

SSAT National Conference 2017

ILLUMINATING LEARNING

30 November - 1 December Manchester

Sponsorship and exhibition opportunities

ssat the schools, students
and teachers network

besa | 
BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION

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Putting People First

About SSAT

I'm really honoured to be chief executive of SSAT, the Schools, Students and Teachers network. We have been at the forefront of educational leadership, innovation and school improvement for 30 years.

First set up in 1987 to support the development of the first city technology colleges – we have always had our lively and committed networks of schools at our heart. As the Specialist Schools and Academies Trust, we developed innovative programmes to raise achievement, trained a generation of system leaders, and connected schools across the world.

Since 2012, we've been an independent organisation, working with maintained schools, academies, free schools and independent schools in England and beyond – of all phases. When I go into our member schools, I hear how much heads, senior leaders and teachers value the services we provide. In addition to our core membership offer, we continue to provide innovative and ever-changing

programmes and CPD for staff and students alike.

I am proud of SSAT's long heritage and proud of our work with schools now. SSAT are all about providing fresh ideas for ambitious schools. I hope this is an aim you share, and that you will support this mission by joining us at our annual National Conference this year in Manchester. We are delighted to be

working with BESA again on this year's exhibition; BESA members' products reflect the quality, integrity and innovation shared by the SSAT brand.



Sue Williamson
Chief Executive



Photos from SSAT National Conference 2015 at Manchester Central

About BESA

BESA, the British Educational Suppliers Association, is the trade association covering the entirety of the UK educational suppliers sector. It operates on a not-for-profit basis, and is accountable to an Executive Council that is elected by member companies.

It has an 80-year heritage serving the UK education sector, and represents over 400 educational suppliers in the UK, including manufacturers and distributors of equipment, materials, books, consumables, furniture, technology, ICT hardware and EdTech to the education market.

Working closely with Department for International Trade (DIT), BESA helps take over a hundred companies overseas every year to a wide range of important export markets, from the US to Malaysia and China, providing intelligence briefings, logistical support and often substantial bursaries.

BESA has a Code of Practice to which all members must adhere, along with a stringent membership process, both of which assure schools of a high standard of quality.

For more information, visit:
www.besa.org.uk



SSAT National Conference 2017

The annual SSAT National Conference is one of the largest and most popular gatherings of MAT chief executives, headteachers, and their senior colleagues in the school calendar. This year's conference takes place 30 November – 1 December at Manchester Central, UK.

For the last three years all SSAT secondary members have been given a free pass to both days of the conference – making delegate engagement stronger than ever before.

This year we're also inviting all of our members to bring their chief finance officer, school business manager or bursar to the conference for free on the Friday – for an exclusive programme taking place in the lively exhibition space, working directly with exhibitors.

SSAT's National Conference gives you access to:

700+ school leaders among over 1000 attendees

2 days of networking and business opportunities

Full access to the main conference programme

Busy exhibition zone with over 5 hours of dedicated exhibition time – with Manchester Central ideally arranged for foot fall

Opportunities to apply for speed dating with School Business Managers

Evening drinks reception and optional gala dinner

Substantial media coverage before, during and after the event



SSAT National Conference 2017



The theme – Illuminating learning

The title of this year's conference is *Illuminating learning*. We will be looking at how school leaders can make truly evidence-informed decisions, have the biggest impact on students possible, and re-evaluate their processes and practices. How do we really know what's happening in every school, in every classroom, inside every student's brain? How can we shine a light on learning – and make sure our leadership decisions support this?

Confirmed speakers include the author of the Hillsborough Inquiry, Professor Phil Scraton; chief executive of the College of Teaching, Dame Alison Peacock; and Distinguished Professor from the Open University Netherlands, Paul Kirschner.

Visit ssatuk.co.uk/nc17 for the latest speaker and programme updates.

New for 2017

A brand new School Business Manager strand – all SSAT members are invited to bring their SBM for an exclusive programme at the conference on the Friday, which will include dedicated, meaningful time with exhibitors through a speed-learning style session. As a new offer, we hope for 50-100 SBMs to attend this valuable benefit.

From the moment of booking exhibitor space or a sponsorship package, **you will be signed up to key SSAT member communications** including our popular Sunday Supplement and termly SSAT Journal.

Throughout the autumn term, the conference director, Tom Middlehurst, will provide **e-seminars on the conference programme**, exploring how you can make the most of the conference as an exhibitor.

New gala dinner table sponsor package – make a headteacher's day by providing them a free place at the gala conference dinner and ensure even more quality time with school leaders.

Wednesday access for build and set-up.

The Exhibition

The exhibition is at the heart of the conference. In Manchester Central, the exhibition is located in the Exchange Hall – the hub of the conference where all refreshments are served, and the main concourse between the registration area, main stage and workshop rooms – ensuring a continual flow of traffic throughout the day.

What's included?

- An optional shell scheme including smooth beech panel walls, fascia name board, carpet and 1 x 500w electric point.
- Optional own build for which details and plans must be submitted to BESA.
- Build and set up from 07.00 on Wednesday 29 November.
- 5 hours of dedicated programme exhibition time, open from: 09.00 – 16.30 on Thursday 30 November and 08.45 – 13.00 on Friday 1 December.
- Listing in the Conference Guide – incorporating engaging education articles alongside exhibitor listings and descriptions.
- Two exhibitor passes with full access to the conference programme including the Thursday evening drinks reception.

- All refreshments including hot breakfast and lunch on both days.
- Opportunity to apply to take part in the new speed dating session with school business managers (1 hour of additional contact time).
- Inclusion on the exhibitor page of the National Conference webpage.
- Opportunity to join e-seminars in the autumn term exploring the conference theme, speakers and how to make the most of your two days with us.
- Regular social media and other communications to SSAT members before and after the conference.

Costs

The standard cost is £485+ VAT per m².

A discount for BESA members applies of 10%

There is a standard early bird rate of 10% for non BESA members and 15% for BESA members for bookings made by 31 August 2017.



What's additional?

- Additional furniture and electrics – discounts are available for booking early.
- Licences to give out food and drink above sample sizes.
- Places at the optional conference gala dinner.

Booking larger spaces?

- If you're booking over 8m², we'll give you a free advert in the conference guide.
- If you're booking over 16m², we'll give you the opportunity to place an insert in the delegate bag, a substantial advert or feature in the conference guide and an opportunity to discuss with representatives of SSAT and BESA ways to enhance your presence at the National Conference. Please get in touch with BESA to see what we can do for you.

Sponsorship Opportunities

Contact sharon.riddington@ssatuk.co.uk to discuss sponsorship packages and preferential early bird discounts

Sponsorship is a great way to deepen your partnership and presence at the SSAT National Conference. Sponsorship packages range in price from £24,950 for headline sponsorship to £1000 for gala dinner tables. All main sponsorship packages include exhibition space as standard.

Headline Sponsor

Our headline sponsors have a unique opportunity to work with us throughout 2017 to help shape the conference theme and programme, as well as dramatic and exclusive profile across the event. We consider our headline sponsor as a key partner, and work with them throughout the year to improve educational outcomes for all our member schools.

Opportunity for a 30 minute mainstage conference plenary presentation

Large exhibition space (4m x 3m) in prime location

Sponsor the pre-event publication published in autumn 2017, including exclusive branding and opportunity to provide a foreword/introduction

Exhibition space (with access to all committee and gold sponsors)

Opportunity to provide materials to be included in all delegate packs

Exclusive lead profile across event marketing and materials.

Exclusive branding on the key conference publications and images, including the front page of the conference brochure.

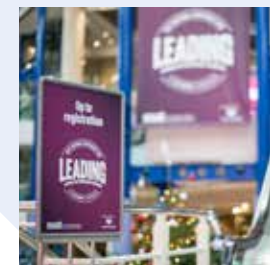
- Exclusive branding on the mainstage alongside SSAT – your logo in the prime location

Social media coverage – including retweeting – across all SSAT networks

Opportunity to place a significant editorial feature or advert in the conference guide provided to all delegates.

12 month official SSAT Partner status – contribute content (blogs, videos, reports) to the SSAT membership network; brief the SSAT Relationship Management team on your benefits to schools; gain access to invitation-only, high profile SSAT events and much more

Price £24,950 + VAT



SOLD

Sponsorship Opportunities

Contact sharon.riddington@ssatuk.co.uk to discuss sponsorship packages and preferential early bird discounts

Workshop Sponsor

Our school-led workshops are one of the most popular elements of the conference, showcasing innovative and exciting practice happening across the SSAT network. Workshop Sponsors can support the fantastic work happening in schools and align their brand to our 'by schools, for schools' heritage and current mission to provide fresh ideas for ambitious schools.

- Sponsorship of all school-led workshops over both days with exclusive branding on the conference programme
- Opportunity to provide materials to be included in all delegate packs
- Prominent profile across all event marketing
- Social media coverage – including retweeting – across all SSAT networks
- Opportunity to feature significant editorial content in the conference guide provided to all delegates
- 12 month official SSAT Partner status – contribute content (blogs, videos, reports) to the SSAT membership network; brief the SSAT Relationship Management team on your benefits to schools; gain access to invitation-only, high profile SSAT events and much more
- Large exhibition space (4m x 3m)
- 2 exhibitor passes (with access to the full programme) and 2 gala dinner places

Price £12,950 + VAT



Student Performance Sponsor

Every year we invite 250+ students to participate in a range of activities and performances throughout the two days, including elements like main stage speeches, poetry readings, dance performances and live music. Sponsoring these contributions gives you a unique profile throughout the event and closely associates you with directly supporting students, especially in artistic and creative endeavours.

- Your profile across all event marketing and materials including your logo on the screen behind main stage student performances
- Exhibition space (3m x 2m)
- 5-minute welcome and introduction on main stage prior to a student performance
- 2 exhibitor passes (with access to the full programme) for both days
- Opportunity to provide materials or gifts to every attendee
- Social media coverage – including retweeting – across all SSAT networks
- Opportunity to place an advert in the conference guide provided to all delegates

Price £5,950 + VAT



SOLD

Sponsorship Opportunities

Contact sharon.riddington@ssatuk.co.uk to discuss sponsorship packages and preferential early bird discounts

Evening Drinks Sponsor / Host

With your support, we will organise a drinks and canapés soiree immediately following the close of proceedings on day one. Taking place in the main registration area, the vast majority of attendees will join in the networking.

Sponsoring/hosting this reception will be a high profile and greatly appreciated activity, including the opportunity for your chosen representative to welcome all guests and briefly explain your reasons for participating in the SSAT National Conference.

Your profile across all event marketing and materials including exclusive banners and signage relating to the reception

2 exhibitor passes (with access to the full programme)

5-minute welcome and introduction speech to all attendees

Social media coverage – including retweeting – across all SSAT networks

Opportunity to provide materials or gifts to every attendee

Exhibition space (3m x 2m)

Price £5,950+VAT



Gala Dinner Sponsor / Host

Following the Drinks Reception 200 of our guests, including high profile speakers and VIPs, will move on to the Gala Dinner. Featuring live music throughout, many attendees take the opportunity to let their hair down and dance. A great way to raise profile, network and generate goodwill.

Your profile across all event marketing and materials including exclusive banners and signage relating to the Gala Dinner

2 exhibitor passes (with access to the full programme) and 2 gala dinner places

5 minute welcome and introduction speech to all diners

Social media coverage – including retweeting – across all SSAT networks

Opportunity to place an advert in the conference guide provided to all delegates

Opportunity to provide materials or gifts to every attendee

Exhibition space (3m x 2m)

Price £5,950 + VAT



Sponsorship Opportunities

Contact sharon.riddington@ssatuk.co.uk to discuss sponsorship packages and preferential early bird discounts

Conference App Sponsor

The conference app will be downloaded by everyone attending the conference. It will be used by delegates to navigate their way around the event and interact with the programme.

As the conference app sponsor you have the unique opportunity to include your company's brand across the app.

- Exhibition space (3m x 2m)
- Your company's logo on an interactive banner ad present on all pages of the app
- Opportunity to provide materials or gifts to every attendee
- Social media coverage – including retweeting – across all SSAT networks
- 2 exhibitor passes (with access to the full programme) to provide materials or gifts to every attendee

Price £5,950+VAT



Exhibitor Plus Package

Our regular exhibition package is a great way to make the most of the footfall in our busy exhibition zone but why not enhance this by adding and extra delegate pass, your marketing materials or freebie to the delegate tote bag received by every attendee and an advert in the conference guide?

- Exhibition space (3m x 2m)
- 3 exhibitor passes
- Opportunity to place an advert in the conference guide provided to all delegates
- Marketing materials or freebies distributed to all attendees

Price £3,950+VAT



Sponsor a Gala Dinner Table

New for 2017, you can book a table of ten at the gala dinner and invite your personal guests or ask us to invite high profile and important guests on your behalf. Enjoy quality time over the gala dinner and evening entertainment with your guests, and make a headteacher really happy by giving them a free place.

- Sponsors can either invite people from their own organisation, their own contacts, or SSAT can invite targeted school leaders on your behalf.
- A table of 10 places to be allocated as you wish.

Price £1,000 + VAT



Exhibitor booking form

SSAT National Conference 2017
 Manchester Central | 30 November – 1 December 2017
 Please email this form to abi@besa.org.uk

Contract with:

Company name Tel

Address Email

Please tick Stand Package required

Small Stand Package (4, 6 or 8 sq. mtrs.)

- Walls
- Carpet
- 1 x socket
- Fascia
- 2 Delegate passes

Medium Stand Package (8+ up to 16 sq. mtrs.)

- Walls
- Carpet
- 2 x socket
- Fascia
- 3 Delegate passes
- Advert in Show guide

Large Stand Package (16+ sq. mtrs.)

- Walls
- Carpet
- 2 x socket
- Fascia
- 4 Delegate passes
- Insert in delegate bag

- Significant feature in Show guide
- Opportunity to discuss with SSAT / BESA how to maximise your presence at the National Conference

I would like to sponsor a table at the Gala Dinner for £1,000+VAT
 (see page 9 for more details)

Once BESA has received the booking form, they will contact you to discuss stand location.

Please see cancellation policy (5) overleaf.

I am a BESA member, please apply 10% discount

We hereby contract to be part of the SSAT National Conference 2017 with the above selected package and the following stand size:

Size of stand in sq. metres (A)*	Sq mtr cost (B)	Total £ A x B	Purchase Order No
sqm	£485 per sqm	£	

* MINIMUM STAND SIZE: 4 SQ. MTRS.

To be completed by exhibitor:

Contact name

Position

Signature Date

Contract confirmation (to be completed by BESA):

BESA contact name

Position

Signature Date

British Educational Suppliers Association

Terms and Conditions – SSAT National Conference 2017

1. LIMITATION OF LIABILITY

- i. To enable BESA to provide the services to the exhibitor for the prices and fees charged, BESA excludes certain types of loss and limits its liability to the exhibitor. The exhibitor acknowledges that this clause 1 is an important inducement for BESA to enter into this contract with the exhibitor and that BESA would not enter into this contract without these limitations and exclusions.
- ii. BESA, its employees, agents and sub-contractors, shall not be liable in any event for any economic loss of profits, revenue, goodwill or anticipated saving or for indirect, special, incidental or consequential loss or damage of the exhibitors or others, however caused, whether or not BESA was aware that such loss or damage may arise.
- iii. Except as provided in these terms and conditions BESA, its employees, agents or sub-contractors shall not be liable, either in contract, tort, (including negligence) or otherwise, for any claim, costs, demand or liability whatsoever and howsoever arising out of or in connection herewith or the supply of any services hereunder.
- iv. In no event shall BESA's aggregate liability to the exhibitor exceed the amount paid by the exhibitor to BESA for the services.
- v. The limitations and exclusions in this clause 1 shall not apply to death or personal injury arising from negligence, except to the extent permitted under the Unfair Contract Terms Act 1977.
- vi. BESA shall have no liability whatsoever or howsoever arising in respect of any claim of which it is not notified in writing prior to the first anniversary of this contract.

2. CONTRA ACCOUNTS

BESA reserve the right to deduct from any sums due or which may become due to the exhibitor under this or any other contract with BESA, any sum which is due or which may become due to BESA from the exhibitor under this or any other contract

3. DAMAGE TO STANDS

No damage may be caused to the shell scheme or display aids/furniture supplied and if so caused exhibitors will be liable for the full cost of replacement.

4. FAILURE TO PAY

BESA shall not be bound to provide space and/or any stand for any exhibitor if BESA has not received payment in full of all monies due

5. CANCELLATIONS

There is a 50% cancellation charge for cancellations of contracts prior to 31st August 2017, after which date the cancellation charge is 100% of the contract value

6. CANCELLATION OF THE EVENT

If for any reason the event is cancelled before BESA has committed, or becomes committed to make, any expenditure any monies collected for space and stand construction will be reimbursed. However, if cancellation of the event occurs after BESA has committed or becomes committed to make any expenditure the exhibitor is liable to BESA for all costs incurred on its behalf.

7. ALLOCATION OF SPACE

BESA will make every effort to provide the size of stand requested but cannot guarantee in advance the hall, position, configuration of stand or total stand size.

8. ADJUSTMENTS TO SPACE

It may become necessary for layout purposes to allocate a slightly larger or smaller area than that applied for. Any increase will be restricted to the minimum essential but exhibitors will be liable for any consequent increase in space and stand construction costs.

9. TRAVEL AND FREIGHT ARRANGEMENTS

BESA will appoint travel and freight agents for events in the interest of reducing individual exhibitor costs for freight, travel and accommodation. Exhibitors are free to make use of these services but do so at their own risk. All transactions between exhibitors and the appointed agents will be direct and BESA cannot and does not accept any liability whatsoever for any claim or dispute between exhibitors and the agents.

10. ASSIGNMENT

This contract shall not be assigned or transferred in whole or in part by the exhibitor directly or indirectly without the prior written consent of BESA.

11. TERMINATION OF CONTRACT

The exhibitor acknowledges that BESA may terminate this contract if:

- a) the exhibitor becomes insolvent.
- b) the exhibitor fails to remedy any breach of contract within a reasonable period of being requested in writing by BESA so to do.
- c) in BESA's reasonable opinion there is insufficient support for the exhibition.

12. AMENDMENT, SEVERABILITY AND WAIVER

This contract and these terms and conditions or any of them cannot be varied, suspended or added to without BESA's written consent. If this contract or these terms and conditions or any of them is judged by any competent court to be invalid or unenforceable, the remaining part or parts shall continue in full force and effect. Any neglect, forbearance or indulgence on the part of BESA relating to rights under this contract, the terms or conditions or any of them shall in no way be deemed a waiver, implied or otherwise, or such rights.

13. FORCE MAJEURE

BESA shall not in any event be held responsible for or liable for failure to perform its obligations hereunder if such failure results from circumstances not under BESA's control.

14. NOTICES

Notices will be in writing and will for all purposes be deemed to have been fully given and received when actually received and they will be sent postage prepaid properly addressed to the parties at their respective addresses first above written in this contract or at such addresses for either party as may be specified by such party for such purposes above written in this contract or at such addresses for either party as may be specified by such party for such purpose.

15. GOVERNING LAW AND JURISDICTION

The construction, validity and performance of this contract shall be governed by the English law and the parties submit to the exclusive jurisdiction of the English Courts.