



AAAC 2021

ANNUAL APPRENTICESHIP
CONFERENCE & EXHIBITION

26-30 April 2021 | ONLINE



VIRTUAL EXHIBITION



THE FLAGSHIP NATIONAL APPRENTICESHIP
CONFERENCE FOR EMPLOYERS & PROVIDERS

BROUGHT TO YOU BY

FEWEEK

INTRODUCTION

The Annual Apprenticeship Conference (AAC), founded in 2015, is the flagship national apprenticeship conference. Now in its seventh year, AAC provides a forum for apprentice employers and providers to learn, share ideas and explore new opportunities. Over 1200 delegates attended last year's conference, and we are anticipating increased attendance for AAC 2021.

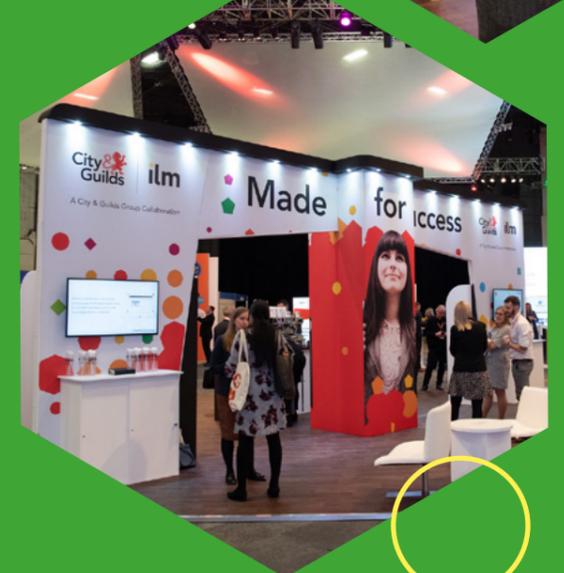
Due to the Coronavirus Pandemic, AAC 2021 will take place online.

To make the online conference as enjoyable and accessible as possible, AAC 2021 will take place across five days. With a manageable amount of daily content, delegates will remain engaged and comfortable, and everyone in attendance will be able to fit AAC around their working week.

There will be a daily 3-hour window of content for AAC 2021:

- Daily Keynote session (1 hour)
- Two 45 min workshop sessions
- Daily deep dive/Daily Roundtable
- Networking time

For more information and regular updates on the content and agenda, please visit <http://feweekaac.com/>





SPONSORSHIP

Thank you for downloading the Sponsorship Brochure for AAC 2021.

Exhibiting at AAC is your chance to showcase your products and services to a highly influential and exclusive audience, and we are excited to share our sponsorship opportunities for the online event with you.

From experience, we know that exhibiting at an online conference is a different and, at times, challenging experience. We also know that it will not be the same as being in our lively exhibition hall at the ICC.

In recognition of this, we have made our sponsors a key consideration for the online AAC, and it was crucial to us that our platform prioritised the sponsor experience.

After months of trialling, we invested in Hopin - a global market leading platform that places sponsors at the heart of the operation for online events and provides effective features to increase delegate engagement.

Our state-of-the-art platform, alongside the packages we have tailored, with fantastic brand exposure, makes AAC perfectly positioned to showcase your brand to decision makers from the FE and Skills sector.



AVAILABLE EXHIBITION PACKAGES:

- CONFERENCE SPONSOR
- PREMIUM SPONSOR
- ENHANCED SPONSOR
- STANDARD SPONSOR



SEE MORE INFORMATION OF PAGES 7-11

AAC EXHIBITORS AND SPONSORS HAVE INCLUDED:

City & Guilds | NCFE | Pearson | Smart Apprentices | DfE | ESFA | Education and Training Foundation | CMI | AELP | BKS B | ILM | SQA | BUD | CAPITA | RSM UK | National Apprenticeship Service | UVAC | ACE360 | Learning Curve Group | Skills Forward | BIIAB | Canvas and many more...





WHO ATTENDS AAC?



1250+

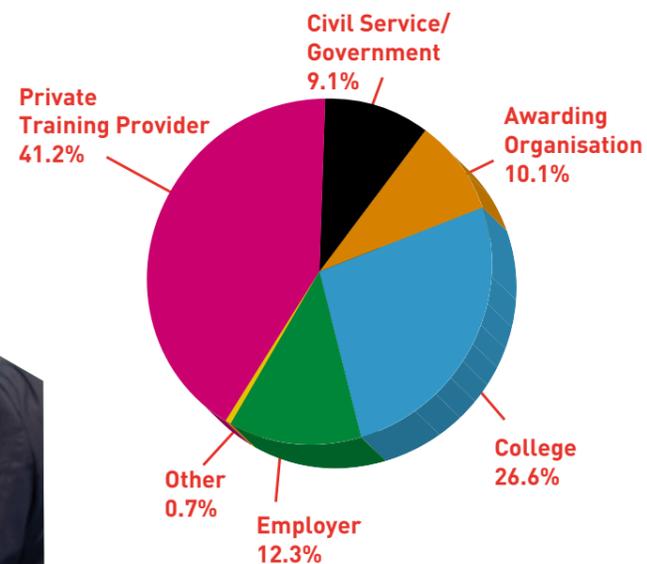
Delegates

60+

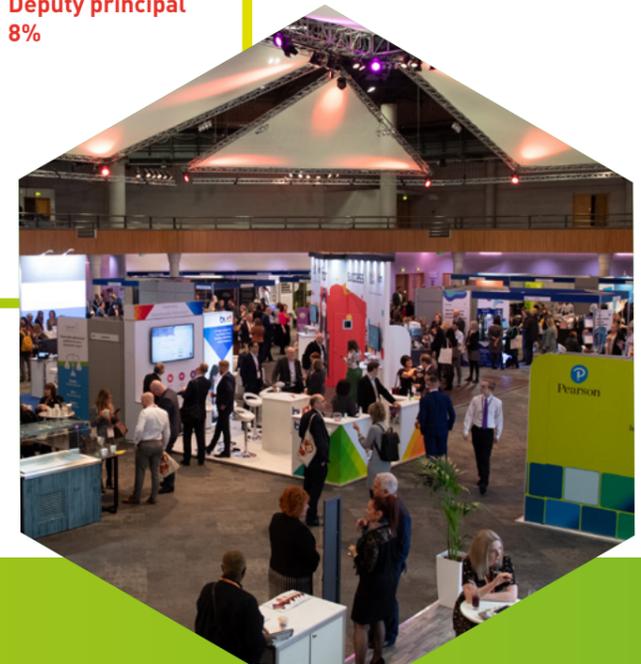
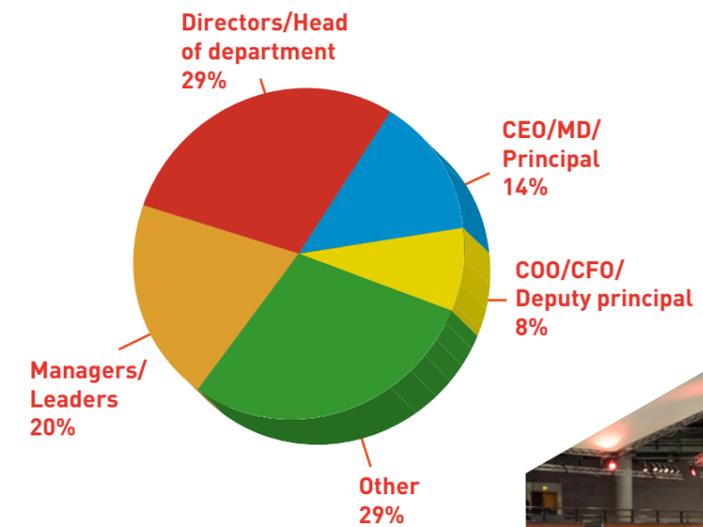
Exhibitors

Last year's Annual Apprenticeship Conference was the biggest yet, with a record number of delegates and an increased proportion of employers attending the conference from across multiple sectors. The below stats are representative of AAC 2020. This year's online event and ticket packages will allow for more attendees.

Provider breakdown



Job titles breakdown



WHY EXHIBIT AT AAC 2021?

EXCITING OPPORTUNITIES AT THIS YEAR'S ONLINE CONFERENCE

1 Data capture
Receive in-depth data on the delegates that visit your booth

2 Branding
Make your booth unique and aligned with your organisation's branding

3 Range
Different sponsorship options available to suit all budgets and requirements

4 Communication
Have face to face conversations with delegates via Video link, or chat using the messaging service

5 Provide beneficial content
Opportunity to host workshops for AAC delegates

6 Showcase your offer
Host live or pre-recorded product demonstrations at your booth





SPONSOR TESTIMONIALS

Exhibiting Quest EPAO at the AAC was a fantastic experience. We found it exciting and had ample opportunity to meet people and make great connections with others in our industry. It was well planned, organised, and an absolute pleasure to attend. We will be back for AAC 2021, you have my word!

Tyron Wain, Managing Director, Quest EPAO

CogniSoft have been part of the apprenticeships & skills sector for over 35 years and see the Annual Apprenticeship Conference (AAC) as a must for anyone wishing to gain an understanding of current and future developments within the sector. In terms of exhibiting, there is no doubting the reach this event has, hence why we are a regular at this event and whether it is the new enquiries or cementing existing relationships, we see a tangible return on our investment.

Steve Thorpe, Head of Sales & Marketing, CogniSoft

We consider this to be the key event in the annual calendar for people delivering apprenticeships. Having exhibited for several years now, we've always experienced a great buzz in the exhibition hall with a steady stream of delegates to our stand wanting to find out how we can help them deliver quality apprenticeships.

Jenny Hogg, Head of Business Marketing, Tribal

OneFile have attended the AAC conference each year for the last three years, we always take part in the exhibition, as well as having staff attend the full conference. The event is really well managed, it's one of our favourites to exhibit at - we love the opportunity to meet with our partners, catch up with customers, and introduce OneFile to organisations who are looking for new technology.

Katie Andrews, Head of Marketing, OneFile

Each year, the Annual Apprenticeship Conference is a significant event that VTCT attends, as it provides key staff the opportunity to network with an array of individuals and organisations.

Marcus Bell, Chief Commercial Officer, VTCT

We always have a great time at the AAC, with plenty of delegates throughout the conference to chat to and introduce to our completely digital learning journey and Smart Apprentices.

Beth Anderson, Marketing Executive & Executive Assistant, Smart Apprentices

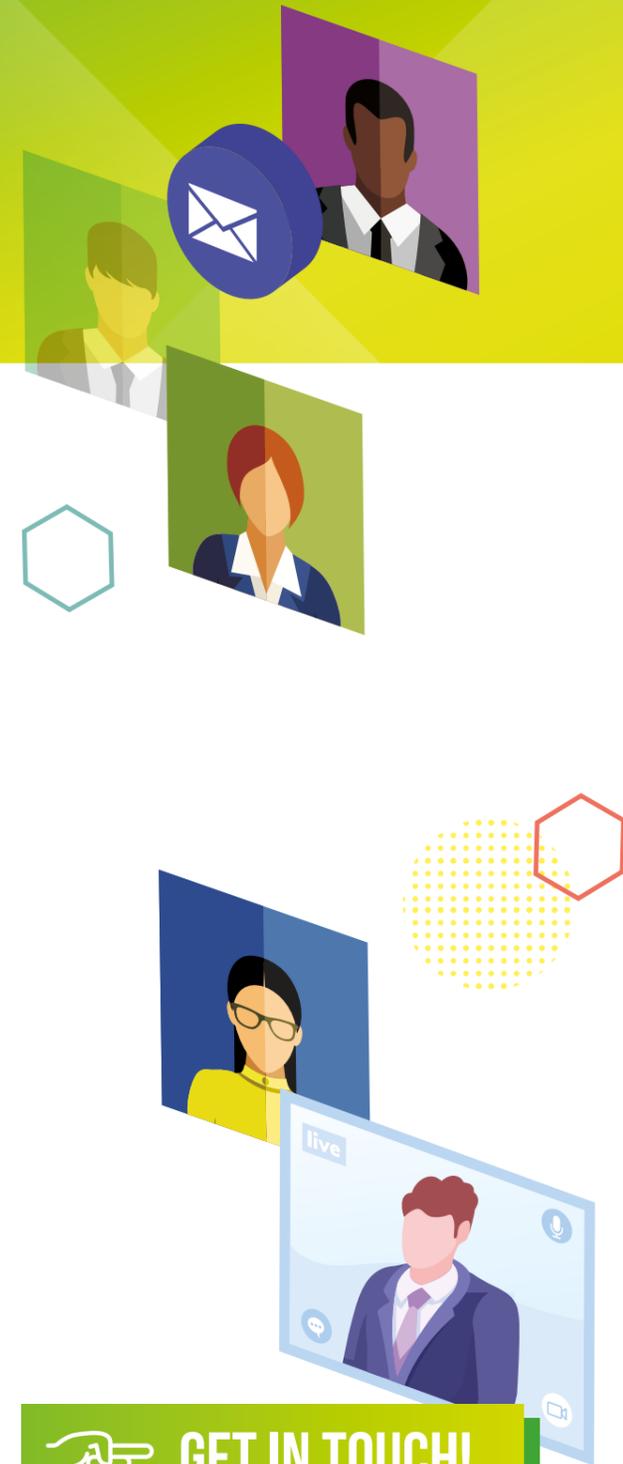


CONFERENCE SPONSOR

£20,000

LIMITED TO FOUR ORGANISATIONS

1 SLOT REMAINING



PRE-EVENT EXPOSURE

- Your organisation's brand prominently displayed on the AAC website.
- An 'About the Conference Sponsor' page on the conference website.
- Logo to appear on all adverts placed and promotional materials.
- 100 word message in the final pre-event email to delegates.
- 6+ Tweets, Facebook and LinkedIn posts before the conference referencing your organisation as a conference sponsor
- Receipt of a delegate list twice in March and weekly in April.
- Use of AAC adverts for your promotional use. Other sponsor logos can be removed, excluding the FE Week, AELP and AAC brand.
- FE Week adverts for use during March & April:
 - Two full-page adverts
 - One online advertorial

AT THE EVENT

- 'Large' Virtual Booth
- Second Tier positioning on exhibition landing page (under Headline Partner)
- Branding in the reception area of the event (linked to your booth or external website)
- Branding on the Keynote Stage backdrop.
- An advert slot at the start of all Keynotes (max 30 seconds)
- An advert slot during all breaks within the Keynote stages (max 30 seconds)
- 1 x sponsored message per day

CONTENT

- 1 x 15-minute keynote session.
- 1 x workshop session per day. These sessions will be broadcast live and recorded. Recordings will be available post-event to all conference attendees.
- Sponsor 1 x Daily Deep Dive across the week. Theme to be agreed with AAC.

TICKETS

- Large group ticket package (21-40 tickets)
- 10% discount code for your stakeholders

AAC APPRENTICESHIP AWARDS

The AAC Apprenticeship Awards will take place in June/July. Your organisation will be able to sponsor a Route Apprenticeship Award. If the dinner does take place, your organisation will be provided with one table of 10.

POST-EVENT

- Post-event delegate list which includes all delegate e-mail addresses where provided/authorised.
- A final message in a post-event email to all delegates (100 words).
- Recordings of all your sessions. These can be used throughout your organisation and appropriate channels.
- Data outlining which delegates interacted with your booth and workshops.



GET IN TOUCH!

AAC@feweek.co.uk

t +44 (0) 20 8123 4778

PREMIUM PACKAGE

£10,000

LIMITED TO SIX ORGANISATIONS

3 SLOTS REMAINING

PRE-EVENT EXPOSURE

- Company brand and profile on the AAC website.
- Brand to appear on the home page of the conference website as a premium exhibitor.
- Three social media posts in April (pre-event) from FE Week.
- Use of AAC Graphics to promote your involvement.
- Brand included in 'About our Exhibitors' email (Issued one week before the conference).
- Brand to appear in two adverts in FE Week during April.
- Delegate list provided weekly during April.
- Two full page adverts in FE Week during March/April.

AT THE EVENT

- Brand to appear on the reception area of the online conference as a key event partner, linking to your booth and content.
- Brand to appear during the opening remarks of keynotes.
- Two sponsored chat messages during the conference
- 'Medium' virtual exhibition booth
- 3rd tier positioning on exhibition landing page (listed in alphabetical order, by tier).
- Medium Group Delegate package 11-20 attendees (30% off additional delegate packages).
- Three AAC workshops (45mins) - broadcast live during the conference and then available post-event to all delegates. Workshops are not to be used to promote products; they should provide useful content to delegates.

POST-EVENT

- Brand included in post-event delegate email with link to your website
- Post-event delegate list with contact details of people who have opted to share details with sponsors.



GET IN TOUCH!

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ENHANCED PACKAGE

£5,000

LIMITED TO EIGHT ORGANISATIONS

2 SLOTS REMAINING

PRE-EVENT EXPOSURE

- Company brand and profile on the AAC website.
- Two social media posts in April from FE Week.
- Use of AAC Graphics to promote your involvement.
- Brand included in 'About our Exhibitors' email (Issued one week before the conference).
- Brand to appear in two adverts in FE Week during April.
- Delegate list provided weekly during April.
- One half page advert in FE Week during March/April.

AT THE EVENT

- 'Small' virtual exhibition booth
- 4th tier positioning on exhibition landing page (listed in alphabetical order, by tier).
- Small Group Delegate package 3-10 attendees (30% off additional delegate packages)
- One AAC workshop (45mins) – broadcast live during the conference and then available post-event to all delegates. Workshops are not to be used to promote products; they should provide useful content to delegates.

POST-EVENT

- Post-event delegate list with contact details of people who have opted to share details with sponsors and exhibitors.



GET IN TOUCH!

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STANDARD PACKAGE

£2,500

UNLIMITED AVAILABILITY

PRE-EVENT

- Company brand and profile on the AAC website
- One social media post in April (pre-event) from FE Week
- Use of AAC Graphics to promote your involvement
- Brand included in 'About our Exhibitors' email. (Issued one week before the conference)
- Brand to appear in two adverts in FE Week during April
- Delegate list provided weekly during April



AT THE EVENT

- 'Mini' virtual exhibition booth
- 5th tier positioning on exhibition landing page (listed in alphabetical order, by tier).
- 2 x delegate tickets (20% off additional delegate packages)

POST EVENT

- Post-event delegate list with contact details of people who have opted to share details with sponsors and exhibitors.



GET IN TOUCH!

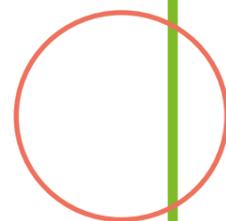
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PACKAGE OVERVIEW

CATEGORY	ITEM	CONFERENCE SPONSOR	PREMIUM EXHIBITION	ENHANCED EXHIBITION	STANDARD EXHIBITION
Pre-event	Inclusion in event marketing materials	✓			
Pre-event	Brand on website homepage	✓	✓		
Pre-event	Listing page on website	✓	✓	✓	✓
Pre-event	Word description in pre-event email	✓			
Pre-event	Social media promotion (pre-event)	6 posts	3 posts	2 posts	1 post
Pre-event	Adverts in FE Week	✓	✓	✓	
Access	Complimentary tickets to aac	40	20	10	2
Event	Logo & link on external reception	✓	✓		
Event	Logo & link on internal reception	✓	✓		
Event	Virtual exhibition booth	✓	✓	✓	✓
Event	Expo booth prioritization	2nd tier	3rd tier	4th tier	5th tier
Event	Expo booth sizing	Large	Medium	Small	Mini
Event	Branded sessions	Daily session (5)	3 sessions	1 session	
Event	Keynote speaker spot	✓			
Event	Mainstage break AdRoll (prior to keynote)	30 seconds			
Event	Sponsored chat messages	5 messages	2 messages		
Event	Social media promotion (during event)	5 posts	1 post		
Event	Branding on mainstage feed (keynotes)	✓			
Post-event	Word description in post-event email	✓			
Post-event	Social media promotion (post-event)	2 posts	1 post		
Post-event	Contact list of booth attendees	✓	✓	✓	✓
Post-event	Access to attendee list	✓	✓	✓	✓
Post-event	Access to event recordings	✓	✓	✓	✓





FOR ALL SPONSORSHIP
ENQUIRIES, PLEASE CONTACT
AAC@FEWEEK.CO.UK OR
CALL 020 8123 4778

FEWEEK

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