



ANNUAL APPRENTICESHIP
CONFERENCE & EXHIBITION

21-22 March 2022 | ICC, Birmingham

SPONSORSHIP OPTIONS

THE FLAGSHIP NATIONAL APPRENTICESHIP
CONFERENCE FOR EMPLOYERS & PROVIDERS

BROUGHT TO YOU BY

FEWEEK

WELCOME

The Annual Apprenticeship Conference returns to Birmingham's ICC in March 2022.

Now in its eighth year, AAC is the not to be missed two-day policy and practice conference dedicated to apprenticeships. AAC is firmly established as the premier professional Apprenticeship Conference in the UK.

AAC provides 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.

AAC will take place during a critical period for the UK following the Covid-19 pandemic. Prime Minister Boris Johnson has made clear that apprenticeships and skills will form a key pillar of his government's recovery strategy. The full impact of the pandemic, economically, is not yet clear although we can already start to see the impact on apprenticeship recruitment and redundancies.

In the run-up to this year's conference, we can expect to see some major policy and funding changes to the apprenticeships system proposed and implemented.

AAC 2022 will provide a timely and essential gathering for those involved with the design & delivery of apprenticeships.

In 2020, the last physical AAC, we 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 2020 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.

Our new layout for 2022 has been devised with the delegate flow in mind. We've increased open spaces and seating areas and will be having a pop-up style catering offer.

At the end of day two we will also be hosting the 5th FE Week and AELP Annual Apprenticeship Awards at the AAC's hugely popular Gala Dinner evening.

AAC 2022 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.

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.



AVAILABLE PACKAGES INCLUDE:

- CONFERENCE SPONSOR
- REGISTRATION SPONSOR
- EXHIBITION SPONSOR
- EXHIBITION PACKAGES



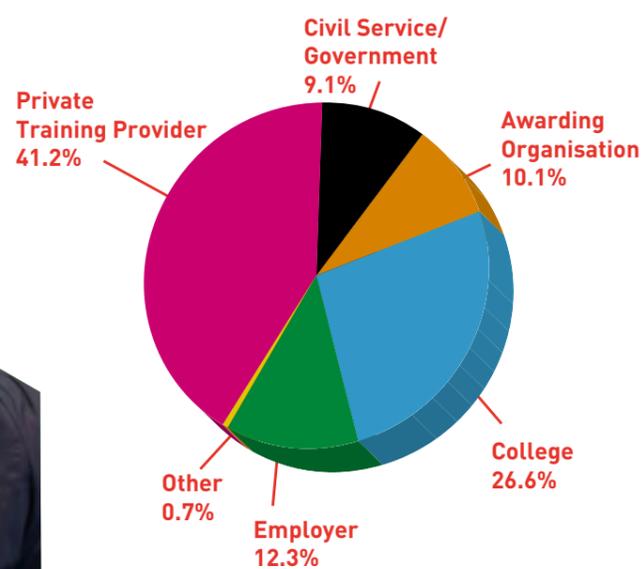
SEE EXHIBITION MAP
PAGE 12



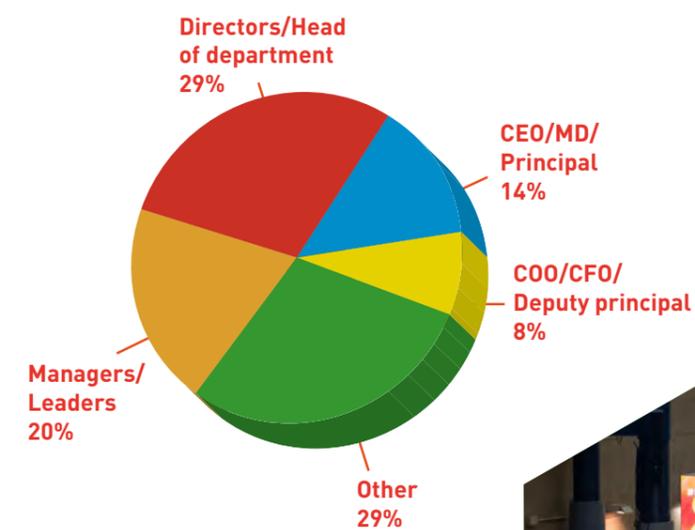
WHO ATTENDS AAC?

The previous 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. AAC 2021 took place online due to the pandemic.

Provider breakdown



Job titles breakdown



1250+

Delegates

60+

Exhibitors



WHY EXHIBIT AT AAC 2022?

1

Networking

Meet face to face with sector professionals

2

Showcase

Promote your product/service to key decision makers

3

Range

Sponsorship options available to suit all budgets and requirements

4

Branding

Excellent exposure for your organisation pre, during and post event

5

Provide beneficial content

Opportunity to host workshops for AAC delegates



HEAR MORE FROM OUR EXHIBITORS

Testimonials on the next page



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, 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.

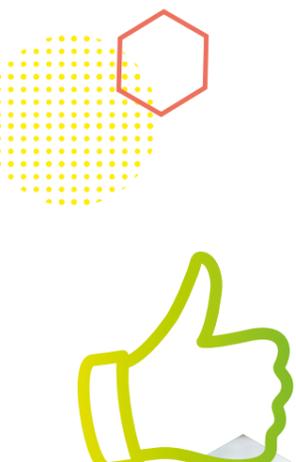
Katie Andrews, Head of Marketing, OneFile

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 Bull, 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

£30,000

SOLD

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

PRE-EVENT EXPOSURE

- Logo on the homepage of the AAC website, along with company profile
- Logo placed on all adverts and promotional materials for the conference
- Logo placed on AAC marketing emails, issued to over 20,000 members
- Six social media posts highlighting your organisations involvement with the conference
- Use of the AAC event banner on your own promotional materials
- Weekly receipt of a delegate list from six weeks before the event

AT THE EVENT STAND AND SET-UP

- A large exhibition space, (6mx4m) within a central location of the exhibition hall
- Power supply - 500watt (2amp) power socket and standard WiFi (upgrades available)
- Ten delegate passes for your staff to attend the conference
- Four stand support passes for staffing of your exhibition stand
- Three workshops slots
- A 10 minute keynote address during a plenary session (not promotional)

- A sponsored table at the Gala Dinner and Awards Evening (10pax)
- Insert in the delegate bag (no larger than A4, 8 pages)
- Full page advert & Full page advertorial in the FE Week special edition given to all delegates
- Branding on the conference App (banner advert)
- Branding across all key signage and event materials

POST EVENT MARKETING

- Electronic copy of the delegate list including delegate e-mail addresses where permission given.
- Hundred word message in post-event email sent to all delegates.

EXPOSURE IN FE WEEK

Logo on all adverts placed in FE Week promoting the conference. Two full page adverts related to your organisation's apprenticeship-offer (pre-conference). Full page advert and advertorial in the special edition of FE Week taken to the conference.



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REGISTRATION SPONSOR

£22,500

SOLD

5M X 4M EXHIBITION STAND/GALA DINNER TABLE/ BRANDING ON REGISTRATION PAGE, TICKETS AND RECEPTION AREA / WORKSHOP SLOT / ADVERTS IN FE WEEK AND MORE



PRE-EVENT EXPOSURE

- Logo on the homepage of the AAC website, along with company profile
- Logo placed on all adverts and promotional materials for the conference
- Logo placed on AAC marketing emails, issued to over 20,000 members
- Four social media posts highlighting your organisations involvement with the conference
- Prominent branding on the registration page and confirmation emails, including a 100 word message
- Use of the AAC event banner on your own promotional materials
- Weekly receipt of a delegate list from six weeks before the event

AT THE EVENT

STAND AND SET-UP

- A large exhibition space, (5mx4m) within a central location of the exhibition hall
- Power supply - 500watt (2amp) power socket and standard WiFi (upgrades available)
- Prominent branding within the reception area of the conference
- Five delegate passes for your staff to attend the conference
- Four stand support passes for staffing of your exhibition stand

- One workshop slot
- A sponsored table at the Gala Dinner and Awards Evening (10pax)
- Insert in the delegate bag (no larger than A4, 8 pages)
- Full page advert in the FE Week special edition given to all delegates
- Branding on the conference App (banner advert)
- Branding across all key signage and event materials

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. Two full page adverts related to your organisation's apprenticeship-offer (pre-conference). Full page advert in the special edition of FE Week taken to the conference.



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EXHIBITION SPONSOR

£17,500

SOLD

INCLUDES HIGH BRAND EXPOSURE PRE, DURING AND POST CONFERENCE, PROMINENT LARGE EXHIBITION SPACE, 5M X 4M EXHIBITION STAND/GALA DINNER TABLE/ ONE WORKSHOP SLOT AND MORE...

PRE-EVENT EXPOSURE

- Logo on the homepage of the AAC website, along with company profile
- Logo placed on all adverts and promotional materials for the conference
- Logo place on AAC marketing emails, issued to over 20,000 members
- Four social media posts highlighting your organisations involvement with the conference
- Use of the AAC event banner on your own promotional materials
- Weekly receipt of a delegate list from six weeks before the event

- One workshop slot
- A sponsored table at the Gala Dinner and Awards Evening (10pax)
- Insert in the delegate bag (no larger than A4, 8 pages)
- Full page advert in the FE Week special edition given to all delegates
- Branding on the conference App (banner advert)
- Branding across all key signage and event materials

POST EVENT MARKETING

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

EXPOSURE IN FE WEEK

Logo on all adverts placed in FE Week promoting the conference. Two full page adverts related to your organisation's apprenticeship-offer (pre-conference). Full page advert in the special edition of FE Week taken to the conference.

AT THE EVENT STAND AND SET-UP

- A large exhibition space, (5mx4m) within a central location of the exhibition hall
- Power supply - 500watt (2amp) power socket and standard WiFi (upgrades available)
- Prominent branding within the reception area of the conference
- Five delegate passes for your staff to attend the conference
- Four stand support passes for staffing of your exhibition stand



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GALA DINNER AND AWARDS EVENING SPONSOR

TUESDAY EVENING

£15,000

SOLD



PRE-EVENT EXPOSURE

- Logo on the homepage of the AAC website, along with company profile
- Logo on the AAC Awards website as Gala Dinner Sponsor
- Logo placed on all adverts and promotional materials for the Gala Dinner
- Logo placed on AAC Awards marketing emails for the Gala Dinner
- Four social media posts highlighting your organisations involvement with the conference
- Use of the AAC event banner on your own promotional materials
- Weekly receipt of a delegate list from six weeks before the event

AT THE EVENT STAND AND SET-UP

- A premium exhibition space, (3mx4m) within a central location of the exhibition hall
- Power supply – 500watt (2amp) power socket and standard WiFi (upgrades available)
- Opportunity to provide a five minute speech during the opening segment of the Gala Dinner
- Two delegate passes for your staff to attend the conference

- Two stand support passes for staffing of your exhibition stand
- One workshop slot
- A sponsored table at the Gala Dinner and Awards Evening (10pax)
- Insert in the delegate bag (no larger than A4, 8 pages)
- Full page advert in the FE Week special edition given to all delegates
- Branding on the conference App (banner advert)
- Branding across all key signage and event materials for the Gala Dinner

POST EVENT MARKETING

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

EXPOSURE IN FE WEEK

One full page adverts related to your organisation's apprenticeship-offer (pre-conference).



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DRINKS SPONSOR

£10,000

SOLD



PRE-EVENT EXPOSURE

- Logo on the homepage of the AAC website, along with company profile
- Logo on the AAC Awards website as Gala Dinner Drinks Sponsor
- Logo placed on all adverts and promotional materials for the Gala Dinner
- Logo placed on AAC Awards marketing emails for the Gala Dinner
- Two social media posts highlighting your organisations involvement with the conference
- Use of the AAC event banner on your own promotional materials

AT THE EVENT

STAND AND SET-UP

- A premium exhibition space, (3mx2m) within a central location of the exhibition hall
- Power supply - 500watt (2amp) power socket and standard WiFi (upgrades available)
- Opportunity to provide a five minute speech during the opening segment of the Gala Dinner
- Two delegate passes for your staff to attend the conference
- Two stand support passes for staffing of your exhibition stand

- A sponsored table at the Gala Dinner and Awards Evening (10pax)
- Insert in the delegate bag (no larger than A4, 8 pages)
- Full page advert in the FE Week special edition given to all delegates
- Branding on the conference App (banner advert)
- Branding across all key signage and event materials for the Gala Dinner

POST EVENT MARKETING

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

EXPOSURE IN FE WEEK

One full page advert related to your organisation's apprenticeship-offer (pre-conference).



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EXHIBITION PACKAGES



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

Exhibiting at the FE Week Annual Apprenticeship Conference is your chance to showcase your organisation to a highly influential and exclusive audience in a relaxed and engaged setting.

PRE-EVENT

EXHIBITOR EXPOSURE

- Conference details promoted to 20,000+ 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 listed on the 'exhibitors' page.
- Receipt of a delegate list (PDF) on a regular basis from January 2022. Includes name, job title and organisation from one month before the event.
- Use of the FE Week AAC Twitter hashtag 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 7 and 8 for specific stand measurements and options.
- 500watt (2amp) power socket and free WiFi.
- Two exhibition passes to staff the stand.

- Two full delegate passes for the Conference for your organisation.
- Dedicated event staff for exhibitors.
- Tickets to the Gala Dinner and Awards Evening are available at a reduced rate of £100 per person.

EXPOSURE AND NETWORKING

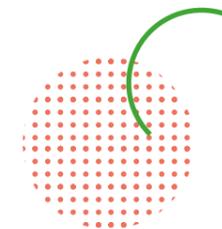
- Over 6 hours of the programme dedicated to 'time with exhibitors'
- Exhibitor name, profile, web address and position of stand in the event Show Guide and App
- Exhibition floor plan and list of exhibitors displayed within the exhibition areas
- Acknowledgment of exhibitors as part of the chair's main stage introductions.
- Scanners are available at an additional cost. These allow exhibitors to scan delegates badges and obtain contact information.
- Additional stand support staff can be booked at £80+VAT per person per day.

SECTION	STAND NUMBERS	EXHIBITION TYPE	SIZE (M)	STANDARD PRICE
TIER A	A40	Shell or space only	5mx4m	£11,000
	A48	Shell or space only	5mx4m	£9,500
	A6 ,7, 38, 39	Shell or space only	5mx3m	£8,500
	A37, 49	Shell or space only	4mx3m	£7,500
	Other Tier A (see map)	Shell	3mx2m	£5,500
TIER B	A19, 30, 43, 52	Shell or space only	4mx2m	£5,000
	Other Zone B (see map)	Shell	3mx2m	£4,500
TIER C	Various (see map)	Shell	3mx2m	£3,500

EARLY BOOKING SPECIAL OFFER

SAVE 20% OFF PLUS A FREE HALF-PAGE ADVERT IN FE WEEK WORTH £2,000

BOOK YOUR EXHIBITION STAND BY THE END OF NOVEMBER 2021 AND RECEIVE 20% OFF ANY EXHIBITION STAND AND A FREE FE WEEK HALF PAGE ADVERT TO USE IN ANY EDITION DURING DECEMBER OR JANUARY.

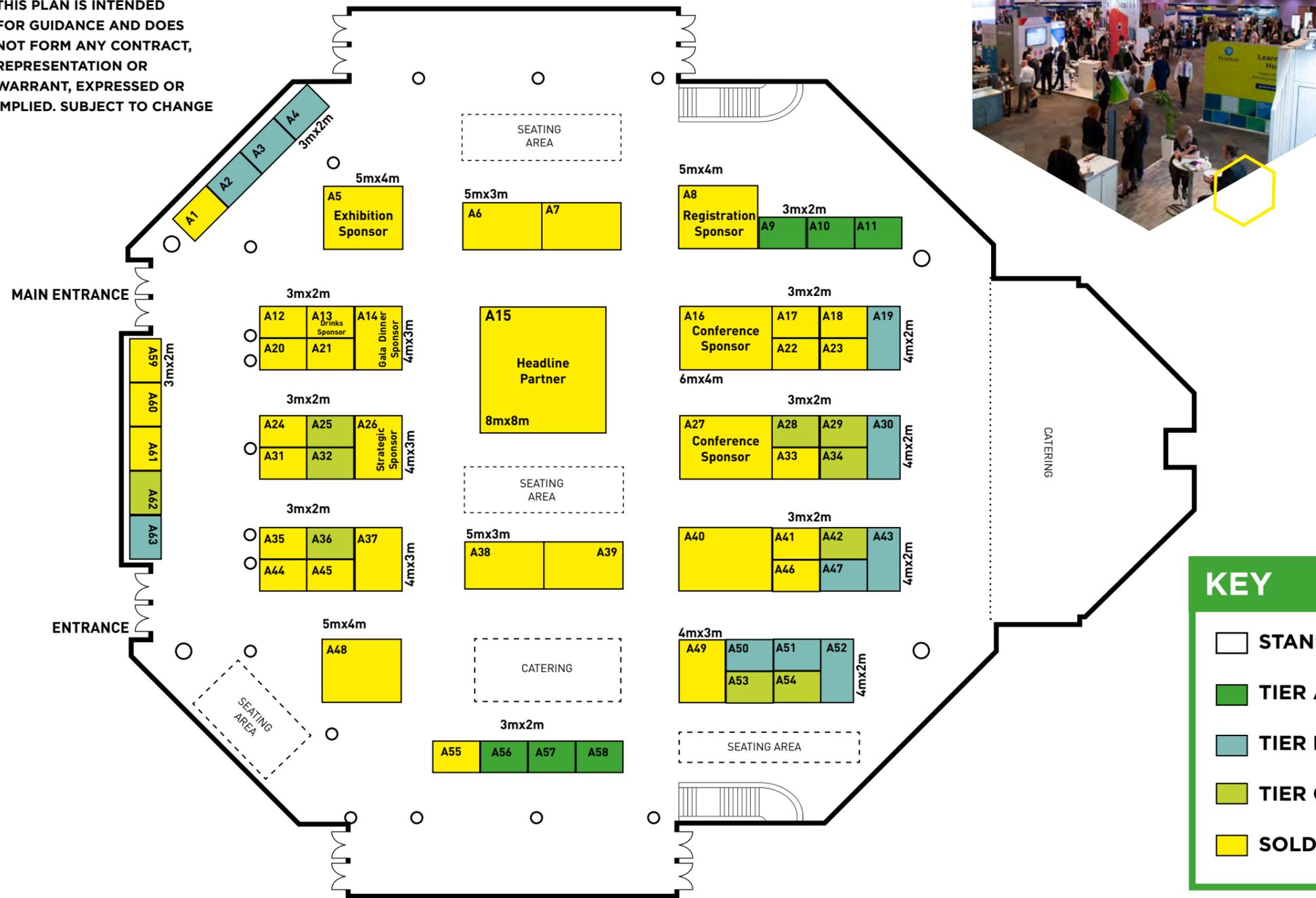


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EXHIBITION FLOOR PLAN

THIS PLAN IS INTENDED FOR GUIDANCE AND DOES NOT FORM ANY CONTRACT, REPRESENTATION OR WARRANTY, EXPRESSED OR IMPLIED. SUBJECT TO CHANGE



EARLY BOOKING SPECIAL OFFER

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KEY

- STAND PERIMETER
- TIER A
- TIER B
- TIER C
- SOLD

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EXTRA SPONSORSHIP OPPORTUNITIES

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DELEGATE BAGS TOTE BAGS

SOLD

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 tickets and 40% 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.

£7,500



CONFERENCE APP SPONSOR SOLE BRANDING

SOLD

Your organisation's branding prominently featuring on the conference app. Includes: two full conference tickets 40% 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'.

£7,500

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 tickets and 30% 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.

£4,000

FE WEEK SPECIAL EDITION

FE Week will be publishing a special printed edition for AAC delegates. Place your organisation's brand within this special edition, providing news, features and a conference overview.

Half-page - £1,000

Full-page - £1,750

Double-page - £2,500

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 30% 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

GALA DINNER TABLE FINE HOSPITALITY

An opportunity for you to host a table of ten, in prime location, at the conference's glitzy gala dinner and awards ceremony on the Tuesday evening. Your organisation's branding will appear on seating plans and your table, you are able to place corporate gifts on your guests chairs.

£2,000



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

FEWEEK

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WWW.FEWEKAAC.COM

