



**SCHOOL LEADERS SCOTLAND**

**BUSINESS PARTNER PROPOSAL**

**&**

**CONFERENCE BOOKING PROCEDURE**

**ANNUAL CONFERENCE 22 - 24 NOVEMBER  
2018**

**(please note the change in dates for 2018)**

**THE OLD COURSE HOTEL, ST ANDREWS**

School Leaders Scotland

New College Lanarkshire

50 Southbank Road

Kirkintilloch

GLASGOW

G66 1NH

[info@sls-scotland.org.uk](mailto:info@sls-scotland.org.uk)

[www.sls-scotland.org.uk](http://www.sls-scotland.org.uk)

# School Leaders Scotland

## Maintaining Support and Services for the Future

### Overview / Background

**School Leaders Scotland** is a growing Association representing the interests of Senior Leaders in Scottish secondary schools. Our 780+ membership represents at least 85% of Scottish Schools in both public and private sectors. For both newly appointed senior management staff (Headteacher, Depute Headteacher, Principal Teacher/Faculty Head, Bursar and Business Manager) SLS provides advice, support and information.

SLS is affiliated to the Association of School and College Leaders (ASCL), which has over 18,000 secondary school leaders throughout the remainder of the UK

SLS members have expertise in school leadership and across Scottish Education. Our members are represented on major local and national education Bodies such as General Teaching Council for Scotland, Education Scotland and the Scottish Qualifications Authority.

### Why Exhibit?

**Conferences and CPD** Events are a vital source of professional development for members, providing forums for discussion and also facilitating networking with colleagues from around the country. We realise and understand their value to our Business Partners giving them the platform to provide our membership with additional outsourcing material to promote their services and product.

We are actively expanding the level of professional development support which we are offering to school leaders – both those who are our members and well as to non-members. For Session 2018/2019 in addition to the National Conference in November we are running over 12 monthly CPD events at locations across Scotland and a Summer Conference in June 2017 and June 2018.

The **Annual Conference** has become one of the high points in the education year. It is a two-day event attracting both residential and day delegates. It is attended by around 150 members and non-members from both the local authority and independent sectors as well as guests from every major education partner organisation from across the UK.

As you are aware we had to relocate our venue this year due to the tragic fire at Cameron House. Finally, we have now confirmed that for the next three years our Annual Conference will be in November at **The Old Course, St Andrews**. We would wish, at this stage in our planning, to ensure the most effective package and platform for our Exhibitors at what has developed over recent years into a highly popular event. As well as reviewing our use of available space within the hotel we are also increasing the flexibility of the package which we are offering to our Exhibitors.

We plan to accommodate 20+ Exhibitors within the main exhibition area – the Ballroom. Within this area 6 stands have been allocated to our Premier Business Partners. Stands will all be of equal size and must measure no more than 2m x 2m which is slightly larger than in previous years. All tea/coffee breaks for conference delegates and visitors will be taken in this area therefore ensuring maximum and ample footfall.

To compliment the main exhibition hall we are also offering small stand areas within the surrounding areas. These areas will only be suitable for a popup stand (**1m wide style**) along with a small table for leaflets. These would be ideal for those looking for a presence at conference.

All Business Partners will be asked to provide a pop up stand to be positioned in the main walkway into the Conference Hall.

The Exhibition Area will be set in the Ballroom of the Old Course Hotel. This is large room located not far from the main Conference Hall (the Conference Hall will be The Hall of Champions). It will also house all our refreshment breaks and will provide a large area for all delegates to view our stands. There is also a foyer which will also house some of our smaller pop up stands.

Once I make another site visit I will send out a floor plan for you to select your stand location.

## OUR PACKAGES

### Package 1    **NOT AVAILABLE NOW UNTIL 2019**

Premier Business Partners £1000 per Annual Conference

#### Benefits

- Automatic guaranteed booking for the next 3 years
- Company fliers and promotional material included in delegate conference pack
- 1 x Stand location of their choice (1.5m x 2m) + table & 2 chairs & power
- 1 x ¼ page advertisement in Leaders Magazine (distributed annually to entire membership)
- 1 x stand location at Summer Conference in June.
- Attendance of a CPD Event (selected at mutual consent) per annum
- Company logo included on the SLS website for 3 years
- A branded invitation in the delegate pack
- Branding in the reception area
- Your logo/banners on display during address
- An advert in our Annual Report/Conference Programme
- Two complimentary lunches per stand
- Free Car Parking
- Listed on our Premier Business Partners web page.
- *SLS is looking to build a business partnership with your business that would benefit our membership.*

**Note:** *The Premier Business Partners package is based on the partner agreeing to a three (3) year contract. Further details will be sent directly to you on receipt of your booking request.*

### Package 2

Business Partners £1350 per Annual Conference

#### Benefits

- 1 x Stand location (2m x 2m) + table & 2 chairs & power
- 1 x ¼ page advertisement in Leaders Magazine
- Company fliers and promotional material included in delegate conference pack
- Branding in the conference area
- Two complimentary lunches per stand
- Free Car Parking

### Package 3 STANDS AVAILABLE

Pop Up Presence £650.00 per Annual Conference

#### Benefits

- 1 x Pop up stand area measuring approx. 1.5m x 1m + power
- 1/8 page advert in Leaders Magazine
- Company flier included in delegates conference pack
- One complimentary lunch per stand
- Free Car Parking

## **ADDITIONAL SPONSORSHIP, PROMOTIONAL AND ADVERTISING OPPORTUNITIES**

Each delegate is issued with a conference pack on arrival. This pack includes all the paperwork for the conference, however it is also a great way to include your company's fliers, offers or promotional material – **this is included as part of your package**, please ensure that your inserts reach us well in advance of the event.

### **Enhancing your company profile**

You also have an opportunity to provide conference bags or folders to further enhance your company profile at the event.

### **Conference Sponsorship**

Why not host a pre-dinner drinks reception, dinner wine, lunch, dinner etc. This would

- Increase network opportunities with the delegates
- An opportunity to enclose a branded invitation in the delegate pack
- Two complimentary dinners
- Acknowledgement of your hospitality and opportunity to respond.

### **Conference Speakers**

Sponsoring a Conference Speaker is also an excellent way of enhancing your profile giving you these additional benefits

- Prominent branding in our Scottish Leader Magazine
- Your logo / banners on display during address
- Acknowledgement at the beginning and end of the address

**If you would like to discuss these opportunities further and obtain associated costs, or if you have other innovative ideas for marketing your product please call or contact:**

**Lyn Honnan at SLS Headquarters on 0141 404 2792 or Email [lyn.honnan@sls-scotland.org.uk](mailto:lyn.honnan@sls-scotland.org.uk)**

## TERMS AND CONDITIONS

Set up time from 18:00 on Wednesday 21 November TBC. Stands to be completed by 09:00 on Thursday 22 November) Exhibition closes at 16:30 on Friday 23<sup>rd</sup> November (stands must be cleared away by 17:30 latest)

### Cancellation

Less than one month	-	Full payment due
Less than two months	-	50% payment due
More than three months	-	10% payment due

### Booking & Payment

Please tick the appropriate box on the Booking Form indicating your required Package.

On receipt of your booking form we will acknowledge receipt and an invoice will be issued early July.

**Stands will be issued on a first come first served basis.**

Payment must be made by 31<sup>st</sup> August 2018 **If payment is not received by this date, we reserve the right to cancel your exhibition area.**

### Health & Safety

Under the Management of Health and Safety at Work Directive 1992, exhibition stands are considered to be a workplace. It is therefore your responsibility to ensure that all your staff and subcontractors have received health & safety training and are provided with the correct PPE to enable them to carry out their work in a safe manner in accordance with COSHH and the Act. On this basis you are required to have in your possession a copy of your Company's Health and Safety policy, which may be requested during the exhibition.

### Insurance

Exhibitors must be covered by an All Risks insurance policy to cover any loss or damage to exhibition stands and or to exhibitors.

### Fire Regulations

Due attention must be given to maintaining free and clear access to all fire escape routes and exits and to ensure that no obstruction takes place on which is likely to interfere with any emergency evacuation of the premises. Fire hoses and appliance points must also be similarly free from any obstruction.

### Internet Connection

Free Wi-Fi is available throughout the venue.

### Accommodation

We can offer those Business Partners wishing accommodation the same rates as our delegates