

IAPS Annual Conference 2024  
Exhibition & Sponsorship  
Prospectus



Wednesday 18 – Friday 20 September

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# GENERAL INFORMATION

## Dates

Wednesday 18 – Friday 20 September

## Conference venue

Celtic Manor  
Coldra Wood, The Usk Valley  
Chepstow Rd, Newport  
NP18 1HQ

## Venue profile

One of Europe's finest destinations for meetings, conferences and events, recently voted M&IT 'Best UK Hotel' for the 10th time and C&IT 'Top UK Conference Hotel' for the last five consecutive years. Host venue of the 2010 Ryder Cup, the world's third largest sporting event, the purpose-built five-star resort is accessible, versatile and offers every possible amenity. Only two hours from London and with exceptional links from all major UK cities.

# Exhibition opening hours

Wednesday 18	Thursday 19	Friday 20
*1100 – 1300	0830 – 0930	0830 – 0930
1415 – 1500	1110 – 1200	1050 – 1130
	1300 – 1410	**1310 – 1400
	1510 – 1600	

\*All stands must be ready for sign off by 0900 on Wednesday 18 September

\*\* Lunch will be served in the exhibition hall after the conference closes on Friday 20 September to allow delegates a final opportunity to engage with exhibitors.

## Important Contacts

### IAPS

Joel Griffin - IAPS Partnerships & Events Lead  
[exhibitions@iaps.uk](mailto:exhibitions@iaps.uk)  
Tel: 01926 461527

### Celtic Manor

Olivia Amin - Event Manager  
[OAmin@celtic-manor.com](mailto:OAmin@celtic-manor.com)  
Tel: 01633 410215

## Delegate profile

The IAPS Annual Conference will be the largest gathering of independent prep and junior school Heads during 2024, with 350 + member heads expected to attend from schools across the UK and overseas. The conference will also be a chance for everyone to meet and hear from our new Chair, Tania Botting.

## Networking opportunities

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

## Marketing and promotion

Exhibitors and sponsors will enjoy heightened brand exposure and in-person engagement with the 350+ Heads in attendance, as well as featured coverage and advertising on the IAPS conference 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.

## Roundtable discussions – “schools type networks”

This is a new feature of our Annual Conference this year. Within the conference programme, we are running a discussion session where Heads from similar types of school will share their experiences, discuss challenges and share views on a selection of subjects. There will be a carousel of discussions which Heads can take part in, with a facilitator on each table. Topics include:

- Increasing income and reducing expenditure
- Balancing challenges of technology with its benefits
- Working with challenging parents
- Future of assessments
- Helping staff thrive at work

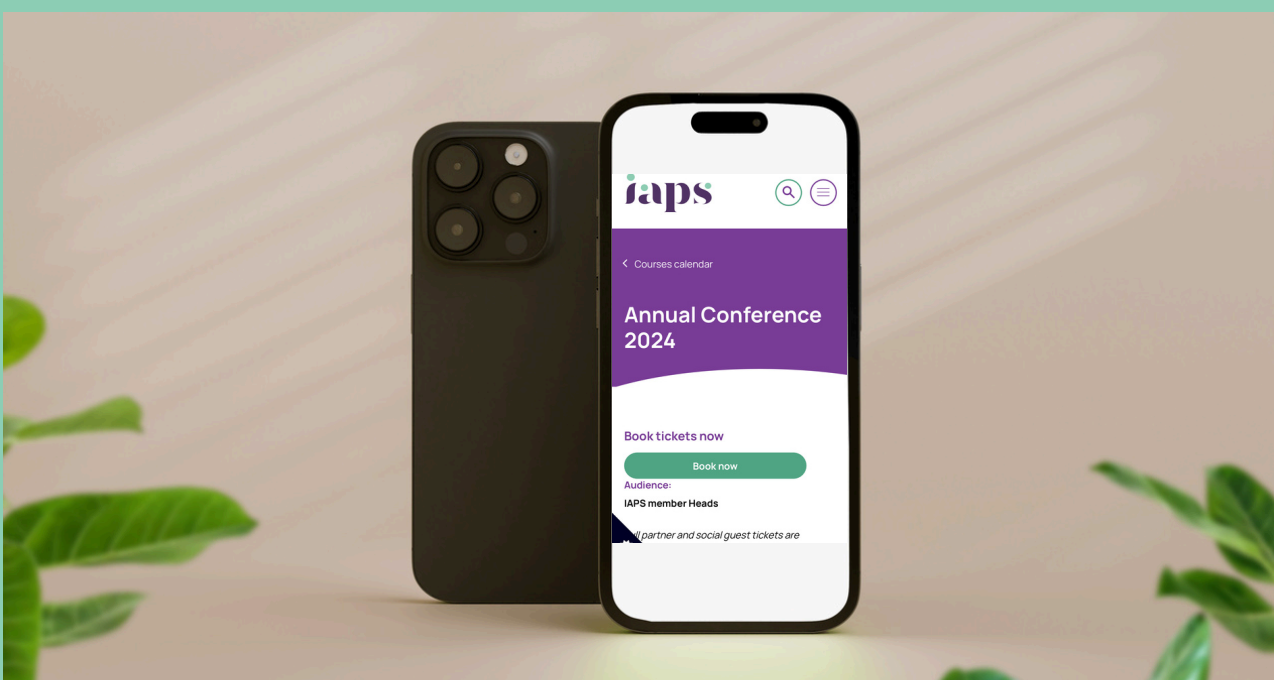
**There are opportunities for exhibitors to sponsor and facilitate some of the discussions, where appropriate and based on suitable expertise. To discuss your suitability, please contact Joel at [exhibitions@iaps.uk](mailto:exhibitions@iaps.uk)**

## 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.



# Exhibition

The exhibition, located in The Resort Hotel on C Level, forms the hub of the conference, providing an excellent opportunity for delegates to interact with sector experts and to familiarise themselves with the latest education resources, technology and services. Our delegates increasingly welcome the opportunity to tap into the expertise provided by exhibitors, to ask questions and receive hands-on product demonstrations.

With a range of stand sizes available, exhibitors of all budgets can attend. This is not a shell-scheme exhibition, it is space only, into which you can erect your display. There are no booths/walls unless they form part of your display.

The exhibition space is designed to maximise exposure for all exhibitors, whilst offering delegates a comfortable and welcoming breakout space. Catering and refreshment stations will be strategically placed around the hall to facilitate the successful flow of delegates throughout the exhibition.



# Exhibition Packages

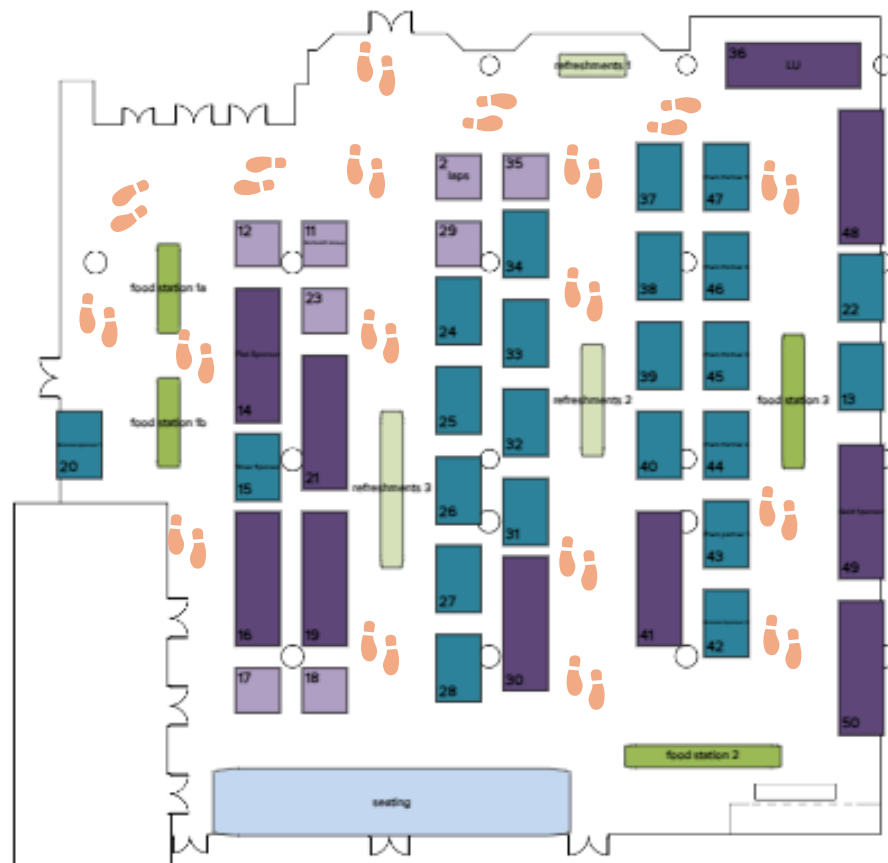
Stand package	Prestige	Executive	Standard	Economy
Cost (plus VAT)	£6,199	£4,299	£1,999	£650
Stand size ( <i>Max height 2.6m</i> )	6m x 2m	3m x 2m	2m x 2m	1m x 2m
Number Available	10	23	10	6
Profile listing on Conference App	✓	✓	✓	✓
Profile listing in Conference Brochure	✓	✓	✓	✓
One power socket (13amp)	✓	✓	✓	✓
6ft table with tablecloth	✓	✓	✓	✓
Number of chairs per stand	2	2	2	0
Wi-Fi access	✓	✓	✓	✓
Delegate list emailed prior to event	✓	✓	✓	✓
Entry into passport for prizes	✓	✓	✓	✓
Number of refreshments & lunches included	4	2	2	2
Logo on Conference page, linked to company website	✓	✓	✓	✓

# Exhibition Floorplan

-  Economy 1m x 2m
-  Standard 2m x 2m
-  Exclusive 3m x 2m
-  Prestige 6m x 2m

All stands include  
1 (13 amp) socket

 Anticipated  
footfall



## Exhibition set-up

Access to the exhibition hall will be available on Tuesday 17 September (times to be confirmed and may be subject to change).

## Exhibition breakdown

Friday 20 September (time to be confirmed and may be subject to change). Exhibitors are encouraged not to breakdown early and miss any potential opportunities with delegates who may not have had a chance to meet them so far.

## Exhibition Manual

An exhibition manual giving further general and technical information, advice and full details about the exhibition, venue, and ancillary services available to exhibitors will be circulated prior to the conference and with sufficient time to allow exhibitors to plan and prepare.

## Passport to prizes

A passport competition will be held for the duration of the conference to boost visitors to your stand. All exhibitors are encouraged to contribute prizes to the passport competition. Participation is included in the exhibition package for all exhibitors; however, participation is not mandatory. More information will be available once bookings for exhibition spaces have been confirmed.

## Booking instructions

To book an exhibition stand, please access our exhibition portal [here](#). After creating an account, you can use the interactive floor plan to select your stand and complete the registration form. Upon completing your booking, you will receive a confirmation email advising you of what to do next.

If you experience any issue whilst booking, please contact Joel at [exhibitions@iaps.uk](mailto:exhibitions@iaps.uk)

NB: Sponsor stands have already been allocated. Please contact us to discuss our sponsorship opportunities.

# SPONSORSHIP

Our sponsors play an integral role in the delivery and success of the IAPS Annual Conference. We have a range of opportunities available for sponsorship, all offering maximised exposure and recognition for your generous support.

This is what last year's headline sponsor had to say about their experience -

“An excellent environment to engage with the Heads at our partner schools, meet new Heads with ideas and inspiration for the schools that they have just joined, as well as start conversations with schools who are looking to improve service and the appearance of their pupils.”

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Perry Uniform

2023 Annual Conference Headline Sponsor

Platinum Sponsor	£20,999 plus VAT (one available)
Pre-event brand exposure	<p>Company highlighted as Platinum headline sponsor with website link from IAPS conference page.</p> <p>Website linked company logo on promotional emails from conference team</p> <p>Feature in September editions of Headlines (IAPS digital newsletter) to all 600+ member heads</p> <p>Company logo to appear on the front cover of the conference brochure as 'sponsored by'</p> <p>Company profile listing as a headline sponsor on conference app</p> <p>Introduction as a headline sponsor through pre-event social media campaign (Twitter, LinkedIn, Facebook, Instagram)</p>
Live event & on-site exposure	<p>Prime location 6m x 2m Prestige exhibition stand</p> <p>2 tickets for drinks reception &amp; formal dinner</p> <p>Logo featured on delegates' dinner menus</p> <p>Verbal thanks from IAPS CEO at opening session</p> <p>Logo prominently featured in main conference suite for duration of conference</p> <p>Logo featured in conference registration area</p> <p>Logo featured on conference signage throughout the venue</p> <p>Prominent full-page advert in digital conference brochure</p> <p>Banner advert on conference app</p> <p>Logo featured on name badges</p> <p>Logo on welcome slide in main conference suite</p> <p>Profile listing as a headline sponsor on conference app</p> <p>Social media feature introducing our headline sponsors</p> <p>3 scheduled tweets (1 per day) from IAPS (sponsor to supply content)</p> <p>Acknowledgment and thanks in closing remarks</p>
Post-event brand exposure	<p>Company logo and website link to be included on all post-event correspondence to attendees</p> <p>Company listing as a headline sponsor on conference page until Jan 25</p> <p>Thank you from IAPS via social media (sponsor may also provide content)</p> <p>Company logo and thank you message to be included in post event Headlines newsletter to all 600+ IAPS members</p>

Gold Sponsor	£17,499 plus VAT (one available)
Pre-event brand exposure	<p>Company highlighted as gold headline sponsor with website link for IAPS conference page.</p> <p>Website linked company logo on promotional emails from conference team</p> <p>Feature in September edition of Headlines (IAPS digital newsletter) to all 600+ member heads</p> <p>Prominent full-page advert in digital conference brochure</p> <p>Company profile listing as a headline sponsor on conference app</p> <p>Introduction as a headline sponsor through pre-event social media campaign (Twitter, LinkedIn, Facebook, Instagram)</p>
Live event & on-site exposure	<p>Prominently located 6m x 2m Prestige exhibition stand</p> <p>2 tickets for drinks reception &amp; formal dinner</p> <p>Verbal acknowledgment at opening session</p> <p>Logo on conference welcome slide in main conference suite</p> <p>Logo featured in conference registration area</p> <p>Logo featured on conference signage throughout the venue</p> <p>Full page advert (inside front cover) in digital conference brochure</p> <p>Banner advert on conference app</p> <p>Logo on stage screen in conference suite for duration of conference (or stage banners – IAPS will determine)</p> <p>Logo on name badges and lanyards</p> <p>Profile listing as a headline sponsor on conference app</p> <p>Social media feature introducing our headline sponsors</p> <p>3 scheduled tweets (1 per day) from IAPS (sponsor to supply content)</p>
Post-event brand exposure	<p>Company logo and website link to be included on all post-event correspondence to attendees</p> <p>Company listing as a headline sponsor on conference page until Jan 25</p> <p>Thank you from IAPS via social media (sponsor to provide content)</p>

Silver Sponsor	£12,999 plus VAT (one available)
Pre-event brand exposure	<p>Company highlighted as silver headline sponsor with website link for IAPS conference page</p> <p>Website linked company logo on promotional emails from conference team</p> <p>Full page advert in digital conference brochure</p> <p>Company profile listing as a headline sponsor on conference app</p> <p>Introduction as a headline sponsor through pre-event social media campaign (Twitter, LinkedIn, Facebook, Instagram)</p>
Live event & on-site exposure	<p>Prominently located 3m x 2m Executive exhibition stand</p> <p>Logo to be featured around conference suite entrance</p> <p>2 tickets for drinks reception &amp; formal dinner</p> <p>Verbal acknowledgment at opening session</p> <p>Logo on conference welcome slide in main conference suite</p> <p>Full page advert in digital conference brochure</p> <p>Logo featured on conference signage throughout the venue</p> <p>Banner advert on conference app</p> <p>Profile listing as a headline sponsor on conference app</p> <p>Social media feature introducing our headline sponsors</p> <p>3 scheduled tweets (1 per day) from IAPS (sponsor to supply content)</p>
Post-event brand exposure	<p>Company logo and website link to be included on all post-event correspondence to attendees</p> <p>Company listing as a headline sponsor on conference page until Jan 25</p> <p>Thank you from IAPS via social media (sponsor to provide content)</p>



Bronze Sponsor	£9,499 plus VAT (two available)
Pre-event brand exposure	<p>Company highlighted as bronze headline sponsor with website link for IAPS conference page.</p> <p>Website linked company logo on promotional emails from conference team</p> <p>Half page advert in digital conference brochure</p> <p>Company profile listing as a headline sponsor on conference app</p> <p>Introduction as a headline sponsor through pre-event social media campaign (Twitter, LinkedIn, Facebook, Instagram)</p>
Live event & on-site exposure	<p>Prominently located 3m x 2m Executive exhibition stand</p> <p>2 tickets for drinks reception &amp; formal dinner</p> <p>Verbal acknowledgment at opening session</p> <p>Logo on conference welcome slide in main conference suite</p> <p>Logo featured on conference signage throughout the venue</p> <p>Half page advert in digital conference brochure</p> <p>Banner advert on conference app</p> <p>Profile listing as a headline sponsor on conference app</p> <p>Social media feature introducing our headline sponsors</p> <p>3 scheduled tweets (1 per day) from IAPS (sponsor to supply content)</p>
Post-event brand exposure	<p>Company logo and website link to be included on all post-event correspondents to attendees</p> <p>Company listing as a headline sponsor on conference page until Jan 25</p> <p>Thank you from IAPS via social media (sponsor to provide content)</p>

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

Package	Contribution (plus VAT)
<b>Drinks reception for formal dinner</b>	<b>£3,999</b>
<p>Verbal acknowledgement and thank you at dinner            Logo on menus            2 tickets to reception and dinner            Hyperlinked recognition in the programme            IAPS tweet on Thursday 19 September            Half page advert in conference brochure</p>	
<b>Wine on tables at formal dinner</b>	<b>£3,999</b>
<p>Verbal acknowledgement and thank you at dinner            Logo on menus            2 tickets to reception and dinner            Hyperlinked recognition in the programme            IAPS tweet on Thursday 19 September            Half page advert in conference brochure</p>	
<b>After Dinner Band – Electric Kicks</b>	<b>£3,999</b>
<p>Verbal acknowledgement and thank you at dinner            Logo on menus            2 tickets to reception and dinner            Hyperlinked recognition in the programme            IAPS tweet on Thursday 19 September            Half page advert in conference brochure</p>	

Package	Contribution (plus VAT)
<b>Table decorations at formal dinner</b>	<b>£2,999</b>
Verbal acknowledgement and thank you at dinner Logo on menus 2 tickets to reception and dinner Hyperlinked recognition in the programme IAPS tweet on Thursday 19 September Half page advert in conference brochure	
<b>Keynote Speakers</b>	<b>£1,999</b>
Verbal acknowledgement and thank you from chair of session Logo included on screen in auditorium Hyperlinked recognition in the programme 1 x scheduled tweet to announce speaker and sponsor Mention during live tweeting Please see programme <a href="#">here</a> for details on keynote speakers	
<b>AV equipment for seminar sessions</b>	<b>£350 per seminar (7 available)</b>
Verbal acknowledgement and thank you from chair of session Logo included on screen in seminar room Hyperlinked recognition in the programme 1 x scheduled tweet to announce start of session	
<b>Branded delegate bags</b>	<b>£499</b>
Bags will be jointly branded (company logo and IAPS logo) and handed to delegates on arrival at registration Sponsor to source	

Package	Contribution (plus VAT)
<b>IAPS new members' welcome</b>	<b>£750</b>
<p>Opportunity to display pop-up banners in the room  Hyperlinked recognition in the programme  1 x scheduled tweet to announce session and sponsor</p>	
<b>Quiz night</b>	<b>£999</b>
<p>Verbal acknowledgement and thank you at beginning of quiz.  Company logo on all quiz materials  Compere the final round &amp; award the prize  1 scheduled tweet at start of quiz  Hyperlinked recognition in programme  Sponsor to provide quiz prizes</p>	
<b>Branded notebooks</b>	<b>£499</b>
<p>Notebooks will be jointly branded (company logo and IAPS logo) and handed to delegates on arrival at registration  Sponsor to source</p>	
<b>Branded water bottles</b>	<b>£499</b>
<p>Bottles will be jointly branded (company logo and IAPS logo) and handed to delegates on arrival at registration  Sponsor to source</p>	

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

**To book a sponsorship opportunity or to discuss one of our packages further, please contact Joel at [exhibitions@iaps.uk](mailto:exhibitions@iaps.uk)**

# ADVERTISING OPPORTUNITIES

Placing an advert in the Annual Conference brochure offers additional brand exposure to our 350+ Heads attending from UK and international prep schools. All delegates receive the conference brochure around two weeks prior to the event.

To discuss advertising opportunities, please contact Joel at [exhibitions@iaps.uk](mailto:exhibitions@iaps.uk)

Advert type	Price (plus VAT)
Full page	£700
Half page	£450
Additional information	
Artwork should be supplied in one of the following formats - High resolution CMYK print-ready pdf (preferred) Adobe Illustrator eps format, will all fonts converted to outlines Adobe Photoshop (any file type) at 300 dpi	

# 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 form, 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 23 August 2024. All cancellation requests must be submitted in writing to Joel at [exhibitions@iaps.uk](mailto:exhibitions@iaps.uk)

## Obligations and Rights of the Exhibitor/Supporter

By submitting a booking form to participate, 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 exhibitors/sponsors, 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 of the exhibition. No dismantling or packing of the display 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 [Privacy Policy here](#) and our [Data Retention Policy here](#).