

AELP National Conference 2014

Headline Sponsor



Monday 2 & Tuesday 3 June 2014
Novotel London West, Hammersmith, London

Sponsor and Exhibitor Opportunities

Media Print Sponsor





AELP – Introduction

The Association of Employment and Learning Providers (AELP) is the leading trade association for vocational learning and employment providers in Britain. The majority of its 600+ members are independent private, not-for-profit and voluntary sector training and employment services organisations. Membership is open to any provider committed to quality provision and it includes over 50 FE colleges involved in work based learning. 70% plus of apprenticeships in England are delivered by AELP members.

Over 70% of the Work Programme prime contractors are AELP members with many other members delivering the programme as sub-contractors. AELP providers currently engage with almost 300,000 employers across the country and last year they helped 117,240 learners complete an apprenticeship.

AELP has a wide variety of publications which members can access via the website. An example is the first annual review 'A report of ALP's early years' which documents how AELP came into existence and its operations to 2007. To download a copy of this publication, please [click here](#).

Also of interest is the latest AELP Annual Review which outlines its activities over the last twelve months. To download a copy [click here](#).

To find out more about AELP visit our website at www.aelp.org.uk





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 500 delegates over the course of two days. It is used as a platform to concentrate debate on the strategic vision and planning direction for the sector. This in turn has attracted a strong line-up of platform speakers including Department Ministers, to inform and encourage robust discussion on a wide range of topics related to sustainable integrated employment and skills training.

The agenda is a mix of plenary sessions with audience debate and an opportunity to attend workshops each day. There is also an extensive exhibition area and plenty of networking sessions.

The AELP Gala Dinner, preceded by a Pre-Dinner Drinks Reception, is held on the evening of day one as a bookable extra. Places are included in all exhibitor fees and some sponsorship packages. The AELP Gala Dinner includes entertainment and provides excellent networking opportunities in a relaxed atmosphere, allowing delegates to come together with other conference attendees.

Who should attend?

The conference is for all those working in post 16 education, skills and training. All training providers, colleges, policy makers and consultants who want to keep their competitive advantage by finding out the latest developments in the sector attend.

The delegate profile is primarily senior managers which includes Chairs, Chief Executives, Managing Directors and other senior executives from:

- > AELP Board Directors
- > Awarding organisations
- > AELP senior staff
- > Third Sector and Voluntary Sector Providers
- > Sector Skills Councils/Sector bodies
- > FE Colleges
- > National Stakeholder Organisations
- > Group Training Association Providers
- > Regional/Local Provider Networks
- > Government Departments/Executive agencies
- > DWP funded Providers
- > Employers
- > County Councils/Local Authorities
- > Membership Organisations
- > Press agencies

To capture and grasp an understanding of AELP's National Conference, look at the video highlights taken from the 2013 National Conference, courtesy of FE News – [click here](#) to view.





Conference Aims

The 2014 National Conference takes place twelve months before the next general election and the main political parties are polishing up their policies for improving Britain's skills and creating more jobs against the background of continuing pressure on the public finances. Last year at its national conference, AELP published its own manifesto for driving an economic recovery based on skills acquisition and sustainable employment. Since then we have seen the start of Traineeships for young people – something AELP was first to call for – and further government consultations on the future of Apprenticeships. The new Education and Training Foundation has quickly found its feet and is rolling out projects to help improve providers' service delivery.

Change is in the air and the National Conference offers a timely opportunity to take stock and debate how much the reform proposals will benefit learners and engage more employers in offering training and job opportunities. With the NEET figures remaining stubbornly high, AELP wants the policy framework to ensure that the transition from education to the world of work offers clear and credible choices to young people. This includes better careers advice in schools and equipping young people with the soft skills which make them employable. These and other challenges will all be covered in what promises to be another lively event with an attractive mix of plenary sessions, workshops for sharing best practice and networking.

Speakers

The Chair of the AELP National Conference 2014 will be Cathy Newman, Broadcaster and Journalist. Cathy is one of Channel 4 News' main studio presenters. She joined Channel 4 News as political correspondent in January 2006.

The first day of the event will see Skills Minister Matthew Hancock and Employment Minister Esther McVey share the platform and Matthew Hancock is expected to present the government's case for reforming Apprenticeships. Labour's views on reforming skills will be set out on the second day by the Shadow Skills Minister Liam Byrne. The TUC's Deputy General Secretary Kay Carberry will offer a union perspective on the current challenges while the CBI will be represented by Neil Carberry, Director of Employment and Skills. On the issue of careers advice for young people, the House of Commons Education Committee has pressed for improvements on guidance given in schools and the Committee's chairman Graham Stuart MP will be addressing the conference. OCR will set out an awarding organisation's viewpoint on the proposed reforms for vocational education and skills. The conference concludes with senior officials and chiefs from the funding agencies, UKCES and DWP on the platform offering their outlook on future provision. Throughout the conference, we can expect the provider case to be voiced strongly by the AELP leadership and other member providers. More speakers are expected to be confirmed shortly.



AELP National Conference 2014



Free place offer for full AELP Members

As in 2013, every AELP full member will once again receive **one free place** at the conference covering both days. Dinner and accommodation are chargeable though. New for 2014 Associate members will also receive 25% discount off delegate fees. Making this conference excellent value for the calendar event for the employment and skills sector.

Next Steps

AELP wishes to optimise the opportunities the timing of the conference presents to us, our sponsors and exhibitors. We wish to create a memorable delegate experience and to attract high level speakers from the across the employability and skills sectors, which in turn will engage and encourage attendance at the conference. We are therefore seeking sponsorship partners who can assist us in these aims.

The final outcome should be to heighten awareness, facilitating the positive engagement of all interested parties in the sector and therefore ensuring the AELP National Conference is a 'must attend' event in the FE and Skills events calendar.

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Headline Sponsor - OCR

OCR (Oxford Cambridge and RSA Examinations) is a leading UK awarding body with an extensive portfolio of vocational qualifications, including the new Being Entrepreneurial, Cambridge Employability, Cambridge Traineeships, Cambridge Progression, Cambridge Technicals, Apprenticeships and Functional Skills.

OCR is proud to be the Headline Sponsor for AELP's 2014 National Conference, as one of the top three UK providers of vocational qualifications, our strategic partnership with AELP is another example of how OCR collaborates with the sector to ensure our programmes are relevant, rigorous and provide progression.

In partnership with training and employment providers, we will continue to develop inspired solutions for vocational delivery models which maximise funding flexibilities while helping prepare learners for success.

OCR is a not-for-profit organisation with over 150 years of assessment experience and is part of the University of Cambridge. We work with a range of education providers including schools, colleges, training providers, workplaces and other institutions in both the public and private sector. Over 13,000 education centres choose our qualifications.





Media Print Sponsor – FE Week



FE Week is a weekly newspaper serving the further education and skills sector.

The paper is a lively read, offering a mixture of news, expert comment, features, technical information, job adverts, coffee break snippets and more.

It is written for middle and senior management working in colleges and independent training providers, and those interested in this sector, including government, policy shapers and other service providers.

We will again be producing and distributing a dedicated supplement during the AELP annual conference in partnership with OCR, so look out for us and say 'hi'.

Subscription is from just £75 per year, and you can find out more at www.feweek.co.uk

Media Print Sponsor





Conference Venue

The AELP National Conference 2014 – *Skills Jobs Growth* will be held in London at the Novotel London West, Hammersmith.



The hotel has some of the largest conference facilities in the area and can cater for up to 1000 delegates - no other conference, event, convention or exhibition venue in London is as well equipped or as versatile. Coupled with 26 awards for excellence gained over the past seven years, Novotel London West has become the venue of choice for London events.

This modern hotel offers quality accommodation with 630 bedrooms offering internet access (chargeable) and satellite TV. It has two restaurants serving international cuisine and the Lounge bar serves snacks and cocktails. It also has a gift/newspaper shop, a fitness centre, cash machine and even a shoe shine machine!

For the AELP National Conference, the main conference room, registration area, accommodation check-in desk, exhibition/catering area and the syndicate rooms are all conveniently located in one part of the venue.

Travel Information:

With 3 of London's main **underground lines within a 4 minute walk** of the hotel, plus a major bus terminal with excellent connections, Novotel London West is an ideal location.

By Rail:

The closest National Rail train station is Kensington Olympia (20 minutes walk).

By Underground:

Hammersmith Underground Station is near by with access to the Piccadilly, District and Hammersmith & City Lines.

Driving:

The venue is located just off the A4 and **outside the Central London Congestion Zone**. The hotel is just a 20 minute drive from London Heathrow.

Parking:

Novotel London West offers over **240 on-site car parking spaces** (charged per hour for residents parking) all of which are secure and under cover.

Costs: £1.50 per hour (for residents)

£3.50 per hour (non-residents)

Taxis:

The hotel also has a permanent taxi rank located at the hotels main entrance.



Conference Chair

Cathy Newman - Broadcaster and Journalist



Cathy is one of Channel 4 News' main studio presenters. She joined Channel 4 News as political correspondent in January 2006.

Since arriving at Channel 4 News, Cathy's scoops have included allegations of sexual impropriety against the Lib Dem peer Lord Rennard, the arrest of David Cameron's most senior aide, the disclosure that five illegal immigrants worked at the Home Office and Gordon Brown insisting on a knighthood for his ally, the Labour donor Sir Ronald Cohen. She was also the only broadcast journalist to travel with Angelina Jolie and the foreign secretary William Hague to the Congo as part of campaign against sexual violence. Cathy also presents on other Channel 4 programmes. To coincide with the 2010 General Election and subsequent emergency budget she presented on the Alternative Election Night programme and How to Save £100bn with Krishnan Guru-Murthy. She has also presented GMTV's Sunday programme.

Cathy's interview with Peter Mandelson in 2009, in which she challenged him over his four-letter tirade to newspaper bosses, became a You Tube hit.

Prior to arriving at Channel 4 News, Cathy worked as chief political correspondent for the Financial Times for three years. Before that she covered politics and media for the FT. Cathy joined the FT from the Independent where she was media business correspondent.

In 2000, Cathy won the prestigious Laurence Stern Fellowship, spending four months following in the footsteps of Woodward and Bernstein at the Washington Post.



AELP National Conference 2014 - Speaker line-up – *so far*

Whilst arrangements continue for this year's national conference, we can confirm the following speakers and panel contributors:

Cathy Newman - Broadcaster and Journalist

Chair of the AELP National Conference 2014

Day One

- **Martin Dunford OBE**, Chief Executive - Skills Training UK and Chairman – AELP
- **Stewart Segal**, Chief Executive, AELP
- **Matthew Hancock MP**, Minister of State for Skills and Enterprise
- **Esther McVey MP**, Minister of State for Employment
- **Neil Carberry**, Director of Employment and Skills, CBI
- **Kay Carberry CBE**, Assistant General Secretary, TUC
- **Dave Simmonds OBE**, Chief Executive, CESI
- **Dean James CBE**, Chief Executive, Ingeus UK Limited
- **Graham Stuart MP**, Chairman of the House of Commons Education Committee

Day Two

- **Rt Hon Liam Byrne MP**, Shadow Minister for Skills
- **Stewart Segal**, Chief Executive, AELP
- **Chris Starling**, Head of Apprenticeships, Virgin Media
- **Noel Johnson**, Director, Prospect Training
- **David Russell**, Chief Executive, Education and Training Foundation
- **Mark Dawe**, Chief Executive, OCR
- **Lorna Fitzjohn HMI**, National Director for Further Education and Skills, Ofsted
- **Keith Smith**, Executive Director, Funding and Programmes, SFA
- **Peter Lauener**, Chief Executive, Education Funding Agency
- **Michael Davis**, Chief Executive, UKCES
- **Chris Jeffery**, Strategy and Policy Adviser, GP Strategies

Further speakers will be announced on the conference website shortly.





Why YOU should become a Supporting Sponsor for the AELP National Conference 2014

AELP seeks Exhibitors and Supporting Sponsors who can assist us to achieve our conference aims and ensure that our national conference continues to be perceived as one of the prime set piece events within the skills and employability sector calendar.

Supporting our National Conference provides your organisation an unprecedented opportunity to position your brand at an important AELP strategic event and the trusted communications to the AELP membership.

This conference also provides an opportunity to increase your brand recognition with independent training providers and other organisations operating within the employability and learning and skills sectors.

The conference aims to assist you to:

- Align your organisation with AELP, a trusted national stakeholder
- Enable 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 on-site brand presence
- Access a captive audience in the region of 500 attendees per day
- Gain from the unparalleled networking opportunities
- Benefit from the communication channels and links to all learning providers involved in skills and employability provision

Enquiries

For sponsorship booking enquiries please contact the AELP Events Team on 0117 947 2097 or email nationalconference@aelp.org.uk

Sponsorship package enquiries should be directed to the Events Manager, Helen Bourke at hbourke@aelp.org.uk in the first instance. Alternatively, contact Stephen Ram Kissun, AELP Marketing Manager at sramkissun@aelp.org.uk



2014 Exhibitor Package

As one of the key elements of this event, the exhibition opens up a world of networking and information gathering opportunities. We anticipate an audience of 500+ each day at this year's conference from third sector providers, national stakeholder organisations, regional/local provider networks, FE colleges, SFA and EFA funded providers, DWP funded providers, employers, and County Councils/Local Authorities. This conference offers opportunities for:

- Promoting your organisation
- Developing long term contacts with key personnel from the employment and skills sector and AELP Member organisations
- Strengthening your market position and differentiating your product/service offer
- On-site brand presence and a captive audience
- Unparalleled networking opportunities
- Benefiting from the communication channels and links to all learning providers involved in the skills and employability provision

All Exhibitors will be located in the Exhibition & Catering Area held in the Chablis Suite at the venue.

Note: Only two stand personnel are permitted with each exhibition stand space reserved. If you wish additional personnel to attend, please go to the conference website and book places as delegates.

Package

- ✓ Exhibitor booth (shell scheme) for both days – choice of 3m x 2.5m or 4m x 2.5m including access to power
- ✓ Use of the LeadManager system for capturing leads with on-site support
- ✓ Two exhibitor stand contacts
- ✓ Provision of a 6ft clothed table and two chairs and access to power
- ✓ Delegates wallets for stand contacts
- ✓ Lunch & Refreshments both days
- ✓ Attendance at the Conference for the two stand personnel for two days
- ✓ Workshop attendance for both days for both stand contacts
- ✓ Attendance at the Pre-Dinner Drinks Reception and the AELP Gala Dinner for the two stand contacts (only)

An interactive version of the **Exhibitor Floor Plan** is available to view on the conference website

Advertising and Promotion

- ✓ Exhibitor Profile included in the Conference Programme Guides
- ✓ ½ page advert in the printed Conference Programme Guides (note this only applies to bookings of the 4m x 2.5m Exhibitor booths)

To Book

Please visit the conference website for further information and to book an exhibitor booth at:

www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:

nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your exhibitor profile and logo

3m x 2.5m Shell Scheme @ £2,395 + VAT
4m x 2.5m Shell Scheme @ £2,695 + VAT
Wi-Fi Internet Access @ £30.00 + VAT

Media Print Sponsor



2014 Exhibitor Floor Plan



Headline Sponsor
OCR
Oxford Cambridge and RSA



Ground Floor – Floor Plan

Chablis Suite – Exhibition & Catering



Media Print Sponsor



Conference Workshops Sponsorship



Conference Workshops Sponsorship - **SOLD**

All conference attendees have the opportunity to choose from up to 14 workshops per day at this event. This package allows the sponsor the opportunity to brand up to 12 of these workshops each day.

Branding

- ✓ Use of the AELP National Conference 2014 logo in your own marketing materials
- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Logo on the Supporting Sponsors page within the Conference Programme Guide
- ✓ Populate workshops at the conference with the sponsor's leaflets, door signage, directional signage and a single pop-up display (or similar) per syndicate room

Workshop

- ✓ Deliver one workshop topic on day one to be repeated on day two of the conference. Topic by agreement with AELP

Exhibition

- ✓ Exhibitor booth for both days – 3m x 2.5m.
- ✓ Two exhibitor stand contacts
- ✓ Provision of a 6ft clothed table, two chairs and access to power
- ✓ Access to wi-fi for the exhibition stand
- ✓ Delegates packs for stand contacts
- ✓ Lunch & Refreshments both days for stand personnel
- ✓ Attendance at the Conference for the two stand contacts for the two days
- ✓ Workshop attendance for both days for stand personnel

Hospitality

- ✓ 2 x complimentary places to the main conference and workshop sessions both days
- ✓ All lunches and refreshments during the conference for the complimentary attendees
- ✓ 2 x complimentary places at the Pre-Dinner Drinks Reception and AELP Gala Dinner on the evening of 2 June 2014

Advertising and Promotion

- ✓ 1 x ½ page colour display in the main printed Conference Programme Guides (using supplied copy and artwork)
- ✓ Display of your corporate logo on the AELP National Conference 2013 website with a hyperlink to your homepage
- ✓ Up to 75 words supporting message and contact details to appear in the main Programme Guides

To Book

Please visit the conference website for further information and to book this sponsorship package at:
www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:
nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo

**Conference Workshops Sponsorship
@ £3995.00 + VAT - **SOLD****

Media Print Sponsor



Conference Delegate Wallets Sponsorship - **SOLD**

A high quality branded conference wallet with drop-handles, zip and shoulder strap given to all attendees bearing the AELP National Conference 2014 logo and the Conference Delegate Wallet Sponsor's logo.

Branding

- ✓ Use of the AELP National Conference 2014 logo in your own marketing materials
- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Logo on the Supporting Sponsors page within the Conference Programme Guide

Advertising and Promotion

- ✓ Your organisation's business card size insert into the wallet
- ✓ A brochure/leaflet (A4, maximum 12 pages) inserted into each wallet
- ✓ 1 x 1/2 page colour display in the main printed Conference Programme Guides (using supplied copy and artwork; see last page of the brochure)
- ✓ Display of your corporate logo on the AELP National Conference 2014 website with a hyperlink to your homepage
- ✓ Up to 100 words supporting message and contact details to appear in the main Conference Programme Guides

Hospitality

- ✓ 2 x complimentary places to the main conference and workshop sessions both days
- ✓ All lunches and refreshments during the conference for the complimentary attendees
- ✓ 2 x complimentary place at the Pre-Dinner Drinks Reception and AELP Gala Dinner on the evening of 2 June 2014

To Book

Please visit the conference website for further information and to book this sponsorship package at:
www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:
nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo



Conference Delegate Wallets Sponsorship
@ £5,995.00 + VAT - **SOLD**

Media Print Sponsor



Conference Programme Guides Sponsorship

All conference attendees will receive a copy of the conference programme guides, one for each day, within the delegate wallet which contains information on speakers, workshops, agendas, exhibitors, sponsors and advertising. The guides are A5, full colour, spiral bound and printed to a high quality.

Exhibition

✓ A reduced exhibitor fee for a 3m x 2.5m booth – Available for £1395.00 + VAT

Branding

- ✓ Use of the AELP National Conference 2014 logo in your own marketing materials
- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Logo on the Supporting Sponsors page within the Conference Programme Guides

Advertising and Promotion

- ✓ Logo on the front cover of the Conference Programme Guides
- ✓ 2 x full page colour display in the Conference Programme Guides (using supplied copy and artwork) in a premium position i.e. inside front cover
- ✓ Display of your corporate logo on the AELP National Conference 2014 website with a hyperlink to your homepage
- ✓ Up to 75 words supporting message and contact details to appear in the Conference Programme Guides

Hospitality

- ✓ 2 x complimentary places to the main conference and workshop sessions both days
- ✓ All lunches and refreshments during the conference for the complimentary attendees
- ✓ 2 x complimentary places at the Pre-Dinner Drinks Reception and AELP Gala Dinner on the evening of 2 June 2014

To Book

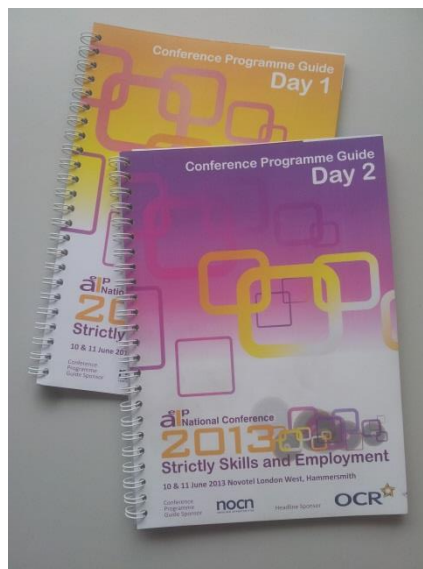
Please visit the conference website for further information and to book this sponsorship package at:

www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:

nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo



**Conference Programme Guides
Sponsorship @ £5995.00+VAT**

Media Print Sponsor



Voting Pads

The conference Voting Pads Sponsorship comprises of Interactive ClickAPAD Voting Pads given to all attendees during the two days of the conference.



Branding

- ✓ Use of the AELP National Conference 2014 logo in your own marketing communications including digital and sponsor website
- ✓ Acknowledgement from the Chair during the opening and closing addresses
- ✓ Logo on the Supporting Sponsors page within the printed Conference Programme Guides
- ✓ Temporary sponsor branding on the Voting Pads (CLICKAPAD)
- ✓ Sponsor logo to appear on the main conference screen during the question periods
- ✓ Sponsor logo to appear on the main conference screen during the live results

Workshops

- ✓ Deliver one workshop topic on day one to be repeated on day two of the conference.

Exhibition

- ✓ Exhibitor booth for both days – 3m x 2.5m (No. 32) including power
- ✓ Two exhibitor stand contacts
- ✓ Delegates packs for stand contacts
- ✓ Lunch & Refreshments both days for stand personnel
- ✓ Attendance at the Conference and Workshop sessions for the two stand contacts both days

Hospitality

- ✓ 2 x complimentary place to the main conference and workshop sessions both days
- ✓ All lunches and refreshments during the conference for the complimentary attendees
- ✓ 2 x complimentary place at the Pre-Dinner Drinks Reception and AELP Gala Dinner on the evening of 2 June 2014

Advertising and Promotion

- ✓ 1 x full page colour display in the main printed Conference Programme Guides (using supplied copy and artwork; see last page of the brochure)
- ✓ Display of your corporate logo on the AELP National Conference 2014 website with a hyperlink to your homepage
- ✓ Up to 75 words supporting message and contact details to appear in the main Programme Guides

To Book

Please visit the conference website for further information and to book this sponsorship package at: www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at: nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo

Conference Catering Sponsorship

The Exhibition & Catering area (Chablis Suite) is adjacent to the Conference Registration area and one floor below the main meeting room (Cremant Suite). All refreshments and lunch will be served in here during the conference.

Branding

- ✓ Use of the AELP National Conference 2014 logo in your own marketing materials
- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Logo on the Supporting Sponsors page within the conference programme guides

Advertising and Promotion

- ✓ Branded napkins (choice of 6 colours), printed one colour only and to be included on the catering stations in the Chablis Suite
- ✓ Branded paper Tea/Coffee Cups (white) with choice of black or white lids, printed one colour only to be provided to delegates during the catering periods
- ✓ Display of your corporate logo on the AELP National Conference 2014 website with a hyperlink to your homepage
- ✓ Single 'pop up' display stands (to be supplied by the sponsor) may be positioned next to the catering stations in the Chablis Suite
- ✓ Logo on Supporting Sponsor page within the Conference Programme Guides
- ✓ ½ Page colour display advertisement in the Conference Programme Guides (using supplied copy and artwork)
- ✓ Up to 75 words supporting message and contact details to appear in the main Conference Programme Guides

Hospitality

- ✓ 1 x complimentary place to the conference and workshop sessions both days
- ✓ All lunches and refreshments during the conference for the complimentary attendee
- ✓ 1 x complimentary place at the Pre-Dinner Drinks Reception and AELP Gala Dinner on the evening of 2 June 2014

To Book

Please visit the conference website for further information and to book this sponsorship package at:
www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:
nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo



Conference Catering Sponsorship
@ £3000.00 + VAT

Media Print Sponsor



Pre-Dinner Drinks Reception Sponsorship



Pre-Dinner Drinks Reception Sponsorship - **SOLD**

The Pre-Dinner Drinks Reception is an ideal networking opportunity prior to the AELP Gala Dinner. We will be serving wine, beer, sparkling wine and soft drinks between 7.00pm and 8.00pm in the Cremant Foyer on the evening of 2 June 2014.

Branding

- ✓ Opportunity for a short 3 minute welcome address to attendees
- ✓ Use of the AELP National Conference 2013 logo in your own marketing materials
- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Acknowledgement in the printed dinner menus
- ✓ Logo on the Supporting Sponsors page within the Conference Programme Guides

Advertising and Promotion

- ✓ Display of your corporate logo on the AELP National Conference 2014 website and a hyperlink to your homepage
- ✓ ½ page colour display in the printed Conference Programme Guides (using supplied copy and artwork)
- ✓ Up to 75 words supporting message and contact details to appear in the main Conference Programme Guides
- ✓ 2 x single 'pop up' display stands (to be supplied by the sponsor) may be positioned in the Cremant Suite Foyer
- ✓ Sponsor logo on one of the conference set screens during the dinner (note this will be alongside other sponsor logos)

Hospitality

- ✓ 2 x complimentary places at the Pre-Dinner Drinks Reception and AELP Gala Dinner on the evening of 2 June 2014
- ✓ 2 x complimentary places to the main conference and workshop sessions both days
- ✓ All lunches and refreshments during the conference for the complimentary attendees

To Book

Please visit the conference website for further information and to book this sponsorship package at:

www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:

nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo

**Pre-Dinner Drinks Reception
Sponsorship - **SOLD****

Media Print Sponsor



AELP Gala Dinner Sponsorship

Following the Pre-Dinner Drinks Reception the AELP Gala Dinner will be held from 8.00pm in the Cremant Suite on the evening of 2 June 2014. It is well attended by both delegates and other conference attendees/exhibitors and includes after dinner entertainment. We anticipate 200-250 dinner guests again this year.

Branding

- ✓ Use of the AELP National Conference 2014 logo in your own marketing materials
- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Acknowledgement in the printed Dinner menus
- ✓ Logo on the Supporting Sponsors page within the Conference Programme Guides

Advertising and Promotion

- ✓ Opportunity for a 5 minute welcome address to dinner guests
- ✓ Display of your corporate logo on the AELP National Conference 2014 website and hyperlink to your homepage
- ✓ Up to 100 words supporting message and contact details to appear in the main Conference Programme Guides
- ✓ 2 x single 'pop up' display stands (to be supplied by the sponsor) may be positioned in the Chablis Suite during dinner
- ✓ Sponsor logo on one of the conference set screens during the dinner (note this will be alongside other sponsor logos)
- ✓ 3 x branded ceiling banners
- ✓ Branded table centres to be added to every table

Hospitality

- ✓ 4 x complimentary places at the Pre-Dinner Drinks Reception and AELP Gala Dinner on the evening of 2 June 2014
- ✓ 1 x Gala Dinner Table (seats 8) – incorporating 4 additional places at the dinner

To Book

Please visit the conference website for further information and to book this sponsorship package at:

www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:

nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo

AELP Gala Dinner Sponsorship
@ £5995.00 + VAT

Media Print Sponsor



AELP Gala Dinner Wine Sponsorship



AELP Gala Dinner Wine Sponsorship

Following the Pre-Dinner Drinks Reception the AELP Gala Dinner will be held from 8.00pm in the Cremant Suite on the evening of 2 June 2014. It is well attended by both delegates and other conference attendees/exhibitors and includes after dinner entertainment.

Branding

- ✓ Use of the AELP National Conference 2014 logo in your own marketing materials
- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Acknowledgement in the printed Dinner menus
- ✓ Logo on the Supporting Sponsors page within the conference programme guides

Advertising and Promotion

- ✓ Display of your corporate logo on the AELP National Conference 2014 website and hyperlink to your homepage
- ✓ Up to 75 words supporting message and contact details to appear in the main conference programme guides
- ✓ Sponsor logo on one of the conference set screens during the dinner (note this will be alongside other sponsor logos)

Hospitality

- ✓ 2 x complimentary places at the Pre-Dinner Drinks Reception and AELP Gala Dinner on the evening of 2 June 2014

To Book

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If you have any queries, please email the AELP Events Team at:

nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo

AELP Gala Dinner Wine Sponsorship
@ £2495.00 + VAT

Media Print Sponsor





AELP Gala Dinner Entertainment Sponsorship - **Reserved**

Following the Pre-Dinner Drinks Reception the AELP Gala Dinner will be held from 8.00pm in the Cremant Suite on the evening of 2 June 2014. It is well attended by both delegates and other conference attendees/exhibitors and includes after dinner entertainment.

Branding

- ✓ Use of the AELP National Conference 2014 logo in your own marketing materials
- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Acknowledgement in the printed dinner menus
- ✓ Logo on the Supporting Sponsors page within the Conference Programme Guides

Advertising and Promotion

- ✓ Display of your corporate logo on the AELP National Conference 2014 website and hyperlink to your homepage
- ✓ Up to 75 words supporting message and contact details to appear in the main Conference Programme Guides
- ✓ Sponsor logo on one of the conference set screens during the dinner (note this will be alongside other sponsor logos)

Hospitality

- ✓ 3 x complimentary places at the Pre-Dinner Drinks Reception and AELP Gala Dinner on the evening of 2 June 2014

To Book

Please visit the conference website for further information and to book this sponsorship package at:

www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:

nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo

**AELP Gala Dinner Entertainment
Sponsorship @ £4750.00 +VAT**

Media Print Sponsor





AELP Gala Dinner Table Sponsorship

AELP is offering organisations the opportunity to sponsor tables at the AELP Gala Dinner held on the evening of 2 June. Tables seat 8 guests and may be used for either your invited customers, colleagues or both.

Please note, those not attending the conference are not eligible to attend the Gala Evening. You may choose to add discreet branding to your table to make it easily identifiable to your guests (to be supplied by the sponsor). Multiple tables may be booked by the same organisation.

The Package

- ✓ A table to seat **8 guests** (maximum)
- ✓ Sponsor table may be discreetly branded with your organisation logo (at sponsor's cost)
- ✓ You may provide gifts for your guests to be placed on the tables prior to the start of the dinner (to be provided by the sponsor)
- ✓ 2 x additional bottles of wine to be provided for the table

To Book

Please visit the conference website for further information and to book a table at:
www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:
nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo

AELP Gala Dinner Table Sponsorship
@ £675.00 + VAT

Media Print Sponsor



Smartphone Holders

These simple holders are suitable to hold a wide range of smartphones. May be used on a flat surface to keep an eye on a phone to reduce missed calls or use while watching videos, browsing on-line or merely charging the phone.

- Universal tabletop smartphone holders
- Holds a phone at a comfortable reading or viewing angle
- Great for use at home or in the office

Branding

- ✓ Sponsor logo printed in one colour on each holder
- ✓ Use of the AELP National Conference 2014 logo in your own marketing materials
- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Logo on the Supporting Sponsors page within the conference programme guide

Advertising and Promotion

- ✓ Display of your corporate logo on the AELP National Conference 2014 website and a hyperlink to your homepage
- ✓ ½ page colour display in the printed Conference Programme Guides (using supplied copy and artwork)
- ✓ Up to 75 words supporting message and contact details to appear in the main Conference Programme Guides

Hospitality

None offered as part of this package

To Book

Please visit the conference website for further information and to book this sponsorship package:

www.aelnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:

nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo



Smartphone Holders
@ £1395.00 + VAT

Media Print Sponsor



USB Cards Sponsorship



USB Cards Sponsorship

These slim USB cards will slip neatly into pockets, wallets, purses or organisers taking up very little space. Printed one colour one side with the sponsor logo.

Branding

- ✓ Exclusive opportunity to insert branded a USB card into each delegate wallet

Advertising

- ✓ Display of your corporate logo on the AELP National Conference 2014 website and hyperlink to your homepage
- ✓ ½ page colour display in the printed Conference Programme Guides (using supplied copy and artwork)
- ✓ Up to 75 words supporting message and contact details to appear in the main Conference Programme Guides

Hospitality

- ✓ None included with this package

To Book

Please visit the conference website for further information and to book this sponsorship package:

www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:

nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo

USB Cards Sponsorship
@ £2125.00 + VAT

Media Print Sponsor



Mobile Phone Charging Stations Sponsorship

New for 2014 delegates will have the opportunity to charge their mobile phones at the AELP National Conference. This package provides the opportunity for you to sponsor two lockable mobile phone charging stations.

Charging station information:

- ✓ Each station has 6 charging bays. The user enters a 4 digit pin and the phone is then plugged into one of the 4 charging tips (90% of phones supported)
- ✓ Mobile phones are fully charged within 15 minutes

Branding

- ✓ Exclusive opportunity to brand two charging stations capable of supporting video with audio and/or picture playback (artwork and videos to be supplied by sponsor). Each station may have different videos or pictures displayed on the LCD screen

Advertising

- ✓ Display of your corporate logo on the AELP National Conference 2014 website and hyperlink to your homepage
- ✓ Up to 75 words supporting message and contact details to appear in the main Conference Programme Guides

Hospitality

- ✓ None included with this package

Details

Images and/or videos for both stations must be supplied to the AELP Events team via email by no later than Monday, 27 May 2014. Videos should be supplied wmv format and images in png, jpeg or gif.

To Book

Please visit the conference website for further information or to book this sponsorship package:

www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:

nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo



Mobile Phone Charging Stations Sponsor
@ £1,500.00 + VAT

Media Print Sponsor



Survival Packs Sponsorship



Survival Packs Sponsorship

Survival Packs provided to all attendees to include; 500ml bottled water, mint card, ear plugs and wet-wipes plus one reasonable items of your choice (the additional items to be provided by the sponsor)

Branding

- ✓ Display of your corporate logo on the AELP National Conference 2014 website with a hyperlink to your homepage
- ✓ 2 x single 'pop up' display stands (to be supplied by the sponsor) in the Chablis Suite
- ✓ Logo on Supporting Sponsor page within the Conference Programme Guides
- ✓ ½ Page colour display advertisement in the Conference Programme Guides (using supplied copy and artwork)

Advertising

- ✓ Use of the AELP National Conference 2014 logo in your own marketing materials
- ✓ Acknowledgement from the chair during the opening and closing addresses
- ✓ Logo on the Supporting Sponsors page within the conference programme guides
- ✓ Sponsor logo added to a rolling banner visible on all pages of the Conference Website

Hospitality

- ✓ 1 x complimentary place to the conference and workshop sessions both days
- ✓ All lunches and refreshments during the conference for the complimentary attendee
- ✓ 1 x complimentary place at the Pre-Dinner Drinks Reception and AELP Gala Dinner on the evening of 2 June 2014

To Book

Please visit the conference website for further information and to book:
www.aelpnationalconference.org.uk

If you have any queries, please email the AELP Events Team at:
nationalconference@aelp.org.uk

Note: payment will be required at the time of booking and you will also be required to upload your Sponsor profile and logo

Survival Packs Sponsorship
@ £4850.00 + VAT

Media Print Sponsor



Writing Pads Sponsorship



Writing Pads Sponsorship - **SOLD**

A high quality branded conference wallet with strap, handles and zips is given to all attendees bearing the AELP National Conference 2014 logo and the Conference Delegate Wallet Sponsor's logo. This package provides the opportunity for you to include branded A4 pads in these wallets.

Branding

- ✓ Exclusive opportunity to insert branded writing pads (to be provided by the sponsor) into each delegate wallet Advertising

Advertising

- ✓ Display of your corporate logo on the AELP National Conference 2014 website and hyperlink to your homepage
- ✓ ½ page colour display in the printed Conference Programme Guides (using supplied copy and artwork)
- ✓ Up to 75 words supporting message and contact details to appear in the main Conference Programme Guides

Hospitality

- ✓ None included with this package

Details

Writing Pads must be supplied to the AELP Events team by no later than Wednesday, 28 May 2014 (600 approx) and sent to the following address only:

AELP Events Team Association of
Employment and Learning Providers

Colenso House
46 Bath Hill
Keynsham
Bristol
BS31 1HG

Please mark your parcel

'Writing Pads for the AELP National
Conference 2014'.

To Book

Please visit the conference website for
further information and to book:
www.aelpnationalconference.org.uk

If you have any queries, please email the
AELP Events Team at:
nationalconference@aelp.org.uk

Note: payment will be required at the time
of booking and you will also be required to
upload your Sponsor profile and logo

Writing Pads Sponsorship
@ £650.00 +VAT - **SOLD**

Media Print Sponsor



Writing Pens Sponsorship

A high quality branded conference wallet with strap, handles and zips is given to all attendees bearing the AELP National Conference 2014 logo and the Conference Delegate Wallet Sponsor's logo. This package provides the opportunity for you to include your branded pens in these wallets.

Branding

- ✓ Exclusive opportunity to insert branded writing pads (to be provided by the sponsor) into each delegate wallet Advertising

Advertising & Promotion

- ✓ Display of your corporate logo on the AELP National Conference 2014 website and hyperlink to your homepage
- ✓ ½ page colour display in the printed Conference Programme Guides (using supplied copy and artwork)
- ✓ Up to 75 words supporting message and contact details to appear in the main Conference Programme Guides

Hospitality

- ✓ None included with this package

Details

Writing Pads must be supplied to the AELP Events team by no later than Wednesday, 28 May 2014 (600 approx) and sent to the following address only:

AELP Events Team Association of
Employment and Learning Providers

Colenso House
46 Bath Hill
Keynsham
Bristol
BS31 1HG

Please mark your parcel

'Writing Pens for the AELP National
Conference 2014'.

To Book

Please visit the conference website for
further information and to book:
www.aelpnationalconference.org.uk

If you have any queries, please email the
AELP Events Team at:
nationalconference@aelp.org.uk

Note: payment will be required at the time
of booking and you will also be required to
upload your Sponsor profile and logo

Writing Pens Sponsorship
@ £650.00 +VAT

Media Print Sponsor



Delegate Wallet Leaflet Inserts

A high quality branded conference wallet with strap, handles and zips is given to all attendees bearing the AELP National Conference 2014 logo and the Conference Delegate Wallet Sponsor's logo. This package provides the opportunity for you to include your leaflet in these wallets.

Branding

- ✓ Opportunity to insert one sided A4 leaflet into each delegate wallet

Advertising & Promotion

- ✓ Display of your corporate logo on the AELP National Conference 2014 website and hyperlink to your homepage
- ✓ ½ page colour display in the printed Conference Programme Guides (using supplied copy and artwork)
- ✓ Up to 75 words supporting message and contact details to appear in the main Conference Programme Guides

Hospitality

- ✓ None included with this package

Details

Writing Pads must be supplied to the AELP Events team by no later than Wednesday, 28 May 2014 (600 approx) and sent to the following address only:

AELP Events Team Association of
Employment and Learning Providers

Colenso House
46 Bath Hill
Keynsham
Bristol
BS31 1HG

Please mark your parcel

'Delegate Wallet Leaflet Inserts for the
AELP National Conference 2014'.

To Book

Please visit the conference website for
further information and to book:
www.aelpnationalconference.org.uk

If you have any queries, please email the
AELP Events Team at:
nationalconference@aelp.org.uk

Note: payment will be required at the time
of booking and you will also be required to
upload your Sponsor profile and logo

Delegate Wallet Leaflet Insert
@ £395.00 +VAT

Media Print Sponsor



Conference Programme Guides Advertising

All sponsors will be offered a 'first refusal' opportunity to advertise in the main printed colour A5 Conference Programme Guides if this is not already included in the sponsorship package you have chosen.

Supporting Sponsors organisations participating in the main conference will be offered a concession of 10% discount off the advertised rate for colour display advertisements in the main Conference Programme Guides given to all attendees.

Details

Full Page Advert

148mm W x 210mm H plus 5mm bleed, no tick/trim marks

Half Page Advert (*Portrait*)

Portrait 74mm W x 210mm H plus 5mm bleed, no tick/trim marks

Half Page Advert (*Landscape*)

Landscape 148mm W x 105mm H plus 5mm bleed, no tick/trim marks

All supplied artwork must be in CMYK colour and 300 dpi and saved in the following acceptable formats:

- High resolution EPS files (with all fonts embedded, preferably converted to paths)
- High resolution PDF files (with all fonts embedded, preferably converted to paths)
- Hi-res JPG files ready to print

Further Information

For further information please contact:

Stephen Ram Kissun

AELP's Marketing & Membership Manager
at: SRamkissun@aelp.org.uk
Or call 07960 753 444

Note: The deadline for adverting copy is
Thursday 8 May 2014.

Advertising Rates

Full Page Display @ £300.00 + VAT

Half Page Display @ £175.00 + VAT

Media Print Sponsor

