



the **icc**
birmingham

SSAT National Conference 2016

1-2 December, ICC Birmingham

Exhibition opportunities

ssat the schools, students
and teachers network

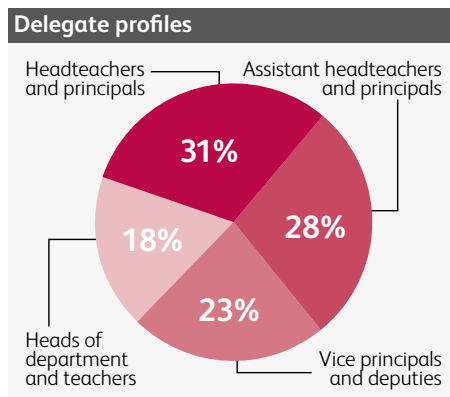
besa | 
BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION

SSAT National Conference 2016 – Leading: making the impossible possible

The SSAT National Conference is one of the largest and most popular annual gatherings of headteachers and their senior colleagues in the school calendar.

As a result of growing delegate numbers – we now include a free place for every headteacher of our 1200 secondary school members – we are delighted to be returning to the ICC in Birmingham.

On average, over 80% of attendees are high level secondary school decision makers.



The SSAT National Conference offers you direct access to these key decision makers:

- 700+ secondary school leaders among 1200+ attendees
- 2 days of networking and business opportunity
- Busy exhibition zone – programme designed for maximum contact hours

If you are looking to connect with secondary school leaders the SSAT National Conference is the perfect place.



Photos from the SSAT National Conference 2015 held at Manchester Central

Summary of the exhibition, stand costs and what's included

The exhibition will be managed by BESA.

The cost in the Exhibition Hall is £440+VAT per m2.

The cost for BESA members is £395+VAT per m2.

An optional shell scheme, included in the price, will be provided including smooth beech panel walls, fascia nameboard, carpet and 1 x 500 watt electric point.

Please note that there will be an overnight build. Exhibitors will have access from 06.00 to populate their stands before the exhibition opens at 09.30. Accordingly, for time management, we are encouraging exhibitors to consider utilising the shell scheme offering over own-build.

Own build is an option for which details and plans must be submitted to BESA.

Discounts available on furniture and electrics for booking early.

Free on-site freight assistance for exhibitor display materials including delivery area to stand service and empty case storage.

In addition, the organisers' aim is to make the exhibition a much more integrated part of the National Conference. We wish to fully engage our delegates with the exhibition and our exhibitors with our delegates. As such the following is also included as part of the standard exhibitor package.

All exhibitors will be listed in the Conference and Exhibition Guide. The conference brochure and exhibition guide will be developed to create one publication that will incorporate challenging and engaging educational articles alongside exhibitor lists and advertisements to raise the interest of delegates in the publication. Our aim is to provide a valuable keepsake for delegates to take back to their schools.

All exhibitor passes allow full delegate status to the conference*.

All exhibitors will receive access to pre and post conference delegate mailing lists subject to delegate's rights to opt out of communications in accordance with the Data Protection Act.

All refreshments including morning and afternoon teas and coffees and lunch on Thursday and Friday will be provided only in the exhibition area.

Exhibitors are encouraged to promote their products and services in line with the conference theme. A named member of staff at SSAT will be available to work with exhibitors to do so.

A 'meet our exhibitors' link will feature on the SSAT National Conference webpage. All exhibitors will be listed with a small descriptor and a hyperlink to exhibitor websites.

Where possible sessions will be scheduled on the same floor as the exhibition and all traffic will be diverted through the exhibition.

The floorplan is displayed in this brochure and will also be available on the BESA website with a list of current exhibitors.

Please note that BESA is your contact for all exhibition matters and will issue an invoice on receipt of the completed form.

Sponsorship opportunities

Sponsorship deals and special exhibitor packages are available.

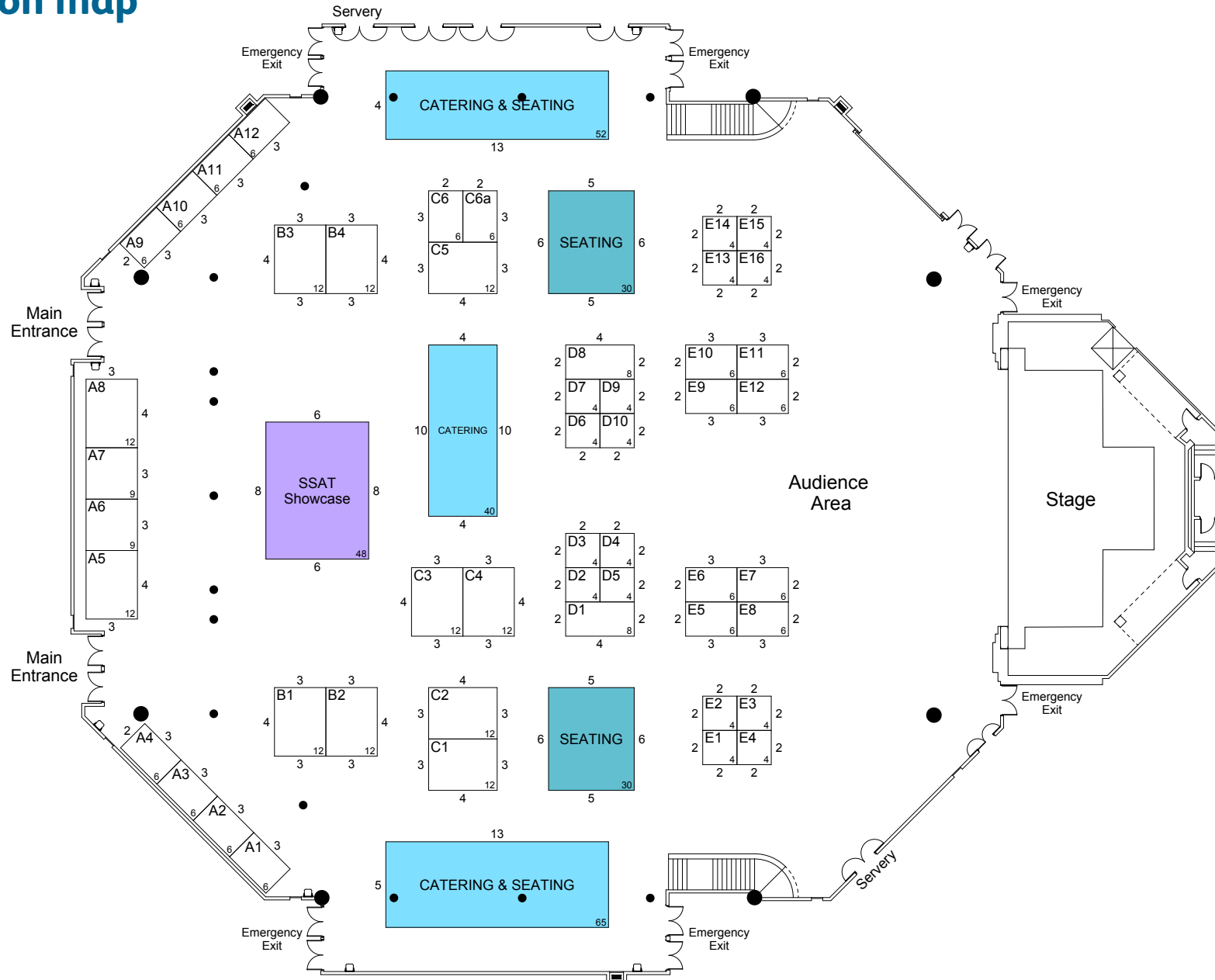
For more information contact Kyla McKenzie on **020 7802 0654** or Kyla.McKenzie@ssatuk.co.uk.

BESA contact

Please contact Tim Edwards with any enquiries on **020 7537 4997** or tim@besa.org.uk.

* This includes access to the main conference programme on Thursday and Friday. Conference dinner on Thursday 1 December is not included in the exhibitor package.

Exhibition map



Booking form

Event

SSAT National Conference 2016 –
Leading: making the impossible possible

Date

Thursday 1 and Friday 2 December 2016

Venue

The ICC, Birmingham

Set-up

Please note that there will be an overnight build. Exhibitors will have access from 06.00 to populate their stands before the exhibition opens at 09.30. Accordingly, for time management, we are encouraging exhibitors to consider utilising the shell scheme offering over own-build.

Prices

All charges are subject to VAT

We hereby make application to contract for a stand as follows:
(Details for contact and invoice purposes)

Full company/organisation name

.....

Address

.....

.....

.....

Post code

Telephone number

.....

Email address

.....

We agree to abide by the terms and conditions overleaf. A contract will exist as soon as the organisers have received this signed form.

Signed

.....

Print name

.....

Date

.....

Please supply the direct contact details of your stand organiser.

Name

.....

Telephone number

.....

Email address

.....

Please supply general company contact details for website and exhibition promotion.

Address

.....

.....

.....

Post code

Telephone number

.....

Email address

.....

Website

.....

Price: £440+VAT per m² of space
Discount price for BESA members:
£395+VAT per m² of space

Size of stand required:

..... metres frontage x

..... metres depth =

..... m² Total area (minimum 2m²)

Please note that stand meterage must be in complete metres.

Please indicate three stand locations in order of preference:

1

2

3

Allocation will be on a first-come, first-served basis.

Please return your completed booking form by scanned email to tim@besa.org.uk or to:

British Educational Suppliers Association
20 Beaufort Court
Admirals Way
London
E14 9XL

An exhibitors' manual will be forwarded once the completed booking form has been returned.

Terms and Conditions

1. DEFINITIONS

In these Terms and Conditions the term 'EXHIBITOR' means any company, firm or person who has made application for and who has been allotted space in the exhibition, or any Agent, Representative or Employee of the Exhibitor. The term 'EXHIBITION' refers to the event detailed overleaf and where the term 'ORGANISER' or 'ORGANISERS' appears it refers to BESA or its lawful assigns in respect of the organisation of the exhibition and the Specialist Schools and Academies Trust with whom exhibitors will contract.

2. APPLICATIONS FOR SPACE

Applications for space must be made on the Official Rebooking/Contract Form. The Organiser may accept applications by purchase order, in writing or by fax, or accept a deposit payment in lieu of written application, at their sole discretion, and on the understanding that the Terms and Conditions contained herein fully apply.

3. CANCELLATION OF EXHIBITION SPACE

There is a 50% cancellation charge for cancellations of contracts prior to 18 November 2016 after which date the cancellation charge is 100% of the contract value.

If the Exhibitor wishes to cancel then written notice of such wish must be forwarded to and received by the Organisers by Recorded Delivery Post not later than the dates referred to in the table above. For the avoidance of doubt the Organisers shall not be obliged to accept the Exhibitor's wish to cancel his/her space booking.

Notwithstanding that the Organisers may re-sell or re-allocate the cancelled stand space after payment of the above cancellation charges the Organisers shall be under no obligation to reimburse all or any part of such cancellation charges.

4. REDUCTION OF SPACE

Where an exhibitor wishes to reduce the size of his/her space booking after allocation of space

notification must be received in writing. The Organisers reserve the right to apply the scale of Cancellation Charges outlined above to the total cost of the area by which the original stand has been reduced, and to re-allocate the area in question. There shall be no obligation on the Organisers to accept notification of reduction.

5. SPACE NOT OCCUPIED

Every Exhibitor must occupy the space allotted to him/her by show opening time on the first day of the Exhibition. Any Exhibitor failing to do so will be deemed to have cancelled his space booking. In this event, the Terms and Conditions relating to cancellation will apply.

6. BANKRUPTCY

In the event of an Exhibitor becoming bankrupt, committing any act of bankruptcy, going into liquidation, having a Receiver appointed in respect of any of its assets the Organisers reserve the right to terminate the Contract with the Exhibitor and the Terms and Conditions relating to Cancellation shall apply.

7. PROHIBITION OF TRANSFER

Exhibitors may not assign, sublet, or grant licences in respect of the whole, or any part of the space allocated to them or otherwise deal with their rights and obligations hereunder nor may any cards, advertisements, or printed matter of firms who are not bona fide Exhibitors be exhibited or distributed on any stand. This does not apply to firms being associated with, subsidiaries, agents, or principals of the Exhibitor, which are duly listed on the Official Booking/Contract Form at the time of booking.

8. INFORMATION AND CONDITIONALITY

(a) Information supplied by the Organisers in relation to any Exhibition is accurate to the best of their knowledge and belief but shall not constitute any warranty or representation by the Organisers and any inaccuracy or mistake therein or omission there-from shall not entitle the Exhibitor to cancel his space booking.

(b) Any application for stand space or any acceptance thereof by the Organisers shall not be conditional on the presence or location of any other exhibitor at the same or any other Exhibition and any reference to such conditionality shall not apply to any Contract between the Organiser and the Exhibitor for exhibition stand space.

9. POSTPONEMENT OR ABANDONMENT

The exhibitor shall not have any claim against the Organisers in respect of any loss or damage consequent upon the failure for whatever reason of the Exhibition being held or of the building becoming wholly, or partially unavailable for the holding of the Exhibition for reasons beyond the Organiser's control. If by rearrangement or postponement of the period of the Exhibition, or by substitution of another hall for the Exhibition, or by means of any other reasonable matter or thing, the Exhibition can be carried through, then contracts for space shall be binding upon all parties except as to size and position, as to which any modification, substitution, or re-arrangement considered necessary by the Organisers, shall be substituted for the original.

10. EXHIBITORS' INSURANCE

The Organisers are not responsible for the safety of any exhibit or other property of the Exhibitor or other person, or for the loss, damage or destruction by theft, or fire or any cause; or for the loss, damage or injury sustained by an Exhibitor or other person. This is whether by reason of any default in the Exhibition building, caused by fire, storm, tempest, lightning, explosion, national emergency, war, labour disputes, strikes, lock-outs, civil disturbances, inevitable accident, force majeure or for any other cause not within the direct control of the Organisers whether of the same kind or not. No responsibility can be accepted for any consequences of prevention, postponement or abandonment of the Exhibition. Exhibitors should secure their own insurance to cover all liabilities and risks.

11. ALLOCATION OF SPACE

The Exhibitor will accept the nearest possible amount of space/position in the hall should it be found impractical to make the requested allocation.

12. OPENING HOURS

The Exhibitors' representatives will abide by the directions and exhibition opening hours as stated in the final instructions email and will not commence to dismantle any exhibit until after the official closing time.

13. PAYMENT OF CHARGES

An invoice will be issued on confirmation of booking, payable 30 days from the invoice date. Late bookings taken less than 30 days prior to the event date must be paid by 25th November 2016.

The Organisers reserve the right to refuse admission to any Exhibitor who has not made full payment before the event. Under no circumstances will an exhibitor be allowed to take part in the exhibition if an invoice is outstanding.

14. DRESSING OF STANDS

Exhibitors will dress their stands in a reasonable fashion and drape all tables with suitably fireproof material.

15. EXHIBITORS' LIABILITY

Exhibitors will indemnify the Organiser against any loss or expense arising directly or indirectly out of any act or omission on the part of the Exhibitors themselves, their servants or agents.

16. ALTERATION OF ALLOCATION

In the event of there being a variation in stand size or provision of other facilities or services at the Exhibition in comparison to the application on the Official Booking/Contract Form, a refund can only be considered if a representative of the Organiser is informed during the setting-up period and the variation is noted on the Organiser's copy of the Official Booking/Contract Form together with the signature of the Exhibitor's representative.