

Association of Colleges Human Resources Conference & Exhibition 2010

Tuesday 4 May (PM) – Wednesday 5 May
International Convention Centre (ICC)
Birmingham

Sponsorship and Exhibition Opportunities

www.aocmsevents.co.uk/humanresources2010

Dear Colleagues

I am delighted to launch the sponsorship and exhibition brochure for the **AoC's Human Resources Conference and Exhibition 2010**, the HR event for colleges. We are pleased to have secured the ICC Birmingham as the venue for this year's event, which allows the conference and exhibition to further evolve and its location is excellent, situated in the heart of the vibrant city centre.

The conference brings together HR professionals working in the further education sector with top level speakers, exhibitors and peers with whom to benchmark, share knowledge and good practice and exchange experiences on key changes in HR strategy, practice and law.

The programme is currently being developed so watch the event website for further details at www.aocmsevents.co.uk/humanresources2010

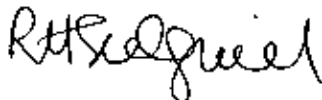
Last year the conference attracted 120 HR practitioners representing 93 colleges with overall attendees at 175. The exhibition and sponsorship has continued to grow and play a major part of this annual event.

The opportunities available for your organisation range in scale from sponsorship of the full conference, dinner and drinks, to branded delegate gifts, or exhibition space - the most popular option and a new option for this year, the chance to deliver a breakout session. As always, the brochure highlights the general opportunities available however individual packages can be tailored to your specific requirements. If you would like to know more about a package then please do not hesitate to contact me.

If you are a service or solutions supplier to HR to the college sector then this event is a **must attend** for you.

I look forward to hearing from you.

Very best wishes



Rachel Sidgwick
Commercial Executive, AoC Management Services Ltd

Background to the event

The Association of Colleges (AoC) is a membership organisation representing 97% of the 383 general Further Education and tertiary, sixth form, and specialist Colleges in England, Wales and Northern Ireland. AoC Management Services Ltd is a wholly owned subsidiary of AoC which manages and delivers all aspects of this conference.

Now in its 10th year, the AoC's Human Resources Conference & Exhibition continues to offer delegates and exhibitors a unique networking opportunity to discuss the **key HR issues of the day**.

Why you should be there

This annual event attracts a large gathering of HR Professionals and offers a wide choice of promotional opportunities to help you communicate directly with this audience.

The exhibition will:

- be a “one stop shop” for delegates as a place to go for advice, form networks, and to source products and services
- generate new business leads and cultivate existing relationships for exhibitors
- enable you to access the College sector

The audience:

This conference is aimed at anyone involved in both operational and strategic HR issues in colleges or further education. Delegates from a broad spectrum of roles within colleges will gain useful information from the conference, including HR Directors, HR Managers, HR Advisors, HR Officers and other college roles with responsibilities for HR policy and practice.

A sample of what delegates thought of last year's exhibition:

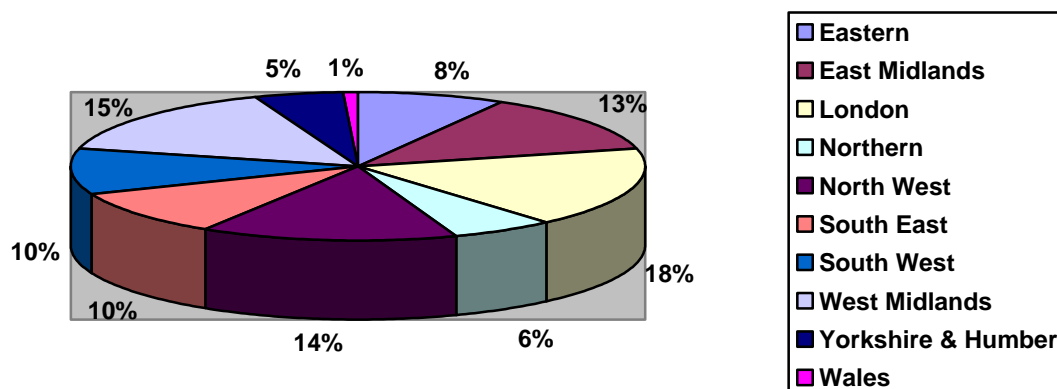
- “Some interesting exhibitors. I spoke to several and made contacts”
- “Useful to answer queries and get further information for future development”
- “The exhibition was the best so far”
- “A good opportunity to network; we already use the majority of the services that were on offer”
- “It was good to meet with some providers we already know and to find out about alternative services”



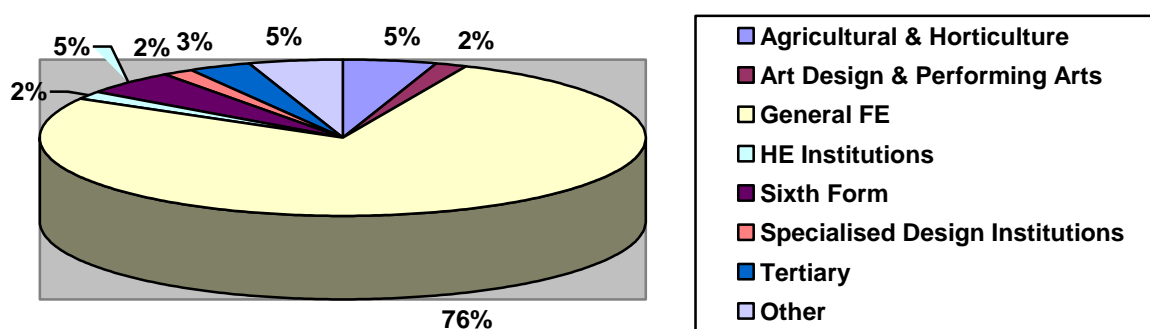
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AoC regions % represented by delegates at last year's event



% of delegates representing College types at last year's event



2009 Exhibitors:

1. AoC Management Services Ltd
2. Benenden Healthcare Society
3. Capita
4. FEjobs.com
5. Frontier Software
6. Guardian Jobs
7. Lifelong Learning UK
8. Monster.co.uk
9. Nord Anglia
10. Nord Anglia Education
11. Protocol National (*Conference Sponsor*)
12. Select Software UK Ltd
13. Software for People
14. Tenet Education Services Ltd
15. Tribal
16. Veristat Immigration Consultancy
17. Westfield Health

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Sponsorship and Exhibition packages

All prices are subject to VAT at the rate of 17.5%

1st category: 1st tier The following packages would primarily benefit those looking for a high level of exposure.	Price
<p>Conference sponsorship</p> <p>If you want to get noticed this could be an option for you! Stand out from the crowd by being a conference sponsor of this annual event. Enjoy branding throughout and interface with HR practitioners from your prime spot in the exhibition hall.</p> <p>Pre-event</p> <ul style="list-style-type: none"> ➤ Logo on home page of conference website ➤ Logo on pre-conference publicity material where applicable ➤ Name, profile and link to sponsor's website on the 'conference sponsor page' of conference website ➤ Name, profile and link to sponsor's website as part of the 'exhibitors page' of conference website ➤ Logo on the conference programme <p>At event</p> <ul style="list-style-type: none"> ➤ Logo on programme, stage set, holding slides and all event branding ➤ Large Exhibition* space in a prime location (double sized space) ➤ Set-up available from Tuesday afternoon 4 May ➤ Hospitality area for 1-to-1's or networking, exclusive to sponsor ➤ Four delegate passes for entry to the conference sessions including refreshments and lunch, worth £1,400+VAT ➤ Four places to attend the conference dinner worth £230+VAT ➤ Insert in delegate bag, available to all delegates (x200) worth £750 + VAT ➤ Sponsor name, profile and web address listed as part of the 'exhibitors' section in the delegate pack ➤ Sponsor specific question included in post event online survey sent to all delegates ➤ Includes a one hour 'Delegates drinks reception with exhibitors' the night prior to the conference, drinks will be provided and served from the exhibition stands <p><i>All catering throughout the event is served with the Exhibition except during the conference dinner which takes place in the main room. *Please refer to the Exhibition Space option detailed in the brochure for what is included in the exhibition package.</i></p>	<p>£6,300+VAT</p> <p>(£6,772.50)</p>

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<p>Registration sponsor (x1)</p> <p>This is the ideal opportunity to get your name in front of every delegate as they enter the conference.</p> <p>Pre-event</p> <ul style="list-style-type: none"> ➤ Name, profile and link to sponsor's website on the 'registration page' of conference website ➤ Name, profile and link to sponsor's website on the 'exhibitors page' of conference website ➤ Logo on the conference programme <p>At event</p> <ul style="list-style-type: none"> ➤ Logo on programme ➤ Onsite branding of registration area for the duration of the conference ➤ Exhibition* space in a prime location (3m wide x 2m depth) ➤ Set-up available from Tuesday afternoon 4 May ➤ Two delegate passes for entry to the conference sessions including refreshments and lunch ➤ Two places to attend the conference dinner worth £230+VAT ➤ Insert in delegate bag available to all delegates (x200) worth £750 + VAT ➤ Sponsor name, profile and web address listed as part of the 'exhibitors' section in the delegate pack ➤ Includes a one hour 'Delegates drinks reception with exhibitors' the night prior to the conference, drinks will be provided and served from the exhibition stands <p><i>All catering throughout the event is served with the Exhibition except during the conference dinner which takes place in the main room. *Please refer to the Exhibition Space option detailed in the brochure for what is included in the exhibition package.</i></p>	<p>£3,000+VAT</p> <p>(£3,525.00)</p> <p>new option for 2010</p>
<p>1st category: 2nd tier</p> <p>The following options would primarily benefit those looking to generate business opportunities from brand awareness either through exhibition, advertisements or delegate gifts.</p>	<p>Price</p>
<p>Delegate bags (x1)</p> <p>Branded with sponsor's logo (colour) and inclusion of sponsor insert (2 pages, A4 or A5 size) alongside AoC information. The bags will be available to all delegates and attendees at the event (x200). <i>Cost based on the production of 200 bags.</i></p>	<p>£1,200+VAT</p> <p>(£1,410.00)</p>
<p>Delegate USB memory drives (x1)</p> <p>Branded with the sponsor's logo (colour) and pre-loaded with sponsor materials alongside AoC information. Available to all delegates and attendees at the event (x200). The sponsor can enjoy post event marketing too as each USB stick will be loaded with supplied sponsor information. <i>Cost based on the production of 200 USB's</i></p>	<p>£1,200+VAT</p> <p>(£1,410.00)</p>
<p>Delegate lanyards (x1)</p> <p>Branded with the sponsor's logo (colour) alongside AoC information. Handed out to every attendee, affixed to every badge (x 200). <i>Cost based on the production of 200 lanyards.</i></p>	<p>£900+VAT</p> <p>(£1,057.50)</p>
<p>Full page (A4) colour advert in Delegate Pack</p> <p>Place your designed advert in the delegate pack, the most useful document for delegates at the event. Includes advert with logo, the delegate pack is handed out to every delegate at the event. <i>Limited option, subject to space.</i></p>	<p>£500+VAT</p> <p>(£587.50)</p> <p>new option for 2010</p>
<p>Insert into delegate bag</p> <p>Inclusion and insertion of sponsor promotional leaflet in delegate bag (2 pages, A4 or A5 size, supplied by sponsor). The bags will be available to all delegates at the event (x200). <i>Sponsor to supply 200 inserts.</i></p>	<p>£750+VAT</p> <p>(£881.25)</p>

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Exhibition package

Once again we plan to dedicate over 3 hours of the programme to time spent with exhibitors for delegates including a one hour drinks reception with delegates on the 4th May and conference lunch on 5th May. We have secured Hall 4 for the exhibition, which is a purpose built spacious room, air conditioned and ideal for an exhibition.

Pre-event

- Details of the conference will be available to over 500 key contacts within Human Resources in FE Colleges
- Exhibitor name, profile and link to exhibitor's website will be listed on the 'exhibitor's page' of conference website

On-site

- 500watt (2amp) basic power supply
- Two delegate passes for space options 1-5 and one delegate pass for space options 6 & 7 (these passes have access to the conference sessions including refreshments and lunch)
- Set-up available from Tuesday afternoon 4 May
- Exhibition space from 19.00-20.00 Tuesday 4 May – Wednesday 5 May
- Sponsor name, profile and web address listed as part of the 'exhibitors' section in the delegate pack
- Includes one hour 'Delegates drinks reception with exhibitors' the night prior to the conference, drinks will be provided and served from the exhibition stands

All catering throughout the event is served with the Exhibition except during the conference dinner which takes place in the main room.

Option 1, 3 & 5– Shell scheme*

Includes the above **exhibition package** plus a shell scheme unit including Fascia Name Board and 2 spot lights. Flooring and additional electrics are not included in the price but can be provided. This option is subject to a minimum booking of 10 stands.

Option 2, 4, 6 & 7 - Space only

Includes the above **exhibition package** with an exhibition floor space as detailed below, for maximum flexibility in building and designing your own stand. The standard height for each space = 2.5m high, please get in touch if you require a greater height for your stand. Flooring and additional electrics are not included in the price but can be provided.

Please see below the pricing structure for exhibition space which reflects the inclusion of a shell scheme and different sizes of space. The floor plan will be launched early March.

Option	Type	Space size (width x depth)	Price per space
1	Shell scheme*	6m x 2m	£3,000 +vat
2	Space only	6m x 2m	£2,600 + vat
3	Shell scheme*	4m x 2m	£2,000 + vat
4	Space only	4m x 2m	£1,730 + vat
5	Shell scheme*	3m x 2m	£1,500 +vat
6	Space only	3m x 2m	£1,300 +vat
7	Space only	2m x 2m	£870 + vat

See prices opposite

<p>Delegate 'Passport' to the exhibition</p> <p>This is one of the main incentives to get delegates to visit your stand, would you like to sponsor it? Includes colour logo on front page and full page colour sponsor advert on sponsor's page of choice.</p> <p>Each registered delegate is issued with a passport style document which they complete by visiting a number of exhibitors throughout the conference. Completed passports are then entered into a prize draw and the winner announced during the last refreshment break.</p> <p>Highlights of this package include:</p> <ul style="list-style-type: none"> ➤ Exhibition* space (3m x 2m, space only) ➤ Your stand included as one of the compulsory stands to visit ➤ Your stand advertised as the collection point for all completed passports ➤ Logo on the programme ➤ Conference Chair to draw the winner and present the prize from your stand during the last refreshment break <p><i>* Please refer to the Exhibition Space option detailed earlier in the brochure for what is included in the exhibition package. Sponsor to provide winning prize.</i></p>	<p>£1,200+VAT</p> <p>(£1,410.00)</p> <p>Cost based on the production of 150 Passports</p> <p>new option for 2010</p>
<p>2nd category: Plenary and policy</p> <p>The following options would primarily be of interest to those looking to influence or support the programme either through breakout sessions or sponsoring a high profile speaker.</p>	<p>Price</p>
<p>Breakout Session</p> <p>How would you like to speak directly with your target audience? This option provides a 1 hour breakout session slot within the Conference programme, providing the opportunity to interface with delegates.</p> <p><i>(Breakout session submissions are subject to a selection process)</i></p> <p>Pre-event:</p> <ul style="list-style-type: none"> ➤ Name, breakout session synopsis, and link to sponsor website on conference website ➤ Breakout featured on conference programme ➤ Dedicated e-shot for programme and breakouts sent to all contacts (500+) ➤ Online booking of breakout session as part of the delegate registration process <p>On-site:</p> <ul style="list-style-type: none"> ➤ Name, breakout title, breakout number and synopsis included in the delegate pack ➤ Delegate passes (maximum of 2 per session) for entry to the conference sessions, Wednesday 5 May for your speakers (excludes overnight accommodation and dinner) ➤ Opportunity to brand breakout room as desired ➤ List of delegates attending the breakout session <p>Further details outlining the themes and type of breakout sessions on offer accompanied with an aide memoir can be found via the conference website, www.aocmsevents.co.uk/hrbreakoutsessions2010. All submissions must be submitted online by Friday 26 February and are subject to a selection process. This option was first launched on 26 January.</p>	<p>£1,000+VAT</p> <p>(£1,175.00)</p> <p>new option for 2010</p>

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<p>Sponsor a platform speaker</p> <p>Opportunity to sponsor a key speaker and have your organisation associated with a high profile name. This option includes your logo featured on the programme next to the speaker name, pre-event marketing and PR opportunities at event at the event.</p> <p>Previous plenary speakers include Hamish McRae, Associate Editor, The Independent and author of "The World in 2020", Richard Reeves, European Business Speaker of the Year 2007 and Keith Cameron, HR Director, Marks and Spencer plc</p>	<p>POA</p>
<p>3RD category – Social sessions</p>	<p>Price</p>
<p>Delegate Drinks Reception <i>hosted by the exhibitors</i>, 19.00-20.00, Tuesday 4 May</p> <p>This private drinks reception takes place in Hall 4 with the exhibitors on Tuesday 4 May prior to the Conference Dinner. We expect to attract over 100 attendees to the reception.</p> <p>Pre-event:</p> <ul style="list-style-type: none"> ➤ Logo, name, profile and link to sponsor’s website from event website ➤ Name on Conference programme <p>On-site:</p> <ul style="list-style-type: none"> ➤ Logo on Conference programme ➤ Name and profile included in the delegate pack ➤ Name and logo printed on dinner table menus ➤ Acknowledgment of sponsor from the stage at the conference dinner ➤ Name and logo on sponsor boards (2) positioned in entrance to Exhibition ➤ Opportunity to offer corporate gifts at drinks reception ➤ Two complimentary invitations to the drinks reception and conference dinner 	<p>£1,425+VAT</p> <p>(£1,674.38)</p>
<p>Conference Dinner – 20.00 onwards, Wednesday 5 May</p> <p>Sponsor one of the networking highlights of the event and join in the celebrations with over 100+ guests. The Conference dinner will take place in Hall 8 for all residential delegates and pre-booked exhibitors. Dress code is Smart Casual. We do not operate a formal seating plan for this dinner. Last year’s dinner attracted over 100 attendees.</p> <p>Pre-event:</p> <ul style="list-style-type: none"> ➤ Logo, name, profile and link to sponsor’s website on conference website ➤ Name on conference programme <p>On-site:</p> <ul style="list-style-type: none"> ➤ Logo on conference programme ➤ Name and profile included in the delegate pack ➤ Opportunity for some form of sponsor address during the dinner ➤ Branding of the dinner hall ➤ Four complimentary invitations to the drinks reception and conference dinner ➤ Logo and name featured on the holding slides which form part of the stage set during the dinner ➤ Name and logo printed on dinner table menus ➤ Opportunity to offer corporate gifts at each place setting ➤ Includes the delegate entertainment which takes place during the dinner, arranged and managed by AoC Management Services 	<p>£2,200+VAT</p> <p>(£2,585.00)</p>

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<p>Sponsor of delegate conference lunch, Wednesday 5 May</p> <p>Are you interested in sponsoring the lunch for hungry delegates? Lunch will be provided and served in the exhibition area for all delegates and exhibitors supported by company branding at the serving points. This option includes pre-event marketing, logo on conference programme and delegate passes for the conference.</p>	<p>POA</p>
<p>5th category: Networking, meetings and feedback</p>	<p>Price</p>
<p>Delegate list</p> <p>Opportunity to design and brand the conference delegate list which is available to all attendee's at the event. We are again asking delegates for permission to include their e-mail address on the delegate list, making this a key networking tool for all at the event and post-event. Includes colour logo on front page and full page colour sponsor advert on sponsor's page of choice.</p>	<p>POA</p> <p>new option for 2010</p>
<p>Branded electronic evaluation keypads:</p> <p>Would you like to ask over 100 delegates a question? It is vitally important to us to capture delegate's thoughts and comments whilst at the event. Use of an electronic voting system is the most effective way in gathering information in real time. This is an opportunity for sponsor branding of the questions and to include a sponsor specific question.</p>	<p>POA</p>
<p>Post event online evaluation survey branded with sponsor logo</p> <p>Feedback from delegates is essential to the success of future events. Last year the online evaluation was e-mailed to all delegates and the response rate was highly positive with over 40% response rate. Includes two sponsor specific questions in survey and branding.</p>	<p>£1,000+VAT</p> <p>(£1,175.00)</p>
<p>Water towers</p> <p>The water towers (dispensers) will be branded with sponsor's logo and readily available to all attendees for the duration of the event.</p>	<p>£750+VAT</p> <p>(£881.25)</p> <p>new option for 2010</p>

If you would like to discuss any of the options in more detail or have other ideas of sponsorship we would love to hear from you.

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