

Six new EdTech CPD events for teachers



Media Pack



Your chance to
showcase your products
to 900+ 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."

**LEB Partnership/Learning
by Questions**



Organised by

Supported by:

"The BESA LearnED events are bringing valuable insights on the impact of using EdTech to school leaders across the country. The content and format effective and highly informative."

Learning by Questions

Why exhibit?

- 6 regional one-day CPD conferences, giving you access to teachers and decision makers 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 and MATs
- Excellent value for money – table-top space means no expensive stand build costs
- DfE support ensures high teacher attendance
- 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."

Smart Technologies

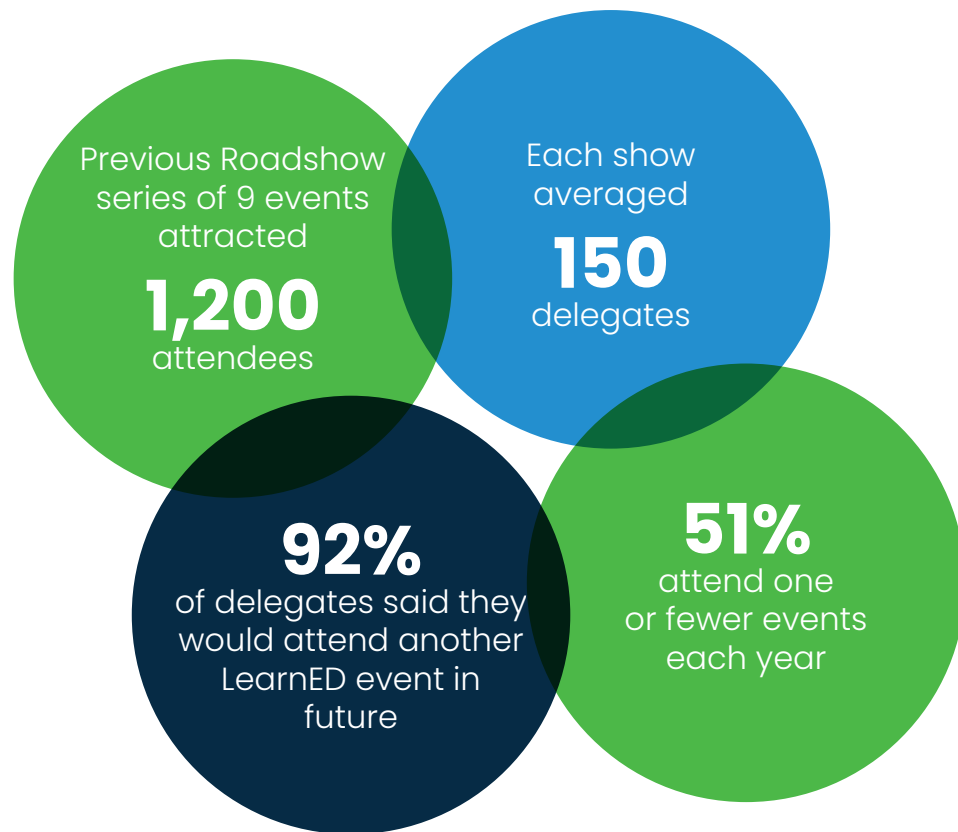
Locations



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

Derventio Education

Visitor profile



Sector

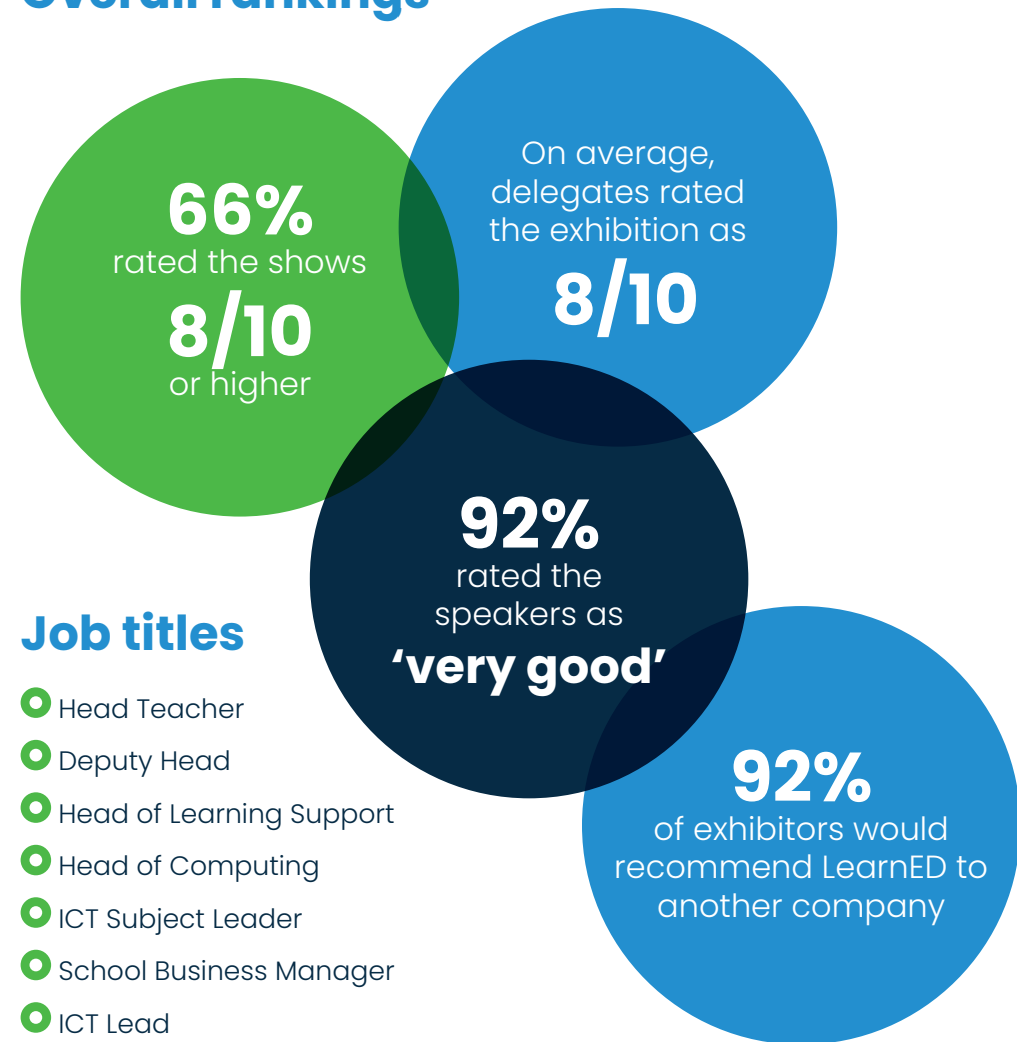
Early Years: **27%**

Primary: **48%**

Secondary: **42%**

Attendees could pick more than one sector

Overall rankings



Job titles

- Head Teacher
- Deputy Head
- Head of Learning Support
- Head of Computing
- ICT Subject Leader
- School Business Manager
- ICT Lead

This year we will be:

- Targeting 150+ senior decision makers from schools and MATs for every event
- Keep in touch programme to ensure maximum delegate attendance on the day.
- Full social media campaign

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 classroom – showcase your product being used by teachers and pupils

Cost: £2,000 per event

**Book all 6 events for £9,000 –
a saving of £3,000**



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 (September 2022 – January 2023) 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:

Principle Partner

- A4 advert in event brochure
- Logo on conference notebook and pen
- Insert in delegate bag

Partner

- A5 advert in event brochure
- Logo on delegate lanyard
- Insert in delegate bag

Supporter

- A5 advert in event brochure
- Logo on delegate badge

Additional sponsorship opportunities by arrangement, please contact Jo – jo@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."

Tes Global



Contact us



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