

T R I B A L

Tribal Empower Conference 2019

16th 17th July – ICC, Birmingham

Sponsorship and Exhibition Opportunities

#EmpowerConf



E M P O W E R

CONFERENCE

Event Details

Date: Tuesday 16th and Wednesday 17th July 2019 **Exhibition set up:** Monday 15th July

Venue:

[The ICC](#)

8 Centenary Square

Birmingham

B1 2EA

Attendance: 600 + Delegates

Overview:

Based on the overwhelmingly positive feedback received from 2018's conference, 2019 sees the second Tribal Empower Conference taking place at The ICC Birmingham. Drawing on our experience as the UK's leading provider of education technology solutions and the success of Empower Conference 2018, the theme for 2019 is **Technology to empower lifelong learning**.

We will look at how technology underpins the entire student journey and learning experience, from recruitment to graduation and beyond.

Topics will include:

- Application of AI
- Predictive analytics
- Social collaboration
- Student wellbeing
- Mobile and cloud technology
- Plus much more.

Find out what Tribal and our partners can enable now, and what we will be bringing to you in the future.

Bringing together our partners from Higher Education, Further Education, Skills, Training and Employers means we can share and exchange knowledge, best-practice and experience across the post-secondary education landscape. Empower Conference is a unique opportunity to see, hear and share the latest thinking through an innovative schedule of keynotes, workshops, breakout sessions and networking opportunities, presented by experts and peers from across HE, FE, Skills and Training.

We have chosen the ICC in Birmingham as the location for our flagship event due to its iconic status as a well-known conference and exhibition venue and its large, flexible exhibition space which we will dedicate to all networking opportunities over the two days.

This document details the exhibition and sponsorship opportunities we have put together to support your organisation in showcasing its products and services to a varied delegate audience across multiple education sectors.

Conference Audience:

Following the success of Tribal's Empower Conference we are expecting over 600 delegates to attend the 2019 conference from the following education sectors:

1. Higher Education
2. Further Education
3. Skills, Training and Employers

The conference content is aimed at three levels of delegates; Senior levels (CEO's, Managing Directors, Heads of Departments and Principals) Managers / Decision Makers and Users.

Some examples of job titles from last year's delegate list can be found below.

Higher Education:

Registrar / Assistant Registrar, Admissions Manager, Senior Systems Developer, Director of Student Administration, Head of Student Systems / Records, Head of Administration, Project Manager

Further Education:

Director of MIS, Head of MIS, MIS Manager, IT Manager, Systems Development Manager, Information Officer, Information Systems Manager

Skills, Training and Employers

CEO, Managing Director, IT Manager, Quality Manager, Data Manager, Head of Training and Learning Technologies, Head of Digital Strategy, Funding Manager

Exhibition Area

We are utilising Hall 3 at the ICC for the events exhibition and networking area. This large space lends itself to free-flowing networking with plenty of space for exhibitors. All catering will be served in Hall 3 at various stations in and around the exhibitors with plenty of occasional seating and tables which could be utilised for informal meetings. The Monday evening drinks reception will also be held in the exhibition area, an added informal networking opportunity for exhibitors and sponsors.

Sponsorship and Exhibition Opportunities

Bronze Exhibition Package 2019 - £2,700 + VAT

Package inclusions

MAIN ELEMENTS

- Exhibition space for two days - 3m x 2m space only (**No shell scheme**) with table, two chairs, free Wi-Fi – **Power on request**
- Delegate list including name, job title and organisation only. Provided one week before the conference
- Two full delegate passes for the conference for your organisation, including access to the full agenda, lunch and refreshments. NB: Does not include evening dinner.
- Over 6 hours of the programme dedicated to networking and exhibition time.
- Additional networking opportunity during the 45-minute evening drinks reception which will be held in the exhibition hall.
- Opportunity to submit a breakout session / exhibition workshop for review by the agenda panel. All submitted session will be reviewed and successful submissions will be added to the conference agenda.
- Prize draw incentive for delegates to visit your stand. Details to be confirmed closer to the time. You will have an opportunity to provide a prize for winners. – This was an extremely popular delegate activity in 2018 and exhibitors generously donated items such as Amazon vouchers, Google Mini Homes, Champagne.
- Dedicated exhibitor set up time all day Monday 15th July 2019 and Tuesday 16th June before 08:00.

BRAND EXPOSURE

- Logo and link to your website on the exhibitors' page of the event website.
- Company listing on the event app in the exhibitor section – Company name and URL link.
- Regular social messages posted through Tribal Groups channels tagging your company that you can share with your followers.
- Access to the Empower Conference app

Silver Exhibition Package - £4,200 + VAT

Package inclusions

MAIN ELEMENTS

- Exhibition space for two days - 4m x 4m space only (**No shell scheme**) with table, two chairs, free Wi-Fi – **Power on request**
- Delegate list including name, job title and organisation only. Provided one week before the conference.
- Four full delegate passes for the conference for your organisation, including access to the full agenda, lunch and refreshments.
- Four conference dinner tickets for your organisation.
- Over 6 hours of the programme dedicated to networking and exhibition time.
- Additional networking opportunity during the 45-minute evening drinks reception which will be held in the exhibition hall.
- Opportunity to submit a breakout session / exhibition workshop for review by the agenda panel. All submitted session will be reviewed and successful submissions will be added to the conference agenda.
- Prize draw incentive for delegates to visit your stand. Details to be confirmed closer to the time. You will have an opportunity to provide a prize for winners. – This was an extremely popular delegate activity in 2018 and exhibitors generously donated items such as Amazon vouchers, Google Mini Homes, Champagne.
- Dedicated exhibitor set up time all day Monday 15th July 2019 and Tuesday 16th June before 08:00.

BRAND EXPOSURE

- Logo and link to your website on the exhibitors' page of the event website.
- Company listing on the event app in the exhibitor section – Company name and URL link.
- Regular social messages posted through Tribal Groups channels tagging your company that you can share with your followers.
- Access to the Empower Conference app
- Rolling Advert within the event app. Logo and link to your website in the conference app – this will be viewed as a rolling advert on the apps main dashboard, the image will link to your chosen link or website.
- Send and receive personal invitations with contacts and arrange 1-2-1 meetings at our dedicated meeting tables.
- A dedicated reserved table with your logo for your meetings with the opportunity to add any of your own branding.

Gold Exhibition Package – Limited Availability - £8,000 + VAT

Package inclusions

MAIN ELEMENTS

- Exclusive exhibition space for two days - Bespoke size space only (**No shell scheme**) exhibition space, including power socket and table and chairs if required. Limited spaces available.
- Delegate list including name, job title and organisation only, provided one week before the conference
- Four full delegate passes for the conference for your organisation, including access to the full agenda, lunch and refreshments.
- Four conference dinner tickets for your organisation.
- Over 6 hours of the programme dedicated to networking and exhibition time
- Additional networking opportunity during the 45-minute evening drinks reception which will be held in the exhibition hall.
- Prize draw incentive for delegates to visit your stand. Details to be confirmed closer to the time. You will have an opportunity to provide a prize for winners. – This was an extremely popular delegate activity in 2018 and exhibitors generously donated items such as Amazon vouchers, Google Mini Homes, Champagne.
- Dedicated exhibitor set up time all day Monday 15th July 2019 and Tuesday 16th June before 08:00.
- 45 minute breakout session slot on the main agenda. All breakout sessions are optional, and we will ask delegates to pre-select their sessions in advance. We will share delegate names, job title and organisations of those that have selected your session one week prior to the conference.

BRAND EXPOSURE

- Logo and link to your website on the exhibitors' page of the event website..
- Company listing on the event app in the exhibitor section – Company name and URL link.
- Access to the Empower Conference app
- Rolling Advert within the event app. Logo and link to your website in the conference app – this will be viewed as a rolling advert on the apps main dashboard, the image will link to your chosen link or website.
- Regular social messages posted through Tribal Groups channels tagging your company that you can share with your followers.
- Advert on welcome screen to conference
- Insert into delegate bags – one item only either print or promotional giveaway.
- Email marketing opportunity prior to the conference. Tribal will send an email to the full delegates list on your behalf with the ability to add a link to direct delegates to your website, content or landing page. We will share with you any email statistics such as – Open rates or click through.
- Your logo on Tribal's social header banners (LinkedIn, Facebook, Twitter) during June until the end the conference.
- Send and receive personal invitations with contacts and arrange 1-2-1 meetings in the exhibitor meeting lounge
- Branded table in the exhibitor meeting lounge

Headline Sponsor / Conference Partner – Price on application

This is an exclusive sponsorship opportunity for one organisation to become headline sponsor for the conference. Please email events@tribalgroupp.com to discuss this package, inclusions and prices.

Package inclusions

MAIN ELEMENTS

- All Gold exhibition package inclusions with the option of a larger stand space if required.

ADDITIONAL ELEMENTS

- Full conference pass including evening dinner for a senior member from your organisation to be hosted by Tribal.
- Conference chair verbal recognition of your organisation as conference partner and opportunity for a senior member of your organisation to make a brief response during the conference opening session.
- Hosted table during the evening dinner. You will be able to select delegates to invite to your table during dinner in advance.
- Your logo on Tribal's social header banners (LinkedIn, Facebook, Twitter) during June until the end the conference.
- Your logo on all plenary room presentation slides – billed as conference partner.
- Our digital marketing team will work with you to create a digital campaign in line with the conference. This can include social posts on twitter, LinkedIn, Instagram, Facebook as well as emails to delegates and our customer base. The team will liaise with you on messages and content to ensure your organisation gets the best message across.

Additional Options

Any of the options below can be added to exhibition packages:

Floor Vinyl stickers	£150 + VAT
Delegate bag insert	£1000 + VAT
Lanyards sponsor: Your logo printed on delegate lanyards	£1000 + VAT
Drinks Reception Sponsor: <ul style="list-style-type: none"> – Recognition as drinks reception sponsor on website – You can provide banners to position during drinks reception in exhibition hall. – Thanks during dinner welcome – Opportunity to respond briefly during dinner 	£3000 + VAT
Digital Signage – Details TBC	Price on application. Starts from £150 + VAT