




SPONSORSHIP

15th Enhancement Conference

Evidence, Evaluation and Enhancement
Inspiring Staff and Students

7 June 2018

Venue: Glasgow Caledonian University, Glasgow



The 15th Enhancement in Higher Education Conference is organised by QAA Scotland. It will provide you with an ideal opportunity to promote your brand and engage with decision makers, practitioners, planners and student representatives from across the Scottish, rest of UK and international higher education sector.

The Quality Assurance Agency for Higher Education (QAA) is the UK's independent quality body for higher education.

Who will attend?

Our previous National Enhancement in Higher Education Conference, held in 2016, attracted 300 delegates, from Scotland, the rest of the UK and around the world. Attendees included key decision makers from universities such as vice-chancellors and heads of quality.

This year we look forward to welcoming:

- vice-principals with responsibility for learning and teaching, and the wider student experience
- senior leaders and managers
- planners, strategists and data practitioners
- academics, practitioners and professional service staff
- student sabbatical officers
- other student representatives
- students' association staff.

Many of our delegates have significant influence on investment in key aspects of the student learning experience, such as learning environments, learning analytics, use of data, student mobility, skills development, assessment processes and tools, student records and feedback.

Sponsorship opportunities

Our sponsorship and exhibitor packages have been designed to offer significant benefits to your organisation. The exhibition area at this year's venue has been specially chosen to ensure that there are excellent networking opportunities to promote your organisation and allow you to engage with the delegates in a friendly and productive environment. We have a number of opportunities available.

- **Gold Sponsor: £5,000 (Limited to one sponsor)**
- **Silver Sponsor: £2,000**
- **Bronze Sponsor: £800**

Other ways to get involved:

- **Exhibition Stand: £350**
- **Promotional Insert: £100**



	Gold Sponsor £5,000 TAKEN	Silver Sponsor £2,000	Bronze Sponsor £800
Exhibition stand: 2m x 1m table on the concourse	Included – Premium exhibitor space	Included	Included
Organisational Branding	High visibility for your organisation during the event: <ul style="list-style-type: none"> ▪ Logo and extended profile on conference website ▪ Logo and extended profile on conference app ▪ Full-page advert in conference brochure ▪ Logo on plenary session slides 	High visibility for your organisation during the event: <ul style="list-style-type: none"> ▪ Logo profile on conference website ▪ Logo and extended profile on conference app ▪ Half-page advert in conference brochure 	High visibility for your organisation during the event: <ul style="list-style-type: none"> ▪ Logo and short profile on conference website ▪ Logo and short profile on conference app ▪ Logo and 150-word profile in the conference brochure
Special mention and thanks	Special mention as headline sponsor and thanks at the end of the conference	Thanks at the end of the conference	Thanks at the end of the conference
Free delegate places	Three	Two	One
Insert	A4 Flyer inserted into delegate packs (sponsor to provide printed material)	A4 Flyer inserted into delegate packs (sponsor to provide printed material)	N/A
Stationery Sponsor: A stationery item to be included in all delegate packs (around 300) Sponsors to provide their own materials	Included – items may include either a pen, post-it note, notebook or similar	Included – items may include either a pen, post-it note, notebook or similar	N/A

	Gold Sponsor £5,000 TAKEN	Silver Sponsor £2,000	Bronze Sponsor £800
Delegate pack: logo printed alongside the QAA logo on all delegate packs (around 300) issued upon arrival.	Included	Included	N/A
Space in conference schedule	Short plenary session to address conference OR Opportunity to address delegates during the final conference networking session AND Workshop/presentation during the parallel sessions	N/A	N/A
No other sponsors in direct competition	Included	N/A	N/A
If company's product is compatible with conference needs (for example evaluation, or use of technology) we can explore its use during the conference	Included – subject to discussion with conference organisers	N/A	N/A
Lanyard: your company logo printed alongside the QAA logo on all delegate and speaker lanyards (around 300) issued upon arrival.	Included	N/A	N/A

For more information, or to register your interest, please contact: Declan Gorman: etadmin@qaa.ac.uk

Other ways to get involved:

Exhibition stand

£350

Showcase your brand to delegates

- exhibition space on the concourse (2m x 1m table)
- logo and 150-word profile in the printed programme
- printed information inserted into delegate bags (flyer (A4 maximum) – sponsor to provide printed material).

Promotional insert

£100

Promote your brand through a printed item

- printed information inserted into delegate bags (flyer (A4 maximum) – sponsor to provide printed material).

Contact

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