

## 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*

# SCHOOL LEADERS SCOTLAND



## TERMS AND CONDITIONS

Set up time from 18:00 on Wednesday 13 November TBC. Stands to be completed by 08:30 on Thursday 14 November. Exhibition closes at 16:30 on Friday 15<sup>th</sup> November (stands must be cleared away by 17:30 latest). **Any Business Partner who breakdown early will be liable for a surcharge of £250. This ensures all Business Partners are given the full experience to attract potential clients for the full duration for conference. If circumstances are such that you intend to leave early, we reserve the right to place your stand in an area that will cause minimum disruption to others when you vacant your stand. This must be arranged well in advance.**

### 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 2019.

**If payment is not received by this date, we reserve the right to cancel your exhibition area.**

#### Cancellation

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

**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)**

## Business Partner Exhibition Information & Booking Procedure 2019

**School Leaders Scotland is a growing Association** representing the interests of Senior Leaders in Scottish secondary schools. Our 850+ 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.

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 2019/2020 in addition to the National Conference in November we are running over 12 monthly Professional Learning events at locations across Scotland and a Summer Conference in May 2019 & May 2020.

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

## Why Exhibit?

This year 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 Business Partners 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 Business Partners. We did listen to your comments last year and have decided to move our exhibition areas to be adjacent to the plenary hall.

We plan to accommodate 18 Exhibitors within the main exhibition area. Within this area 6 stands have been allocated to our New Premier Business Partners. Stands will all be of equal size and must measure no more than 3m x 1.5m 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 smaller stand areas within the surrounding areas. Some will be 2m x 1m and a limited number of smaller ones which 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. Once I make another site visit I will send out a floor plan for you to select your stand location.

## OUR PACKAGES

### PACKAGE 1 (3 year deal and only 6 Premier Business Partners Selected)

Premier Business Partners £1250 per Annual Conference

#### Benefits

- Automatic guaranteed booking for the next 3 years and no price increase
- Company fliers and promotional material included in delegate conference pack
- 1 x Stand location of their choice (1.5m x 2.5m) approx + table & 2 chairs & power
- 1 x ¼ page advertisement in Leaders Magazine (distributed annually to entire membership)
- 1 x 1/4 page advert in our workbooks which will be distributed to all delegates attending our Professional Development Events
- Company logo included on the SLS website for 3 years
- 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 £1400 per Annual Conference

#### Benefits

- 1 x Stand location (2.5m x 1.5m approx) + 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—LIMITED AVAILABILITY

Pop Up Presence £750.00 per Annual Conference

#### Benefits

- 1 x Pop up stand area measuring approx. 1.5m x 1m + power
- 1/4 page advert in Leaders Magazine
- Company flier included in delegates conference pack
- One complimentary lunch per stand
- Free Car Parking