

# THE IDPE 2017 ANNUAL CONFERENCE

Monday 12 and Tuesday 13 June 2017

Whittlebury Hall, Northamptonshire

## Sponsor and Exhibitor Packages

Show your support and align your brand with  
excellence in schools' development



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## **Contact**

**Vicky Roe**

Business Manager

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# Why support the IDPE 2017 Annual Conference?

IDPE is the only membership organisation in the UK specifically supporting excellence in schools' development. As the sector evolves IDPE is at the forefront, driving professional recognition, advocating the importance of development to senior leadership teams and representing the sector in collaborations/consultations with other associations and regulatory bodies.

As more schools begin to professionally fundraise, they increasingly look to the IDPE Annual Conference as a key resource, giving them access to their peers, industry-leading speakers and key suppliers from across the sector.

2015 SAW SCHOOLS IN THE UK RAISE AN IMPRESSIVE £190M – A 27% INCREASE ON THE PREVIOUS YEAR. THIS GROWTH IN THE SECTOR IS MIRRORED BY THE IDPE CONFERENCE WHICH HAS SEEN DELEGATE NUMBERS INCREASE BY 20% SINCE 2014 WITH 500 DELEGATES EXPECTED IN 2017.

**CAN YOU AFFORD TO MISS OUT ON BEING PART OF  
THE LARGEST GATHERING OF SCHOOLS' DEVELOPMENT PROFESSIONALS IN THE UK?**

**'For anyone working in schools' development, I would say it is essential to be involved with IDPE as an organisation'**

*2016 Sponsor*

- Protect your market share and position your organisation as a market leader
- Demonstrate your commitment to the sector and be seen to be supporting excellence in schools' development
- Consolidate existing client relationships whilst building new ones
- Differentiate yourself from the competition
- Showcase your expertise and solutions to key decision makers
- Make sure your product or service meets the need of your target audience by attending sessions, listening to the challenges facing development professionals and getting real market feedback

## Contact

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# Who attends?

## 2016 conference attendees

### 460 delegates

Over 200 schools represented

- 86% of school delegates from independent sector
- 10% of school delegates from state sector
- 4% classified as "other" (universities, colleges etc.)



## 2016 Exhibitors

Access Group – Advanced – Almadbase Inc. – Aluminati Network Group – Blackbaud – Briconomics Ltd – Buffalo Fundraising Consultants – Execucare – Graduway – Graham-Pelton Consulting – Interactive Schools – InTouch Software – jumlebee – More Partnership – Pelicanconnect – Potentiality – Prospecting for Gold – Rapidata Services Plc – Rux Burton Associates – SDS Group (Education & Heritage) – Third Millennium Publishing – Trybooking – WealthEngine



## Who attends?

**The IDPE Annual Conference is the largest gathering of schools' development professionals in Europe.**

50% of all schools actively fundraising from alumni and parents attended in 2015, with the majority of attendees having full or partial decision making/budgetary responsibilities (this includes members of the SMT and individuals leading the development function within their school)

## 2016 Sponsors

### Major Sponsors

Advanced  
Buffalo Fundraising Consultants  
Graham-Pelton Consulting  
Rux Burton Associates  
Third Millennium Publishing

### Key Sponsors

Blackbaud  
LexisNexis UK  
MCC Design  
MTMconsulting

### Sponsors

Briconomics Ltd  
InTouch Software  
Potentiality  
The Philanthropy Company  
Trybooking

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# Conference timetable

	Sunday 11 June 2017	Monday 12 June	Tuesday 13 June
<b>Morning</b>		<p><b>Exhibitor stand set-up</b> <b>Exhibitor help desk opens</b> 06:45-08:00</p> <p><b>Delegate registration opens</b> <b>Refreshments available in exhibition hall</b> 08:30</p> <p><b>Conference officially opens with keynote speaker</b> 09:35-10:30</p> <p><b>Delegates have coffee with sponsors/exhibitors in exhibition hall</b> 10:30-11:05</p> <p><b>Sessions</b> 11:05-12:50</p>	<p><b>Delegate registration opens</b> <b>Refreshments available in exhibition hall</b> 08:30</p> <p><b>Sessions</b> 09:35-11:15</p> <p><b>Delegates have coffee with sponsors/exhibitors in exhibition hall</b> 11:15-12:00</p>
<b>Afternoon</b>	<p><b>Registration opens for all early arrivals</b> 15:00</p>	<p><b>Delegate lunch with sponsors/exhibitors in the exhibition hall</b> 12:50-13:55</p> <p><b>Sessions</b> 13:55-14:50</p> <p><b>Delegates meet the exhibitors</b> <b>Networking session with afternoon tea all in the exhibition hall</b> 14:50-15:35</p> <p><b>Sessions</b> 15:35-16:25</p>	<p><b>Sessions</b> 12:05-13:45</p> <p><b>Delegate lunch with sponsors/exhibitors in exhibition hall</b> 13:45-14:30</p> <p><b>Conference closes</b> 14:30</p> <p><b>Exhibitor stand break-down</b> 15:00</p>
<b>Evening</b>	<p><b>Pre-conference drinks reception</b> 18:45-19:30</p> <p><b>Pre-conference dinner</b> 19:30-22:00</p>	<p><b>19:00-19:55</b> Conference drinks reception in the exhibition hall</p> <p><b>20:00-23:00</b> Conference dinner</p>	

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# Headline Sponsor

£5,200

**IDPE Corporate Partner rate: £5,000**

**Available to just one organisation, this exclusive sponsorship will provide you with prime positioning before key decision makers in the schools' development sector**

## Benefits

### Exclusive sponsorship of keynote address

Company logo on the introductory slide for the keynote address • company representative introduces the keynote speaker (2 minute speech) • 2 pop-up banners in prominent positions within the plenary room during the keynote address • 1 A4 leaflet placed on every seat within the plenary room during the keynote address

### Sponsorship of 1 silver sponsorship package (to be chosen by the sponsor)

#### Private meeting room available on Monday 12 and Tuesday 13 June 2017

Perfect opportunity to maximize your time with potential/new clients, arranging 1-2-1s or just taking some quiet time to catch up on emails! The room will be boardroom style and will accommodate a maximum of 8 people

#### 4 complementary day delegate places for Monday 12 and Tuesday 13 June 2017

Includes option to attend all sessions in the programme (includes lunch/refreshments on both days but excludes dinner and accommodation)

#### 4 complementary places at the conference dinner on Monday 12 June 2017

### Highest level of recognition across all marketing and promotional campaigns

Pop-up banner next to the delegate registration desk • logo featured on the front cover of the conference programme (only sponsor logo featured on the front cover) • priority positioning of logo in the sponsor and exhibitor summary in the conference programme (contact details and up to 10 words) • logo on the home page of the conference website ([idpeconference.org.uk](http://idpeconference.org.uk)). Only sponsor logo featured on the home page • priority positioning on the sponsor and exhibitor page of the conference website (logo, contact details and up to 10 words) • logo to feature on the front cover of the promotional leaflet issued to approx. 2000 individuals incl. IDPE members and heads, HMC heads, heads of other associations' schools and non-member schools (leaflet issued January 2017)

### 45 minute session within the conference programme

Opportunity to showcase your expertise by sharing knowledge and experience. Sessions accommodate 80-120 delegates

### Electronic copy of the delegate list including the email addresses of those that give consent

Emailed to you during week commencing 22 May 2017 to enable you to send one promotional mailing to all delegates before or after the conference

### Dedicated promotional page on IDPE conference website

Includes unlimited words and content

### Verbal thanks and acknowledgement at the annual conference by the IDPE Chairman during his welcome address

### Company leaflet in delegate folders

Up to one A4 page provided by your company

### Hard copy of the delegate list at the event (no emails addresses)

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# Platinum sponsorship packages

**£2,700**

**IDPE Corporate Partner rate: £2,500**

## Benefits

### Exclusive sponsorship of one of following

#### **Conference dinner on Monday 12 June 2017**

Exclusive speaking opportunity (10 minutes) during the dinner • logo to feature on menus at each table • logo displayed on screen during dinner • 2 free places at the dinner • 2 pop-up banners displayed in prominent positions during dinner • logo featured on all marketing communications relating to the dinner

#### **Conference drinks reception on Monday 12 June 2017**

Exclusive speaking opportunity during the conference drinks reception (up to 5 minutes) • brand visibility during the reception through the display of 2 pop-up banners • logo featured on all marketing communications relating to the drinks reception

#### **Conference sessions**

Logo on the front of all presentations throughout the programme (excluding keynote) • logo on all door signage • opportunity to chair 2 sessions within the programme (selected by IDPE)

#### **Lanyards**

Corporate branding on all lanyards (approx. 500) for delegates, speakers and exhibitors (printing and production to be arranged by IDPE) • lanyards are the property of the sponsor after the event • colour of lanyards to be confirmed by IDPE

#### **45 minute session within the conference programme**

Showcase your expertise by sharing knowledge and experience. Sessions accommodate 80-120 delegates

#### **Electronic copy of delegate list including the email addresses of those that give consent**

Emailed to you week commencing 22 May 2017 to enable you to send 1 promotional mailing to all delegates

#### **Dedicated promotional page on IDPE conference website**

Includes unlimited words and content

#### **2 complementary delegate places for Monday 12 and Tuesday 13 June 2017**

Includes option to attend all sessions in the programme (includes lunch/refreshments on both days but excludes dinner and accommodation)

#### **Verbal thanks and acknowledgement at the annual conference by the IDPE Chairman during his welcome address**

#### **Company leaflet in delegate folders (one A4 page)**

#### **Hard copy of the delegate list at the event (no emails)**

#### **Pre-promotion and marketing**

Logo to feature in the sponsor and exhibitor summary in the conference programme (contact details and up to 10 words) • logo featured on the sponsor and exhibitor page of the conference website (logo, contact details and up to 10 words) • logo featured on the promotional leaflet issued to approx. 2000 individuals incl. IDPE members and heads, HMC heads, heads of other associations' schools and non-member schools (leaflet issued January 2017)

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# Gold sponsorship packages

£2,300

IDPE Corporate Partner rate: £2,100

## Benefits

### Exclusive sponsorship of one of the following

#### **Sunday evening, pre-conference drinks reception on Sunday 11 June 2017**

Exclusive speaking opportunity during the pre-conference drinks reception (up to 5 minutes) • brand visibility during the reception through the display of 2 pop-up banners • logo featured on all marketing communications relating to the drinks reception • 2 free places at the pre-conference drinks reception and dinner

#### **Sunday evening, pre-conference dinner on Sunday 11 June 2017**

Exclusive speaking opportunity during pre-conference dinner (up to 5 minutes) • brand visibility during the dinner through the display of 2 pop-up banners • logo featured on all marketing communications relating to the dinner • 2 free places at the pre-conference drinks reception and dinner • logo featured on menus at every table

#### **Delegate bags**

Logo featured on the front of all delegate bags (approx. 500) which are distributed to all delegates at registration • any remaining bags are the property of the sponsor after the event

#### **Delegate notepads**

Co-branding with IDPE on all delegate notepads (approx. 500) which are included in the delegate folders and handed to all delegates at registration. Also available at the registration desk throughout the conference

#### **45 minute roundtable discussion within the conference programme**

Sponsor will facilitate a roundtable discussion on the subject of their choice (to be agreed with IDPE). This will be promoted within the conference programme • up to 12 delegates may attend a roundtable discussion • no AV available • roundtables held at 9:35am on Tuesday 13 June 2017

#### **Inclusion in 'Meet the Sponsors' email sent to all delegates during week commencing 5 June 2017**

IDPE will send an email to all delegates introducing them to the Gold Sponsors only. Contains your logo and up to 125 words

#### **2 complementary delegate places for Monday 12 and Tuesday 13 June 2017**

Includes option to attend all sessions in the programme (includes lunch/refreshments on both days but excludes dinner and accommodation)

#### **Verbal thanks and acknowledgement at annual conference by the IDPE Chairman during his welcome address**

#### **Company leaflet in delegate folders (up to one A4 page)**

#### **Hard copy of the delegate list at the event (no emails)**

#### **Pre-promotion and marketing**

Logo featured in the sponsor and exhibitor summary in the conference programme (contact details and up to 10 words) • logo featured on the sponsor and exhibitor page of the conference website (logo, contact details and up to 10 words) • logo featured in the promotional mailing issued to approx. 2000 individuals incl. IDPE members and heads, HMC heads, heads of other associations' schools and non-member schools (leaflet issued January 2017)

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# Silver sponsorship packages

**£1,295**

**IDPE Corporate Partner rate: £1,095**

## Benefits

### Exclusive sponsorship of one of the following

#### Delegate pens

Logo featured on all delegate pens (approx. 500). Single colour pen which will be attached to all delegate folders (IDPE to arrange printing and production). Also available throughout the conference on the registration desk and any remaining pens, at the end of conference, become the property of the sponsor

#### Delegate water bottles

Logo featured on all delegate water bottles available throughout the public areas of Whittlebury Hall (approx. 1700 bottles). Label design provided by the sponsor

#### Delegate Wi-Fi

32 characters of your choice used for the Wi-Fi network name (subject to approval by IDPE). Network available to all delegates on main floor and all conference breakout rooms. Wi-Fi network available from 12pm on Sunday 11 June 2017 until conference close • branded signage located throughout the venue, informing delegates of Wi-Fi code • logo featured on any communications sent to delegates relating to Wi-Fi

#### Bursary scheme

Due to the popularity of the bursary scheme we would like to offer 12 places in 2017. You can either sponsor 6 places (£1,095/£1,295) or take exclusive sponsorship of 12 places (£1,800/£2,000) • full contact details of successful applicants will be sent to the sponsor and IDPE will encourage recipients to meet with the sponsor during the conference • the sponsor receives a summary of each recipient including where they are within their own development journey and why the Bursary Review Committee selected them • logo to feature on all marketing materials relating to the bursary scheme • promotional email sent from IDPE office in week commencing 5 June 2017 to all successful recipients to showcase the sponsor (maximum of 250 words and 2 images) • If you select the exclusive 12 place sponsorship this includes a 45 minute roundtable discussion (see above for details)

#### Inclusion in a 'Meet the Sponsors' email sent to all delegates during week commencing 22 May 2017

IDPE will send an email to all delegates introducing them to Silver Sponsors only. Contains your logo and up to 125 words

#### 2 complementary delegate places for Monday 12 and Tuesday 13 June 2017

Includes option to attend all sessions in the programme (includes lunch/refreshments on both days but excludes dinner and accommodation)

#### Verbal thanks and acknowledgement at annual conference by the IDPE Chairman during his welcome address

#### Company leaflet in delegate folders (up to one A4 page)

#### Hard copy of delegate list at event (no emails)

#### Pre-promotion and marketing

Logo featured in the sponsor and exhibitor summary in the conference programme (contact details and up to 10 words) • logo featured on the sponsor and exhibitor page of the conference website (logo, contact details and up to 10 words) • logo featured in the promotional leaflet issued to approx. 2000 individuals including IDPE members and heads, HMC heads, heads of other associations' schools and non-member schools (leaflet issued January 2017)

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# Exhibitor packages

## 1] Exhibitor stands

Platinum stands – £1,695 each (IDPE Corporate Partner rate: £1,495)

Gold stands – £1,499 each (IDPE Corporate Partner rate: £1,299)

Silver stands – £1,329 each (IDPE Corporate Partner rate: £1,129)

Bronze stands – £1,125 each (IDPE Corporate Partner rate: £925)

Literature display space – £795 each (IDPE Corporate Partner rate: £595)

**Stands are priced according to their location within the exhibition hall with the more expensive stands being more visible due to proximity to delegate entrances, walkways and catering.**

### All stands include

- A 3m x 2m space including 6ft clothed trestle table and 2 chairs
- 2 day delegate places on Monday 12 and Tuesday 13 June (if exhibiting only) – includes lunch and all refreshments but excludes the conference dinner and accommodation
- Pre-promotion and marketing – your brand will be promoted in:  
conference programme – sponsor and exhibitor summary in programme (logo, contact details, stand number and up to 10 words) – IDPE conference website (logo and up to 10 words) – ‘Meet the exhibitors’ mailing sent week commencing 5 June 2017 showcasing all exhibitors (logo, contact details and up to 30 words)

## 2] Literature display space

- 1m wide space in Bentleys for the display of a pop-up banner and literature. Tall poseur table provided. Bentleys is an annex to the main exhibitor hall. It is a venue for meet-ups throughout the conference and is a delegate walkway from the exhibitor hall to other areas of the venue
- 1 day delegate place on Monday 12 and Tuesday 13 June 2017 (if having a display stand only)
- Pre-promotion and marketing – your brand will be promoted in:  
conference programme – sponsor and exhibitor summary in programme (logo, contact details, stand number and up to 10 words) – IDPE conference website (logo and up to 10 words) – ‘Meet the exhibitors’ mailing sent week commencing 5 June showcasing all exhibitors (logo, contact details and up to 30 words)

### Contact

Vicky Roe

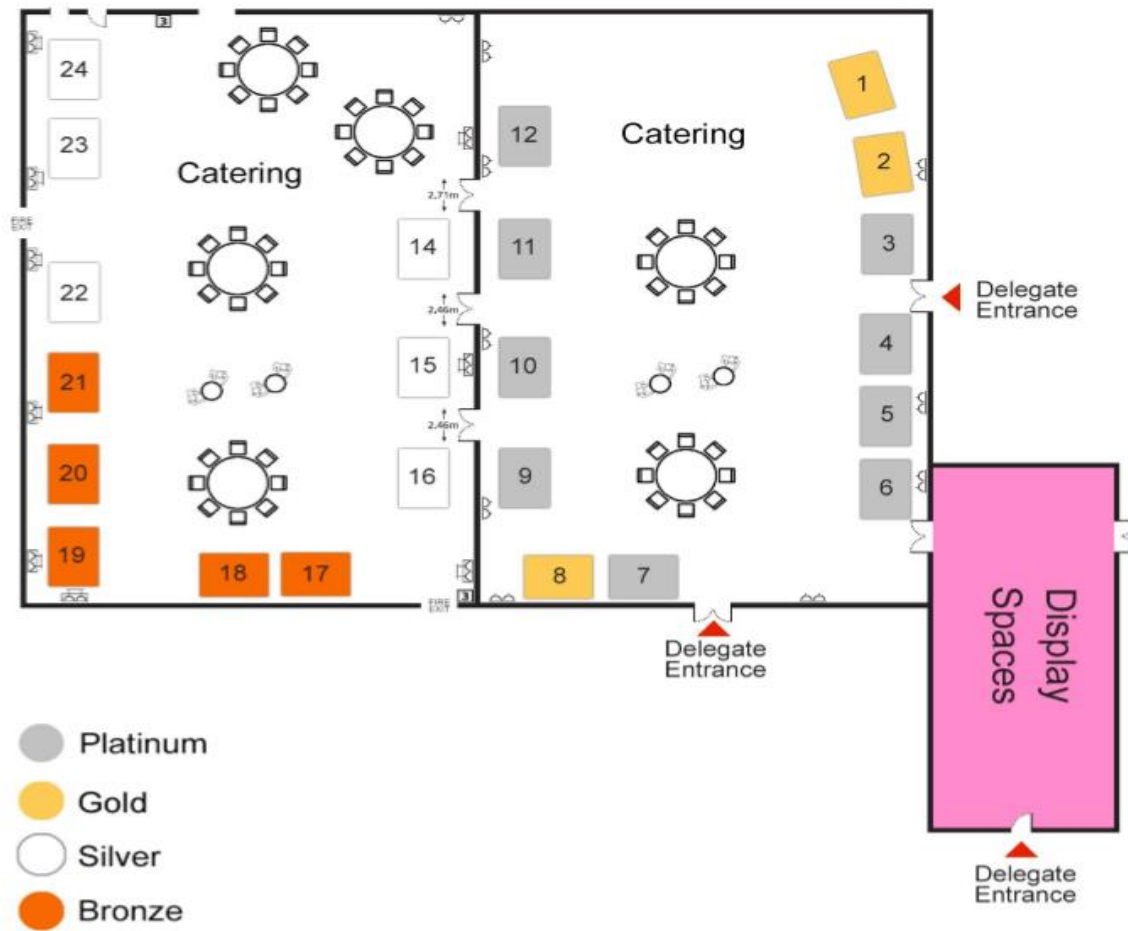
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# Exhibition hall floor plan



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# Additional promotional opportunities

## Showcase sessions – £250 each

- Only available to Sponsors and Exhibitors
- A showcase session is an opportunity for you to demonstrate your product, solution or service. Sessions will be incorporated into the main programme and will be 45 minutes each. These are small sessions for a maximum of 8 people (boardroom style) to enable delegates to ask questions and discuss specific requirements with you. AV and Wi-Fi provided (you will need to bring a laptop)
- To ensure the quickest possible Wi-Fi connection we have arranged for additional networks to be available for exhibitors (no delegate access). This will ensure products can be demonstrated effectively
- Presenters can distribute leaflets and promotional material during their session

## Private meeting room hire – £999 for 2 days

- Only available to Sponsors and Exhibitors
- Small syndicate room (8 people, boardroom style) available for the duration of the main conference (from 6.45am Monday morning to 3pm Tuesday afternoon). This is the perfect place to have a team meeting and meet clients within a private space. Wi-Fi available in room, AV not available. Room will be shown on the venue floor plan and your logo will be displayed on room signage. The room will be located near to the main exhibition hall where lunch and all refreshments are served. Private catering is not available.

## Insert in delegate folders – £350

If you miss out on a sponsor or exhibitor package or would prefer a smaller promotional opportunity, you can include an A4 promotional leaflet in the delegate folder. Distributed to approx. 500 individuals. Leaflets provided by you.

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# How to book

IDPE's main objective when allocating sponsor and exhibitor package is to be fair to all organisations and to be transparent in how we do this. We have asked previous sponsors and exhibitors their opinion on the best way to allocate packages and have listened to the feedback we have received. The most popular method was on a first-come, first-served basis and we began this approach in 2016. It was favourably received by our sponsors and exhibitors and in 2017 all packages are available on this basis.

IDPE Corporate Partners not only receive a £200 discount on all advertised prices but can reserve packages 2 weeks before other organisations.

## To book

1. Select your sponsorship package, exhibition stand and any additional promotional opportunities. Please notes that organisations can book a maximum of 2 sponsorships (from different categories) and 1 exhibition stand.
2. **Call Vicky Roe to reserve your package on 01225 829 030**
  - **Corporate Partners: to call after 9am on Tuesday 8 November 2016**
  - **All other organisations: to call after 9am on Tuesday 22 November 2016**
  - Reserving your packages will hold them for 2 weeks
3. An agreement will be emailed to you by the IDPE office within 48 hours and once the agreement has been signed and emailed back to the IDPE office, your package will be confirmed
4. After receipt of the signed agreement, a sponsor/exhibitor pack will be posted to you with more information and details of how to reserve accommodation, additional stand furniture and additional day delegate places. It will also include a timeline outlining key dates and requirements between now and the annual conference

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