

# Sponsorship & Exhibition Opportunities



**Survive the Covid Zoo!**

**VIRTUAL CONFERENCE**

**Wednesday 25<sup>th</sup> & Thursday 26<sup>th</sup> November 2020**

## **KEYNOTE SPEAKER:**

**Nigel Risner, Motivational Speaker**

**Become an effective Zoo Keeper**

**Does your school feel like and sound like a zoo?!**

**Keynote speaker Nigel Risner** says that every school is a communications zoo – packed with lions, elephants, dolphins and monkeys all trying to communicate in their own style and language.

That's where **a good zoo keeper makes all the difference!**



# SBM Conference 2020

## VIRTUAL CONFERENCE

**Date:** Wednesday 25 & Thursday 26 November 2020

### Timings and what's included on both days:

- Live keynotes and interactive sessions timings approx. 9.30am – 12pm
- Delegates will have the opportunity to network with colleagues from across the region
- A virtual and interactive exhibition
- A forum for those involved in the day to day running of the school to share and collaborate with each other

\*timings subject to change

**Audience:** National audience of SBMs, CFOs, COOs, Admin/Finance assistants and all roles involved in the day to day running of the school



Due to the current pandemic the annual School Business Management conference was postponed in June 2020. Whilst we would have loved to have delivered the event physically, we have transformed this year's conference into a virtual format to accommodate the very high level of demand we have already received.

Last year, the conference was attended by over 300 North East School Business Managers, Head Teachers and senior leaders and the feedback from both delegates and exhibitors was outstanding.

This year things are very different and we have made the decision to transform this popular conference into a virtual one and we are confident that it will be a huge success following the work we have continued to do during the pandemic. Our physical conference is the biggest of its type in the country selling out each year.

Now that it's online, we can open it up to SBMs across the country with no limit. Our online conferences before the summer averaged 1,000+ delegates. We aim to reach the school business roles which you are normally unable to reach, this is your chance to engage with them directly.

The conference will include a mix of keynote speeches and interactive session. Topics to be covered include financial management, handling HR issues, procurement, premises management, staff wellbeing and supporting MATs. As well as providing delegates with the opportunity to network with each other along with engaging with suppliers our virtual exhibition.

This is your opportunity to re-engage with schools from across the North East and beyond and show them your support.



# Sponsorship Opportunities

The following sponsorship options are also available (see page 4 onwards for full descriptions of each option):

Item	Description	Commercial / Education Supporter rate	Non-Commercial Supporter rate
<b>Main Sponsor</b>	Direct exposure to all conference delegates, maximum exposure in run up to event, exclusive branding on marketing mailers, deliver two sessions, prominent virtual exhibition stand, digital advert, full page handbook ad and more...	<b>£6,000</b>	<b>N/A</b>
<b>Virtual Strand Sponsor</b>	Branding on live sessions & recordings within your strand, one session delivered by your company, virtual exhibition stand + digital advert	<b>£2,000</b>	<b>£2,400</b>
<b>Exclusive Virtual Exhibition Package</b>	Inc. 12 month Commercial Supporter membership, Virtual exhibition space, delegate discounts	<b>N/A</b>	<b>£1,200</b>
<b>Virtual Exhibition Package</b>	Virtual exhibition space	<b>£675</b>	<b>£975</b>
<b>Digital Advertisement</b>	Live broadcast of either a stationary slide or a 30 second video advert	<b>£300</b>	<b>£450</b>
<b>Digital Handbook Advertisement</b>	A6 half colour page advert (all artwork must be supplied)	<b>£200</b>	<b>£300</b>
<b>Survey Sponsor</b>	Company logo on post event survey + 2 questions from the sponsor	<b>£150</b>	<b>£280</b>

All prices exclude VAT

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# Main sponsorship – £6,000+VAT

Being the main sponsor provides your company with direct exposure to all 300+ conference delegates. Your organisation will also receive maximum exposure in the run-up to the event. This will include a place on the dedicated SBM Conference website, acknowledgement in social media posts, a minimum of six mailers to all 1,150 North East schools, which will reach every SBM and all senior leaders in the North East, and acknowledgement in a minimum of six newsletters which go to nearly 4,000 subscribers. Your branding will also be on all conference adverts and delegate marketing emails, with additional exposure on the Schools North East website home page and SBM conference exhibitor page. Your branding will also be included in any adverts covered by press e.g. adverts in educational magazines.

## As the main sponsor of the Schools North East SBM Conference, you will receive:

- **‘Welcome to delegates’ address:** At the beginning of the conference, you are provided with a 5-minute max speaking slot to address the conference and welcome all delegates, speakers. All of the delegates are expected to attend this session.
- **Recorded sessions:** Your company will receive prolonged exposure and coverage as the recordings of the event will be accessible to all delegates post event and any new viewers for the foreseeable future.
- **Exhibition space:** Prominent space in the virtual exhibition area. All other exhibitors will be split into categories, you will be included in a category as well as having a visual stand in the main selection area.
- **Digital advert:** the option to submit either a stationary slide or a 30 second video advert which will be broadcast live at the beginning and end of each live event over the two days.
- **Strand sponsor:** Your company’s brand will receive additional exposure through a minimum of two live sessions and multiple recordings. (*See ‘virtual strand sponsor’ for more details*). As the main sponsor your company will also have the opportunity to **deliver a live session** as part of the strand as well as submitting an **additional recorded session**.
- **Host a networking meeting:** Your company will be invited to host one of the networking sessions which delegates are invited to attend to discuss key themes and collaborate with each other.
- **Newsletter sponsorship** before, during and after the week of the conference (4 weeks sponsorship).
- **Branding across all digital event materials** i.e. animated videos, holding slides.
- **Website:** Your logo prominent on conference website homepage and on the sponsor page.
- **Logo on digital SBM conference handbook**
- **A5 full page (second page) digital conference handbook advert** – (artwork supplied by you).
- **Sponsor acknowledgement** and your logo in all marketing including link to your company website in all marketing mailers. **Sponsor acknowledgement** in all social media posts about the event.
- **150 word message** in a marketing mailer to nearly 3,000 contacts.
- **Announcement in Schools North East Weekly Newsletter** as conference main sponsor.
- **Permanent acknowledgement in Schools North East Weekly Newsletter** as the SBM Conference main sponsor until the post event newsletter.
- **Post-event write up:** you will be acknowledged in the post event write up which will take the leading story in the post-event newsletter to nearly 4,000 subscribers.
- **Five free delegate places**

[Click here to view an example of the virtual exhibition](#)

Contact [events@schoolsnortheast.com](mailto:events@schoolsnortheast.com) to discuss main sponsorship

## Virtual strand sponsor:

By sponsoring a strand your company's brand will receive direct exposure through a minimum of two live sessions and multiple recordings, your company will also have the opportunity to deliver a session as part of the strand\*. You will also be given a virtual exhibition stand and have the option to submit a digital advert.

Up to four strands available for sponsorship.

**Confirmed strand topics:** HR, Financial Management, Wellbeing.

The strand sponsor must be relevant to the strand topic.

Full details about what's included below.

## What's included?

- **Branding:** Your company logo will appear on all background slides for all live sessions (2 minimum) within the strand. Your company logo will also appear on the holding slides at the start and end of each recorded session as part of the strand.
- **\*Deliver a session:** Your company will have the opportunity to deliver a session as part of the strand. Dependant on content and demand, this will be delivered as either a live session or as a recording. All delegates have access to the bank of recorded sessions.
- **Virtual Exhibition stand:** The opportunity to have a digital stand in the virtual exhibition hall where delegates can engage with exhibitors over the duration of the two-day online event. The exhibition will be OPEN TO ALL and will not be restricted to delegates only. This is free to access to non-delegates. (*See virtual exhibition space section for further details*).

[Click here to view an example of the virtual exhibition](#)

- **Digital Advert:** The opportunity to submit either a stationary slide or a 30 second video advert which will be broadcast live at the beginning and end of each live event over the two days as part of our build up video. (*See digital advert section for further details*).
- **Live event logo:** During the live events there will be a holding slide(s), within the opening and closing video, which will display all exhibitor logos. Your company logo will also be listed on the Summit website sponsors page.

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## Virtual exhibition space:

The opportunity to have a digital stand in the virtual exhibition hall where delegates can engage with exhibitors over the duration of the two-day online event. The exhibition will be OPEN TO ALL and will not be restricted to delegates only. This is free to access to non-delegates.

**Please note** exhibition spaces will be **limited to a maximum of 20 stands** which will provide more exposure and coverage for your company. All exhibition spaces are allocated on a first come first served basis, so we recommend that you book your space as soon as possible.

## What's included?

There will be a dedicated page on the Schools North East website which will host the virtual exhibition as an interactive slideshow.

### [Click here to view an example of the virtual exhibition](#)

Delegates will be able to virtually enter the exhibition hall and explore the exhibition categories which then lead them to an interactive list of exhibitors per category.

Each exhibitor will have their own **branded\* and interactive virtual exhibition stand**. This will include areas for website links, embedded videos, links to join virtual meetings\*\* and any other appropriate content that can be linked to the stand, as necessary.

## How does it work?

- You will be sent a blank template of a stand (PowerPoint slide)
- Simply add your logos/branding onto the stand
- Add text and links to areas on the stand that direct delegates to your own web pages, videos and content.
- Add text and links for virtual meetings\*\*.
- Alternatively, you can create your own stand with similar features to the template.
- Deadline to submit stand: Strictly Wednesday 18 November.

**Virtual meetings\*\* (optional):** Virtual meeting links can be included in the stand for you to connect directly with the delegates. For example, you could set up a link, which will be embedded onto your stand, where delegates can click and go to a page to set up a 1-2-1 meeting, or you could have an open meeting link for delegates to click on and join at specific time.

### [Click here to view an example of a virtual exhibition stand](#)

**\*\*All links and meeting arrangements MUST be set up and managed by the exhibitor at their own discretion.**

**\*All branded artwork must be supplied by the exhibitor. Schools North East will provide a template and a deadline for submission.**

## Gather delegate details through the delegate incentive

A prize draw will be taking place over the two days of the event which will encourage the delegates to explore the exhibition and interact with your stand.

Delegates will be asked to find multiple code words and submit them to Schools North East to enter the prize draw. **Your stand will be provided with an individual code word which will be accessible to delegates by filling out a form and submitting their details to the exhibitor.** Exhibitors will have access to the live form of submissions.

*Would you like to donate a prize into the prize draw? Contact [events@schoolsnortheast.com](mailto:events@schoolsnortheast.com)*

## Live event logo

During the live events there will be a holding slide(s), within the opening and closing video, which will display all exhibitor logos.

Your company logo will also be listed on the Summit website sponsors page.

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## Digital Advertisement:

The opportunity to submit either a stationary slide or a 30 second video advert which will be broadcast live at the beginning and end of each live event over the two days as part of our build up video.

Both days of the virtual conference will be recorded and distributed to all delegates and future delegates after the event, prolonging your adverts exposure.

Your company logo will also be listed on the Summit website sponsors page.

**LIMITED ADVERT SLOTS AVAILABLE:** Adverts are limited and there are **five slots available**. All bookings will be confirmed on a first come first served basis.



## Digital Handbook Advertisement:

The opportunity to have a half page (A6), horizontal advert in our digital summit handbook, with clickable links (optional). The handbook will be sent to all delegates attending the event and will include the conference programme, speaker biographies, session outlines, exhibition information along with other necessary event information. Delegates will view the handbook to find out everything they need to know about the event.

Your advert will be on half of one of the handbook pages, with the other half presenting key event information to the delegates.

Your company logo will also be listed on the Summit website sponsors page.

**LIMITED ADVERT SLOTS AVAILABLE:** Handbook adverts are limited and there are **six slots available**. All bookings will be confirmed on a first come first served basis.



## Survey Sponsor:

By becoming the Summit Survey Sponsor your company will have the opportunity to have your logo and website link included in the post event feedback survey which will be sent to all Summit delegates. This is an exclusive opportunity.

As well as this, you also have the option to include two bespoke questions in the survey. Schools North East will then share the responses to those questions with you.

Your company logo will also be listed on the Summit website sponsors page.

This opportunity is only available to one organisation and will be confirmed on a first come first served basis.

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## About Schools North East

Schools North East is the first, and only, regional schools-led network in the UK. We represent the views of all 1,150 schools in the North East. Our Board of Head Teachers is elected by their peers to represent the North East's Primary, Secondary, Special, and Independent sectors.

As well as our Board of Head Teachers, Schools North East is also steered by a 'Council' of School Business Managers drawn from every area, phase and type of school in the North East.

Schools North East has extensive experience organising large-scale conferences and exhibitions. Our annual Summit attracts over 500+ school leaders and is the must-attend education event in the North East. Our annual School Business Management Conference attracts over 300 delegates and is the biggest event of its kind in the country. As well as physical events, Schools North East has successfully organised large scale virtual conferences and delivers an extensive annual webinar programme. Our whole events programme during the 19/20 academic year supported over 7,000 schools leaders and staff from the North East and beyond.



## Contact

For further information about even sponsorship, please contact our events team [events@schoolsnortheast.com](mailto:events@schoolsnortheast.com)