



SCHOOL LEADERS SCOTLAND

BUSINESS PARTNER PROPOSAL

&

CONFERENCE BOOKING PROCEDURE

**ANNUAL CONFERENCE 16th – 17th November
2023**

P & J Live Arena, Aberdeen

School Leaders Scotland

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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 1160+ 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 21500 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 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 what are our members and well as to non-members. For Session 2023/2024 in addition to the Annual Conference in November we are proposing to run over 12 monthly events delivered via Webinars and in person events.

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 over 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.

We have now confirmed that for the next two years our Annual Conference will be in November at **P & J Live Arena, Aberdeen**. **An exciting new venue for us with excellent conference facilities for both delegates and business partners.** 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. Our floor space has increased dramatically for our Exhibition Suite thus allowing slightly larger stands, all Business Partners are located in the one place with all catering served here. We are also increasing the flexibility of the package which we are offering to our Business Partners.

We plan to accommodate 20 Business Partners within the Exhibition Suite (2A), located adjacent to the Conference Suite (2B). Within this area 6/8 stands have been allocated to our Premier Business Partners. Stands will all be of equal size and must measure no less than 2m x 1.5m. All tea/coffee breaks and lunches for conference delegates and visitors will be taken in this area therefore ensuring maximum and ample footfall.

All Business Partners will be asked to provide a pop up stand to be positioned in the reception area in the public area of the 1st floor



OUR PACKAGES

Package 1 **AVAILABLE FROM JUNE 2023**

Premier Business Partners £1500 per Annual Conference

Benefits

- Automatic guaranteed booking for the next 3 years
- 1 x Stand location of their choice (1.5m x 2m) minimum + table & 2 chairs & power
- 1 x ¼ page advertisement in Leaders Magazine (distributed digitally annually to entire membership)
- Company logo included on the SLS website for 3 years
- Branding in the reception area
- Your logo/banners on display during address
- Two complimentary lunches per stand
- Free Car Parking
- Listed on our Premier Business Partners web page.
- Annual Dinner at reduced cost of £55.00
- *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 £1650 per Annual Conference

Benefits

- 1 x Stand location (2m x 1.5m) + table & 2 chairs & power
- 1 x ¼ page advertisement in Leaders Magazine (distributed digitally annually to entire membership)
- Branding in the reception area
- Two complimentary lunches per stand
- Free Car Parking

ADDITIONAL SPONSORSHIP, PROMOTIONAL AND ADVERTISING OPPORTUNITIES

MAIN CONFERENCE SPONSOR

Available to one company per year.

Cost £4250

- **Company advertising on all our conference promotional material**
- **Larger Stand**
- **2 lunches provided on each day**
- **15 minute promotion slot at Conference**
- **Invite for 2 for the Annual Dinner**
- **Logo on Website**
- **Logo on all digital signs within the conference area**

Enhancing your company profile

You also have an opportunity to provide conference bags or folders to further enhance your company profile at the event. The cost is entirely up to you and also resourcing – we can provide our logo to add to your banding.

Conference Sponsorship

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

- Increase network opportunities with the delegates.
- Two complimentary dinners tickets for the Annual Dinner on Thursday evening.
- Acknowledgement of your hospitality and opportunity to respond.

To host the Pre Dinner Drinks Reception

This would be based on a glass of wine/fizz or soft drink + a top up. Based on 150 the cost would be in the region of £1,200

To host wine on the table at the Annual Dinner

This would be based on 2 glasses of wine/fizz or soft drink

Again based on 150 the cost would be in the region of £2000 (alternatively you may wish to share this with another interested party)

To host a Toast to the Association

This would be based on a glass of wine/fizz or soft drink. Based on 150 the cost would be in the region of £750

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

To sponsor a Conference Speaker

We would tailor this round your budget. Over the recent years speaker costs have been in the region of £1000 - £2000.

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

TERMS AND CONDITIONS

Set up time from 18:00 on Wednesday 15 November subject to availability. Stands to be completed by 09:30 on Thursday 16 November) Exhibition closes at 15.30 approx on Friday 17 November (stands must be cleared away by 17.00 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 late July.

Stands and any sponsorship offers will be issued on a first come first served basis.

Payment must be made by 31st August 2023. **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

Business Partners 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

There is ample accommodation adjacent to the P&J Live Arena. There is a Hilton and the Aloft. The Hilton is the main hotel used for the delegates. If I have availability, I may be in a position to offer this to Business Partners but SLS Delegates are given the opportunity in the first instance. The Aloft is directly opposite the Arena. It is a very smart, stylish hotel and offers excellent rates. You can book your accommodation direct with the hotel.