



# Educate, Motivate, Innovate

## Exhibition and sponsorship opportunities

SET24 | 16 January 2024 | The Vox Conference Centre, Birmingham

# Join us at SET24!

**If you're looking for the ideal opportunity to get your brand, products, and services in front of an informed and enthusiastic audience – look no further than SET24.**

Designed for teachers, trainers and leaders in the Further Education and Training sector, our flagship annual conference SET24 is returning to The Vox, Birmingham on Tuesday 16 January 2024.

Featuring a range of expert speakers, breakout-sessions and live Q&A, the programme will offer delegates a wealth of inspirational talks and practical takeaways to support their professional learning and career development. With an expected audience of over 300 professionals from across the UK – made up of Principals, CEOs, Heads of Department, Teachers and Trainers – the scene is set for a day of unparalleled learning and networking.

96%

of SET22\* respondents agreed that they would recommend the conference to others

90%

of SET22 respondents agreed that they would like to attend more events run by SET

95%

of SET22 respondents were satisfied with the venue, The Vox

\*SET22 took place in January 2023

“The SET22 conference inspired me and gave me the chance to reflect and think of ideas that I can bring back to my organisation.”



# Why sponsor SET24?

## Join us at SET24 to:

- align your brand with SET – the largest professional body for teachers, trainers and leaders
- promote your organisation, products, and services and strengthen your market position
- benefit from face-to-face networking and relationship building opportunities with an audience of over 300 delegates
- choose from a range of packages to suit your budget and requirements.



“I enjoyed sharing experiences with colleagues and meeting new people.”

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31 OCTOBER AND  
**SAVE 15%!**



## About us

The Society for Education and Training (SET) is the largest professional body for teachers, trainers and leaders within the Further Education (FE) and Training sector.

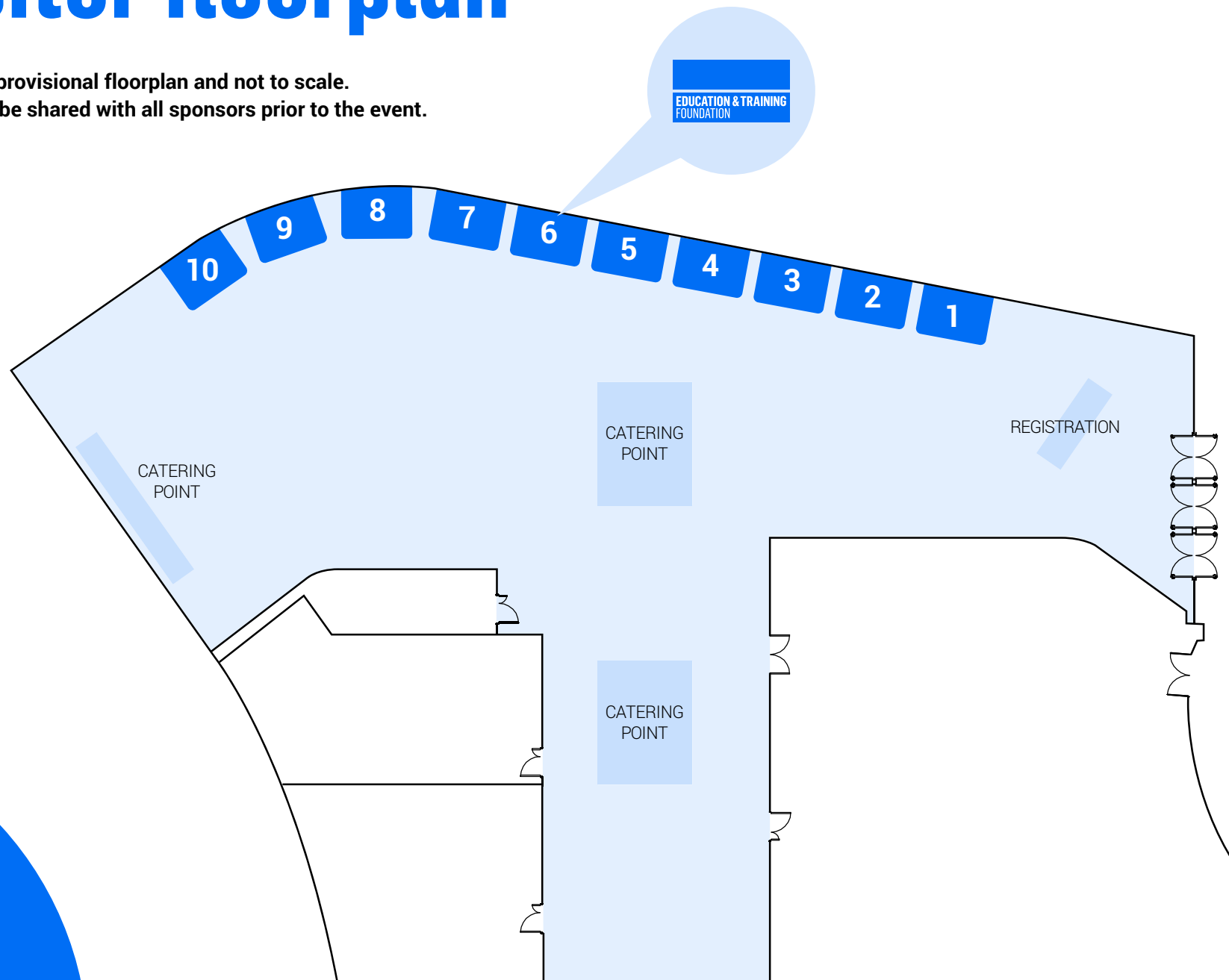
We support and inspire our members at every stage of their professional development, from studying for Initial Teacher Education (ITE) through to becoming an advanced practitioner, and beyond.

We provide members with access to the latest sector research, exclusive CPD resources, webinars and events, and a supportive community of over 22,000 like-minded professionals.

Being part of SET illustrates a member's commitment to both their professional development, and professionalisation of the sector. We are dedicated to raising the status of FE, and champion excellence in teaching and training. Sponsorship of our flagship conference means you are on this journey with us.

# Exhibitor floorplan

Please note this is a provisional floorplan and not to scale.  
The final version will be shared with all sponsors prior to the event.





# Sponsorship and exhibition opportunities

SET24 offers a range of ways that your organisation can get involved - choose the one that's right for you.

## HEADLINE SPONSOR/PARTNER: £4,500+VAT

### What's included?

- The conference will be referred to as 'In association with/In partnership with' across all marketing/promotion and on the event website before, during and post-conference.
- Your organisation logo to feature prominently:
  - on marketing materials associated with the event (mailouts, newsletters, social media etc)
  - on event website – with organisation profile (up to 250 words) and click through URL
  - in event app – with organisation profile (up to 250 words) and click through URL
  - on event signage.
- Use of event branding and event banner for your own promotional materials, to include a personalised social media graphic supplied by SET/ETF.
- A full-page advert in a future edition of our member magazine, inTuition.
- 3 x banner ads on the event app.
- A 2x2m exhibition space (in a prime position in the Lakeside Foyer) to include a clothed table, 2 x chairs and access to power and wi-fi.
- 2 x support passes for stand staffing, to include lunch and refreshments.
- 6 x delegate passes for your staff to attend the conference, to include lunch and refreshments.
- Mention and thank you in conference opening address.
- Access to conference delegate list – opted in delegates only (job titles, company names and contact details) from four weeks prior to the event.



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“A very positive, constructive,  
forward-thinking event.”

## EXHIBITION SPACE: £950+VAT

A limited number of 2x2m space-only exhibition spots are available and will be located in the Lakeside Foyer where delegates will register and where lunch and refreshments will be served throughout the day. This will be a key footfall area guaranteeing high visibility and plenty of opportunities to meet delegates and promote your services across the entirety of the conference.

### What's included?

- Clothed table and 2 x chairs plus access to power and wi-fi – on request.
- Your organisation logo and company profile (100 words max) on the event website and conference app.
- Use of event branding and event banner for your own promotional materials, to include a personalised social media graphic supplied by SET/ETF.
- Your organisation name and logo listed alongside the exhibition floor plan, along with the stand number indicating your location.
- Option to provide 1 x banner ad for the conference app.
- 2 x support passes for stand staffing, to include lunch and refreshments.
- 2 x delegate passes for your staff to attend the conference, to include lunch and refreshments.
- Access to conference delegate list – opted in delegates only (job titles, company names and contact details) from four weeks prior to the event.

“I really enjoyed re-connecting with colleagues and meeting and sharing with others from across the sector.”

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# Add-ons

Below are a range of add-on opportunities to enhance your presence as an exhibitor.

## CONFERENCE APP SPONSOR: £2,000+VAT

The conference app is a must-have tool that will be available free of charge to all registered conference attendees. It will include details on sessions, sponsors and exhibitors as well as speaker profiles and photos, floor plans and opportunities for users to chat and network with each other. Sponsoring the app will put your organisation front and centre of what will be an invaluable information resource in the run up to and throughout the conference.

### What's included?

- 'With thanks to our sponsor' and organisation logo in prominent place on the app home screen linked to your company profile.
- Inclusion within a dedicated pre-event email to delegates promoting the conference app.
- Inclusion within all conference app related marketing materials and instructions.
- 2 x notification pop ups of your choice – content to be approved by SET/ETF.
- 2 x additional banner ads on the conference app – content to be approved by SET/ETF.
- 2 x additional delegate passes to include lunch and refreshments.

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## CONFERENCE BREAKOUT SESSION SPONSOR: 1 x session: £400+VAT or 1 x stream: £800+VAT

As a conference breakout session sponsor you will be offered first sight of the final programme and can sponsor an individual session or a session stream. Session streams are improving your practice; motivation and behaviour; digital skills; and professionalism.

### What's included?

- Your organisation logo in the conference programme next to the sponsored session/stream.
- Your organisation logo on screen ahead of the sponsored session.
- The opportunity to distribute promotional literature before the session (content subject to SET/ETF approval).
- 2 x additional delegate passes to include lunch and refreshments.

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## DELEGATE BAG\* SPONSOR: £400+VAT

Given to everyone at the conference, you provide the bags with your branding and inserts of your choice and these are distributed by us to all delegates as they register.

\*We will discuss sustainable options with you.

## CONFERENCE WI-FI SPONSOR: £400+VAT

You provide the wi-fi password for delegates to use throughout the event. Signage around the venue will share the password and include your logo (no other sponsors), thanking you for your support.

## PRIVATE BREAKFAST/LUNCH SPONSOR: £POA

If you'd like to take advantage of the occasion to network with your contacts in a private space, we can offer you a room to use for a breakfast or lunch meeting.

### What's included?

We'll provide the room and the catering – you're responsible for inviting your guests.



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## Contact Us

If you have any questions please contact Maxine Saca McMinn or Riza Jones at

 [sponsorship@etfoundation.co.uk](mailto:sponsorship@etfoundation.co.uk)

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