

#COLLEGEEXP018

COLLEGE EXPO18

WEDNESDAY 6 - THURSDAY 7 JUNE

QUEEN MARGARET UNIVERSITY, EDINBURGH

"REDESIGNING THE FUTURE OF
EDUCATION AND SKILLS"

**The only showcase conference and
exhibition for the college sector in Scotland**

Over two days the inaugural College Expo18 will bring together 1,000 attendees from the education sector in Scotland and beyond, along with over 37 leading organisations that connect with colleges, and their staff and students, across Scotland.

The event will be a lively two days, celebrating the work of colleges and their partners through an interactive mix of cutting edge discussion, practical sessions, seminars and exhibition.

Exhibition & Sponsorship Packages



Exhibiting at **COLLEGE EXPO18**

Why exhibit?

Choose College Expo18 to put yourself in front of FE, HE and school educators and decision makers looking for innovative education solutions.

- ▶ Strengthen your brand positioning
- ▶ Generate sales leads
- ▶ Build relationships with prospects
- ▶ Increase awareness
- ▶ Generate publicity
- ▶ Launch new products
- ▶ Survey attendees about new product ideas
- ▶ Research competitors' products and messaging
- ▶ Keep up on college sector trends.

COLLEGE EXPO 18

is in two parts...

- ▶ **The conference**
for school, college and HE senior managers, teachers and lecturers, plus employers and key agencies.
- ▶ **The exhibition**
around 37 exhibitors, ranging from large organisations to small niche suppliers of educational products and services.

Who attends?

College Expo18 is for college principals, senior management, lecturers and teachers, policy makers, librarians, community learning and development staff, employability and careers staff.

Promotion for the exhibition includes:

- ▶ Email campaign to schools, colleges and HE institutions
- ▶ Website including contact details for all exhibitors
- ▶ Social media campaign
- ▶ PR in relevant education titles
- ▶ Show guide.

Exhibiting at College Expo18

We will be welcoming around 37 exhibitors into the exhibition hall, the main hub of College Expo18, with refreshments and meals served in the same space throughout the two days of the event.

Products on display are likely to include:

- ▶ Educational software and hardware
- ▶ Books and magazines
- ▶ Sport and physical equipment
- ▶ Literacy and numeracy products

By taking advantage of one of the exhibitor or sponsorship opportunities you will gain direct exposure to Scotland's college and education audience before, during and after the event.

Overarching theme

"REDESIGNING THE FUTURE OF EDUCATION AND SKILLS"

Stand packages

Single stand space £500

Includes:

- ▶ 2m² space; with one table (1.8m x 0.80m) and two chairs
- ▶ Shell scheme
- ▶ One power point
- ▶ Wifi
- ▶ 50-word description plus logo on CDN website – before, during and after event
- ▶ 50-word description plus logo in show guide

Double stand space £800

Includes:

- ▶ 4m²; with two tables (each 1.8m x 0.80m) and four chairs
- ▶ Shell scheme
- ▶ One power point
- ▶ Wifi
- ▶ 50-word description plus logo on CDN website – before, during and after event
- ▶ 50-word description plus logo in show guide

Stand plus seminar package

Double stand plus one 45-minute workshop or seminar £1,000

Includes:

- ▶ 45-minute speaking session to feature within the College Expo18 conference programme – topic to be agreed with CDN
- ▶ Branding alongside your speaking session on all promotional material – print and online
- ▶ Distribution of literature or materials on chairs prior to presentation
- ▶ Two tables and four chairs
- ▶ Shell scheme
- ▶ One power point
- ▶ Wifi
- ▶ 100-word company profile on CDN website – before, during and after event
- ▶ Promotion of your profile via CDN social media channels
- ▶ 100-word company profile in the show guide

Sponsorship packages ►

Our exhibition will bring together buyers and sellers to source, test and buy services and solutions. Exhibiting at College Expo18 is the only way to connect directly with the college sector in Scotland.

Sponsorship packages

Headline Sponsor **£1,500 (x4)**

- ▶ Prominent Headline Sponsor logo and branding on all relevant print and online marketing
- ▶ Listed as Headline Sponsor on website and event branding
- ▶ Company logo and 150-word profile featured on CDN event website, with link to your own website
- ▶ Prominent positioning of sponsor logo on main stage
- ▶ Option to deliver a keynote speech, topic to be agreed in collaboration with CDN
- ▶ Premium double stand position includes 2 tables, 4 chairs, power socket and wifi.
- ▶ Promotion of your profile via CDN social media channels
- ▶ 100-word company profile in the show guide
- ▶ Half-page advert in show guide

Recharge Station Sponsor **£1,000**

Everyone needs to plug in and charge their devices at a big event! Here's your opportunity for exclusive branding rights to host our Recharge Station.

Show Bag Sponsor **£1,000**

Ensure your brand gains maximum prominence as our Show Bag Sponsor. Your logo will be placed on the Show Bag along with the College Expo18 logo. You will also have the exclusive opportunity to fill the bags with your own promotional materials. Show Bag Sponsor to provide 1,000 show bags.

Interactive Wall **£1,200**

An exclusive opportunity to position your branding right where we will be attracting hundreds of eyes to focus on delegates thoughts, ideas and feedback.

Our Interactive wall will integrate social media with a low-tech feedback wall.

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Further information and bookings

For further information or to book a stand,
please contact Jackie Cullen: jackie.cullen@cdn.ac.uk

www.cdn.ac.uk/college-expo18