



CONFERENCE

For Practitioners

SPONSORSHIP BROCHURE

March 18 | ONLINE

www.aelspringconference.org.uk



INTRODUCTION

The AELP Spring Conference for Practitioners 2021 is ideally timed after the Chancellor's Budget and the recent Skills for Jobs white paper to allow for providers to be informed and ready for the challenges ahead.

Taking place online, this session-centred conference will focus on 4 key themes:

- Regulation
- Teaching & Learning
- Technology
- Quality

This conference will also cover areas such as equality, diversity and inclusion. Content will recognise that AELP members are more than just about apprenticeship delivery.

Due to the current COVID pandemic the way the conference will be delivered is changing to virtual for 2021. We are using the Aventri platform within which we can optimise our partners', sponsors' and exhibitors' involvement and will enable AELP to continue to support our members and conference delegates.

The programme will be delivered over one day consisting of an introductory keynote followed by four themed blocks and within each block the aim is for four sessions to run concurrently within the relevant theme topic. These can be run as a Masterclass to deliver a specific skill or information, an interactive Workshop or a Webinar with Q&A.

This document outlines the sponsorship and exhibitor packages which are available for the AELP Spring Conference:

Headline Sponsor - one available, can be shared with another organisation

Conference Theme Sponsor - four available, one for each theme: Regulation, Teaching & Learning, Technology and Quality

Gold Exhibitor - multiple available

Silver Exhibitor - multiple available

Should you wish to discuss a bespoke package please contact Emily Brasier ebrasier@aelp.org.uk

SPONSOR AND EXHIBITOR BENEFITS

SPONSORING OR EXHIBITING AT AELP'S SPRING CONFERENCE 2021 WILL:

- Provide an opportunity for your organisation to engage with delegates from the skills and employability sectors
- Promote your organisation as a market leader and expert in the sector
- Foster long term contacts with key personnel from the FE sector and AELP Member organisations
- Strengthen your market position and differentiate your product/service offer
- Take advantage of an online brand presence
- Access a captive audience of circa 200+ attendees



PACKAGE OVERVIEW

CATEGORY	ITEM	HEADLINE SPONSOR	CONFERENCE THEME SPONSOR	GOLD EXHIBITOR	SILVER EXHIBITOR
Brand Exposure	Company logo to be included on event marketing emails, event social media graphics and delegate confirmation emails	✓			
Brand Exposure	Company sponsorship to be announced in an edition of the AELP weekly Countdown Newsletter for members	✓			
Brand Exposure	Acknowledgement of sponsor as part of the opening plenary session and in the closing remarks	✓			
Brand Exposure	Company logo to be added to sponsored sessions within the lobby, within the presentation slides and on the thank you slide at the end of the workshops within the sponsored theme		✓		
Brand Exposure	A tweet from AELP Twitter account highlighting the theme and sponsors involvement		✓		
Brand Exposure	Inclusion on a dedicated email sent to delegates prior to the conference showcasing exhibitors			✓	✓
Brand Exposure	Exhibitor profile in the conference lobby with direct link to company website			✓	✓
Brand Exposure	Company logo to be included on event website	✓	✓	✓	✓
Brand Exposure	Company profile (100 words) on event website with direct link to company website	✓	✓	✓	✓
Brand Exposure	Branded graphics to promote involvement in the conference on social media	✓	✓	✓	✓
Brand Exposure	Banner advert to be included in lobby area	✓	✓	✓	✓
Business Opportunities	5-minute speaking slot during the welcome plenary session of the event (pre-recorded or live) with opportunity to use company branded slides	✓			
Business Opportunities	Pre-event email to delegates with sponsor text offering the opportunity to organise a 1:1 online meeting	✓			
Business Opportunities	Opportunity to send post event e-shot to delegates	✓			
Business Opportunities	Opportunity to run a workshop during the event	✓	✓ (within own sponsored theme)		
Business Opportunities	Opportunity to have a Silver Exhibitor package free of charge		✓		
Business Opportunities	Opportunity to produce sponsor script for session chair to read out at the start of the sessions within the theme		✓		
Business Opportunities	Opportunity to give a 5-minute pitch to delegates joining a 'coffee with' break			✓	
Business Opportunities	Opportunity to provide an electronic handout to delegates within post event materials	✓	✓	✓	
Business Opportunities	40 second video supplied by company to be included in a video loop during one or more coffee breaks	✓	✓	✓	
Business Opportunities	List of delegates with contact details of people who have opted to share details with sponsors	✓	✓	✓	✓
Business Opportunities	List of all delegates taking part in the conference with names, job titles and organisations	✓	✓	✓	✓
Attendance	Complimentary places to attend the conference	4	2	1	1
Attendance	Access to the speaker presentations and recordings of the conference after the event	✓	✓		

HEADLINE SPONSOR

Package Price: £10,000

TOP LEVEL BRAND EXPOSURE

- ✓ Company logo to be included on event website, event marketing emails, event social media graphics and delegate confirmation emails
- ✓ Company profile (100 words) on event website with direct link to company website
- ✓ Company sponsorship to be announced in an edition of the AELP weekly Countdown Newsletter for members
- ✓ Branded graphics to promote involvement in the conference on social media
- ✓ Acknowledgement of sponsor as part of the opening plenary session and in the closing remarks
- ✓ Banner advert to be included in lobby area

BUSINESS OPPORTUNITIES

- ✓ Opportunity to run a workshop during the event
- ✓ 5-minute speaking slot during the welcome plenary session of the event (pre-recorded or live) with opportunity to use company branded slides
- ✓ Pre-event email to delegates with sponsor text offering the opportunity to organise a 1:1 online meeting
- ✓ List of all delegates taking part in the conference with names, job titles and organisations
- ✓ List of delegates with contact details of people who have opted to share details with sponsors
- ✓ Opportunity to provide an electronic handout to delegates within post event materials
- ✓ Opportunity to send post event e-shot to delegates
- ✓ 40 second video supplied by company to be included in a video loop during one or more coffee breaks

ATTENDANCE

- ✓ 4 complimentary places to attend the conference
- ✓ Access to the speaker presentations and recordings of the conference after the event

CONFERENCE THEME SPONSOR

Package Price: £4,000

BRAND EXPOSURE

- ✓ Company logo to be included on event website
- ✓ Company profile (100 words) on event website with direct link to company website
- ✓ Branded graphics to promote involvement in the conference on social media
- ✓ Acknowledgement of sponsored theme within conference agenda
- ✓ Acknowledgement of sponsor at the start of the allocated sponsored theme sessions and in the closing remarks
- ✓ Company logo to be added to sponsored sessions within the lobby
- ✓ Company logo to be included within the presentation slides of the sponsored sessions within the allocated theme
- ✓ Banner advert to be included in lobby area
- ✓ A tweet from AELP Twitter account highlighting the theme and sponsors involvement
- ✓ Company logo to be shown on thank you slide at the end of the workshops within the sponsored theme
- ✓ Opportunity to have Silver Exhibitor package free of charge

BUSINESS OPPORTUNITIES

- ✓ Opportunity to run a workshop within the sponsored theme*
- ✓ Opportunity to produce sponsor script for session chair to read out at the start of the sessions within the theme
- ✓ Opportunity to provide an electronic handout to delegates within post event materials
- ✓ List of all delegates taking part in the conference with names, job titles and organisations
- ✓ List of delegates with contact details of people who have opted to share details with sponsors
- ✓ 40 second video supplied by company to be included in a video loop during one or more coffee breaks

ATTENDANCE

- ✓ 2 complimentary places to attend the conference
- ✓ Access to the speaker presentations and recordings of the conference after the event

*should you wish to be the theme sponsor of the Regulation workshops it will not be possible to have a workshop in this theme block. It may be possible to have a workshop within a different theme or an alternative benefit. Please contact Emily Brasier - ebrasier@aelp.org.uk - if you wish to discuss.

GOLD EXHIBITOR

Package Price: £1,250

THE PACKAGE

- ✓ Company logo to be included on event website
- ✓ Company profile (100 words) on event website with direct link to company website
- ✓ Branded graphics to promote involvement in the conference on social media
- ✓ Inclusion on a dedicated email sent to delegates prior to the conference showcasing exhibitors
- ✓ Exhibitor profile in the conference lobby with direct link to company website
- ✓ Opportunity to give a 5-minute pitch to delegates joining a 'coffee with' break
- ✓ Banner advert to be included in lobby area
- ✓ 40 second video supplied by company to be included in a video loop during one or more coffee breaks
- ✓ Opportunity to provide an electronic handout to delegates within post event materials
- ✓ List of all delegates taking part in the conference with names, job titles and organisations
- ✓ List of delegates with contact details of people who have opted to share details with sponsors and exhibitors
- ✓ 1 complimentary places to attend the conference

SILVER EXHIBITOR

Package Price: £450

THE PACKAGE

- ✓ Company logo to be included on event website
- ✓ Company profile (100 words) on event website with direct link to company website
- ✓ Branded graphics to promote involvement in the conference on social media
- ✓ Inclusion on a dedicated email prior to the conference showcasing exhibitors for the conference
- ✓ Exhibitor profile in the conference lobby with direct link to company website
- ✓ Banner advert to be included in lobby area
- ✓ List of all delegates taking part in the conference with names, job titles and organisations
- ✓ List of delegates with contact details of people who have opted to share details with sponsors and exhibitors
- ✓ 1 complimentary place to attend the conference

ABOUT AELP

The Association of Employment and Learning Providers (AELP) is the leading trade association for vocational learning and employment providers in Britain. We nationally represent the interests of over 800 providers delivering apprenticeships, employability support and other vocational learning.

We lobby on behalf of our members to Government departments and agencies involved in funded skills and back to work programmes. Members of the Association of Employment and Learning Providers (AELP) support employers in the delivery of 70% of apprenticeships in England and they deliver other publicly funded skills and employment programmes.

The majority of AELP's members are independent private, not-for-profit and voluntary sector training and employment services organisations with employers, universities, FE colleges, schools and end point assessment organisations joining AELP in increasing numbers.

AELP stands at the heart of supporting the Training Provider sector. We are here to offer support, advice and guidance and guarantee up to date information about the changes to the skills and employability agenda. Membership is open to any provider committed to quality provision and includes over 35 FE colleges involved in work based learning.

AELP Full Membership is for all independent training providers, employer providers, HEIs, universities, local authorities and FE Colleges with apprentices/ learners and or jobseeker clients on any government funded skills and or employability programmes. The annual membership rate is calculated on the contracted number of learners or clients on government funded programme(s) – AEB, DWP, ESF, Loans, Study Programmes and Traineeships etc., and starts from as little as £700+ VAT.

AELP Associate Membership is open to all organisations who do not deliver any government funded contracts (i.e. no funded learners) but have an interest as a stakeholder in the vocational education, skills and employment sector and fees also start from £700+ VAT.

FOR MORE INFORMATION, PLEASE CONTACT

AELP Membership Team

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Twitter: [@AELPUK](https://twitter.com/AELPUK) | LinkedIn: [AELP](https://www.linkedin.com/company/aelp)

**AELP | 2021
conferences**



SPRING CONFERENCE

For Practitioners

THEME

01



Regulation

THEME

03



Teaching
& Learning

THEME

02



Technology

THEME

04



Quality



Association of
Employment and Learning
Providers

www.aelpspringconference.org.uk