FEWEEK

#FEWEEKAAC19



Annual apprenticeship conference & exhibition 27 - 28 March 2019

SPONSORSHIP & EXHIBITION OPPORTUNITIES



WELCOME

n the back of the tremendous success of previous years, we're delighted to launch details for the fifth Annual Apprenticeship Conference.

AAC 2019 is the not to be missed two-day policy and practice conference dedicated to apprenticeships. AAC is now firmly established as the premier professional Apprenticeship Conference in the UK. Providing policy and practical updates for a diverse range of delegates operating within the apprenticeship sector, including levy paying employers, SMEs, FE Colleges, Local Authorities, training providers and universities.

Taking place around National Apprenticeship Week 2019, the Conference comes at a critical time for the sector. We are therefore delighted to continue our partnership with the Department for Education, ensuring that AAC will continue to offer an unrivalled line-up of speakers and workshops for delegates.

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

In 2018, AAC took place during the week following National Apprenticeship Week (March 16 to 18) and offered an array of prominent key note speakers from top politicians, civil servants, providers, employers and, most importantly apprentices, and a range of in-depth practical workshops for delegates to attend.

AAC 2018 attracted an audience of more than 1,250 delegates and 60 exhibitors at Birmingham's International Convention Centre.

The International Convention Centre (ICC) in Birmingham plays host to hundreds of large exhibitions and conferences every year. This venue for AAC provides our exhibitors and sponsors with the best environment possible to communicate with our influential delegates.

Following AAC 2018, we have worked with the ICC to review our exhibition and catering arrangements. Our new layout for 2019 has been devised with the delegate flow in mind: we've increased open spaces, seating areas and will be having a pop-up style catering offer. These catering stalls will serve a variety of popular world foods and will encourage delegates to explore the conference hall further.

At the end of day two we will also be hosting the 2nd FE Week and AELP Annual Apprenticeship Awards at the AAC's hugely popular Gala Dinner evening. Nominations for the Awards will be launched in late October at the AELP Autumn Conference.

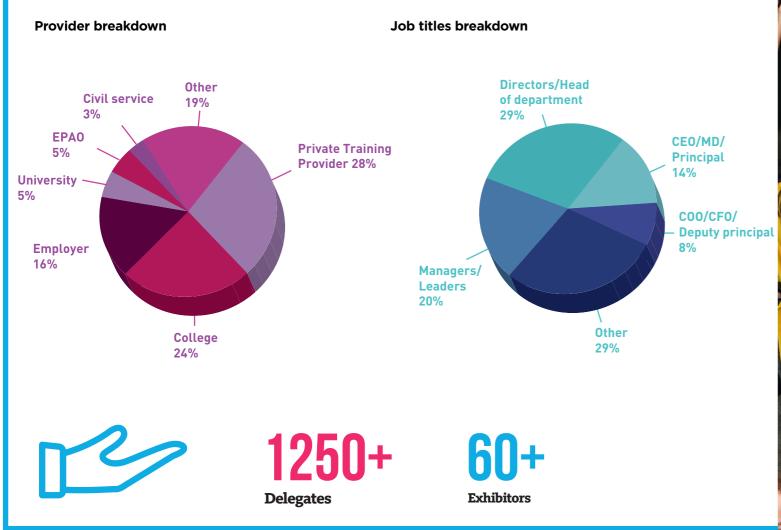
AAC 2019 is set to attract well over 1,250 delegates and is an essential two-day Apprenticeship Conference and Exhibition for any organisation working with apprenticeships.



WHY AAC IS THE EVENT OF THE YEAR FOR YOUR ORGANISATION



The fourth FE Week Annual Apprenticeship Conference was the biggest yet, with a record number of delegates. Highlights included an increased proportion of employers attending the Conference from across multiple sectors. It was also the first year that we made access to the exhibition area free of charge which allowed for a more diverse range of visitors and was welcomed by our returning exhibitors. There simply is no other event like AAC in terms of audience and content.





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 has become increasingly popular over the years, with more than 50 organisations having registered their interest already this year when initial plans for the 2019 conference were announced. Exhibiting puts you in front of more than 1,250 delegates, in a relaxed and engaging setting. This year, the exhibition will once again be free to attend on day two of the Conference. We have also reviewed the layout of the exhibition hall to improve delegate flow. We've also removed the buffet style lunch for 2019 and will instead have various pop-up style outlets serving foods from around the world.

PRE-EVENT

EXHIBITOR EXPOSURE

Details of the Conference are promoted to more than 17,000+ 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 from one month before the event. Use of the FE Week AAC Twitter hashtag will be available to join in conversations along with 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 two 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. 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 delegates). 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. Optional scanners are available at an additional costr, these allow exhibitors to scan delegates badges and obtain contact information. Over 6 hours of the programme dedicated to 'time with exhibitors'. Additional stand staff can be booked online as part of the exhibitor online booking process, priced at £85+VAT per person per day.

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POST EVENT

MARKETING

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

TO BOOK AN EXHIBITION SPACE PLEASE CONTACT THE EXHIBITION TEAM TO DISCUSS YOUR REQUIREMENTS AND OPTIONS.





SECTION	STAND NUMBERS	EXHIBITION TYPE	SIZE (M)	STANDARD PRICE
	5,13,41,48	shell or space	4m x 4m	£8,300
	4-14,21-23,40-48,57-60	shell	3m x 2m	£5,500
	1-3,15-20,35-39,50-56	shell	3m x 2m	£4,350
	65, 66	space	4mx3m	£7,950

EARLY BOOKING SPECIAL OFFER

EXHIBITION ENQUIRIES:

AAC@feweek.co.uk t +44 (0) 20 8123 4778 SAVE UP TO 25% OFF PLUS A FREE HALF-PAGE ADVERT IN FE WEEK WORTH £3,200

NOVEMBER 16, 2018 AND RECEIVE UP TO 25 PER CENT OFF ANY EXHIBITION STAND AND A FREE FE WEEK HALF PAGE ADVERT TO USE IN ANY EDITION DURING DECEMBER OR JANUARY.



EXHIBITION FLOOR PLAN



THIS PLAN IS INTENDED FOR GUIDANCE AND DOES NOT FORM ANY CONTRACT,

LAST POSITIONS REMAINING!

REPRESENTATION OR WARRANT, EXPRESSED OR IMPLIED. SUBJECT TO CHANGE **KEY SEATING AREA** MAIN ENTRANCE **CATERING STALLS** STAND PERIMETER **ZONE A** ZONE B RESERVED MAIN ENTRANCE

EXHIBITION ENQUIRIES:

AAC@FEWEEK.CO.UK T +44 (0) 208 1234 778

CONFERENCE SPONSOR









PRE-EVENT

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 17,000+ 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) weekly from 4 weeks before the event. 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. 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 6 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.

SOLD

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



EXHIBITION ENQUIRIES:

AAC@feweek.co.uk t +44 (0) 208 1234 778

EXHIBITION SPONSOR









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 17,000 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 week (including name, job title and organisation) from four weeks before the conference. 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. 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 six 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.

SOLD

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...







AAC@feweek.co.uk t +44 (0) 20 81234 778



REGISTRATION SPONSOR



HOLD A WORKSHOP





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 17,000+ 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 week (including name, job title and organisation) from four weeks before the event. 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.

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

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.

Two 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 listing (available to all attendees). Exhibitor floor plans and list of exhibitors displayed within the exhibition areas to help guide delegates to stands.

Over six 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.

6M X 3M EXHIBITION STAND/GALA DINNER TABLE/ BRANDING ON REGISTATION PAGE AND TICKETS/FULL-PAGE ADVERT IN CONFERENCE GUIDE AND MORE... Delegates were clear in their feedback from the 2018 Conference that they love our workshops and want to see more feature as a key part of the Conference programme in 2019.

For AAC 2019, we will be producing a wide array of workshops for delegates to attend across the two days. The opportunity to hold a workshop is proving popular with numerous requests from organisations interested in hosting a workshop at AAC 2019 already received. To help ensure good attendance we will be limiting the number of workshops to ten at any one time, meaning a total of 60 workshops.

As AAC workshops are going to form a major part of the Conference in 2019, 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 several workshop strands at AAC 2019: 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 2019 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 2019 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

MARKETIN

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

AAC 2019 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



WELCOME TO



GALA DINNER AND AWARDS EVENING SPONSOR



DRINKS SPONSOR THURSDAY EVENING



THURSDAY EVENING

For Skills Y

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 week (including name, job title and organisation) from one month before. 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. 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. Logo on all gala dinner documents: tickets, menus, seating plans and AV screens. Opportunity to offer corporate gifts on

£12,500

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.

PRE-EVENT

FXPOSUR

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 week (including name, job title and organisation) from one month before. 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 om 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 six 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.

SPONSORSHIP AND EXHIBITION ENQUIRIES:

AAC@feweek.co.uk t +44 (0) 20 81234 778 SOLD

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APPRENTICES

ERENCE AND

SITION 2018

OTHER SPONSORSHIP OPPORTUNITIES



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.

SOLD

CONFERENCE GUIDE

A4 GLOSSY

Your organisation's branding on the front cover of the conference guide. Along with a 300-word message inside, back cover advert and one internal full-page advert. 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.

£5,750



PEN SPONSOR

website.

SOLD

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

SOLE BRANDING

WRITING PAD SPONSOR

SOLE BRANDING

Your organisation's branding at the top of each page (50 pages) of the conference writing pads supplied to all delegates on their tables on each day of conference. Includes: two full conference and gala dinner tickets and 35% off standard exhibition stand prices. Insert in delegate bags. Sponsor name, logo, profile and link to sponsor's website listed on the 'sponsors' and 'exhibitors' pages of the conference website.

SOLD

CONFERENCE APP SPONSOR

SOLE BRANDING

Your organisation's branding prominently featuring on the conference app. Includes: two full conference and gala dinner tickets and 35% off standard exhibition stand prices. Insert in delegate bags. Sponsor name, logo, profile and link to sponsor's website listed on the 'sponsors' and 'exhibitors'.

SOLD

ADVERTS

CONFERENCE GUIDE

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

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

GALA DINNER TABLE

FINE HOSPITALITY

An opportunity for you to host a table of ten at the conference's glitzy gala dinner and awards ceremony 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.

£1,100

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