



Sponsorship Opportunities

SUMMIT 2020 BACK TO THE FUTURE

RELATIONSHIPS → RECOVERY → REFORM

Wednesday 14th & Thursday 15th October

CONFIRMED SPEAKERS:



Becky Francis,
Chief Executive Officer of the Education
Endowment Foundation



Stephen Tierney,
Chair of Headteachers Roundtable



Laura McInerney
Education Journalist and Co-Founder of Teacher
Tapp



Previous
press
coverage:



Summit 2020

VIRTUAL CONFERENCE

Date: Wednesday 14 & Thursday 15 October 2020

Timings and what's included on both days:

- Live keynotes and sessions from leading figures and experts in the education sector – timings: 9.30am – 12pm
- Delegates will have the opportunity to network with colleagues from across the region while exploring key issues affecting education in the North East
- A virtual and interactive exhibition
- A forum for school leaders to have their voices heard and represented to policymakers

*timings subject to change

Audience: 500+ CEOs, Trust Leaders, Head Teachers and Senior Leaders from across the North East and beyond



The Schools North East Summit is the biggest event of its kind in the UK, a regional event which attracts 550+ school leaders, with expert and internationally renowned speakers. We have had keynote speeches from leading figures in education, who have used the Summit as a platform for major speeches and announcements. Amanda Spielman announced the new changes to the Ofsted Inspection Framework at Summit 2018, which was covered by major news outlets including the BBC, Channel 4, The Times, The Guardian, The Telegraph, The Independent and more. Justine Greening's keynote at Summit 2016 was her first public speech since her appointment as Education Secretary, after the Conservative Party Conference in 2016.

However, as we are all aware, this year things are very different and we have made the decision to transform our flagship 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 virtual events programme supported over 5,000 school leaders and staff during the covid lockdown and our 19/20 annual events calendar supported over 7,000 attendees over the academic year.

Last year, the Schools North East Summit was a sold out event with over 550 school leaders in attendance. As the event is now going virtual and because we have now introduced a whole school SLT package, this year is set to see record numbers as we expect to double last year's attendance.

This year, the Summit will give attendees the best opportunity to hear from high profile speakers, network with each other and support them with their school 'recovery' and reform of the education system. We are delighted to be joined by **Becky Francis**, CEO, EEF, **Stephen Tierney**, Chair of the Headteachers Roundtable and we're thrilled to welcome Education Journalist, **Laura McInerney** who is also the Co-Founder of Teacher Tapp, back to the North East.

This is your opportunity to re-engage with school leaders from across the North East and beyond and showing them your support.



Main sponsor – EPM & Avec Partnership



Sponsorship Opportunities

The following sponsorship options are available (see pages 4 and 5 for full descriptions of each option):

Item	Description	Commercial Supporter rate	Non-Commercial Supporter rate
Exclusive Virtual Exhibition Package	Inc. 12 month Commercial Supporter membership, Virtual exhibition space, delegate discounts	N/A	£1,200
Virtual Exhibition Package	Virtual exhibition space	£650	£950
Digital Advertisement	Live broadcast of either a stationary slide or a 30 second video advert	£300	£450
Digital Handbook Advertisement	A6 half colour page advert (all artwork must be supplied)	£200	£300
Survey Sponsor	Company logo on post event survey + 2 questions from the sponsor	£150	£280

All prices exclude VAT

Item	Description	Education Supporter rate	Charity rate (Non-Education Supporter)
Charity Zone Exhibition Stand*	Virtual exhibition stand within charity area	£300	£350
*Available to small, registered charities subject to Schools North East discretion			

All prices exclude VAT

[BOOK NOW](#)



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 exhibition hall](#)

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 7 October

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

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.

BOOK NOW

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