



# BRITISH COUNCIL SPONSOR AND EXHIBITOR PROSPECTUS

British Council  
Services for International  
Education Marketing Conference

Midland Hotel, Manchester, 10 December 2012

A fantastic opportunity to promote your brand and services  
to the UK's international education marketing sector

[www.britishcouncil.org](http://www.britishcouncil.org)



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# WORK WITH US TO ACHIEVE YOUR INTERNATIONAL AMBITIONS

**For 75 years the British Council has been recognised as one of the world's leading cultural relations organisations. Our respected staff build trust and engagement worldwide, creating relationships and sustainable links with influencers in industry, commerce and government that benefit UK education and our economy.**

Building on the success of the Education UK Partnership, British Council Services for International Marketing (SIEM) is a global programme to support UK Education institutions in their international work. SIEM operates in 37 countries, providing services for international student recruitment, market intelligence, and enabling the development of working relationships with institutions in countries.

## ABOUT THIS YEAR'S CONFERENCE

Our 2012 conference in Manchester will provide a platform through which specialists in international education marketing can find out more about the sector, network and share best practice. The conference will attract international recruitment professionals from UK schools colleges and universities as well as British Council staff from over 37 countries.

Those attending will include:

- international recruitment and marketing managers
- international business development managers
- directors of marketing
- principals and deans
- directors of international operations.

The conference will take place over one day and will comprise of a combination of plenary and parallel sessions delivered by industry experts specially selected by the British Council. The day will be followed by a drinks reception and networking dinner.

## OPPORTUNITIES FOR SPONSORS AND EXHIBITORS

A variety of sponsorship and exhibition packages have been designed to give as much exposure as possible, allowing your organisation significant choice. Whichever option you prefer, you can be sure to receive high visibility, as well as a valuable opportunity to network with key decision makers in UK international education marketing and recruitment.

The conference packages are:

- Drinks reception and networking dinner sponsor
- Conference bag and lanyard sponsor
- Internet café sponsor
- Conference exhibitor.

# DRINKS RECEPTION AND NETWORKING DINNER SPONSOR

**This package enables sponsors to take full advantage of both these significant events, providing a prime opportunity for brand and product promotion.**

- A special mention by the British Council in introductory speech at conference.
- Two representatives to be seated on top table at networking dinner.
- Sponsor representative to deliver a five minute speech at the networking dinner.
- Display of your corporate logo on the audio visual backdrop in the plenary room.
- Display of your corporate logo on the audio visual holding screens.
- Display of your corporate logo on the login page of the online registration system.
- Branding of networking dinner menu and napkin holders.
- Space for a sponsor's panel at the entrance of room where networking dinner is held.
- Space for sponsor's panel at the entrance of drinks reception room.
- Exhibition space in networking area including furniture and electrical package.
- Display of your corporate logo, company message (500 words), contact details and link to your website in the exhibitors section of the SIEM conference website.
- One insert in the conference bag.
- Four full conference registrations including networking dinner
- Two exhibitor passes for representatives to work in the exhibition space (includes lunch).
- Display of your corporate logo, a full page advertisement or editorial (500 words), and contact details in the exhibitor section of the conference programme.

**TOTAL VALUE – £15,000 (PLUS VAT)**

# CONFERENCE BAG AND LANYARD SPONSOR

**An excellent opportunity to gain maximum brand exposure; your company logo on every delegate bag and lanyard.**

- Display of your corporate logo on each conference bag, and an option to include a branded pen, notepad and/or gift in each bag.
  - Display of your corporate logo on each delegate's lanyard.
  - A special mention by the British Council in introductory speech at conference.
  - Display of your corporate logo on the audio visual backdrop in the plenary room.
  - Display of your corporate logo on the audio visual holding screens.
  - Display of your corporate logo on the login page of the online registration system.
- Exhibition space in networking area including furniture and electrical package.
  - Display of your corporate logo, company message (500 words), contact details and link to your website in the exhibitors section of the SIEM conference website.
  - One insert in the conference bag.
  - Three full conference registrations including networking dinner.
  - Two exhibitor passes for representatives to work in the exhibition space (includes lunch).
  - Display of your corporate logo, a full page advertisement or editorial (500 words), and contact details in the exhibitor section of the conference programme.

**TOTAL VALUE – £8,000 (PLUS VAT)**

# INTERNET CAFÉ SPONSOR

**An important and popular element of the conference, the internet café is an essential sponsorship opportunity. Located in an exclusive area that will be regularly used by delegates and speakers.**

- A special mention by the British Council in introductory speech at conference.
- Display of your corporate logo on the audio visual backdrop in the plenary room.
- Display of your corporate logo on the audio visual holding screens.
- Branded signage for the internet café.
- Your website or logo used as default homepage on all terminals in the internet café.
- The option to provide branded stationery and mouse pads in the internet café.
- Exhibition space in networking area including furniture and electrical package.
- Display of your corporate logo, company message (500 words), contact details and link to your website in the exhibitors section of the SIEM conference website.
- One insert in the conference bag.
- Three full conference registrations including networking dinner.
- Two exhibitor passes for representatives to work in the exhibition space (includes lunch).
- Display of your corporate logo, a full page advertisement or editorial (500 words), and contact details in the exhibitor section of the conference programme.

**TOTAL VALUE – £6,000 (PLUS VAT)**

# CONFERENCE EXHIBITOR

**This package is an excellent, cost effective way to display your brand and promote your services to an expected audience of over 400 delegates.**

- Exhibition space in networking area including furniture and electrical package.
- Display of your corporate logo, company message (160 words), contact details and link to your website in the exhibitors section of the SIEM conference website.
- One insert in the conference bag.
- One full conference registration networking dinner.
- Two exhibitor passes for representatives to work in the exhibition space (includes lunch).
- Display of your corporate logo, a half page advertisement or editorial (160 words), and contact details in the exhibitor section of the conference programme.

**TOTAL VALUE – £1,750 (PLUS VAT)**

TO BOOK YOUR PLACE AND  
FOR FURTHER INFORMATION PLEASE CONTACT:  
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