



**WORLD FEDERATION OF COLLEGES
AND POLYTECHNICS HOSTED BY AOC
DRIVING GLOBAL RECOVERY THROUGH EDUCATION**

Saturday 13 – Monday 15 November 2010
The International Convention Centre, Birmingham, UK
www.aocmsevents.co.uk/wfcpworldcongress2010



2010 World Congress of the World Federation of Colleges and Polytechnics, hosted by Association of Colleges

Driving global recovery through education

**Sunday 14 – Monday 15 November
International Convention Centre (ICC)
Birmingham UK**

Exhibition and Sponsorship Brochure

www.aocmsevents.co.uk/wfcpworldcongress2010

Rachel Sidgwick, Commercial Executive for Events
Call 020 7299 6980 or email: sponsorship@aoc.co.uk

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Dear Colleagues

I am delighted to launch the exhibition and sponsorship brochure for the **2010 World Congress of the World Federation of Colleges and Polytechnics (WFCP), hosted by the Association of Colleges.**

As you may know, WFCP is an international network of Colleges and associations of Colleges established in 1999 with the aim of providing leadership in the delivery of workforce education and lifelong learning globally. AoC is honoured to host this year's Congress on behalf of WFCP and is determined to give all international delegates a memorable experience, as well as demonstrate the qualities of the UK College sector. For further information about WFCP, please visit their website at **www.wfcp.org**.

World Congress is the leading international conference for providers of vocational education and skills training, drawing participants from over 36 countries with over 300 delegates from Colleges, Polytechnics or higher education organisations with a primary vocational focus. It provides a major platform to discuss key VET issues of the day. This year the focus will be on the **role of education in driving global recovery.**

The programme is currently being developed and we are now accepting proposals for breakout sessions, which will form a major part of Congress. Each breakout will last an hour and delegates will have the opportunity to attend 5 of potentially 30 sessions across the two days. **Please visit the breakout submission website to express your interest and submit an online proposal now:** www.aocmsevents.co.uk/wfcpbreakouts2010

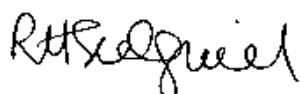
Please note that there is a charge for hosting a breakout session if you are not a WFCP or AoC member. For further information about what is included in a sponsored breakout package, please refer to the listing in this brochure.

Additionally, Congress offers a range of opportunities for your organisation including sponsorship of the full conference, lunch and drinks reception, to branded delegate gifts, or an exhibition space. 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 any package then please do not hesitate to contact me.

We very much hope that you will be able to be a part of the 2010 World Congress.

I look forward to hearing from you.

Very best wishes



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Why you should be there

2010 World Congress will offer delegates a unique networking opportunity to discuss the challenges and opportunities in delivering vocational education and skills around the world, as well as hear about new products and solutions offered by suppliers and service providers.

The **exhibition** will be a “one stop shop” for delegates to:

- **visit suppliers - new and existing**
- **gain advice and share best practice**
- **source products and services**

Sponsorship of Congress will:

- **showcase your products and services**
- **generate new business leads for your organisation**
- **cultivate existing relationships**
- **enable you to access the international vocational education and skills sector**
- **raise your profile at international level**

A wide choice of promotional opportunities are available to help you communicate directly with this audience.

Who will attend this event?

- International associations of Colleges
- Colleges from around the world
- Higher Education Institutions looking to forge links with international VET providers
- Government officials and European policy makers
- Private learning providers
- National agencies working in VET
- International Awarding and Examination Bodies
- Suppliers of educational equipment, products and services
- International employers with VET links
- UK Commission for Employment & Skills
- Department for International Development
- British Council
- Sector Skills Councils
- Researchers and consultants
- National Skills Academies

From Further Education Colleges:

- Chief Executives and Principals
- Governors
- Vice, Deputy and Assistant Principals
- Directors and Managers of International Operations/ Development/Partnerships
- Directors of International Marketing/Communications
- Directors of Strategy and Planning
- Directors of Centres or curriculum areas for which the College wishes to explore export potential

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Sponsorship and Exhibition packages

Below are example sponsorship packages however individual packages can be tailored to specific requirements, and we are always open to new and innovative ideas. If you would like to know more about each package then please do not hesitate to contact me.

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

1st tier The following options will primarily benefit those looking for high level brand awareness primarily through sponsorship, delivering a breakout session, or an exhibition stand.	Price
<p>Conference Sponsorship (joint headline)</p> <p>Stand out from the crowd by being a conference sponsor at this international event. Enjoy branding throughout and interface with international delegates from your prime spot in the Exhibition Hall or at your breakout session.</p> <p>Pre-event:</p> <ul style="list-style-type: none"> ➤ Logo on the conference website home page ➤ Logo included on all marketing materials sent to over 3,000+ contacts (May–November) ➤ Name, profile, and link on the 'conference sponsors' page of the event website ➤ Name, profile and link on the 'exhibitors' page of the event website ➤ Dedicated e-shot for main sponsors sent to all booked delegates (September) <p>At event:</p> <ul style="list-style-type: none"> ➤ Onsite branding primarily in the main plenary room (Hall 5) ➤ Logo on programme ➤ Lead involvement in a one hour breakout session in collaboration with AoC (Please refer to the breakout session option detailed later in the brochure for full details of what is included in this package) ➤ Double sized exhibition space* in a prime location (6m wide x 2.5m high x 2m depth) ➤ Set up from Saturday 13 November (evening) ➤ 4 delegate passes for entry to the conference sessions including lunch and refreshments ➤ Insert in delegate bag, available to all delegates (250+) ➤ Name, profile, web address and position of stand as part of the sponsor and exhibitor information included in the delegate pack (available to all delegates) ➤ Sponsor specific question included in post event online survey sent to all delegates (250+) <p><i>All refreshments are served in the Exhibition Hall apart from lunch on Monday 15 November. *Please refer to the Exhibition Space option detailed in the brochure for what is included in the exhibition package.</i></p>	<p>£10,000+VAT</p> <p>(£11,750.00)</p>

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<p>Registration Sponsor (sole option)</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"> ➤ Details of the conference will be sent to 3,000+ contacts and networks within AoC and WFCP ➤ Name, profile and link to sponsor's website on the 'registration page' of conference website ➤ Name, profile and link to sponsor's website as part of the exhibitor list on the 'exhibitors page' of conference website ➤ Name on the conference programme <p>At event:</p> <ul style="list-style-type: none"> ➤ Logo on programme ➤ Logo on all lanyards alongside other logos and conference title ➤ Onsite branding of registration area for the duration of the conference ➤ Exhibition* space in a prime location (3m wide x 2m depth x 2.5m high) ➤ Set up from 13 November Saturday evening ➤ Two delegate passes to staff the exhibition space including entry to the conference sessions, lunch and refreshments ➤ Insert in delegate bag available to all delegates (250+) ➤ Sponsor profile and web address listed as part of the 'exhibitors' listings in the delegate pack (available to all delegates) <p><i>All refreshments are served in the Exhibition Hall apart from lunch on Monday 15 November. *Please refer to the Exhibition Space option detailed in the brochure for what is included in the exhibition package.</i></p>	<p>£5,000+VAT</p> <p>(£5,875.00)</p>
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Exhibition Package

We plan to dedicate over 6 hours of the programme for delegates to spend time with exhibitors including a ninety minute drinks reception for delegates and exhibitors at the end of day 1, Sunday 14 November. We have secured Hall 8 for the exhibition, which is a purpose built spacious room with air conditioning and ideal for an exhibition and catering.

Pre-event:

- Details of the conference will be sent to 3,000+ contacts and networks within AoC and WFCP
- Exhibitor name, profile and link to exhibitor's website will be listed on the 'exhibitor's page' of conference website

On-site:

- Exhibition Space (see options below) for the duration of the conference
- 500watt (2amp) basic power supply
- Two delegate passes for Option 1 and one delegate pass for Option 2, to staff the exhibition space, includes entry to the conference sessions, lunch and refreshments
- Includes networking drinks reception hosted in the exhibition hall at the end of day one
- Set up from Saturday evening 13 November
- Sponsor profile and web address listed as part of the 'exhibitors' listings in the delegate pack (available to all delegates)

Location	Option	Size of space	Price	Including VAT
Hall 8	Option 1	3m wide x 2m depth x 2.5 m high	£1,200	£1,410.00
Hall 8	Option 2	2m wide x 2m depth x 2.5 m high	£800	£940.00

All refreshments are served in the Exhibition Hall except lunch on Monday 15 November.

See opposite for costs

Internet Hub Sponsor

Calling all telecoms and hardware suppliers! This is a unique opportunity to offer delegates an internet hub to stay in touch whilst at the conference.

On-site

- Large exhibition space for internet hub (size and floor space to be allocated)
- Name on programme
- Branded graphics directing delegates to the Internet Hub around the exhibition

Please note that this option does not include equipment for the internet zone i.e. the PC's and any other technology **must be** provided by the sponsor.

£1,200+VAT

(£1,410.00)

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<p>Breakout Session Sponsorship</p> <p>Would you like the opportunity to speak directly with your target audience? This option provides you with a one hour breakout session slot within the Conference programme, providing the opportunity to interface with delegates.</p> <p><i>Please note 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 logo on 'breakout sessions' page of conference website ➤ Breakout session featured on conference programme ➤ Dedicated e-shot for breakouts sent to all contacts 3,000+ ➤ Online booking of breakout session as part of the delegate registration process <p>On-site:</p> <ul style="list-style-type: none"> ➤ Present and lead a one hour breakout session ➤ Breakout session featured on conference programme with logo ➤ Name, breakout session title, number and synopsis included in the delegate pack ➤ Delegate passes (maximum of 2 per session) for breakout session speakers on day of session, including entry to the conference sessions, lunch and refreshments (excludes overnight accommodation and dinner) ➤ Opportunity to brand breakout room as desired ➤ List of delegates attending the breakout room <p>Further details outlining the themes and type of breakout sessions on offer and an aide memoir can be found on the conference website: www.aocmsevents.co.uk/wfcpbreakouts2010</p> <p>All submissions must be submitted online by 17.00 GMT Friday 23 July and are subject to a selection process. *There is the option to split the cost of the breakout session between all delivering parties where relevant.</p>	<p>£1,500+VAT*</p> <p>(£1,762.50)</p>
<p>Sponsored Speaker – Platform or Breakout Session Speaker</p> <p>Opportunity to sponsor a recognised 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 the event.</p>	<p>POA</p>

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<p>2nd tier The following options would primarily benefit those looking to advertise at the event to generate business opportunities from brand awareness either through advertisements or branded delegate gifts.</p>	
<p>Delegate Bags (sole option) Branded with sponsor's logo and inclusion of sponsor insert (double size) alongside WFCP/AoC information. The bags will be available to all delegates at the event (250+). <i>Cost based on the production of 250 bags</i></p>	<p>£2,000+VAT (£2,350.00)</p>
<p>Delegate USB Memory Drives (sole option) Branded with the sponsor's logo and pre-loaded with sponsor materials alongside WFCP/AoC information. Available to all delegates at the event (250+). The sponsor can enjoy post event marketing too as each USB stick will be loaded with sponsor information. <i>Cost based on the production of 250 USB's</i></p>	<p>£2,000+VAT (£2,350.00)</p>
<p>Delegate Lanyards (sole option) Branded with the sponsor's logo alongside WFCP/AoC information. Handed out at event to every delegate, attached to every badge (300+). <i>Cost based on the production of 300 lanyards.</i></p>	<p>£1,500+VAT (£1,762.50)</p>
<p>Water Towers The water towers (dispensers) will be branded with sponsor's logo and readily available to all attendee's for the duration of the event.</p>	<p>£1,000+VAT (£1,175.00)</p>
<p>Full Page (A4) Colour Advert in Delegate Pack 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 (£587.50)</p>
<p>Insert into Delegate Bag Inclusion and insertion of sponsor promotional leaflet in delegate bag (A4 sized insert, up to 2 pages, supplied by sponsor). The bags will be available to all delegates at the event (250+).</p>	<p>£500+VAT (£587.50)</p>

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3rd tier – Social Sessions Social sessions are an important element of Congress and will emphasise a sponsor’s involvement generally in the event to all delegates and attendees.	Price
<p>Delegate Drinks Reception <i>hosted by the exhibitors</i>, Sunday 14 November (pm)</p> <p>This private networking drinks reception takes place with the exhibitors at the end of day one of the Conference. We expect to attract over 250+ delegates 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 ➤ Acknowledgment of sponsor from the Chair during the conference ➤ Name and logo on sponsor boards (2) positioned in entrance to Exhibition ➤ Opportunity to offer corporate gifts at the drinks reception ➤ Two complimentary invitations to the drinks reception 	<p>£2,500+VAT</p> <p>(£2,937.50)</p>
<p>Conference Lunch Sponsor – Monday 15 November</p> <p>Sponsor the seated three course conference lunch which is the last session of the main conference, which will host the final speakers. This is an opportunity for the sponsor to enjoy primary branding and dressing of the dinner hall whilst engaging with a wide range of delegates, in a relaxed environment. We expect to attract 250+ delegates.</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, logo and profile included in the delegate pack ➤ Insert in Delegate Bag available to all delegates (250+) ➤ Acknowledgment of sponsor from the stage during the lunch ➤ Exclusive branding of the lunch hall and including graphics and room dressing ➤ Name, logo and profile printed on lunch table menus ➤ Opportunity to offer corporate gifts at each place setting ➤ Reserved lunch table for sponsor ➤ Includes the delegate entertainment which takes place during the dinner and after party 	<p>£7,500+VAT</p> <p>(£8,812.50)</p>

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

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