

BERA Annual Conference

Exhibition and Sponsorship Opportunities

**1–4 September 2010
University of Warwick**



EXHIBITION OPPORTUNITIES

THE BRITISH EDUCATIONAL RESEARCH ASSOCIATION (BERA) would like to invite you to join us at our next annual conference which takes place at the University of Warwick from 1st – 4th September 2010.

The BERA conference is the largest educational conference in the UK to focus on research.

BERA is the largest UK-wide educational research organisation.

Supporting BERA means that you will be able to interact with almost 1,200 delegates at this prestigious gathering.

Our delegates represent a wide range of academics, policy makers and practitioners all engaged/or with a strong interest in educational research.

Delegates are mainly from throughout the United Kingdom but the conference also attracts an increasing number of international participants. The practitioner community also participate in increasing numbers.

BERA values the contribution made to the annual conference from both our sponsors and exhibitors and appreciates how much this adds to the 'conference experience' for delegates. This success and benefit to sponsors, exhibitors and delegates has been reflected in the year on year increase in our exhibition space and sponsorship take-up.

As an organisation with a strong interest in education we hope you will take time to carefully consider the opportunities being present at BERA offers.

This document provides details of all exhibition and sponsorship opportunities available to your organisation.

We hope you will make the decision to join us and we look forward to hearing from you in the very near future.

If you would like to discuss any of the options below or if you have other ideas for supporting BERA 2010 please don't hesitate to contact Amy Abel at In Conference on amy@in-conference.org.uk or +44 (0) 131 339 9235.

Exhibition Space

Cost From £600

To maximise the opportunities to interact with delegates, exhibition space is always placed close to the main meeting areas. In 2010 the exhibition space will be held in the Butterworth Hall which is in the Arts Centre at the University of Warwick. The Butterworth Hall is the location where lunch and teas/coffees will be served from. Exhibition stands are sold by the table and the minimum stand size is 1 table.

There will be a Sponsors/Exhibitors list produced for the delegates which will include your Company Logo and Contact Details. This information must be sent to the Conference Organisers as soon as possible but certainly before Friday 25th June for printing in the final programme.

Details

Each exhibition stand includes:

- 1 table and 2 chairs
- Tea/Coffee for 2 exhibition staff at the designated times as per stand booked. The cost is £35 per head for any additional staff on your stand.
- Logo and 50 word entry and company contact details in the final programme.
- One set of delegate information per company.

If you require more space for your stand, additional tables can be purchased at a cost of £600 per table.

Additional chairs, telephone lines, etc can be hired at an additional cost.

Set up: Wednesday 1st September 2010	09.00hrs – 18.00hrs
Wednesday 1st September 2010	18.30hrs – 19.30hrs
Thursday 2nd September 2010	08.00hrs – 16.15hrs
Friday 3rd September	08.00hrs – 16.45hrs
Breakdown: Friday 3rd September	16.45 hrs – 19.00hrs

SPONSORSHIP OPPORTUNITIES

This provides a unique opportunity to advertise your company to all delegates including some of the 'key players' in the field of educational research.

Advertising in Programme

- | | |
|-----------------------------|-------|
| • Colour Outside back cover | £1000 |
| • Inside front / back cover | £700 |
| • Full page | £250 |
| • Half page | £150 |

Limited advertising space will be available in prime positions in the Final Programme. An excellent opportunity to reach all delegates.

The copy deadline is the 25th June 2010.

Badge Lanyards

Cost £1250

Details

Have your company logo printed on the delegate badge lanyards (neck ribbons) which all delegates receive on arrival at the registration desk and wear throughout the conference.



Conference Bags and Contents

Details

Quality conference bags specifically designed for this event along with pens / pads etc will be distributed to all delegates bearing your company name with a one-colour logo alongside the BERA conference logo (Full colour negotiable).

- Delegate bags £3500
- Writing pads £1500
- Pens £800

Benefits

Each delegate receives a delegate bag on arrival at the conference. Your company logo will be seen by all professionals at the BERA conference. The bags go everywhere with the delegates. Excellent exposure for your company. Delegate bags will be used long after the conference itself, so sponsoring bags represents a very sound 'value for money' advertising opportunity.

Delegate Bag Inserts

Cost £525

One A5 / A4 promotional leaflet or small brochure can be inserted into each delegate bag.

Benefits

All delegates will receive the inserts in their delegate bags on arrival at the conference.

Conference Poster Boards

Cost TBC

Your company logo will appear alongside the numbers given to each poster board, giving you constant exposure throughout the conference to delegates and exhibitors alike.

Conference Teas/Coffees

Cost £350

Details

Support of a full day's tea/coffee breaks.

Benefits

All delegates take tea / coffee breaks, therefore maximum exposure ensured.

Your support will be advertised in the final programme.

Directory of Delegates

Cost £500

Details

The list of all delegates and speakers will be distributed to each participant on arrival.

Benefits

Your company logo will be printed on the outside cover. This will be used during and after the conference.

Electronic Communication

www.Link

Cost £250

A direct link from the conference website to your company's home page (upon signing the contract until the end of the conference)

Memory sticks

Cost TBC

Abstracts from the conference available on memory sticks from your exhibition booth. This will ensure the maximum number of delegates will visit your stand.

Internet Café

Cost £1000

Details

Sponsor an Internet Café for the event. There will be 10 PCs and a printer. Your company logo or website will appear on the front screen and on the screen saver.

Prize for Best Main Conference Poster

Cost £500

Details

You award the prize to the winner. This educational prize will be linked with your company name, encouraging and promoting research. Your company name appears in the Conference Programme, the Educational Programme, on the website and at time of award (and in any linked press releases etc).

Prize for Best Student Poster

Cost £250

Details

You award the prize to the winner. This educational prize will be linked with your company name, encouraging students to participate more fully in this important field. Your company name appears in the Conference programme, in the Educational Programme, on the website and at time of award (and in any linked press releases etc).



Social Programme - Main Conference

Drinks Reception

Cost £2000

Wednesday 1st September, University of Warwick

Details

Sponsorship is offered at the wine reception.

Benefits

Maximum exposure to delegates is expected at this event.

Your support will be advertised in final programme.

Company name will appear on website in Programme

Company logo printed on napkins (additional cost).

Company logo printed on table banners (additional cost).

Social Programme Conference Dinner

Thursday 2nd September, Coventry Cathedral

Details

The highlight of the social programme, Coventry Cathedral will play host to a formal sit down dinner which will be followed by entertainment.

The evening will start with a pre-dinner drinks reception.

- Welcome Drinks Reception £2,000
- 3 course dinner with wine £9,000

Benefits

Company name will appear on website in Programme

Company logo printed on invitation cards and menus

Company logo projected onto the venue (additional cost)

Opportunity to increase brand awareness on signage and table decoration

Sponsorship of Keynote Lectures

Cost £1500

Details

You will have the opportunity to sponsor a Keynote Lecture. These are a very popular feature of the BERA annual conference and have been selected through open competition to highlight key research.

Once the Keynote Lectures have been confirmed you will be able to select which one you wish to sponsor. Check out the Keynote Lectures authors and presenters – they may be on your authorship list, giving your company additional publicity.

Benefits

Your company name and logo will appear next to the appropriate keynote lecture in the Final Programme and on the Conference Website and in the Lecture Theatre.

