

Sponsorship and Exhibition Packages

IHE Annual Conference and Awards 2024

One Great George Street, London

26 November 2024

Why attend the IHE Annual Conference?

IHE's Annual Conference and Awards is the UK's flagship event for leaders in the independent higher education sector. Sponsoring or exhibiting provides an excellent opportunity to promote your brand, products and services to key decision makers in this growing part of the higher education sector.

[IHE members](#) are world leaders in higher education, professional training and pathways. The 77 providers in our membership comprise the most exciting and diverse group of institutions in the UK's higher education sector, serving their communities and industries through flexible and innovative programmes focused on the needs of students today.

For ten years, the IHE Annual Conference had attracted over 150 participants. To facilitate the continued growth of the conference, in 2023 we moved to a prestigious new venue, One Great George Street in the heart of Westminster. The increased venue capacity allowed us to host more than 220 conference attendees at the IHE Annual Conference 2023. We are looking forward to returning to One Great George Street this year and are expecting to sell out the 240-attendee capacity. Our conference delegates will include Chairs, CEOs, Principals, Directors, Student Services Managers, Finance Managers, Academic Managers, International Directors, Registrars and Marketing Directors.

[Our IHE Annual Conference 2023 highlights blog](#) will give you a flavour of the profile given to Sponsors and Exhibitors and an insight into the programme content. You will also find links to the 2023 Delegate Guide and conference agenda, and to the full photo library.

Benefits of sponsorship:

- Build brand awareness with key players in the independent higher education sector.
- Deliver your company message directly to senior staff and decision makers.
- Showcase your organisation and its products and services directly to delegates.
- Benefit from the positioning of your organisation alongside IHE.

Please note that exhibition space is very limited and sold out in 2023. Priority will be given to conference Sponsors, followed by existing Partners and Supporters of IHE. We recommend booking at the earliest possible opportunity.

If you would like to discuss sponsorship and exhibition opportunities or hear more about how to become an IHE Partner or Supporter, please email Jane Southgate, Head of Partnerships, jane@ihe.ac.uk.

Sponsorship Packages

Platinum - £7,500

There is only one opportunity to be the 2024 IHE Annual Conference Platinum Sponsor, which is the package that will provide you with maximum exposure.



Lectern branding in main lecture theatre, IHE Annual Conference 2023

Benefit from:

- The opportunity to address delegates for five minutes during the conference welcome session.
- Your logo projected prominently alongside all main lecture theatre presentations.
- Your logo on the lectern in the main lecture theatre.
- A full-page advertising space on the inside front cover of the digital conference guide.
- Your logo and 100-word biography on the conference page of the IHE website and in the digital conference guide.
- Your logo on all campaign communications and online materials as Platinum Sponsor.

- Two social media thank you tweets prior to the conference, one during, and one after.
- Inclusion as Platinum Sponsor in a mailout to IHE members immediately before the conference providing details about our sponsors and exhibitors.
- Priority exhibition space in the lunch and refreshments area.
- Four complimentary conference passes including the awards reception.
- Option to book meeting space.
- Delegate list to be supplied in advance of the conference (names, job titles and organisations).

Gold - £5,000

There are only two opportunities to be a 2024 IHE Annual Conference Gold Sponsor, providing exposure at key touch points.



Proposed projection in main conference lecture theatre, logos for illustration purposes only

Benefit from:

- Your logo projected alongside all main lecture theatre presentations.
- A half-page advertising space on the inside back cover of the digital conference guide.
- Your logo and 100-word biography on the conference page of the IHE website and in the digital conference guide.
- Your logo on all campaign communications and online materials as a Gold Sponsor.
- Two social media thank you tweets prior to the conference, one during, and one after.
- Inclusion as a Gold Sponsor in a mailout to IHE members immediately before the conference providing details about our sponsors and exhibitors.
- Priority exhibition space in the lunch and refreshments area.
- Three complimentary conference passes including the awards reception.
- Option to book meeting space.
- Delegate list to be supplied in advance of the conference (names, job titles and organisations).

Exhibition Packages

IHE Partners and Supporters - £1,400 **Other organisations - £1,950**

Make the most of networking at the 2024 IHE Annual Conference with a stand in our exhibition area in the Great Hall, where delegates will congregate at registration, lunch, and during each break for refreshments. An exhibition stand is a great way to increase brand awareness and communicate your message to IHE members.



Exhibition and refreshments, in the Great Hall, IHE Annual Conference 2023

Benefit from:

- Exhibition space in the lunch and refreshments area, including a table and two chairs (optional), internet access and power point.
- Your logo and 100-word biography on the conference page of the IHE website and in the digital conference guide.
- Inclusion as an Exhibitor in a mailout to IHE members immediately before the conference providing details about our sponsors and exhibitors.
- Two complimentary conference passes including the awards reception.
- Delegate list to be supplied at the event (names, job titles and organisations).

IHE Annual Conference 2024 Drinks Reception and IHE Awards 2024

All our annual conference attendees are invited to attend the IHE Annual Conference drinks reception and IHE Awards, and we also take the opportunity to invite additional guests from the sector. This is a fantastic opportunity to digest the day and network with sector friends.

The IHE Awards celebrate the innovation and excellent practice taking place in our independent providers, recognising the quality and breadth of IHE member activity. In 2023, we received a record-breaking total of over 50 nominations across all categories. Our winners were announced by our fabulous awards sponsors. You can [read about our 2023 awards winners here](#).

Drinks Reception Sponsorship - £2,000

This year there will be the opportunity to sponsor the drinks reception, offering a significant brand awareness opportunity.



Benefit from:

- The opportunity to give a two-minute welcome address to attendees of the IHE Annual Conference drinks reception.

- Having a 3m x 2m stand during the drinks reception and IHE Awards.
- Using up to two additional branded banner displays either side of the stage during the drinks reception.
- Your logo on all communications about the drinks reception.
- Your logo and 100-word biography on the awards page of the IHE website and in the digital conference guide.
- One social media thank you tweet prior to the conference, highlighting your sponsorship of the drinks reception.
- Four complimentary admissions to the drinks reception and IHE Awards.

Award Sponsorship - £750

Enjoy the limelight of presenting an award that celebrates exemplary practices that align with your company mission. All awards sponsors will benefit from increased brand presence through the conference page of the IHE website and awards communications.



- Choose from one of the following award categories:
 - Advancing International Education
 - Supporting Student Success

- Inspiring Course
- Outstanding Collaboration
- Technology Enhanced Learning
- Supporting Staff Wellbeing
- Rising Star

Benefit from:

- Take part in the judging for your award category.
- All awards communications will have your logo linked to your sponsored award.
- Logo and company description (max 100 words) on the awards page of the IHE website.
- One social media thank you tweet prior to the conference, highlighting your sponsorship of the award.
- Two complimentary admissions to the awards reception.
- Each award sponsor will be thanked prior to the award presentation.
- The opportunity to present the award at the awards ceremony.

Booking information

Priority booking

All packages will be made available in the follow priority order:

- IHE Partners exclusively until 23 June.
- IHE Supporters and Partners exclusively from 24 June until 21 July.
- All sector organisations from 22 July onwards.

Booking process

Opportunities will be allocated on a first come, first served basis.

Please read the accompanying document, "Sponsorship and Exhibition Terms and Conditions, IHE Annual Conference 2024" and then fill out and return your booking form to Jane Southgate, Head of Partnerships, jane@ihe.ac.uk.

You can also arrange an online meeting with Jane to discuss any questions you have.

We are not able to hold places and you will need to submit a booking form to confirm your booking.

Invoicing will be done upon receipt of booking. All prices are exclusive of VAT.

Exhibitor stand allocation

Exhibition stand locations will be reserved for Platinum and Gold Sponsors.

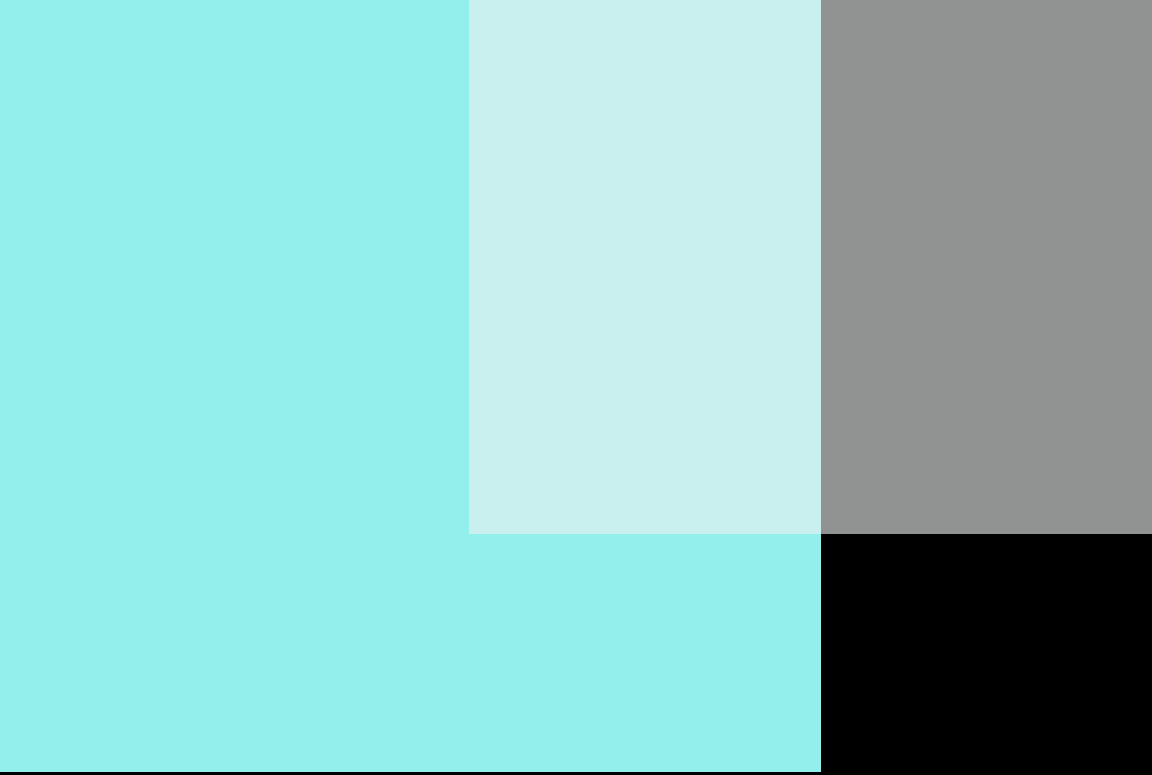
All remaining exhibition stands will be allocated on a first come first served basis.

All exhibitors will be provided with a 3x2m space.

Venue information

Venue address:

One Great George Street
1 Great George St
London SW1P 3AA



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