



the **icc**
birmingham

SSAT National Conference 2018: *Pure Imagination*

5-6 December Birmingham

**Sponsorship and
exhibition opportunities**

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.

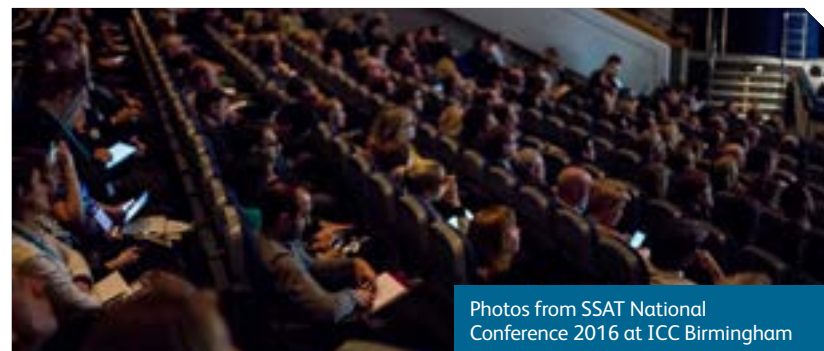
When I go into our member schools, I hear how much heads, senior leaders and teachers value the services we provide. In addition to our core membership offer, we continue to provide innovative and ever-

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 SSAT National Conference this year in Birmingham. 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 2016 at ICC Birmingham



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 85-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 2018

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 on 5-6 December at The ICC Birmingham.

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

For the second year running, 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 Wednesday – for an exclusive SSAT SBM National Conference programme.

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

Opportunities to upgrade your package to include a SBM Connect session

Evening drinks reception and optional gala dinner

Substantial media coverage before, during and after the event



SSAT National Conference 2018



The theme: *Pure imagination*

"If you want to view paradise, simply look around and view it. Anything you want to, do it. Wanna change the world? There's nothing to it..."

At the SSAT National Conference 2018 we'll be exploring creativity in its broadest sense across schools. Join us for a celebration of what is possible in schools, the transformative power of education, and the sheer joy that can be, and so often is, teaching and school leadership.

- How do you embed a culture of creativity and imagination across your school?
- What does creativity look like in different year groups and different subjects?
- What does imaginative and innovative pedagogy look like, and how you achieve this at a whole-school level?
- How can the school-led system imagine its own solutions to our problems?
- What's the fundamental link between strong disciplinary knowledge and skills, and creativity and imagination?

Confirmed speakers include **Rt Hon David Lammy MP**, **Priya Lakhani OBE** – CEO and Founder of CENTURY Tech and **Will Gompertz** – BBC Arts Director.

Visit ssatuk.co.uk/nc18 for the latest speaker and programme updates.

2018 highlights

Expansion of our **School Business Manager** strand – following on from the success of 2017, all SSAT members are invited to bring their SBM for an exclusive programme at the SSAT National Conference on the Wednesday. We hope for 50-100 SBMs to take up this valuable membership 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. Your profile, stand location and contact details listed in an exhibition area on our new SSAT National Conference app.

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

The exhibition

The exhibition is at the heart of the conference. In the ICC Birmingham, the exhibition is located in the Hall 3, the hub of the conference where all refreshments will be served.

What's included?

- An optional shell scheme including smooth beech panel walls, fascia name board, carpet and 1x500w electric point.
- If you're booking over 8 m², we'll give you a free advert in the pre-conference guide and SSAT Journal.
- If you're booking over 16m², we'll give you a free SBM Connect session, a substantial advert or feature in the pre-conference guide and SSAT Journal, rolling digital advertising presence, additional exhibitor passes 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 SSATpartners@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 £3,950 for School Business Manager sponsorship. Upgrade your exhibition space to exhibitor plus for as little as £500. 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 an up to 30-minute main stage conference plenary presentation linked to the SSAT National Conference theme

Opportunity to co-host a school-based workshop connected to the conference theme

Price £24,950+VAT

Sponsor the pre-event publication published in autumn 2018, including exclusive branding and opportunity to write a foreword/introduction

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

4 exhibitor passes (with access to the full programme) and 4 Gala Dinner places

Exclusive lead profile across all SSAT marketing and materials

- Exclusive branding on the key conference publications and images, including the front page of the pre-conference brochure.
- Exclusive branding on the main stage alongside SSAT – your logo in the prime location

Social media coverage – including retweeting – across all SSAT networks



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



Sponsorship opportunities

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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 being done in schools and align their brand to our 'by schools, for schools' heritage and current mission to provide fresh ideas for ambitious schools.

Opportunity to co-lead a school-led workshop linking to the conference theme

4 exhibitor passes (with access to the full programme) and 2 Gala Dinner places

Sponsorship of all school-led workshops on 2 days with exclusive branding on the SSAT workshop banners

Opportunity to provide materials to be included in all delegate packs

Prominent profile across all event marketing and materials relating to conference workshops

Social media coverage – including retweeting – across all SSAT networks

Opportunity to place a significant editorial feature or advert in the pre-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)

Price £12,950 + VAT

School Business Manager Strand Sponsor

This year we invite all member schools to send their school business leader to attend the School Business Manager strand of the SSAT National Conference 2018. The theme will be 'imagine if the money runs out'. We aim to bring together 100 school business managers to participate in a range of thought-provoking keynotes and workshops on Wednesday. Sponsoring these contributions gives you a unique profile throughout the event and closely associates you with directly supporting our school business manager community in the creative use of funding in times of austerity.

Your profile across all event marketing and materials relating to the SBM strand of the SSAT National Conference 2018 including your logo on the screen behind main SBM conference speakers

Exhibition space (3m x 2m)

5-minute welcome and introduction

2 exhibitor passes (with access to the full programme) for both days plus an additional 2 exhibitor only passes

SBM Connect session

1 Gala Dinner pass

Signage at all SBM workshop and SBM connect sessions

Prominent logo on the SBM page of the SSAT National Conference app

Opportunity to place a half-page advert in the pre-conference guide provided to all delegates

Rolling digital advert presence at conference

Opportunity to place collateral in the SBM workshop sessions

Service listing in the SSAT conference app

Quarter-page advert in the SSAT Journal

Social media coverage – including retweeting – across all SSAT networks

Price £3,950 + VAT

Sponsorship opportunities

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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

5-minute welcome and introduction speech to all attendees

SBM Connect session

Opportunity to place a half-page advert in the pre-conference guide provided to all delegates

Exhibition space (3m x 2m)

Opportunity to provide materials or gifts to every drinks reception attendee

2 exhibitor passes (with access to the full programme) plus an additional 2 exhibition only passes

1 Gala Dinner pass

Rolling digital advert presence at conference

Service listing in the conference app

Quarter-page advert in the SSAT Journal

Feature in SSAT weekly communication to members in November

Social media coverage – including retweeting – across all SSAT networks

Price £3,950+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 your profile, network and generate goodwill.

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

5-minute welcome and introduction speech to all diners

SBM Connect session

Opportunity to place a half-page advert in the pre-conference guide provided to all delegates

Opportunity to provide materials or gifts to every Gala Dinner attendee

Exhibition space (3m x 2m)

Price £3,950 + VAT

2 exhibitor passes (with access to the full programme) plus an additional 2 exhibition only passes and 2 Gala Dinner places

3 Gala Dinner passes

Service listing in the conference app

Quarter-page advert in the SSAT Journal

Feature in SSAT weekly communication to members in November

Social media coverage – including retweeting – across all SSAT networks

Rolling digital advert presence at conference

Sponsorship opportunities

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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 an SBM Connect session, an extra delegate pass and an advert in the pre-conference guide?

SBM Connect session

1 additional exhibitor pass

Quarter-page advert in the pre-conference
guide sent to all SSAT member schools

Feature in SSAT weekly communication to
members in November

1/8 page advert in the SSAT Journal

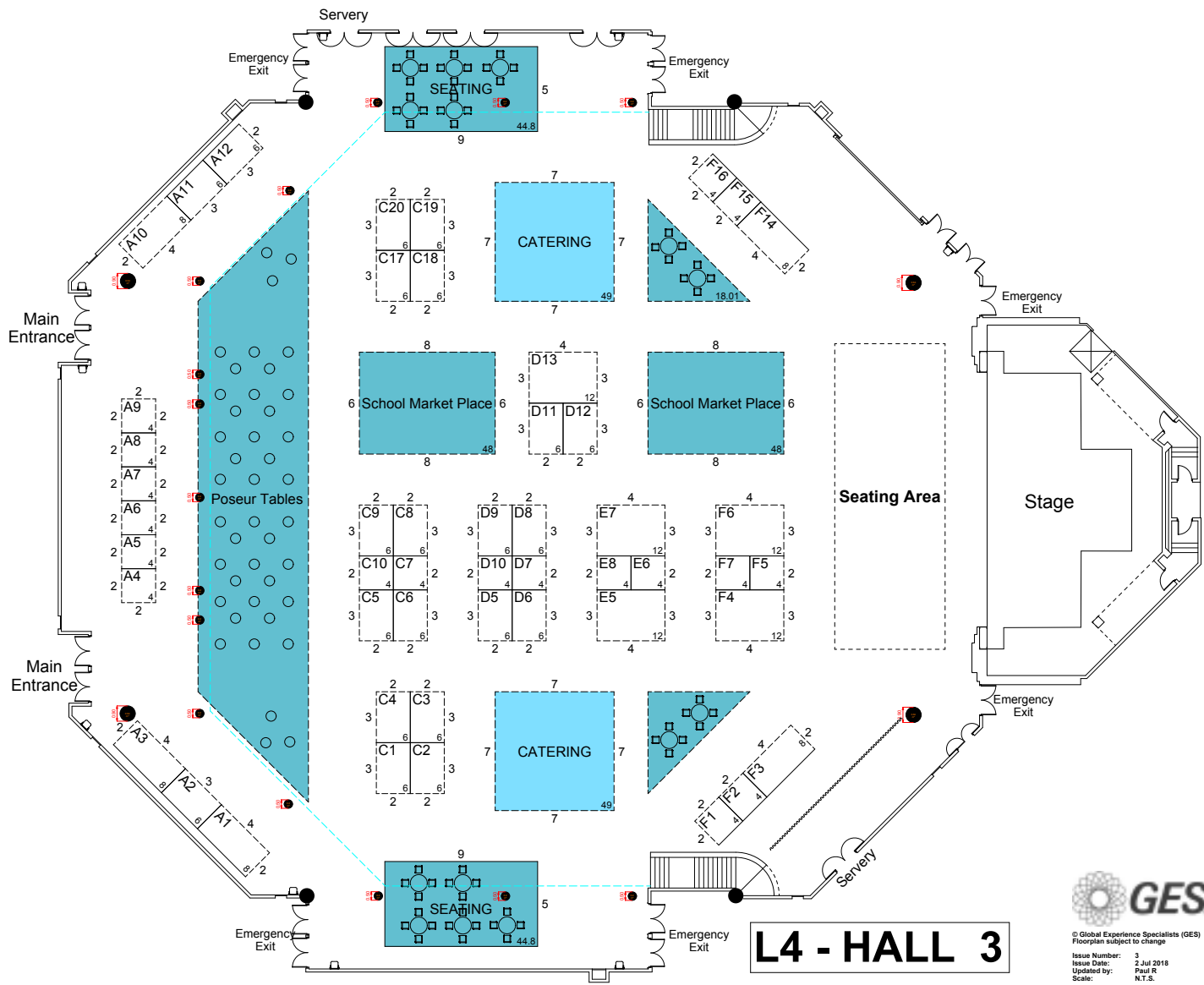
Inclusion in a rolling digital advert
presence throughout the conference

Price £500+VAT

in addition to your
exhibition booking fee



Exhibition floorplan



L4 - HALL 3

GES
© Global Experience Specialists (GES)
Floorplan subject to change
Issue Number: 3
Issue Date: 2 Jul 2018
Updated by: Paul R
Scale: N.T.S.

Booking form

Early Bird 2018 discount

SSAT National Conference 2018
ICC Birmingham | 5-6 December 2018

Contract with:

Company name

Address

Telephone

Email

Please tick stand package required

☐ **Platinum Package**

- 16 sqm stand
- 4 full conference passes
- 2 exhibitor only passes
- Full-page advert in pre-event publication
- Feature in November communication to members
- Rolling digital advert during conference
- School Business Manager Connect Session
- Half-page print advert in SSAT Journal
- Service listing on conference app

£7760+VAT

☐ **Gold Package**

- 12 sqm stand
- 3 full conference passes
- 2 exhibitor only passes
- Half-page advert in pre-event publication
- Feature in November communication to members
- Rolling digital advert during conference
- School Business Manager Connect Session
- Quarter-page print advert in SSAT Journal
- Service listing on conference app

£5820+VAT

☐ **Silver Package**

- 8 sqm stand
- 3 full conference passes
- 1 exhibitor only pass
- Quarter-page advert in pre-event publication
- Feature in November communication to members
- 1/8 page print advert in SSAT Journal
- Service listing on conference app

£3880+VAT

☐ **Bronze Package**

- 4-6 sqm stand
- 2 full conference passes
- 1 exhibitor only pass
- Service listing on conference app

From £1940+VAT

☐ **Plus Package**

Add this package to receive:

- School Business Manager Connect Session
- Quarter-page advert in pre-event publication
- Feature in November communication to members
- Rolling digital advert during conference
- Additional conference pass

£500+VAT

We hereby contract to be part of the SSAT National Conference 2018 with the above selected package and the following stand size:

Size of stand in sq. metres (A)*	Sq mtr cost (B)	Plus package (C) (optional)	Total £ A x B + C	Purchase Order No
sqm	£485 per sqm	£500	£ +VAT	

* 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

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

Please see cancellation policy (5) overleaf.

☐ I am a BESA member, please apply 15% discount

☐ I am not a BESA member, please apply 10% discount

ssat the schools, students and teachers network

Please email this form to yasmin@besa.org.uk

besa | 
BRITISH EDUCATIONAL
SUPPLIERS ASSOCIATION

British Educational Suppliers Association

Terms and Conditions – SSAT National Conference 2018

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.

Your personal information, including name, email address and telephone number, will not be sold, rented or otherwise transferred to any third party without your explicit consent. However, this data will be shared with our partners and the conference organisers, SSAT (The Schools Network) Ltd, so that they can contact you regarding conference arrangements. Full details of how and why SSAT process personal data can be seen at ssatuk.co.uk/privacy. Personal data will be processed in accordance with the BESA's data protection policy; processed fairly and lawfully; for limited purposes and not in any manner incompatible with those purposes; adequate, relevant and not excessive; accurate; not kept longer than is necessary; processed in line with data subjects' rights; secure and not transferred to countries that do not protect personal data adequately.