

SPONSORSHIP

AELP NATIONAL CONFERENCE 2024



Skills means
growth

Monday 24 & Tuesday 25 June
Novotel London West, London



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**2024
PACKAGES**

*" A great conference
and a great organisation "*



Headline Sponsor





BEN ROWLAND

CHIEF EXECUTIVE | AELP

Our unmissable flagship event, the AELP National Conference, is fast approaching and takes place once again at a central London venue. This year's AELP National Conference will be our biggest and best one yet. As a result, the conference will not just be a great chance for the skills sector to come together but also a great opportunity for your organisation to raise its profile by taking up one of our sponsorship opportunities.

Across the country, tens of thousands of people are working to improve the country's skills system by delivering high-quality work-based training. AELP National Conference gives those people an opportunity to come together to celebrate this and to discuss how we can train even more people to close the country's skills gap.

Our two-day AELP National Conference will see a mix of high-profile speakers from across the sector, alongside informative workshops and opportunities to network. This year, the conference will take place against the backdrop of a General Election, which will help determine the government's direction of travel and future skills policies. That means the discussions taking place at our conference will be more important than ever.

I hope you take the time to look at the options contained within this brochure, and I look forward to seeing you in June!

Best wishes

Ben Rowland | Chief Executive Officer, AELP

**CONFIRMED
SPEAKERS
INCLUDE**



**JENNIFER COUPLAND
CHIEF EXECUTIVE | IFATE**



**DAVID WITHEY
CEO | ESFA**



**RT HON ROBERT HALFON MP
FORMER SKILLS MINISTER | DFE**



**KATE RIDLEY-MOY
DIRECTOR OF APPRENTICESHIPS
& SKILLS BOOTCAMPS | DFE**

Background to the AELP National Conference



Our aims

Our aim at AELP National Conference 2024 is to create a memorable delegate experience by attracting high level speakers from across the employability and skills sectors, to drive attendance and encourage engagement at the event.

We are seeking sponsorship partners who can help us achieve this. You can help us to ensure the AELP National Conference remains a 'must attend' event in the FE and Skills events calendar. In turn, we will help you to maximise the opportunities your organisation has to engage with attendees at this year's conference through either our sponsorship or exhibition packages.

Background to the AELP National Conference

AELP's National Conference is held in June each year and has become the premier event within the skills and employment calendar.

It regularly attracts over 600 attendees per day and is used as a platform to concentrate debate on the strategic vision and planning direction for the sector. Each year the conference attracts a strong line-up of platform speakers, from government ministers to senior civil servants, in order to inform and encourage robust discussion on a wide range of topics related to employment and skills training.

Once again, this year's agenda promises a mix of plenary sessions with audience question and answers, or debate and an opportunity to attend a wide range of workshops each day. There is also an extensive exhibition area and plenty of networking sessions.

Three reasons you should become a supporter of the 2024 AELP National Conference?

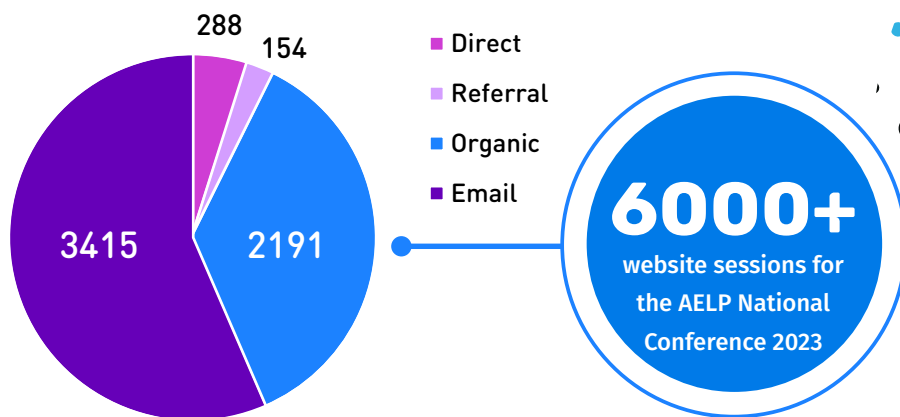
- This year's conference will be bigger and better than ever – revised packages, new opportunities for involvement and a new AELP CEO driving us forward
- Sponsoring the conference offers unparalleled networking opportunities, allowing your team to connect with key stakeholders, share valuable insights, and forge meaningful partnerships
- The sponsorship investment not only contributes to the success of the conference but also enhances your company's visibility, credibility, and influence within the sector

By supporting the AELP National Conference, you will also have the opportunity to:

- Raise your brand awareness
- Expand your customer base and reach
- Enhance credibility and trust
- Generate leads and sales
- Attract partnerships and opportunities
- Gain a competitive advantage
- Support your marketing efforts and existing campaigns

2023 digital insights

Website traffic



Email marketing



Social media



2023 delegate insights

Job title



Organisation type



Get in touch

We do hope you are interested in aligning your business with AELP's National Conference to enhance your industry standing, facilitate valuable connections, and contribute to your business growth and success within the further education and skills sector.

Details of all sponsorship and exhibition packages are included within this brochure. For sponsorship booking enquiries, please contact the AELP Events Team on our dedicated email nationalconference@aelp.org.uk where the team will be happy to assist you further.



Conference theme sponsor £16,750 + VAT

There are five key themes for the conference

Choose a theme from the list below:

- Funding, SOLD
- People and HR
- Sales and Growth
- Teaching and Learning, SOLD
- Technology



Your brand exposure

- Use of the conference branding and event banner for your own promotional materials
- Acknowledgment from conference chair during opening and closing address
- Inclusion in a sponsor and exhibitor article published in AELP Member E-Publications with company logo
- Social media promotion pre, during, and post-event
- Company profile (75 words) and logo on conference website, conference app and dedicated sponsor and exhibition email sent to delegates pre-event
- Second tier branding on stage, pre-event marketing, and other associated conference materials
- Company logo included within the agenda webpage and workshop associated marketing
- Banner advert on the conference app (sponsor to supply artwork)
- Opportunity to feature in AELP National Conference wrap up video

Your exhibition stand and attendees

- Gold Level exhibition space in prime location (shell scheme option available on request)

- Access to power (1 500W single socket outlet) and Wi-Fi for your exhibition stand (power upgrades available for an additional cost)
- 4 complimentary delegate places to the conference (in addition to member benefits)
- 4 exhibitor stand support passes for staffing your exhibition stand (includes lunch and refreshments)
- Complimentary use of the data capture module on the conference app to gather delegate contact information
- On-screen promotion within the exhibition room
- 1 sponsored push notification during the conference break on the conference app to promote your organisation
- Opportunity to provide a 20-minute showcase in our new Discovery Zone within the exhibition area
- Opportunity to be a panellist on a panel session in main plenary
- Opportunity to facilitate a (non-promotional) workshop within your themed room
- Opportunity to sponsor a workshop facilitated by a sector stakeholder invited by AELP based on your theme
- 10 places at the new 'Skills and Grills' Summer BBQ event

Your future marketing

- Access to the conference attendee list (from one month prior)
- Access to your workshop attendee list including contact details from 'opt-in' delegates
- Company logo inclusion in a thank you article published in AELP Member E-Publication
- Mention in the post-conference summary release
- Opportunity to provide a message in the post-event email to delegates (100 words)
- Access to professional photos of your presence at the conference
- 20% discount on delegate places at the National Conference to share with your colleagues and customers



Exhibition and refreshment sponsor £12,000 + VAT

Your brand exposure

- Use of the conference branding and event banner for your own promotional materials
- Company profile (75 words) and logo on conference website, conference app and prominent exposure on the dedicated sponsor and exhibition email sent to delegates pre-event
- Inclusion in a sponsor and exhibitor article published in AELP Member E-Publications with company logo
- Social media promotion pre, during, and post-event from the AELP Twitter/LinkedIn
- Acknowledgment from conference chair during opening and closing address
- Banner advert on the conference app (sponsor to supply artwork)
- Branded table runners on catering station (supplied by AELP)
- Opportunity to provide branded treats on the conference tables (subject to approval)
- Opportunity to feature in AELP National Conference wrap up video

Your exhibition stand and attendees

- Gold Level exhibition stand, space only or shell scheme (includes clothed table, two chairs)
- Access to power (1 500W single socket outlet) and Wi-Fi for your exhibition stand (power upgrades available)
- 4 exhibitor stand support passes for staffing your exhibition stand (includes lunch and refreshments)
- Complimentary use of the data capture module on the conference app to gather delegate contact information
- Prominent branding within exhibition area to showcase your organisation
- 2 complimentary delegate places to the conference (in addition to member benefits)
- 10 places at the new 'Skills and Grills' Summer BBQ event
- 20-minute showcase opportunity in our new Discovery Zone within the exhibition area

Your future marketing

- Access to the full conference attendee list (from one month prior)
- Company logo inclusion in a thank you article published in AELP Member E-Publication
- Access to professional photos of your presence at the conference
- 20% discount on delegate places at the National Conference to share with your colleagues and customers



Accessibility sponsor £10,000 + VAT

Your brand exposure

- Use of the conference branding and event banner for your own promotional materials
- Company profile (75 words) and logo on conference website, conference app and dedicated sponsor and exhibition email sent to delegates pre-event
- Inclusion in a sponsor and exhibitor article published in AELP Member E-Publications
- Social media promotion pre, during, and post-event from the AELP Twitter/LinkedIn alongside a personalised social media graphic
- Acknowledgment from Conference Chair throughout the conference when highlighting accessibility support
- Branding on all associated accessibility areas throughout the conference
- Banner advert on the conference app (sponsor to supply artwork)
- Opportunity to collaborate with AELP on accessibility ideas to make the conference more inclusive to all
- Branding on a dedicated accessibility page on the conference website
- Opportunity to feature in AELP National Conference wrap up video



Your exhibition stand and attendees

- Silver Level exhibition stand, space only or shell scheme (includes clothed table, two chairs)
- Access to power (1 500W single socket outlet) and Wi-Fi for your exhibition stand (power upgrades available for an additional cost)
- 2 exhibitor stand support passes for staffing your exhibition stand (includes lunch and refreshments)
- Complimentary use of the data capture module on the conference app to gather delegate contact information
- 2 complimentary delegate places to the conference (in addition to member benefits)
- 2 complimentary places at new 'Skills and Grills' Summer BBQ event

Your future marketing

- Access to the full conference attendee list (from one month prior)
- Company logo inclusion in a thank you article published in AELP Member E-Publication
- Access to professional photos of your presence at the conference
- 20% discount on delegate places at the National Conference to share with your colleagues and customers

"Great stand location, really attentive and wonderful staff"

Registration sponsor £8,500 + VAT

Your brand exposure

- Use of the conference branding and event banner for your own promotional materials
- Company profile (75 words) and logo on conference website, conference app and dedicated sponsor and exhibition email sent to delegates pre-event
- Inclusion in a sponsor and exhibitor article published in AELP Member E-Publications with company logo
- Social media promotion pre, during, and post-event from the AELP Twitter/LinkedIn alongside a personalised social media graphic
- Prominent company branding within the conference ticket booking journey for delegates and confirmation email
- Prominent company branding within registration area including conference registration counters
- Display of sponsor logo on conference lanyards and delegate badges
- Banner advert on the conference app (sponsor to supply artwork)

Your exhibition stand and attendees

- Silver Level exhibition stand, space only or shell scheme (includes clothed table, two chairs)
- Access to power (1 500W single socket outlet) and Wi-Fi for your exhibition stand (power upgrades available for an additional cost)
- 2 exhibitor stand support passes for staffing your exhibition stand (includes lunch and refreshments)
- Complimentary use of the data capture module on the conference app to gather delegate contact information
- 2 complimentary delegate places to the conference (in addition to member benefits)
- 2 complimentary places at new 'Skills and Grills' Summer BBQ event

Your future marketing

- Access to the full conference attendee list (from one month prior)
- Company logo inclusion in a thank you article published in AELP Member E-Publication
- Access to professional photos of your presence at the conference
- 20% discount on delegate places at the National Conference to share with your colleagues and customers



Conference app sponsor £8,500 + VAT

Your brand exposure

- Use of the conference branding and event banner for your own promotional materials
- Company profile (75 words) and logo on conference website, conference app, dedicated sponsor and exhibition email sent to delegates pre-event, and dedicated conference app email sent to delegates pre-event
- Acknowledgment from conference chair during opening address
- Inclusion in a sponsor and exhibitor article published in AELP Member E-Publications with company logo
- Social media promotion pre, during, and post-event from the AELP Twitter/LinkedIn alongside a personalised social media graphic
- Company branding on screen when poll results are shown during the conference
- Full page advert on the conference app (sponsor to supply artwork)

Your exhibition stand and attendees

- Prominent company branding across conference app, including logo on the home screen
- 1 sponsored push notification during a conference break on the conference app
- Opportunity to provide content for own module on conference app (subject to approval)
- Opportunity to provide content for polls used within Conference
- Silver Level exhibition stand, space only or shell scheme (includes clothed table, two chairs)
- Access to power (1 500W single socket outlet) and Wi-Fi for your exhibition stand (power upgrades available for an additional cost)



- 2 exhibitor stand support passes for staffing your exhibition stand (includes lunch and refreshments)
- Complimentary use of the data capture module on the conference app to gather delegate contact information
- 2 complimentary delegate places to the conference (in addition to member benefits)
- 2 complimentary places at new 'Skills and Grills' Summer BBQ event

Your future marketing

- Access to the full conference attendee list (from one month prior)
- Company logo inclusion in a thank you article published in AELP Member E-Publication
- Access to all statistics from polls used at conference
- Access to professional photos of your presence at the conference
- 20% discount on delegate places at the National Conference



Conference bag sponsor £6,500 + VAT

Your brand exposure

- Use of the conference branding and event banner for your own promotional materials
- Company profile (75 words) and logo on conference website, conference app and dedicated sponsor and exhibition email sent to delegates pre-event.
- Social media promotion pre-event from the AELP Twitter/LinkedIn alongside a personalised social media graphic
- Opportunity to provide your company branding for the conference delegates bags (provided by AELP) to be distributed during registration
- Opportunity to provide an A4 (or smaller) company flyer within each delegate bag

Your exhibition stand and attendees

- Silver Level exhibition stand, space only or shell scheme (includes clothed table, two chairs)
- Access to power (1 500W single socket outlet) and Wi-Fi for your exhibition stand (power upgrades available for an additional cost)
- 2 exhibitor stand support passes for support on your exhibition stand (includes lunch and refreshments for stand contacts)
- Complimentary use of the data capture module on the conference app to gather delegate contact information
- 2 complimentary delegate places to the conference (in addition to member benefits)
- 2 complimentary places at new 'Skills and Grills' Summer BBQ event

Your future marketing

- Access to the full conference attendee list (from one month prior)
- Company logo inclusion in a thank you article published in AELP Member E-Publication
- Access to professional photos of your presence at the conference
- 20% discount on delegate places at the National Conference to share with your colleagues and customers



Conference notepad and pen sponsor £1,650 + VAT

Your brand exposure

- Use of the conference branding and event banner for your own promotional materials
- Company profile (75 words) and logo on conference website, conference app and dedicated sponsor and exhibition email sent to delegates pre-event.
- Opportunity to provide notepads and pens with your branding for delegates, distributed by AELP staff at registration
- Social media promotion pre-event from the AELP Twitter/LinkedIn
- 20% discount on delegate places at the National Conference

Can't see your desired package? We would be happy to discuss bespoke options with you!

"The AELP team were amazing as always"



'Skills and Grills' Summer BBQ - evening sponsor £15,000

The AELP inaugural 'Skills and Grills' event will replace the formal gala dinner with a relaxed evening of networking and skill-sharing amongst industry professionals, taking place on the evening of Monday 24 June.



Your brand exposure

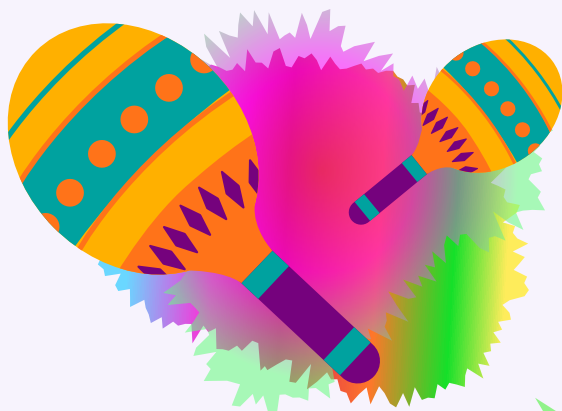
- ➔ Use of the conference branding and event banner for your own promotional materials
- ➔ Acknowledgment from conference chair during opening and closing address
- ➔ Inclusion in a sponsor and exhibitor article published in AELP Member E-Publications with company logo
- ➔ Social media promotion pre, during, and post-event
- ➔ Company profile (75 words) and logo on conference website, conference app and dedicated sponsor and exhibition email sent to delegates pre-event.
- ➔ Top-level branding on all marketing materials associated for the Skills and Grills event
- ➔ Branding included on theming elements during the evening
- ➔ Opportunity to co-host the evening, highlighting activities/entertainment and give 5-minute welcome speech

Your exhibition stand and attendees

- ➔ Silver Level exhibition stand, space only or shell scheme (includes clothed table, two chairs)
- ➔ Access to power (1 500W single socket outlet) and Wi-Fi for your exhibition stand (power upgrades available for an additional cost)
- ➔ 2 exhibitor stand support passes for staffing (your exhibition stand includes lunch and refreshments)
- ➔ Complimentary use of the data capture module on the conference app to gather delegate contact information
- ➔ 2 complimentary delegate places to the conference (in addition to member benefits)
- ➔ 10 complimentary places at new 'Skills and Grills' Summer BBQ event

Your future marketing

- ➔ Access to the full conference attendee list (from one month prior)
- ➔ Company logo inclusion in a thank you article published in AELP Member E-Publication
- ➔ Access to professional photos of your presence at the event
- ➔ 20% discount on delegate places at the National Conference to share with your colleagues and customers
- ➔ Access to evening attendee list one month prior to the event



'Skills and Grills' Summer BBQ - drinks sponsor £10,000



Your brand exposure

- ➔ Use of the conference branding and event banner for your own promotional materials
- ➔ Acknowledgment from conference chair during opening and closing address
- ➔ Inclusion in a sponsor and exhibitor article published in AELP Member E-Publications with company logo
- ➔ Social media promotion pre, during, and post-event
- ➔ Company profile (75 words) and logo on conference website, conference app and dedicated sponsor and exhibition email sent to delegates pre-event
- ➔ Second tier brand exposure during evening event
- ➔ Branding included on drink related elements during the evening

Your future marketing

- ➔ Access to the full conference attendee list (from one month prior)
- ➔ Company logo inclusion in a thank you article published in AELP Member E-Publication
- ➔ Access to professional photos of your presence at the event
- ➔ 20% discount on delegate places at the National Conference to share with your colleagues and customers
- ➔ Access to evening attendee list one month prior to the event

Your exhibition stand and attendees

- ➔ Silver Level exhibition stand, space only or shell scheme (includes clothed table, two chairs)
- ➔ Access to power (1 500W single socket outlet) and Wi-Fi for your exhibition stand (power upgrades available for an additional cost)
- ➔ 2 exhibitor stand support passes for staffing your exhibition stand (includes lunch and refreshments)
- ➔ Complimentary use of the data capture module on the conference app to gather delegate contact information
- ➔ 2 complimentary delegate places to the conference (in addition to member benefits)
- ➔ 10 complimentary places at new 'Skills and Grills' Summer BBQ event



Exhibition package options

As one of the key elements of this event, the exhibition opens up a world of networking and information gathering opportunities.

This year we have frozen our 2023 pricing and are pleased to offer three options to suit your budget and requirements.

Exhibiting will enable you to:

- ➔ Raise your brand awareness
- ➔ Expand your customer base and reach
- ➔ Enhance credibility and trust
- ➔ Generate leads and sales
- ➔ Attract partnerships and opportunities
- ➔ Gain a competitive advantage
- ➔ Support your marketing efforts and existing campaigns

**VIEW LIVE
FLOOR PLAN**



Gold package | £6,500 + VAT

3 x 6 m space-only area includes 4 stand support passes and 4 complimentary places to the new 'Skills and Grills' Summer BBQ.

Silver package | £3,950 + VAT

3 x 2 m shell scheme area includes 2 stand support passes and 2 complimentary places to the new 'Skills and Grills' Summer BBQ.

Bronze package | £2,500 + VAT (available on request)

3 x 1 m shell scheme includes 1 stand support pass and 1 complimentary place to the new 'Skills and Grills' Summer BBQ.





What is included in the exhibition packages

Your brand exposure

- Use of the conference branding and event banner for your own promotional materials
- Company profile (75 words) and logo on conference website, conference app and dedicated sponsor and exhibition email sent to delegates pre-event
- Inclusion in a sponsor and exhibitor article published in AELP Member E-Publication
- Social media promotion pre, during, and post-event from the AELP Twitter/LinkedIn alongside a personalised social media graphic
- Complimentary places at the new 'Skills and Grills' Summer BBQ event
- Logo Inclusion within FE Week article advertising exhibitors at the conference

Your exhibition stand and attendees

- Exhibition stand of your choice (includes clothed table and two chairs)
- Access to power (1 500W single socket outlet) and Wi-Fi for your exhibition stand (power upgrades available for an additional cost)
- Lunch and refreshments for stand supports*
- Complimentary use of the data capture module on the conference app to gather delegate contact information
- Over 5 hours of the conference programme dedicated to time with exhibitors

* Based on package size

Your future marketing

- Access to the conference attendee list (from one month prior)
- Company logo inclusion in a thank you article published in AELP Member E-Publication
- Access to professional photos of your presence at the conference
- 20% discount on delegate places at the National Conference to share with your colleagues and customers

" This was my first AELP Conference and I was very impressed "

About AELP

The Association of Employment and Learning Providers (AELP) is a national membership body, proudly representing our many members that deliver training and vocational learning. Our members support thousands of businesses and millions of learners in England by delivering a wide range of training, vocational learning, and employability programmes. AELP members support training to all ages, in every community, and at every level of post-16 study.

AELP's priority has always been advocating for the training providers that we represent and offering a wide range of competitive member benefits.

For the benefit of our members, AELP provides:

- ➔ Expert lobbying of decision-makers across Government departments, public bodies, and Combined Authorities, based on the issues that matter to learners, providers and employers
- ➔ Up-to-date, relevant, and accessible policy information, analysis, and guidance
- ➔ Specialist research, developed in collaboration with a range of sector experts
- ➔ Live news and information pertinent to the sector
- ➔ Events, roundtables, conferences, webinars, and workshops
- ➔ Regional and sector-specific support, information, lobbying and engagement
- ➔ Networking and collaboration opportunities



“ Well hosted and supported ”

