


StudyWorld 2018 Sponsorship Opportunities



STUDY
WORLD

QEII CENTRE, London
Monday 3 – Wednesday 5
September 2018

**EDUCATION
IS
GREAT**
BRITAIN & NORTHERN IRELAND

studyworldfair.com

The event that
promotes the UK
education sector to
partners from around
the world

[studyworldfair.com](https://www.studyworldfair.com)
#StudyWorld
#EducationisGREAT
@studyworldfair



Raise your profile at StudyWorld

StudyWorld is the ideal platform to raise your profile among industry leaders in international education.

StudyWorld is the only event that focuses on showcasing the whole of the UK education sector to buyers and partners from around the world. Supported by Education is GREAT and the UK government, the event hosts special delegations of buyers, industry leaders and influential visitors.

Over 700 delegates from 60+ countries come together in the heart of London for one-to-one meetings, seminars and receptions. The spacious, modern QEII Centre facilitates movement and networking, set to a backdrop of iconic Westminster views.

Sponsors have a unique opportunity to promote their products to delegates from UK education institutions, study abroad agencies, government bodies, embassies and overseas universities and businesses.

60+
countries
represented

750+
delegates



Who attends StudyWorld?

StudyWorld focuses on the best that UK education has to offer, supporting agents, buyers and partners from across the globe to meet providers who can fulfil their needs.

We welcome:



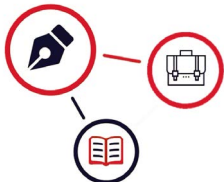
UK education exporters

UK education providers, suppliers and specialist groups, including: universities, English language centres, boarding schools, colleges, training providers, exam boards, publishers, digital content suppliers and professional associations.



Overseas agents/partners

Worldwide governments, international organisations, educators and businesses seeking educational partnerships, training and services at all levels including: study travel agents/educational tour operators, corporations, agent associations, universities, global businesses and NGOs and government bodies.



Service providers

Service providers for educators and agents/buyers, including: insurance companies, marketing consultants, student accommodation and guardianship specialists and organisations providing travel, entertainment and technology.



Special delegations

For the second time, StudyWorld is hosting delegations from Gulf countries, London embassies, the British Council and the Department for International Trade.

Increase brand awareness among international education leaders



Sponsorship options

Sponsor packages

Sponsorship packages offer you a strong visual presence across the event, online and on-site.

All packages include:

- Logo on StudyWorld website, and promotional emails
- Logo on welcome banner, digital screens and delegate bags
- Delegate passes with meeting schedules
- Exhibition space
- Delegate bags inserts and advert in the event guide
- Special mention at the welcome reception.

Create your own space

Make your mark with a branded space for meetings, drop ins or refreshments. Our exhibition partner can supply furniture and display materials to increase impact.

Spaces available from 2x2m upward with optional shell scheme stand.

from GBP 2,695

Deliver a 40 minute seminar exploring a topic of interest to our sector (maximum four sponsors).

GBP 500

Advertise

Place a full page colour advert in the StudyWorld event guide, which lists details of all participating organisations and is provided to all participants at event registration.

GBP 950

Branding

Include your leaflet, brochure, pen, notepad or gift in all 700+ delegate bags, distributed at StudyWorld registration and used throughout the event.

from GBP 850

Feature your message and/or company logo on all agents and buyers hotel bedroom key card sleeves (all buyers are accommodated at the DoubleTree Westminster).

GBP 2,000

Company logo featured alongside other StudyWorld sponsors on the StudyWorld branded welcome message on the 55" 4K resolution digital video wall located in the main entrance of the QEII Centre foyer.

GBP 750

Sponsor packages

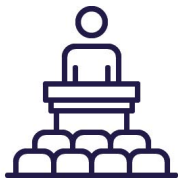
Platinum sponsor	GBP 15,000 (one package available)
Gold sponsor	GBP 11,000 (one package available)
Silver sponsor	GBP 7,000 (three packages available)

	Platinum	Gold	Silver
Sector exclusivity*	✓	✓	✓
Exhibition space in exhibition halls	6x2m	5x2m	4x2m
Complimentary event passes with meeting schedule	2	2	2
Complimentary event passes without meeting schedule	3	2	1
Company logo displayed on 55" digital video wall in the main entrance of the QEII Centre	✓	✓	✓
Company logo on StudyWorld website	✓	✓	✓
Company logo on StudyWorld branded delegate bags	✓	✓	✓
Company logo on all event emails to both prospective and registered delegates	✓	✓	✓
Company logo on StudyWorld branded staff t-shirts	✓		
Company logo on back cover of event guide	✓	✓	✓
Company logo on canopy sign above QEII Centre entrance	✓	✓	
Advertisement in the official, printed event guide used by all delegates throughout the event	Double page	Full page	Half page
Logo and hyperlink on Marcom eSchedule PRO	✓	✓	✓
Mention in the welcome address at the Welcome Reception	✓	✓	✓
Inclusion of promotional material in branded delegate bags	✓	✓	✓

All sponsor package prices are subject to UK VAT.

* Applies to service providers/ education suppliers only.

Improve your visibility with a high profile branding opportunity



Keynote speaker

Sponsor Tuesday's keynote seminar. Your logo will feature on the speaker lectern and staging and you can give a one-minute address to our audience of industry decision makers at the start of the session.

GBP 10,000



Lounges and zones

Build your own branded space in the exhibition hall to host delegates for meetings, networking or

Price dependant on size and branding .



Branded refreshment points

Brand the refreshment points, located inside the exhibition halls, where delegates will meet for coffee and networking. Your logo will feature on the refreshment point signs and coffee cups.

GBP 2,500



Reusable water bottles

Tick off one of your environmental CSR objectives and give delegates something they can take home with your logo/ branding on high quality reusable water bottles. Supplied by sponsor.

GBP 3,000



studyworldfair.com

StudyWorld is organised by English UK, the national association of accredited English language centres in the United Kingdom and a UK-registered charity. We represent, support and promote our 440+ members and the UK ELT sector at home and internationally with the key aim of advancing the education of international students in the English language.

An annual event since 1969, we have almost 50 years of experience in meeting the needs of the international education business.

englishuk.com