



**INDEPENDENT
HIGHER
EDUCATION**

**Independent Higher Education Annual
Conference 2017**

**Conference Sponsorship and Exhibition
Packages**

Monday 27 and Tuesday 28 November

AMBA Hotel Marble Arch, London



The Independent Higher Education Annual Conference is the UK's flagship conference for leaders in the independent HE sector. Through exhibiting, sponsorship or advertising, the Independent Higher Education Annual Conference provides an excellent opportunity to promote your brand, products and services to key decision makers within the independent HE sector.

The independent HE sector is expected to grow considerably in the coming years, particularly as a result of the Higher Education and Research Act 2017 which gives providers in the sector greater opportunities to build their market share. It is an incredibly diverse sector, including highly specialist degree programmes and innovative models of delivery; from pathway providers which support students into university, to industry-leading art and design institutes.

We will once again be hosting the conference at the AMBA Hotel Marble Arch, London. The spacious venue allows exhibition stands to be situated alongside catering and refreshments, ensuring exhibitors have maximum networking time with delegates during arrival, morning and afternoon breaks as well as at lunchtime.

Last year's conference was our best attended yet and we anticipate a greater number of delegates this year. Previous speakers have included university vice-chancellors, front-bench politicians, senior Government officials, the CEOs of sector bodies including HEFCE, QAA and HESA, and policy experts from leading think tanks. Due to the immense policy interest and legislative change facing the HE sector, this year's annual conference will be very highly sought after. Additionally this year, we are introducing the first annual Independent Higher Education Awards at dinner on the first day of the conference, providing sponsors with additional opportunities for exposure.

Please note that exhibition space is limited and priority is given to Independent HE Commercial Members and event sponsors. All other sponsorship options are available on a first come, first served basis.

If you would like to discuss sponsorship and exhibition opportunities, please email events@independentHE.com or call +44 20 7608 7090

Delegate Profile

For four consecutive years, the event has attracted over 150 participants. Delegates will include Chairs, CEOs, Principals, Directors, Student Services Managers, Finance Managers, Academic Managers, International Directors, Registrars and Marketing Directors.

Benefits of Sponsorship

- Develop contacts in one of the largest annual events in the independent education sector
- Build awareness with senior staff and decision makers
- Showcase your organisation and its products and services to delegates

Lead Partner Sponsor - £6,000

- Welcome to all delegates before the first session
- Your logo on the conference website information, brochure, stage, and logo boards in the main conference hall and reception
- Sponsor mailing to the Independent HE members database either immediately before or after the conference
- Complimentary exhibition space on Tuesday. A stand (3m x 2m) in the exhibition area to include internet access and electricity and first choice on the location of the exhibition stand
- Full page advert in the conference brochure
- Three complementary conference passes including dinner

Supporting Sponsor - £3,500

- Your logo on the conference website information, brochure, stage, and logo boards in the main conference hall and reception
- Complimentary exhibition space on Tuesday. A stand (3m x 2m) in the exhibition area to include internet access and electricity and priority location of the exhibition stand
- Full page advert in the conference brochure
- Two complementary conference passes including dinner

Conference Brochure Sponsor - £2,000

- Your logo on the cover of the conference brochure and on the website
- A full page advert inside the conference brochure
- Complimentary exhibition space on Tuesday. A stand (3m x 2m) in the exhibition area to include internet access and electricity
- Two complementary conference passes including dinner

Award Sponsor - £2,000

- Your logo on the dinner and awards menu
- Your brand associated with exemplary practices in the sector under one of the award categories. Award categories to be announced in the coming weeks; please contact us for more information
- Host of a 10-seat table at the dinner, four seats of which will be reserved for company representatives, and the remaining 6 will be filled with delegates who would likely benefit from your services
- Logo and a brief company description (max 100 words) on the conference web page and in the brochure
- Two complementary Monday conference passes

Table Sponsor - £1,000

- Host of a 10-seat table at the dinner, four seats of which will be reserved for company representatives, and the remaining 6 will be filled with delegates who would likely benefit from your services
- Two complementary Monday conference passes

Exhibitor (Tuesday only) – from £600

- 3m x 2m stand space with table and chairs
- Internet access and power supply
- Logo and a brief company description (max 100 words) on the conference web page and in the brochure
- Two complementary Tuesday conference passes
- Independent HE Commercial Members £600; Non-Members £850

Delegate pack insert – from £350 + production costs

- A4 colour advertorial (max 4 sides) insert in the delegate packs
- Design and print costs to be met by sponsor
- Independent HE Commercial Members £350; Non-Members £450

Lanyard Sponsor – £250 + production costs

- Your logo on lanyards worn by all delegates on both days
- Design and print costs to be met by sponsor
- Independent HE will be happy to recommend a suitable supplier

Bags Sponsor – £250 + production costs

- Your logo on the conference bag provided to all delegates
- Sustained branding through re-usage post event
- Design and print costs to be met by sponsor
- Independent HE will be happy to recommend a suitable supplier

Conference Brochure Advert – from £150

- Full-page (A4 portrait) - Independent HE Member £250, Non Member, £350
- Half-page (A5 landscape) - Independent HE Member £150, Non Member, £250

Notepad Sponsor – £100

- Your logo on notepads provided to all delegates
- Design and print costs to be met by sponsor
- Independent HE will be happy to recommend a suitable supplier

If you would like to discuss these, or any alternative options, please email events@independentHE.com or call +44 20 7608 7090

Please agree your requirements with us no later than **12 October 2017** to ensure your organisation's association with the conference is listed in the conference brochure and all advance promotion. Payment is due 30 days from invoice.