

ISBA ANNUAL CONFERENCE

12-13 May 2020

The ICC Birmingham

ISBA

INDEPENDENT
SCHOOLS' BURSARS
ASSOCIATION

ISBA ANNUAL CONFERENCE 2020

SPONSORSHIP OPPORTUNITIES



Tuesday 12 and Wednesday 13 May 2020

The ICC Birmingham

Supporting independent schools

Access bursars and senior support staff from independent schools across the UK and around the world. The Annual Conference is the ISBA's flagship national event for its members and the independent education sector's foremost conference and exhibition. It enables senior leaders to meet and debate latest thinking and make informed decisions about what products and services are best for their school.



“This is the superior event of all those we are involved in, from the organisation through to the quality of attendees and our outcome.”

ISBA Conference Sponsor

About the Independent Schools' Bursars Association (ISBA)

Supporting and advising the bursars and senior management staff of more than 1000 independent schools across the UK and internationally.

The ISBA is the only national association to represent school bursars and senior support staff of independent schools, providing them with the professional support they need to manage their schools successfully and provide a world class education to their pupils. It is also the largest of all seven member organisations of the Independent Schools Council (ISC).

Hundreds of bursars and school staff benefit from the ISBA's specialist advice and guidance services online, over the phone and in person at regional group meetings and professional development events including the annual conference.

We also work closely with professional advisers to the independent school sector ensuring that our member schools have access to the very best information and guidance available in the marketplace.

The association relies on the support provided by organisations, with the income from sponsors and exhibitors at the event subsidising the delegate package rate and this helps schools to send their senior staff to attend the conference.

About the Annual Conference

The ISBA annual conference provides a unique opportunity for organisations to connect with over 500 delegates, the majority holding the bursar or equivalent role. These are people heading the administrative and financial management of schools and are key decision makers and budget holders in sourcing their school's products and services.

The ISBA is committed to engaging with delegates through an energising and informative programme of speakers, and facilitating networking and business opportunities through a vibrant exhibition and interactive programme of social events.

Summary of the Conference and Exhibition

MONDAY

Sponsors will enjoy the ability to design and access their stand from 12 noon on Monday 11 May. Other exhibitors will have access between 13:30 and 19:00, closing at 20:00.

TUESDAY

Registration and the exhibition will open to delegates from 09:30 on Tuesday 12 May. This gives delegates four and half hours to visit the exhibition area ahead of the formal opening of conference with the opening keynote address at 14:00. Sponsors and exhibitors are invited to join delegates for the opening address and any of the professional development sessions held during conference (subject to availability and possible restrictions).

Further professional development sessions are held during the afternoon but plenty of time is built into the programme for delegates to network and enjoy the exhibition. All food and refreshment points have been planned within the exhibition space to maximise traffic to stands.

From 17:30 delegates, guests, sponsors and exhibitors are invited to a Welcome to Conference Reception. This will be held in Hall 3 in the Conference Centre. The ISBA expect over 650 people to attend this event.

WEDNESDAY

Conference recommences from 08:30 on Wednesday 13 May and the day is a blend of sessions and networking opportunities, with the exhibition areas providing the main hub for delegates to meet before and after sessions, until the closing keynote address at 15:40. The exhibition area closes at 15:45 and exhibition breakdown commences.

That evening Headline and Event sponsors accompany delegates to Hall 4 in the ICC for the association's annual dinner. This is a formal occasion with an after-dinner speaker providing the entertainment. The association normally hosts around 450 people, mainly delegates and sponsors.

The ISBA has designed the conference to ensure delegates fully engage with the exhibition and exhibitors with delegates. As such the sponsor and exhibition packages have been developed to maximise that opportunity.



Tuesday 12 May 2020

09:30

Exhibition and registration opens

12:00

New to Conference and International Bursars' drinks reception and lunch

From 12:00

Lunch for all delegates in the exhibition areas

13:45 - 15:00

Welcome by ISBA Chair opening of conference and opening keynote address

15:00 - 17:00

Conference sessions including mid-afternoon break

17:15 - 17:25

AGM

From 17:30

Welcome to Conference reception for delegates, guests, sponsors and exhibitors

Wednesday 13 May 2020

08:30

Exhibition opens

09:10 - 09:55

Keynote address

10:10 - 12:55

Conference sessions including mid-morning break

12:55 - 13:55

Lunch for delegates in the exhibition areas

13:55 - 15:40

Conference sessions including mid-afternoon break

15:40 - 17:10

Closing keynote address

15:45

Exhibition closes

From 19:30

Reception and Annual dinner for delegates and sponsors

Benefits of Sponsoring the ISBA Annual Conference

The 2020 ISBA Annual Conference can take you straight to your target market and provide your organisation with:

- An opportunity to gain maximum exposure at a premier conference devoted to senior professionals in the independent education sector.
- A cost-effective way to promote your brand and profile, launch new products and services amongst a relevant audience and showcase your expertise and capabilities.
- The chance to network with industry colleagues and key decision makers and reinforce your commitment to the independent education sector by meeting with existing clients.
- Increased marketing opportunities, including visibility on the ISBA website, delegate conference app and associated marketing materials.



This event has one of the largest delegate lists that we attend, and as such it's a key conference that we plan to attend every year we are able to.

ISBA Conference Sponsor



The ISBA event this year was without doubt the best organised and most successful for us.

ISBA Conference Sponsor

Sponsorship Packages

The ISBA has a range of packages available for sponsors of the annual conference aimed at providing sponsors with a choice of exposure to suit budget and business objectives. The ISBA is seeking to attract eight main Headline partners, four Event sponsors and eight Support sponsors.

The range of opportunities all include the guarantee of an exhibition stand in a fixed package price.

All exhibitors and sponsors will receive access to a pre-conference delegate name and school list. (In accordance the Data Protection Act and the ISBA data policy this will not include email or contact information.)

All exhibitor and sponsor passes allow access to the conference programme sessions, subject to speaker permission and space.

Note:

All branding opportunities are exclusive to sponsors with the exception of branded items given by exhibitors to delegates in the exhibition.



Conference Headline Partner

Ideal for market leaders to align their own brand values with the ISBA

- £27,250 excl. VAT (inclusive of a Premium exhibition stand cost)
- Restricted to a maximum of eight (8)

This partnership opportunity will provide exposure for your organisation branding during the conference, as well as prominent exhibition space and multiple opportunities to network at conference and the evening events.

THE PACKAGE INCLUDES:

- Prominent logo placement throughout the conference venue, on ISBA conference material and visibility from the main stage
- Greater networking opportunities including invitations to all the conference hospitality events
- Increased profile with editorial content, enhanced entries in conference material and on the ISBA website

EXCLUSIVE TO HEADLINE PARTNERS

- The use of a specially designed ISBA branded conference logo for the year 2020

PLUS

- Guaranteed prime conference exhibition stand (Size A Premium - 15m²) or the flexibility to create a bespoke self-design option)



Conference Event Sponsor

Great package for networking, increasing business connections and product display

- £19,250 excl. VAT (inclusive of exhibition stand cost)
- Restricted to a maximum of four (4)

This sponsorship opportunity can provide exposure at three key networking events for your company during the conference, as well as exhibition space and the possibility of product placement.

THE PACKAGE INCLUDES:

- Prominent branding at the conference evening events and New to Conference Lunch
- Greater networking opportunities including additional invitations to the evening events
- Opportunities to sponsor evening entertainment, drinks receptions, and entertainment (exact details to be discussed in detail with the ISBA event organisers)

PLUS

- Guaranteed conference exhibition stand (Size A - 9m²)



Conference Support Sponsor

Excellent entry level sponsorship package – ideal for those looking to introduce services or products into the marketplace

- £15,500 excl. VAT (inclusive of exhibition stand cost)
- Restricted to a maximum of eight (8)

THE PACKAGE INCLUDES:

- Branding opportunity for logo placement on conference support items such as delegate lanyards,

conference App, delegate bag or bag content item (exact details to be discussed in detail with the ISBA event organisers)

- Highlighted profile with editorial content, enhanced entries in conference material and on the ISBA website

PLUS

- Guaranteed conference exhibition stand (Size A - 9m²) alternative stand price options can be discussed with the ISBA event organisers)

Sponsorship Benefits - at a glance

Benefits / Package included in cost Subject to Terms and Conditions	Conference Headline Partner	Conference Event Sponsor	Conference Support Sponsor	Exhibitor ONLY
Number available - up to	8	4	8	142 stands
Applications close for sponsorship packages 4 October 2019	Application closes 4 October	Application closes 4 October	Application closes 4 October	Application OPENS 14 Oct 2019
Package price (excl VAT)	£27,250	£19,250	£15,500	from £3,995
Guaranteed conference exhibition stand	✓	✓	✓	
Size A Premium stand (15m ²) included in the package	✓			
Flexibility to create bespoke stand space	✓			
Size A stand (9m ²) included in the package		✓	✓	
Option to upgrade stand size to size A Plus (10.5m ²) additional cost, subject to availability		✓	✓	
Priority choice of stand size and position	1st	2nd	3rd	ISBA allocated
Additional stand fascia signage including sponsor logo	✓			
Business category exclusivity in your sponsorship category	✓	✓	✓	
Exhibitor passes allocated per stand – no further passes will be available.	7	6	5	4
Exhibitor lunch tickets included per day	7	6	5	4
Number of invitations to the new to conference and international bursars' reception and lunch	1	2	0	0
Sponsor Promotion of the Tuesday evening reception		✓		
Invitations to the Association's Annual Dinner on Wednesday evening	2	2	0	0
Logo placement in main auditorium	✓			
Logo placement in breakout rooms	✓			
Recognition on printed conference materials	✓			

Sponsorship Benefits - at a glance (continued)

Benefits / Package included in cost Subject to Terms and Conditions	Conference Headline Partner	Conference Event Sponsor	Conference Support Sponsor	Exhibitor ONLY
Use of a new ISBA branded conference logo for 12 months	✓			
Recognition in Bursar's Review Conference Programme	✓	✓	✓	
Logo placement on ISBA website with click through to sponsors' website	✓			
2 page editorial in the official Conference Programme	✓			
Listing in official conference programme	Enhanced	Enhanced	Standard	Standard
Right to refer to your organisation as an "ISBA Conference Headline Partner 2020"	✓			
Logo placement on event signage	Conference centre	Dinner venues		
Sponsor pull-up banner placement in the dinner venues		✓		
Opportunities to sponsor evening events and entertainment		✓		
Logo placement on evening menus		✓		
Conference support branding opportunities e.g. App, lanyard, bag, bag contents, registration desk			✓	
Invitation to attend lunchtime networking session at the ISBA New Bursars' Course in November 2020 (nominal additional cost applies)	✓			



The Venue



Located in the heart of the UK, the International Convention Centre (ICC) Birmingham is one of Europe's premier conference and meetings venues, offering an extensive range of first-class facilities. The venue hosts more than 400 events every year, welcoming over 350,000 delegates and has been acclaimed with multiple awards.

Further information about the venue can be found at: www.theicc.co.uk

How to Apply

Please complete the official application form and return to the ISBA office.

Deadline for applications is
Friday 4 October 2019 – 5.00pm

The application form and terms and conditions can be downloaded from the ISBA website

Sponsorship Enquiries

Please contact the ISBA conference organisers to discuss sponsorship opportunities and packages in more detail.

Tel: 01256 373111

Email: office@theisba.org.uk



It delivered against all of our expectations.

ISBA Conference Sponsor

ISBA ENTERPRISES LTD

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