

Nine free EdTech CPD events for teachers



Media Pack



Your chance to
showcase your products
to 1,200+ senior decision
makers in schools
around the
country

“A fantastic event that
gets the product in
front of the right people;
namely the SMT of
schools and MATs.”

**Chris Barlow, Director, LEB
Partnership/Learning
by Questions**



Organised by



Supported by:



Media partners



The **LearnED Roadshow** is a series of nine one-day CPD-led conferences accompanied by a suppliers' engagement exhibition exploring the effective use of technology in education.

The LearnED Roadshow is supported by the DfE and is an initiative at the heart of the government's EdTech strategy.

"I'm delighted to support the LearnED roadshows taking place across our regions this year. These events provide a welcome chance to focus on how technology can support day-to-day practice in schools, whether as a teacher, business manager or school leader."

The Rt Hon Damian Hinds, MP Secretary of State for Education



Why exhibit?

- 9 one-day CPD conferences across the DfE English regions giving you access to teachers you might not otherwise meet
- 3+ hours per event contact time with delegates, leading to more engaged conversations
- Over 120 senior decision makers per event - head teachers, senior management teams, ICT leads from both primary and secondary schools
- Excellent value for money - table-top space means no expensive stand build costs
- DfE support ensures high teacher attendance
- Promoted by our media partner TES
- Dedicated marketing campaign to local schools
- PR campaign in each region



"We've had very good access to engage with a diverse range of decision makers from UK schools at the events. The level of engagement with potential prospects has been excellent and has been a valuable part of helping shape our solutions for schools."

**Matt Eccles, End User Sales Manager,
Business Development UK&I,
Smart Technologies**

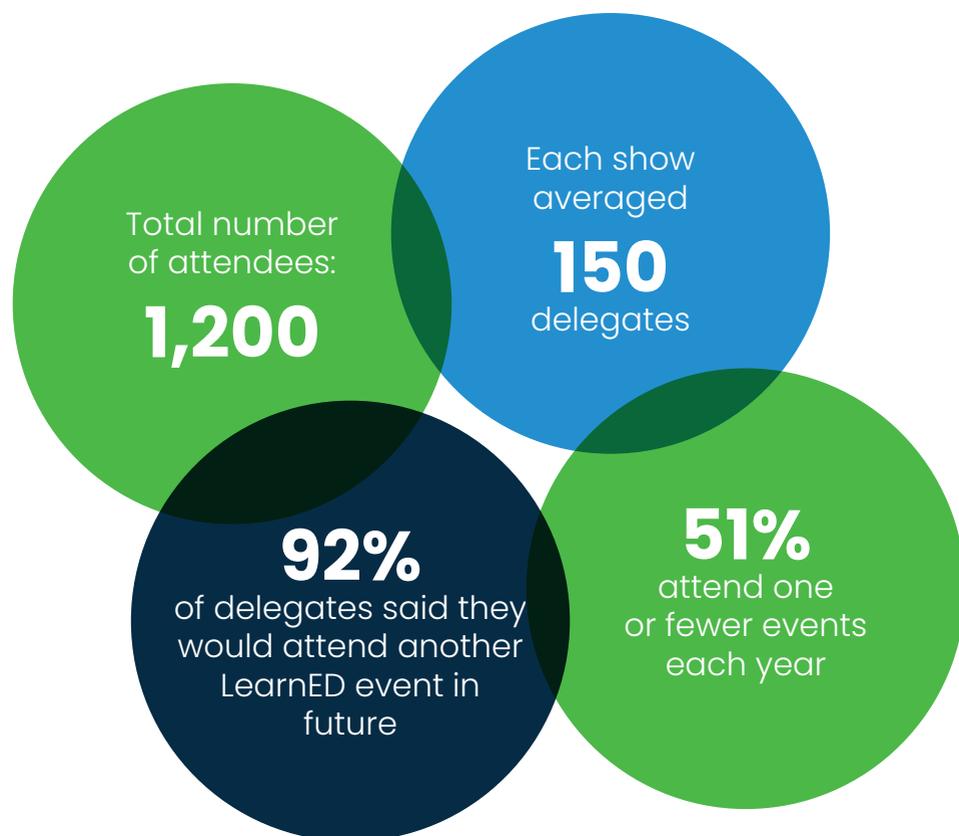
Locations



"Each event was well planned and a welcome departure from other exhibition formats. I would definitely recommend to other EdTech providers."

**Damien Roberts, Co-Founder
& Director, Derventio Education**

Visitor profile



Sector

Early Years: **42%**

Primary: **70%**

Secondary: **55%**

Attendees could pick more than one sector

Overall rankings



This year we will be:

- Targeting 150+ senior decision makers for every event
- Engaging earlier with delegates to maximise attendance figures
- Aiming to increase footfall within the exhibition
- Offering additional chances to present and engage with delegates during the day – details to be announced

The suppliers' exhibition

Situated alongside the catering, the day is structured to ensure a minimum of three hours' contact time with delegates – ensuring maximum exposure and opportunities for discussion.



Exhibitor package

There are 40 exhibition spaces available at each event. Each package includes:

- Table-top display approx. 1800mm x 800mm
- Space for two pop up banners behind the table
- Electricity supply
- Chairs x 2
- Exhibitor ticket x 1
- Conference ticket x 1
- 50 word profile in delegate booklet including company logo and contact details
- Your logo on our website and featured in advance marketing material
- Refreshments and lunch included x 2
- The opportunity to suggest speakers for conference panels
- The chance to apply for a slot in the demonstrator classrooms – showcase your product being used by teachers and pupils



Cost: £2,000 per event

**Book all 9 events for £12,000 –
a saving of £6,000**

Demonstrator classroom

Each Roadshow features a demonstrator classroom where local schools run real lessons with their pupils using products supplied by BESA members.

Products must be supplied for the entirety of the Roadshow (November 2019 – July 2020) will be stored and shipped between events at no additional cost to you.

Each product will be featured in the delegate brochure alongside your contact details.

Sponsorship

A number of sponsorship opportunities exist including:

- **Registration sponsor** – Logo on the registration desk and every badge
- **Delegate lanyard** – Every delegate is required to wear a name badge throughout the event
- **Delegate bag** – Provided to every attendee at all 9 events
- **Delegate bag insert** – 4 slots available per event
- **Raffle prize** – Provide a prize to be included in the raffle. Raffle is displayed in the conference throughout the day and suppliers will be named in the brochure.

Additional sponsorship opportunities by arrangement, please contact Yasmin – yasmin@besa.org.uk



"We've attended all eight of the shows and generally found them to be a great place to showcase our products and services to a real mix of education professionals. The mock classroom is a particularly nice touch."
Tom Jackson, Tes Global



Contact us



Arianna Franculacci
Events Coordinator
arianna@besa.org.uk



Yasmin Barnett
Deputy Head of Events
yasmin@besa.org.uk



LearnED.org.uk

Tel: 020 7537 4997

Organised by



Supported by:



Media partners

