

**VIRTUAL**



# COLLEGE EXPO22

**TUESDAY 14 AND WEDNESDAY 15 JUNE 2022**  
**COMING TO A SCREEN NEAR YOU!**

**REWRITE THE COLLEGE STORY:  
LEARNING EXPERIENCES,  
SKILLS DEVELOPMENT,  
ANCHORING COMMUNITIES**

**#COLLEGEEXPO22**

**The most  
exciting  
professional  
learning event  
for the college  
sector in  
Scotland**

Virtual College Expo22 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 offering inspirational keynotes, workshops, seminars, and panel debates.

This year we also recognise Scotland's Year of Stories 2022 as we celebrate and share student stories from across the sector.

**Exhibition & Sponsorship Packages** ►

# Exhibiting and Sponsorship at **COLLEGE EXPO22**

## Why sponsor and exhibit?

Virtual College Expo22 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 Expo22 is for anyone interested in vocational education. Our audience includes: college principals, senior management, lecturers, students, head teachers, teachers, policy makers, librarians, community learning, employers, development staff and careers staff.

### Promotion for the exhibition includes:

- ▶ Email campaign to Colleges, Education Stakeholders, Policy Makers, Universities and Schools
- ▶ CDN website including contact details for all exhibitors
- ▶ Social media campaign
- ▶ PR
- ▶ Showguide

## **COLLEGE EXPO22** 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.

### ▶ Students' Stories

Inspired by Scotland's Year of Stories 2022, this area will feature students sharing their story of college life and learning, and what it has meant to them.

# 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-expo22](http://www.cdn.ac.uk/virtual-college-expo22)