

**VIRTUAL**

# COLLEGE EXPO21

**WEDNESDAY 9 - THURSDAY 10 JUNE**  
**COMING TO A SCREEN NEAR YOU!**

**PRESS THE RESET BUTTON:  
REIMAGINING COLLEGE  
LEARNING AND LIFE**

**#COLLEGEEXPO21**

**The only virtual showcase conference and exhibition for the college sector in Scotland**

Virtual College Expo21 will bring together hundreds of attendees from the education sector in Scotland and beyond, along with leading organisations that connect with colleges, and their staff and students, across Scotland.

This year's Virtual College Expo will take place over two days which will feature an inspiring conference and exhibition, plus interactive Student Skills Demonstrations.

**Exhibition & Sponsorship Packages**



# Exhibiting and Sponsorship at **COLLEGE EXPO21**

## Why sponsor and exhibit?

Virtual College Expo21 positions your organisation in front of FE, HE, school educators and decision makers.

- ▶ Strengthen your brand positioning
- ▶ Generate sales leads
- ▶ Build relationships
- ▶ Increase awareness
- ▶ Generate publicity
- ▶ Launch new products
- ▶ Keep up on college sector trends

## Who attends?

College Expo21 is for anyone interested in vocational education. Our audience includes: college principals, senior management, lecturers, head teachers, teachers, policy makers, librarians, community learning, employers, development staff and careers staff.

### Promotion for the exhibition includes:

- ▶ Email campaign to schools, colleges and HE institutions
- ▶ CDN website including contact details for all exhibitors
- ▶ Social media campaign
- ▶ PR
- ▶ Showguide

## **COLLEGE EXPO21** is in three parts...

▶ **The conference** for college, school and HE senior managers, lecturers and teachers, plus employers and key agencies.

▶ **The exhibition** around 10 exhibitors of key education and college partners, agencies and stakeholders.

▶ **The Skills Area**  
Building on the success of our previous Skills Demonstrations Area, this year we will bring you a virtual skills experience, incorporating student skills demonstrations, live workshops and drop in sessions.

# Sponsorship packages

## Headline Sponsor

**£1200** (limited to four sponsors)

- ▶ Prominent Headline Sponsor logo and branding on all relevant marketing literature
- ▶ One-minute corporate video or advert which will be played in advance of one of our popular and high impact keynote sessions
- ▶ Listed as Headline Sponsor on website
- ▶ 100 word company description online and in showguide
- ▶ Prominent positioning of sponsor logo on website and showguide
- ▶ Virtual Exhibition Stand
- ▶ Promotion via CDN social media channels
- ▶ Full-page advert in showguide, with the opportunity to link to corporate video
- ▶ Provide one blog to be published on CDN's website

## Partner Sponsor

**£800** (limited to six sponsors)

- ▶ Sponsor logo and branding on all relevant marketing literature
- ▶ 50 word company description online and in showguide
- ▶ Sponsor logo on website and showguide
- ▶ Virtual Exhibition Stand
- ▶ Promotion via CDN social media channels
- ▶ Half-page advert in showguide

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## Further information and bookings

For further information or to book a package,  
please contact [marketing@cdn.ac.uk](mailto:marketing@cdn.ac.uk)

[www.cdn.ac.uk/virtual-college-expo21](http://www.cdn.ac.uk/virtual-college-expo21)