
Use of the *FE Week* AAC Twitter hashtag to join in conversations and use of the event banner and web link for marketing purposes i.e. promote involvement on your own website.

AT THE EVENT

STAND AND SET-UP

Exhibition space for the three days - shell scheme or space only (Standard size: 3m wide x 2m depth x 2.5m high) - please refer to pages 8 and 9 for specific stand measurements and options.
500watt (2amp) power socket and free Wi-Fi. Set-up available on Wednesday March 21, at 06:00. Dedicated event staff for exhibitors.
Two exhibition passes to staff the stand.
Two full delegate passes for the conference for your organisation.
Two tickets to the gala dinner and awards evening for your organisation.

EXPOSURE AND NETWORKING

Exhibitor name, profile, web address and position of stand in the event show guide, as part of the exhibitor listings (available to all attendees).
Exhibitor floor plans and list of exhibitors displayed within the exhibition areas to help guide delegates to stands.
Acknowledgment of exhibitors as part of the chair's main stage introductions.
Over 8 hours of the programme dedicated to 'time with exhibitors'.

POST EVENT

MARKETING

Electronic copy (PDF) of the delegate list including delegate e-mail addresses where provided. Access to the speaker presentations where provided.

Additional stand staff can be booked online as part of the exhibitor online booking process, priced at £75+VAT per person per day.

TO BOOK an exhibition space, complete and return the exhibitor booking form indicating your top 3 space choices or alternatively contact us to discuss the exhibition.

SECTION	STAND NUMBERS	EXHIBITION TYPE	SIZE (M)	STANDARD PRICE
	45,46,53,58	shell or space	4m x 4m	£8,500
	4-8,12-18,35-58	shell	3m x 2m	£5,500
	1-3,9-11,19-34,59-62	shell	3m x 2m	£4,250
	63	space	6m x 3m	£10,000

EXHIBITION ENQUIRIES:

AAC@feweek.co.uk
t +44 (0) 20 8123 4778

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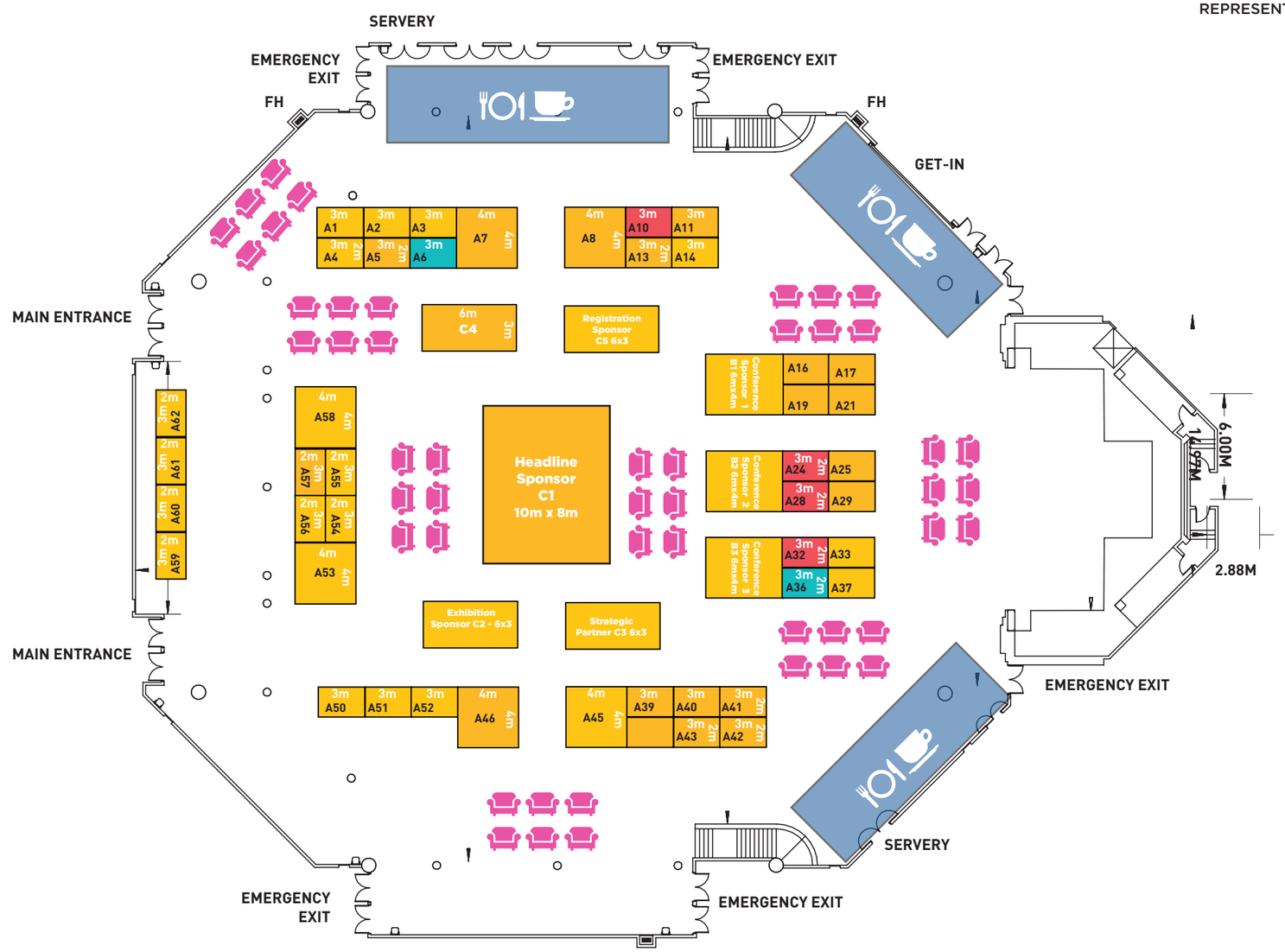
EXHIBITION FLOOR PLAN

BOOK NOW

EXHIBITION PRICING IS AVAILABLE ON PAGE 7.

THIS PLAN IS INTENDED FOR GUIDANCE AND DOES NOT FORM ANY CONTRACT, REPRESENTATION OR WARRANT, EXPRESSED OR IMPLIED



KEY

- SEATING AREA
- CATERING AREA
- STAND PERIMETER
- TIER ONE PRICING
- TIER TWO PRICING
- RESERVED

EXHIBITION ENQUIRIES:

AAC@FEWEEK.CO.UK

T +44 (0) 208 1234 778

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CONFERENCE SPONSOR

BOOKED

PRE-EVENT

EXPOSURE

Logo on the homepage of the conference website. Full company profile on the conference website. Logo on adverts placed in *FE Week* leading up to the conference. Logo included on all promotional marketing sent to more than 16,000+ Lsect members and FE Week readers. Logo on all conference promotional materials. Sponsor name, logo, profile and link to sponsor's website listed on the 'sponsors' and 'exhibitors' pages of the conference website. At least four tweets before event with @(your twitter handle) referenced as a conference sponsor for the event. Receipt of a delegate list (PDF) once a month (including name, job title and organisation). Use of the event banner and web link for marketing on your own website.

AT THE EVENT

STAND AND SET-UP

Premium-sized exhibition space in a prime location (6mx4m). Electricity - 500watt (2amp) power socket and free Wi-Fi. Set-up available from Tuesday, 21 March from noon. Dedicated event staff for sponsors and exhibitors. Four delegate passes for each day includes entry to the main stage speaker sessions and breakout sessions, plus refreshments, lunch and event show guide. Four exhibition passes for stand staff which includes, refreshments, lunch, event show guide. Reserved gala dinner table for sponsor to seat 10 you can select from pre-registered delegates. Spare tickets can be spread to other tables. Full page (A4) colour advert in the event show guide and programme available to all attendees. Acknowledgment of sponsor as part of the chair's opening main stage introductions. Fifteen minute address to the conference, delivered by a representative from your organisation. This speech must not promote your products, but is intended to provide a platform from which to express opinion and thoughts on the policy area. Sponsor name, profile, web address and position of stand in the event show guide, as part of the exhibitor listings.

Three workshop slots during the conference.

EXPOSURE AND NETWORKING

Exhibitor name, profile, web address and position of stand in the event show guide, as part of the exhibitor listings (available to all attendees). Exhibitor floor plans and list of exhibitors displayed within the exhibition areas to help guide delegates to stands. Over 8 hours of the programme dedicated to 'time with exhibitors'.

POST EVENT

MARKETING

Electronic copy (PDF) of the delegate list including delegate e-mail addresses where provided. Hundred word message in post-event email sent to all delegates. Access to the speaker presentations where provided.

EXPOSURE IN FE WEEK

Logo on all adverts placed in *FE Week* promoting the conference – online and print. Two half page adverts related to your organisation's apprenticeship-offer which also contains an advert on the bottom section promoting your status as a conference sponsor (measuring 261mm wide by 50mm high) (Pre-conference) Full page advert in the edition of *FE Week* taken to the conference.

£33,500 (LIMITED TO THREE)

INCLUDES HIGH BRAND EXPOSURE PRE, DURING AND POST CONFERENCE, PROMINENT LARGE EXHIBITION SPACE AND ADDRESS TO CONFERENCE.

6M X 4M EXHIBITION STAND/GALA DINNER TABLE
15 MIN CONFERENCE ADDRESS/THREE WORKSHOP SLOTS/FULL-PAGE ADVERT IN CONFERENCE GUIDE AND MORE...

SPONSORSHIP AND EXHIBITION ENQUIRIES:

AAC@feweek.co.uk

t +44 (0) 208 1234 778

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EXHIBITION SPONSOR

BOOKED

PRE-EVENT

EXPOSURE

Logo on homepage of the conference website. Full company profile on the conference website. Logo on adverts placed in *FE Week* leading up to the conference. Logo included on all promotional marketing sent to more than 16,000 Lsect members and FE Week readers. Logo on all conference promotional materials. Sponsor name, logo, profile and link to sponsor's website listed on the 'sponsors' and 'exhibitors' pages of the conference website. At least four tweets before event with @(your twitter handle) referenced as a conference sponsor for the event. Receipt of a delegate list (PDF) once a month (including name, job title and organisation). Use of the event banner and web link for marketing on your own website.

AT THE EVENT

STAND AND SET-UP

Premium-sized exhibition space in a prime location (6mx3m). Electricity - 500watt (2amp) power socket and free Wi-Fi. Set-up available from Tuesday, March 21 from noon. Dedicated event staff for sponsors and exhibitors. Four delegate passes for each day includes entry to the main stage speaker sessions and breakout sessions, plus refreshments, lunch and event show guide. Four exhibition passes for stand staff which includes, refreshments, lunch, event show guide. Reserved gala dinner table for sponsor to seat 10 you can select from pre-registered delegates. Spare tickets can be spread to other tables. Full page (A4) colour advert in the event show guide and programme available to all attendees. Acknowledgment of sponsor as part of the hosts opening main stage introductions. Sponsor name, profile, web address and position of stand in the event show guide, as part of the exhibitor listing.

Two workshop slots during the conference. Logo on programme, main exhibition signage, and 'exhibitors' pages in the conference guide (including welcome to the exhibition signs).

EXPOSURE AND NETWORKING

Exhibitor name, profile, web address and position of stand in the event show guide, as part of the exhibitor listing (available to all attendees). Exhibitor floor plans and list of exhibitors displayed within the exhibition areas to help guide delegates to stands. Acknowledgment of exhibitors as part of the chair's main stage introductions. More than eight hours of the programme dedicated to 'time with exhibitors'.

POST EVENT

MARKETING

Electronic copy (PDF) of the delegate list including delegate e-mail addresses where provided. 100-word message in the post-event email sent to all delegates. Access to the speaker presentations where provided.

EXPOSURE IN FE WEEK

Logo on all adverts placed in *FE Week* promoting the conference – online and print. Two half-page adverts related to your organisation's apprenticeship offer which also contains an advert on the bottom section promoting your exhibition sponsorship (measuring 261mm wide by 50mm high) (Pre-conference). A full-page advert in the edition of *FE Week* taken to the conference.

£20,000 (LIMITED TO ONE)

INCLUDES HIGH BRAND EXPOSURE PRE, DURING AND POST CONFERENCE, PROMINENT LARGE EXHIBITION SPACE.

6M X 3M EXHIBITION STAND/GALA DINNER TABLE/ /TWO WORKSHOP SLOTS/FULL-PAGE ADVERT IN CONFERENCE GUIDE AND MORE...

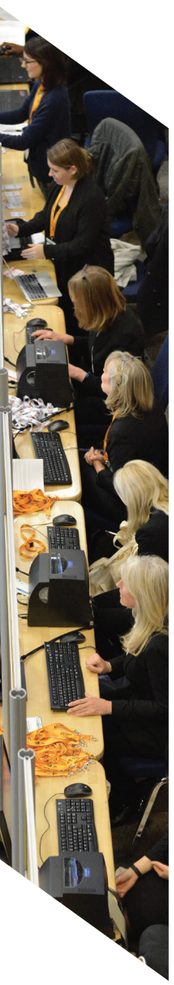
SPONSORSHIP AND EXHIBITION ENQUIRIES:

AAC@feweek.co.uk

t +44 (0) 20 81234 778

REGISTRATION SPONSOR

BOOKED



PRE-EVENT

EXPOSURE

Logo on homepage of the conference website and registration page. Full company profile on the conference website. Logo on adverts placed in *FE Week* leading up to the conference. Logo included on all promotional marketing sent to more than 16,500+ Lsect members and FE Week readers. Logo on all conference promotional materials. Sponsor name, logo, profile and a link to sponsor's website listed on the 'sponsors' and 'exhibitors' pages of the conference website. At least four tweets before the event with @(your twitter handle) referenced as a conference sponsor for the event. Receipt of a delegate list (PDF) once a month (including name, job title and organisation). Use of the event banner and web link for marketing on your own website.

AT THE EVENT

STAND AND SET-UP

Premium-sized exhibition space in a prime location (6mx3m). Electricity-500watt (2amp) power socket and free Wi-Fi. Set-up available from Tuesday, March 21, from noon.
Dedicated event staff for sponsors and exhibitors. Four delegate passes for each day includes entry to the main stage speaker sessions and breakout sessions, plus refreshments, lunch, event show guide.
Four exhibition passes for stand staff which includes, refreshments, lunch, event show guide.
Branding on delegate badges.
Branding within the conference welcome and registration area.
Reserved gala dinner table for sponsor to seat 10, you can select from preregistered delegates. Spare tickets can be spread to other tables.
Full page (A4) colour advert in the event show guide and programme available to all attendees.
Acknowledgment of sponsor as part of the host's opening main stage introductions.
One workshop slot during the conference.

EXPOSURE AND NETWORKING

Exhibitor name, profile, web address and position of stand in the event show guide, as part of the exhibitor listing (available to all attendees). Exhibitor floor plans and list of exhibitors displayed within the exhibition areas to help guide delegates to stands.
Over eight hours of the programme dedicated to 'time with exhibitors'.

POST EVENT

MARKETING

Electronic copy (PDF) of the delegate list including delegate e-mail addresses where provided. 100-word message in post-event email sent to all delegates. Access to the speaker presentations where provided.

EXPOSURE IN FE WEEK

Logo on all adverts placed in *FE Week* promoting the conference – online and print. Two half-page adverts relating to your organisation's apprenticeship offer which also contains an advert on the bottom section promoting you as registration sponsor (measuring 261mm wide by 50mm high) (Pre-conference) A Full-page advert in the edition of *FE Week* taken to the conference.

£20,000

(LIMITED TO ONE)

6M X 3M EXHIBITION STAND/GALA DINNER TABLE/ BRANDING ON REGISTRATION PAGE AND TICKETS/FULL-PAGE ADVERT IN CONFERENCE GUIDE AND MORE...

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HOLD A WORKSHOP

BOOKED

Delegates were clear in their feedback from last year's conference that they loved the workshops and to see more feature as a key part of the conference programme in 2017.

For AAC 2017 we will be producing a wide array of workshops for delegates to attend across the three days. We expect the opportunity to hold a workshop will prove extremely popular. To date we have received numerous requests from organisations interested in hosting a workshop at AAC 2017.

To ensure good attendance at all workshops we will be limiting the number of workshops to ten at any one time, this means there will be a total of 80 workshops across the three days.

AAC workshops are going to form a major part of the conference in 2017 and we would like to invite you to submit session proposals which will form part of the overall programme over the coming few months. There will be six workshop strands at AAC 2017: funding reform; assessment; inspection and performance; English and maths; audit and compliance; traineeships; marketing; engaging employers; LLDD.

To enquire about holding a workshop please email AAC@feweek.co.uk

WHAT IS INCLUDED

PRE-EVENT

EXPOSURE

At least two tweets before AAC 2017 with @ (your twitter handle) referenced as a workshop sponsor for the event. Name on programme as a workshop sponsor.
Your company logo and link to your website in the email to delegates asking them to select their workshop choices.
Receipt of a delegate list (PDF) once a month (including name, job title and organisation). Use of the event banner and web link for marketing on your own website.

WORKSHOP SPONSORS

A one-hour workshop during AAC 2017 per session. Your room will accommodate between 100 and 150 delegates.

Two delegate passes for the conference which includes entry to the main stage speaker sessions and breakout sessions, plus refreshments, lunch and event show guide.
Two tickets to the gala dinner.

EXPOSURE

Workshop sponsor name, profile, web address and workshop details in the event show guide, as part of the workshop listings (available to all attendees).

POST EVENT

MARKETING

Electronic copy (PDF) of the delegate list including delegate e-mail addresses where provided.

AAC 2017 EXHIBITORS RECEIVE 20% OFF WORKSHOPS.

£3,000 for one workshop
£5,000 for two workshops
£6,500 for three workshops
£7,000 for four workshops

FOR MORE INFORMATION ON SPONSORING A WORKSHOP PLEASE EMAIL: AAC@FEWEEK.CO.UK

GALA DINNER AND AWARDS EVENING SPONSOR

THURSDAY EVENING

BOOKED

PRE-EVENT

EXPOSURE

Logo on homepage of the conference website. Sponsor name, logo, profile and link to sponsor's website listed on the 'sponsors' and 'exhibitors' pages of the conference website. At least two tweets before with @(your twitter handle) referenced as a gala dinner sponsor for the event. Name on programme as gala dinner sponsor. Logo and profile on the gala dinner page of the conference website. Receipt of a delegate list (PDF) once a month (including name, job title and organisation). Use of the event banner and web link for marketing on your own website.

AT THE EVENT

STAND AND SET-UP

Premium exhibition space in a prime location (6mx2m). Electricity- 500watt (2amp) power socket and free Wi-Fi. Set-up available from Tuesday 21, March from noon. Dedicated event staff for sponsors and exhibitors (external contractors). Four delegate passes for each day includes entry to the main stage speaker sessions and breakout sessions, plus refreshments, lunch, and event show guide. Two exhibition passes for stand staff includes, refreshments, lunch, event show guide. Two reserved gala dinner tables for sponsor to seat 10 you can select from pre-registered delegates. Spare tickets can be spread to other tables. A Half-page (A4) colour advert in the event show guide and programme available to all attendees. A 10-minute speech at dinner, delivered by a representative from your organisation along with sponsorships of one awards (TBA). Logo on all gala dinner documents: tickets, menus, seating plans and AV screens. Opportunity to offer corporate gifts on tables.

EXPOSURE AND NETWORKING

Exhibitor name, profile, web address and position of stand in the event show guide, as part of the exhibitor listing (available to all attendees). Exhibitor floor plans and list of exhibitors displayed within the exhibition areas to help guide delegates to stands. Acknowledgment of exhibitors as part of the chair's main stage introductions. More than eight hours of the programme dedicated to 'time with exhibitors'.

POST EVENT

MARKETING

Electronic copy (PDF) of the delegate list including delegate e-mail addresses where provided.

£12,000

SPONSORSHIP AND EXHIBITION ENQUIRIES:

AAC@feweek.co.uk

t +44 (0) 20 81234 778

DRINKS SPONSOR

THURSDAY EVENING

BOOKED

PRE-EVENT

EXPOSURE

Logo on homepage of the conference website. Sponsor name, logo, profile and link to sponsor's website listed on the 'sponsors' and 'exhibitors' pages of the conference website. At least two tweets before with @ (your twitter handle) referenced as a drinks reception sponsor for the event. Name on programme as the drinks reception sponsor. Logo and profile on the gala dinner page of the conference website. Receipt of a delegate list (PDF) once a month (including name, job title and organisation). Use of the event banner and web link for marketing on your own website.

AT THE EVENT

STAND AND SET-UP

Premium exhibition space in a prime location (3mx2m). Electricity- 500watt (2amp) power socket and free Wi-Fi. Set-up available from Tuesday, 21 March from noon. Dedicated event staff for sponsors and exhibitors (external contractors). Two delegate passes for each day includes entry to the main stage speaker sessions and breakout sessions, plus refreshments, lunch, event show guide. Two exhibition passes for stand staff includes, refreshments, lunch, event show guide. Reserved gala dinner table for sponsor to seat 10 you can select from pre-registered delegates. Spare tickets can be spread to other tables. Half page (A4) colour advert in the event show guide and programme available to all attendees. A 10-minute speech at drinks reception, delivered by a representative from your organisation. Opportunity to place branding across room at the drinks reception.

EXPOSURE AND NETWORKING

Exhibitor name, profile, web address and position of stand in the event show guide, as part of the exhibitor listing (available to all attendees). Exhibitor floor plans and list of exhibitors displayed within the exhibition areas to help guide delegates to stands. Acknowledgment of exhibitors as part of the chair's main stage introductions. More than eight hours of the programme dedicated to 'time with exhibitors'.

POST EVENT

MARKETING

Electronic copy (PDF) of the delegate list including delegate e-mail addresses where provided.

£8,500

SPONSORSHIP AND EXHIBITION ENQUIRIES:

AAC@feweek.co.uk

t +44 (0) 20 81234 778

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OTHER SPONSORSHIP OPPORTUNITIES

DELEGATE BAGS

TOTE BAGS

Your organisation's advert printed on one side of tote bags handed to all delegates on arrival and inclusion of an insert. Your logo will also be included on the other side of the bag. Includes: two full conference and gala dinner tickets and 35% off standard exhibition stand prices. Sponsor name, logo, profile and link to sponsor's website listed on the 'sponsors' and 'exhibitors' pages of the conference website.

£6,000

WRITING PAD SPONSOR

SOLE BRANDING

Your organisation's [illegible] of each page (50 pages) of th[illegible] conference writing [illegible] d to all delegates o[illegible] ence. Includ[illegible] ets and 35[illegible] in delega[illegible] link to sp[illegible] sponsors' and 'exhibito[illegible] the conference we[illegible]e.

BOOKED

£4,000

ADVERTS

CONFERENCE GUIDE

Your organisation's advert included within the conference guide given to all delegates attending the conference.

Insert - £1,250
Half-page - £800
Full-page - £1,500
Double-page -£2,000

CONFERENCE GUIDE

A4 GLOSSY

Your organisatio[illegible] branding on the fr[illegible] the conference gu[illegible] Alon[illegible] e inside[illegible] e advert. [illegible] er tickets a[illegible] Sponsor [illegible] sor's website [illegible] sponsors' and 'exh[illegible]tors' pages of the conference we[illegible]

BOOKED

£5,750

PEN SPONSOR

SOLE BRANDING

Your organisation's branding on delegate pens included in all delegate bags and on tables in the conference hall. Includes: two full conference and gala dinner tickets and 35% off standard exhibition stand prices. Sponsor name, logo, profile and link to sponsor's website listed on the 'sponsors' and 'exhibitors' pages of the conference website.

£3,500

CONFERENCE APP SPONSOR

SOLE BRANDI[illegible]

Your organisat[illegible]s branding pro[illegible] g on the conferen[illegible] and gala [illegible] n stand p[illegible] e, logo, pr[illegible] the 'sponso[illegible]

BOOKED

£5,950

GALA DINNER TABLE

FINE HOSPITALITY

An opportunity for you to host a table of ten at the conference's glitzy gala dinner on the Thursday evening. You organisation's branding will appear on seating plans and your table and you are able to place corporate gifts on your guests chair for their arrival.

£1,200 - 2 remaining

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SPONSORSHIP AND EXHIBITION ENQUIRIES:
AAC@FEWEEK.CO.UK T +44 (0) 20 81234 778

FE WEEK ANNUAL APPRENTICESHIP CONFERENCE AND EXHIBITION
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2018
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