



enhancement
themes

SPONSORSHIP PACKAGE

3rd International Enhancement in Higher Education Conference

Inspiring excellence - transforming the student experience

**6-8 June 2017
Radisson Blu Hotel, Glasgow, UK**

Engage with decision makers, practitioners and key student representatives from across the university sector by supporting, and exhibiting at, the 3rd International Enhancement in Higher Education Conference organised by the Quality Assurance Agency for Higher Education (QAA) Scotland. QAA is an independent quality assurance body for UK higher education. The Scottish enhancement-led approach to quality is internationally renowned and our Conference will provide you with the opportunity to be associated with high quality debate and the latest thinking in teaching and delivering an excellent student experience.



Who will attend?

The 3rd International Enhancement in Higher Education Conference provides a platform for discussion, professional development and exchange of experiences.

Our 2nd international conference, held in 2015, attracted 600 delegates from 14 countries and is one of the largest learning and teaching events in the UK. Delegates will include key members of staff from universities and other providers of higher education in the UK as well as a range of international colleagues keen to learn about the Scottish experience.

The majority of those attending are likely to be:

- vice-principals with responsibility for learning and teaching and the wider student experience
- deans
- heads of quality
- students with representative roles relating to engagement in quality
- delegates from European and international quality assurance agencies and institutions.

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

Sponsorship opportunities

Our Exhibitor and Sponsorship Packages have been designed to offer significant benefits to your organisation. The exhibition area has been 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.



Overall headline event sponsor

£9,590

You will benefit from a high profile for your organisation throughout the event

- full-page (A4) colour advertisement in the printed programme received by delegates
- logo and 150-word profile inside the printed programme received by delegates
- two full delegate places
- two complimentary places at the conference dinner
- prominent exhibition space (1.8m x 0.6m table) on the concourse
- printed information (flyer/booklet up to 8pp, A4 maximum) inserted into delegate bags (sponsor to provide printed material) received by every delegate upon registration
- dedicated space in the post-event delegate email, linking to your website.

Scottish Night sponsor (6 June 2017)

£2,000

Your organisation will enjoy key brand positioning throughout the event

- key brand positioning across conference webpage
- opportunity to display pull-up banner during the reception
- logo and 150-word profile inside the printed programme
- two complimentary places at the Scottish Night
- exhibition space (1.8m x 0.6m table) on the concourse

This package also allows you a discount on inserts (flyer/booklet up to 8pp, A4 maximum) at £120 (normally £195) per insert in all delegate bags (sponsor to provide printed material) - a great opportunity to promote your products and services. Each delegate receives a conference bag at registration.



Delegate bag sponsor

£1,000

Turn delegates into a walking advert with your logo displayed on every visitor and speaker bag

- your organisation's logo printed alongside the QAA logo on all delegate and speaker bags (around 600) issued on arrival
- logo and 150-word profile inside the printed programme.

Each delegate receives a conference bag at registration.

Lanyard sponsor

£1,000

Raise your profile and see your brand travel throughout the event

- your name printed alongside the QAA logo on all delegate and speaker lanyards (around 600) issued on arrival
- logo and 150-word profile inside the printed programme.



Exhibition stand only

£495

Show our delegates what your organisation can do for them

- exhibition space (1.8m x 0.6m table) on the concourse
- logo and 150-word profile inside the printed programme
- printed information (flyer/booklet up to 8pp, A4 maximum) inserted into delegate bags (sponsor to provide printed material).

Stationery sponsor

£295

Deliver your brand message through a promotional stationery item

- branded pens and notepads for delegate bags
- logo and 150-word profile inside the printed programme.

Insert only

£195

Deliver your brand message through a printed item

- printed information (flyer/booklet up to 8pp, A4 maximum) inserted into delegate bags (sponsor to provide printed material).

Advertisement only

Full page £300

Half page £150

**Highlight your brand messages
in the printed programme
and directly to delegates**

- a half or full-page advertisement in the printed programme
- printed information (flyer/booklet up to 8pp, A4 maximum) inserted into delegate bags (sponsor to provide printed material).



Programme overview

Day 1: Tuesday 6 June

- Registration
- Official opening
- International keynote speaker
- Parallel sessions
- Lunch and poster session
- UK and international keynote speakers
- Parallel sessions
- Exhibitor and poster session
- Civic reception

Scottish evening with live band (as featured in Edinburgh's 2017 Hogmanay celebrations)

Day 2: Wednesday 7 June

- UK keynote speaker
- Parallel sessions
- Lunch and poster session
- Conference address from the Scottish Government
- Presentations and panel discussion
- Parallel sessions
- Exhibitor and poster session
- Conference reception
- Conference Dinner

Day 3: Thursday 8 June

- Conference address from the Commissioner for Fair Access
- UK keynote speaker
- Parallel sessions
- Lunch and poster session
- Plenary session
- Parallel sessions
- Launch of Scotland's next Enhancement Theme
- Closing session



**To express your
interest, contact:**

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