

IAPS Annual Conference 2025

Exhibition & Sponsorship Prospectus



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GENERAL INFORMATION

Dates

Wednesday 17 - Friday 19 September

Conference venue

The Brighton Centre Kings Road Brighton and Hove BN1 2GR

Venue profile

Located on Brighton's iconic seafront, The Brighton Centre offers a professional setting for conferences and exhibitions. Its flexible layout includes spacious halls, breakout areas, and modern AV facilities.

The venue's design encourages easy movement between sessions and displays, fostering engagement, networking, and meaningful connections - all within the vibrant atmosphere of one of the UK's most distinctive coastal cities.

Delegate profile

The IAPS Annual Conference is the UK's largest gathering of independent prep and junior school Heads. In 2025, the event will welcome over 300 school leaders from across the UK and key international markets, including Europe, the Middle East, Africa, and Asia.

Delegates are Heads of leading independent schools, making them senior decision-makers with responsibility for strategy, development, and procurement. Their remit covers all aspects of school life—from curriculum design and pastoral care to facilities management and digital innovation.

This is a rare opportunity to connect directly with the individuals shaping the future of independent education, both in the UK and globally. Over three days of expert insight, networking, and collaboration, the conference offers a high-value platform for partners to engage, influence, and build meaningful relationships with one of the most influential audiences in the sector.

Networking opportunities

All refreshment breaks
Daily lunches
Option to join delegates at the formal dinner

 take a look sponsorship opportunities for enhanced networking opportunities

Marketing and promotion

Exhibitors and sponsors will enjoy heightened brand exposure and in-person engagement with more than 300 Heads in attendance, as well as featured coverage and advertising on the IAPS Conference web page, Conference app and social media campaigns before, during and after the event.

Conference sessions

Conference sessions, including seminars, are not part of the exhibition stand fee and are for delegates only.

Exhibition opening hours

Wednesday 17	Thursday 18	Friday 19
*1100 – 1300	0830 - 0930	0830 – 0930
1400 – 1430	1110 - 1200	1050 – 1130
	1300 - 1410	1300-1400**
	1510 – 1600	

^{*}All stands must be ready for sign off by 1000 on Wednesday 17
September

Important Contacts

IAPS

Joel Griffin - IAPS Partnerships & Events Lead exhibitions@iaps.uk Tel: 01926 461527

The Brighton Centre

Jonathan Morray-Jones- Event Officer jonathan.morray-jones@brighton-hove.gov.uk Tel: 01273 292598

^{**} Lunch will be served in the exhibition hall after the Conference closes on Friday 19 September to allow delegates a final opportunity to engage with exhibitors.

EXHIBITION

Position your brand where it matters most—at the centre of the action. Located in the bustling foyer, the exhibition is the key networking and engagement hub of the Conference, offering exhibitors unmatched exposure to a highly targeted audience of education professionals and decision-makers.

Delegates are actively seeking expert insights, practical solutions, and innovative tools to take back to their organisations. They value the opportunity to speak directly with providers, ask questions, and get hands-on with new products and services—making this a powerful platform for meaningful conversations and qualified leads.

Whether you're a startup or an established provider, we offer a range of stand sizes to suit every budget. This is a space-only exhibition, giving you the freedom to create a stand that reflects your brand—no shell schemes, booths or partitions unless they're part of your own bespoke setup.

The layout is strategically designed to maximise footfall and visibility for every exhibitor. Refreshment and catering stations are positioned throughout the space to encourage continuous delegate flow and keep the energy high throughout the event.

Don't miss this opportunity to connect face-to-face with engaged delegates, demonstrate your solutions, and drive real business outcomes.

Exhibition Packages

Stand Type	Executive	Standard	Economy
Cost (plus VAT)	£5,000	£3,500	£1,500
Stand size	3m x 1.5m	2m x 1.5m	1m x 1m
Profile listing on Conference App			
Hyperlinked logo on conference page			
One power socket (13amp)			
6ft trestle table with tablecloth			
Poser Table with tablecloth			
Number of chairs per stand	2	2	1
Delegate list			
Wi-Fi access			
Number of refreshments & lunches included	2	2	1

Need more space?

Should you need more than a 3 x 1.5m space, please contact exhibitions@iaps.uk and the team will be happy to facilitate your booking.

Exhibition Floorplan



Exhibition Information

Exhibition set-up

Access to the exhibition hall will be available on Tuesday 16 September (times to be confirmed and may be subject to change).

Exhibition breakdown

Friday 19 September (time to be confirmed and may be subject to change).

Exhibition manual

An exhibition manual giving full details will be circulated prior to the event.

Competition and prizes

Boost Delegate Engagement with Fun Competitions and Exciting Prizes!

We're making it easier than ever for Conference delegates to connect with exhibitors—through engaging competitions and fantastic prizes.

A dedicated Prizes and Competitions section in the Conference app will highlight all participating exhibitors. Each listing will include your company logo, stand number, competition details, and clear instructions on how delegates can enter.

To streamline participation, each exhibitor will receive a QR code to display at their stand, allowing delegates to register their details quickly and easily. Plus, every competition will receive one dedicated push notification through the app to drive footfall and excitement.

Winners will be announced in the app and celebrated during the Conference's closing session.

Make your stand a must-visit!

Get involved by contacting Joel Griffin at exhibitions@iaps.uk.

Booking instructions

1. Register an Account

- Visit: <u>IAPS Registration</u>
- Select "No" for "Do you work at a member school?"
- In the explanation box, enter: Exhibitor
- After completing registration you should receive an email with instructions on setting up your password. (Check your junk folder too)*

2. Book Your Stand

- Click here to book now
- Log into your IAPS account
- Tick the box: "I, [your name], will be attending the event" (required to proceed)

3. Select a Stand

- Choose your preferred stand (if it's not listed, it has been sold)
- Optionally, add a sponsorship package

4. Enter Details

- Your personal info should auto-fill
- Add billing details if different
- Tick the box confirming you've read the terms and conditions
- Enter a PO number if required

^{*}If you do not receive an email after registering. Click the 'Book now' link above and then use the password reset to set a password and continue with your booking.

SPONSORSHIP OPPORTUNITIES

Sponsoring the IAPS Annual Conference is more than just brand placement — it's a powerful opportunity to connect with leading educators, decision-makers, and influencers from across the independent prep school sector.

Our sponsorship packages are designed to maximise your visibility, enhance brand recognition, and deliver measurable value before, during, and after the event. Whether you're looking to launch a new product, build relationships, or strengthen your presence in the education space, we have options to suit every objective and budget.

Why Sponsor?

- Access a targeted, high-value audience
- Showcase your brand as a supporter of educational excellence
- Engage directly with school leaders and key stakeholders
- Benefit from digital and on-site promotional opportunities
- Align your brand with innovation, leadership, and progress in education

Sponsorship opportunities are limited and in high demand.
Secure your place today and position your brand at the heart of one of the sector's most influential events.

To learn more or reserve your package, contact us at exhibitions@iaps.uk

Platinum Sponsor	£21,000 plus VAT (one available)
Pre-event brand exposure	 Company logo featured on Annual Conference branding (logo) as 'sponsored by' and featured on all Conference materials and communications Hyperlinked company logo prominently featured on the Conference web page Social media announcements as a headline sponsor Featured as the headline sponsor for the Annual Conference Podcast Series, including acknowledgement and name mentioned at the start of each episode Announcement of sponsorship featured in Headlines newsletter to all 600+ member Heads (date to be agreed)
Live event & on-site exposure	 Prominently located 6m x 2m exhibition stand Exclusive attendance to the new members' welcome and hosted lunch as the session sponsor Promotional video to be featured in the main auditorium prior to the opening session Verbal acknowledgment and thanks from IAPS CEO Participation in a panel discussion on the Seminar Stage featured in the exhibition area. This session will also feature as a podcast episode, to be released post event Two tickets for drinks reception and gala dinner (Thursday evening). Company logo featured on delegate badges Company logo on delegate lanyards (exclusively) Logo on stage screen in auditorium for duration of Conference (or stage banners - IAPS will determine) Logo featured in Conference registration area Logo feature on Conference signage throughout the venue Full screen feature on digital podiums throughout the venue for all three days Banner advert on Conference app Profile listing as a headline sponsor on Conference app Video content to be featured on Conference app with one push notification going to all delegates Complimentary access to the prizes and competitions feature in the Conference app. Social media feature introduction as headline sponsor 3 scheduled tweets (1 per day) from IAPS (sponsor to supply content)
Post- event brand exposure	 Company logo and website link to be included on all post-event correspondence to attendees Lsting as a headline sponsor on Conference web page until Jan 26 Headlines feature in post event issue (sponsor the provide content) Thank you from IAPS via social media (sponsor may also provide content)

Gold Sponsor	£15,000 plus VAT (one available)
Pre-event brand exposure	 Company highlighted as gold headline sponsor with website link from IAPS Conference web page Website linked company logo on promotional emails from Conference team Promoted as a headline sponsor on one episode of the Annual Conference Podcast Series (wording to be agreed) Sponsorship announcement in Headlines newsletter to all 600+member Heads (date to be agreed) Introduction as a headline sponsor through pre-event social media campaign (X, LinkedIn, Facebook, Instagram)
Live event & on-site exposure	 Prominently located 3 x 1.5m exhibition stand Promotional video to be featured in the main auditorium prior to start of a main session Verbal acknowledgment and thanks will be made during the Conference welcome prior to the opening session Two tickets for drinks reception and gala dinner (Thursday evening) Company logo featured on delegate badges Logo featured on the main auditorium welcome screen Branded panels along the main staircase to the auditorium Logo featured in Conference registration area Full screen advert on digital podiums throughout the venue for all three days Logo feature on Conference banner entering the main auditorium Banner advert on Conference app Profile listing as a headline sponsor on Conference app Video content to be featured on Conference app with one push notification going to all delegates Complimentary access to the prizes and competitions feature in the Conference app (sponsor to supply) Social media feature introduction as headline sponsor 3 scheduled tweets (1 per day) from IAPS (sponsor to supply content)
Post- event brand exposure	 Company logo and website link to be included on all post-event correspondence to attendees Company listing as a headline sponsor on Conference web page until Jan 26 Thank you from IAPS via social media (sponsor may also provide content)

Silver Sponsor	£10,000 plus VAT (one available)
Pre-event brand exposure	 Company highlighted as silver headline sponsor with website link from IAPS Conference web page Website linked company logo on promotional emails from Conference team Promoted as headline sponsor on one episode of the Annual Conference Podcast Series (wording to be agreed) Sponsorship announcement in Headlines newsletter to all 600+ member Heads (date to be agreed) Introduction as a headline sponsor through pre-event social media campaign (X, LinkedIn, Facebook, Instagram)
Live event & on-site exposure	 Prominently located 3 x 1.5m exhibition stand Verbal acknowledgment and thanks will be made at the opening session Two tickets for drinks reception and gala dinner (Thursday evening) Company logo featured on delegate badges Logo featured in main auditorium throughout the Conference Logo featured in Conference registration area Logo feature on Conference banner entering the main auditorium Banner advert on Conference app Profile listing as headline sponsor on Conference app Video content to be featured on Conference app Complimentary full-screen advert on digital podiums throughout the venue for all three days Complimentary access to the prizes and competitions feature in the Conference app (sponsor to supply) Social media feature introducing our headline sponsors 2 scheduled tweets from IAPS (sponsor to supply content)
Post-event brand exposure	 Company logo and website link to be included on all postevent correspondence to attendees Company listing as a headline sponsor on Conference web page until Jan 26 Thank you from IAPS via social media (sponsor may also provide content)

Bronze Sponsor	£7,000 plus VAT (two available)
Pre-event brand exposure	 Company highlighted as bronze headline sponsor with website link from IAPS Conference web page Website linked company logo on promotional emails from Conference team Promoted as headline sponsor on one episode of the Annual Conference Podcast Series (wording to be agreed) Introduction as headline sponsor through pre-event social media campaign (X, LinkedIn, Facebook, Instagram)
Live event & on- site exposure	 Prominently located 2 x 1.5m exhibition stand Verbal acknowledgment and thanks will be made at the opening session Two tickets for drinks reception and gala dinner (Thursday evening) Logo featured on main auditorium welcome screen Logo feature on Conference banner entering the main auditorium Complimentary half screen advert on digital podiums throughout the venue for all three days Banner advert on Conference app Profile listing as a headline sponsor on Conference app Complimentary access to the prizes and competitions feature in the Conference app (sponsor to supply) Social media feature introducing our headline sponsors
Post-event brand exposure	 Company logo and website link to be included on all post-event correspondents to attendees Company listing as headline sponsor on Conference page until Jan 26 Thank you from IAPS via social media (sponsor may also provide content)

ADDITIONAL SPONSORSHIP OPPORTUNITIES

Package

Contribution (plus VAT)

Cabaret £5000+vat

Enjoy an exclusive networking opportunity by sponsoring our spectacular Cabaret Evening — happening Wednesday, 17 September at 7 PM at the Haus of Cabaret, Brighton.

Get ready for a showstopping night of entertainment, featuring a contortionist and a fire-breathing magician. Guests will be welcomed with a complimentary drink, enjoy delicious food, and experience a night to remember.

Only 180 tickets available — and they're selling fast!

- 2 x1.5m exhibition stand
- Two tickets for the cabaret event on Wednesday evening (sponsor will be the only commercial partner allowed to attend)
- Company logo to feature on event tickets
- Company highlighted as cabaret sponsor with website link from IAPS
 Conference web page
- Website linked company logo on promotional emails from Conference team
- Promoted as the cabaret sponsor on one episode of the Annual Conference Podcast Series (wording to be agreed)
- Sponsorship announcement featured in Headlines newsletter to all 600+ member Heads (date to be agreed)
- Acknowledgment and thanks from the compere at the start of the event
- Logo featured on stage for duration of the event
- Social media features promoting the event sponsor
- Complimentary access to the prizes and competitions feature in the Conference app (sponsor to supply)
- Complimentary half screen advert on digital podiums throughout the venue for all three days
- Banner advert on Conference app
- Profile listing as a headline sponsor on Conference app

Package

Contribution (plus VAT)

Drinks reception for formal dinner

£2,000

- Two tickets to reception and formal dinner on Thursday evening
- Logo featured on dinner menus
- Complimentary access to the prizes and competitions feature in the Conference app (sponsor to supply)
- Full screen digital advert featured through the venue
- Website listing as event sponsor
- Social media feature thanking you for your support.

Keynote Sessions

£3,000

- Verbal acknowledgement and thanks at the start of the session
- Branding featured in the main auditorium for duration of session
- Featured as session sponsor in Conference app
- Social media feature thanking you for your support
- Complimentary access to the prizes and competitions feature in the Conference app (sponsor to supply)
- Complimentary half screen advert on digital podiums throughout the venue for all three days.
- Featured as an event sponsor on the conference website

Branded delegate bags (sponsor to source)

£350

- Bags will be jointly branded with IAPS
- Inclusion of 1 A5 flyer
- Half screen digital advert featured through the venue
- Featured as a sponsor on the Conference app and website
- Complimentary access to the prizes and competitions feature in the Conference app (sponsor to supply)

Package Contribution (plus VAT) Branded notebooks (sponsor to source)

- Books will be jointly branded with IAPS
- Half screen digital advert featured through the venue
- Inclusion of 1 A5 flyer
- Featured as a sponsor on the Conference app and website
- Complimentary access to the prizes and competitions feature in the Conference app (sponsor to supply)

Branded water bottles (sponsor to source)

£350

- Bottles will be jointly branded with IAPS
- Half screen digital advert featured through the venue
- Inclusion of 1 A5 flyer
- Featured as a sponsor on the Conference app and website
- Complimentary access to the prizes and competitions feature in the Conference app (sponsor to supply)

Where included in their package, exhibition stands for prospective sponsors have already been allocated, so sponsors do not need to book stands separately.

Thought of something we haven't? Give us a call to discuss any ideas you have on how to make this our best conference yet

To book a sponsorship opportunity or to discuss one of our packages further, please contact Joel at exhibitions@iaps.uk

Silent Seminar Stage - £500 + VAT

New for 2025 - make some noise without making a sound!

Step into the spotlight with our brand-new Silent Seminar Stage, set right in the heart of the exhibition area.

This is your chance to captivate a targeted audience during peak networking times—refreshment and lunch breaks— with a dynamic 20-minute showcase of your product, service, or big idea.



Your session will be:

- Featured in the official Conference programme
- ✓ Promoted via our Conference app
- ✓ Boosted by app-based incentives to drive footfall.

Whether you are launching something new, sharing insights, or simply want to stand out from the crowd, the Silent Seminar Stage offers a unique high-impact platform to connect with decision-makers in a focused, distraction-free setting.

Spaces are limited, so secure your slot now!

Turn up the volume on your brand by contacting

Joel at exhibitions@iaps.uk

Round table series - £500 + VAT

Help facilitate a powerful series of round table discussions uniting prep schools from across the sector to tackle the biggest challenges and opportunities in education today.

Grouped by school type — from small independents to larger school groups — these sessions offer focused, peer-led conversations. Insights will be captured digitally and shared, ensuring your brand stays at the heart of the dialogue.

Why sponsor?

As a sponsor, you will:

- connect with decision-makers in an exclusive, solutionsdriven setting
- gain first-hand insights into the priorities shaping prepeducation
- showcase your brand as a champion of innovation and excellence
- build lasting relationships with schools aligned to your services

Hot topics on the table:

- Curriculum innovation
- Staff recruitment and wellbeing
- Parent communication
- Sustainability and future-proofing
- Digital learning and edtech
- Managing phone use in prep schools

Be seen. Be heard. Be part of shaping the future of prepeducation

Please contact Joel at exhibitions@iaps.uk to discuss



ADVERTISING

Looking to stand out and connect with your audience? Boost your brand with our powerful advertising package, offering multiple high-impact ways to showcase your business throughout the Conference — both online and on-site.

Our package includes:

- High-visibility digital advertising
 Your brand featured on digital totems placed throughout the venue and main auditorium — prime locations with guaranteed footfall
- Main stage spotlight
 Get eyes on your brand during the main stage rolling presentation —
 seen by every delegate during key sessions
- Delegate bag flyer (A5)
 Put your message directly into delegates' hands with an A5 flyer included in every bag. Flyers must be supplied by 5 August
- Digital advert in Conference app
 Reach attendees directly on their devices. Your advert will appear within the Conference app a key resource delegates use throughout the event
- Add video to exhibitor profile
 Enhance your online presence by adding video content to your exhibitor profile drive deeper engagement and tell your story visually

Limited slots available at just £700 + VAT

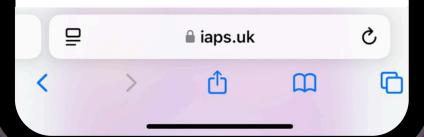
Book now to maximise your visibility and make a lasting impression by emailing Joel at exhibitions@iaps.uk

CONFERENCE APP

All attendees can scan the delegates' app, which will include full details of the Conference - programme, exhibition plan, exhibiting company details, details of sponsors, list of attendees with chat function (if opted-in)

Exhibitors are invited to submit an editorial entry of up to 50 words for inclusion - further information and deadlines will be sent to you once your booking is completed

Exhibitors can scan delegates' app to connect with them and collate contact details - further instructions on how to do this will be available in the Conference manual.



TERMS AND CONDITIONS

These terms are the contractual agreement between IAPS and the exhibiting/ sponsoring company (exhibitor(s)/sponsor(s)).

Terms of Payment

Invoice for 100% will be issued upon completion of booking. All invoices must be settled within 14 days. Non-payment prior to the start of the event may result in exhibitors being denied entry.

Cancellation Policy

After completing the booking, exhibitors may cancel within 7 days and receive a full refund, subject to the terms below. After this period, in the event of a cancellation, we will endeavour to resell the space and, if successful, a refund will be processed (less a 25% administration fee). No refund will be possible if we are unable to find a replacement exhibitor.

Please note – no cancellations will be accepted after Friday 22 August 2025. All cancellation requests must be submitted in writing to Joel at exhibitions@iaps.uk

Obligations and Rights of the Exhibitor/ Supporter

By completing a booking, the exhibitor/ sponsor makes a final and irrevocable commitment to occupy the space allocated and to maintain their installation until the date and time fixed for closure of the event.

The exhibitor/ sponsor may only present on their stand the materials, products or services described in the application to participate. No advertising on behalf of third parties is permitted in any form whatsoever. Transfer or sub-letting/sharing of all or part of the allocated spaces is prohibited.

IAPS reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to exhibitors/ sponsors. Stands that remain unoccupied by the eve of the conference may be re-allocated with IAPS having no obligation to provide compensation to the defaulting exhibitor/ sponsor.

Liability Insurance

Equipment and all related display materials installed by exhibitors/ sponsors are not insured by IAPS. IAPS will, under no circumstances, be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors/ sponsors. Exhibitors/ sponsors agree to be responsible for their property and persons, including any third party who may visit the space.

Exhibition Regulations

IAPS has the final decision as to the acceptability of displays. Exhibitors are not to share with others any space allotted to them. IAPS reserves the right to alter the general layout or limit the space allotted to each exhibitor/ sponsor, postpone the exhibition or transfer it to another site if unforeseen circumstances warrant such action. Should any contingency prevent the holding of the exhibition, IAPS will not be held liable for expenses incurred other than the cost of exhibit space rental fees.

All exhibits are to be displayed to avoid blocking aisles, obstructing adjoining stands, damaging the premises or the leased equipment. Exhibitors are responsible for the cost of installation and delivery of their display to (and its removal from) the exhibition site. Flammable materials are not to be used. Equipment displayed or demonstrated must be installed with strict adherence to safety measures.

Exhibitors undertake to observe the timetable designated for completion of their display before the exhibition opening and its dismantling at the close. No dismantling or packing of the display should take place before the designated hour. It is the exhibitor's responsibility to pack and remove their display.

Exhibitors are obliged to ensure that their stands are permanently staffed during the exhibition opening hours.

Payment is to be made in accordance with the conditions of payment listed in the prospectus. Should the exhibitor/ sponsor fail to make a payment on time, IAPS is entitled to terminate the contract, withdraw confirmation of acceptance, make other arrangements for the space/ support items or seek compensation for non-fulfilment of contract. Participation by exhibitors/ sponsors is dependent upon compliance with all rules, regulations and conditions stated herein.

Access to the exhibition is authorised on presentation of a badge issued by IAPS. Exhibitors' badges may be collected from the Registration desk. Exhibitors/ sponsors are responsible for the cleaning of their stands. The provision of refreshments for the participants by exhibitors is only permitted if the catering regulations of the exhibition building concerned are observed. Exhibition areas and fittings made available to exhibitors must be handed back in their original condition. In case of damage or loss of equipment provided, or damage to areas occupied, repair and replacement will be charged to the exhibitor. Advertising panels and displays are not permitted outside the exhibition areas allotted to exhibitors.

Exhibition Layout

IAPS reserves the right to change the exhibition floor layout if necessary. IAPS reserves the right in unforeseen circumstances to amend or alter the exact site of the location of the exhibition and/ or stand and the exhibitor undertakes to agree to any alteration to the site or the space reallocated by IAPS.

Liability

IAPS accepts no responsibility for any damages if the sponsored event is not performed because of any obstacle or hindrance outside the control of IAPS, which IAPS could not reasonably have foreseen when signing this contract and which IAPS could not have avoided at a reasonable effort or cost. Such obstacles and hindrances include, but are not limited to, the outbreak of war, civil riots, governmental or other obstacles for the freedom of travel, union actions, natural disasters, fire, flooding and any other circumstances that fall within the meaning of the above. IAPS accepts no responsibility should the Conference be cancelled due to force majeure cases. It is advised that the exhibitors carry their own insurance against any risk of loss.

Data Protection

IAPS is registered with the ICO and will process your personal data in accordance with UK data protection legislation. Please refer to our <u>Privacy Policy here</u> and our <u>Data Retention Policy here</u>.



iaps Annual Conference

Brighton 2025

See you there!