

**E&S**  
**2019** | **EMPLOYMENT  
AND SKILLS  
CONVENTION**

10 July 2019 | 30 Euston Square | London

**SPONSORSHIP | EXHIBITIONS | PROMOTION**



3rd Floor, 89 Albert Embankment, London, SE1 7TP  
t: 020 7582 7221 w: [www.learningandwork.org.uk](http://www.learningandwork.org.uk)  
e: [events@learningandwork.org.uk](mailto:events@learningandwork.org.uk)  
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Delegate  
Campaigns  
Networking  
messaging  
measurement  
connect  
roadmap  
trends  
they're  
built  
data  
global  
provide  
SHOW  
clear  
together  
driving  
result  
Sponsorship  
Decisions  
Professionals  
Awareness

Lead  
Leaders  
Pens  
Packs  
Story  
Effective  
Industry  
help  
Big  
Insert  
Badge  
Relevant

Engagement  
Profile  
Influential



Exhibition  
Opportunities  
guide  
long-term  
Meetingplan  
media  
Influence  
ideas  
effective  
insights  
Bag brand  
Clear  
**results**  
Collateral  
Message sound  
Policy  
Maximum  
**strategic**  
message  
goals  
perspective  
STRATEGY  
SOLUTIONS  
home  
Lanyards  
Signature  
audiences  
Services  
Practitioners  
Presence  
Business



# WHAT'S ON OFFER?

<b>Lead</b>	Lead sponsor across all platforms. Includes speaking opportunity and a comprehensive package of brand exposure.	£10,000
<b>Joint signature</b>	<i>Limited availability.</i> This second-tier sponsorship comes with a comprehensive package of brand exposure. <b>1 SOLD, 2 AVAILBALE</b>	£3,500 (each)
<b>Engagement</b>	L&W will create a bespoke package for an organisation who would like to run a fringe session or reception.	£2,500
<b>Breakfast meeting</b>	Sponsor the breakfast meeting on the morning of 10 July. This is the convention's first networking opportunity and all delegates welcome. Breakfast and space is included in this package.	£2,500
<b>Delegate bag</b>	Bags branded with the sponsor's logo alongside the conference brand distributed to all attendees (bags produced by L&W).	£2,500
<b>Lanyards</b>	Sponsor the lanyards distributed to all attendees.	<b>SOLD</b>
<b>Delegate badge</b>	Sponsor of the writing pads in delegate packs (sponsor to supply own branded pads*).	<b>SOLD</b>
<b>Writing pens</b>	Sponsor of the pens in delegate packs (sponsor to supply*).	£1,000
<b>Writing pads</b>	Sponsor of the pads in delegate packs (sponsor to supply*).	£1,000
<b>Advertisement</b>	A variety of size options available to highlight your products and services within the final convention programme.	From £195
<b>Collateral insert</b>	A4 insert into the delegate packs – received by all attendees. If you wish to include a small gift, please contact us to discuss options.	£200
<b>Exhibition stand</b> (located in the catering area)	Not-for-profit organisations and charities Private organisations  Includes one 4ft table (clothed) power (socket on request) and two exhibitor passes - with access to catering and sessions.	£800 £950

Fees are subject to VAT (20%)

\*The organisers are happy to coordinate the production of pads, pens and bags which will be charged at cost and the fee be added to your sponsorship fee. There is no administrative charge for handling this however, for us to coordinate the production of these items, the sponsorship must be agreed at least 5 weeks prior the event date. Call us to discuss options.

# WHAT ARE THE BENEFITS?

Below, detail the benefits relating to **sponsorship packages**. Enhancement to the package will vary due to level of sponsorship commitment.

## Hospitality

- Complimentary full-time convention registration including lunch and refreshments.

## Exhibition Stand

- Complimentary stand, including 2 exhibitor places to staff your stand (exhibitor places includes access all areas, sessions, lunch and refreshments).

## Dissemination

- Includes brand listing, collateral insert into delegate packs, advertisement in the convention programme (using supplied artwork); opportunity to provide guest blog on our website.

## Guide to benefits

	Lead	Signature	Engagement	Resources
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Sponsorship price, subject to VAT.	£10,000	£3,500	£2,500	From £1,000
Acknowledgement from the convention chair during the opening and closing addresses.	✓	✓		
Display of your logo on the sponsorship recognition signs arranged in a prominent position in the venue.	✓	✓	✓	✓
Display of your logo on all convention printed literature.	✓			
Display of your logo on all directional signage within the venue.	✓			
Display of your logo on the 'graphics loop' shown in the plenary auditorium.	✓	✓	✓	✓
One complimentary insert into the Convention delegate pack.	✓	✓	✓	✓
Your logo on the front of the promotional materials and Convention handbook.	✓			
Display of your logo and organisation message and contact details in the Convention handbook.	300 words	250 words	175 words	100 words
Your logo on the Convention section of the Learning and Work Institute website.	✓	✓	✓	✓
Exhibition stand and 2 exhibitor passes.	✓	✓	✓	✓
Full colour, advertisement in the Convention handbook (using supplied artwork).	Full page	Half page	Quarter page	Eighth pager
Complimentary Convention registration(s).	4	3	2	1

# TERMS AND CONDITIONS

## Exhibitions

By completing this booking form, you/your organisation agree Learning and Work Institute's payment terms and conditions. Hosting an exhibition stand entitles you to two complimentary exhibitors passes. We will accept cancellations in writing only up to two weeks before the convention, however a fee of 50% of the stand cost will be charged. After the specified cancellation date, refund will not be made. Outstanding invoices will be liable for payment in full. Learning and Work Institute is happy to accept exhibitor replacements when notified in writing. Changes to your booking cannot be made over the telephone. A confirmation letter, exhibition details and joining details will be issued prior to the event. If you have not received them within ten working days of submitting your exhibition booking form, please contact the events team on 020 7582 7221. The booking form constitutes a legally binding agreement. In the event of any situation that prevents your organisation from exhibiting, for example transport strikes, adverse weather conditions, terrorist attack or personal health, Learning and Work Institute will not be held responsible and is unable to offer refunds. You are entitled to bring two members of staff to service your stand. Any additional staff must be registered to attend at the chargeable exhibitor rate - please complete and return the delegate booking form or book online.

## Sponsorship

By completing the booking form, you/your organisation agree to Learning and Work Institute's payment terms and conditions. **We will accept cancellations in writing only before the sponsorship agreement is signed.** If cancellation takes place after signing of the agreement, Learning and Work Institute will attempt to resell. If sold, we will refund the sponsorship fee less any marketing costs incurred. If no sale is secured four weeks prior to the event date, the full sponsorship fee is due for payment.

Official sponsorship or exhibiting at the Employment and Skills Convention offers the perfect opportunity to highlight your organisation's role within the employment and skills sector.

For further information on sponsorship and exhibition products, please contact the events team:

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# Employability and Skills Convention

10 July 2019

Location: 30 Euston Square | London | NW1 2FB

[Read our terms and conditions.](#)

Return completed forms via email to [events@learningandwork.org.uk](mailto:events@learningandwork.org.uk).

t: 020 7582 7221, w: [www.learningandwork.org.uk](http://www.learningandwork.org.uk).

Organisation details	Invoice details
Contact name	
Organisation	
Address	
Position	
Email	
Tel	

## Description – All fees are subject to VAT

EXHIBITION STAND	Fees	Total cost
Not-for-profit organisations and charities	£800*	£
Private organisations	£950	£
Additional exhibitor places (each)	£100	£

## SPONSORSHIP

Insert your agreed package: £

## INSERTS AND ADVERTISEMENT

A4 insert into the delegate pack (each)		£200	£
Advertisement in the convention programme.	<b>Size based on A4</b>		£
<i>Save on printing: supply your artwork for inserting into the final programme, printed in colour and distributed to all attendees.</i>	<input type="checkbox"/> Eighth page	£195	
	<input type="checkbox"/> Quarter page	£250	

\*Reduced rates are applicable to charities, not-for-profit organisations, public bodies, government and academic institutions. All other organisations are required to pay the full fee.

SUB TOTAL £

VAT @ 20% £

**GRAND TOTAL** £

By completing the booking form, you/your organisation agree to Learning and Work Institute's payment terms and conditions [www.learningandwork.org.uk](http://www.learningandwork.org.uk).

I have read and understood the terms and conditions:

(please tick)

Name:

Signature:

Date:

## Payment Details

- Cheque made payable to Learning and Work Institute
- Please invoice: purchase order no: \_\_\_\_\_
- BACS: remittance notification must be sent as confirmation of payment.

Account name: L&W Events  
Bank: Bank of Scotland  
Sort Code: 12-08-81  
Account no: 10025266