

Journey to Oz

Travelling Together Towards Inclusive Education

Croke Park, Dublin, March 20th & 21st 2019

AHEAD Conference 2019
Sponsorship & Exhibition Opportunities



Introduction

The annual AHEAD international conference is Europe's leading conference in 3rd Level Inclusive Education and Universal Design for Learning and will take place in Croke Park Conference Centre in Dublin, Ireland on March 20th & 21st 2019. As part of AHEAD's mission to shape a future where students with disabilities can succeed, every March we organise the bringing together of student support professionals, academics, policy makers and Disability NGO staff from Ireland and across the world to share good practice, network and learn about the latest developments and products in the sector.

This brochure outlines sponsorship and exhibition opportunities for companies and organisations who would benefit from a partnership with us.

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About AHEAD

AHEAD, the Association for Higher Education Access and Disability is an independent non-profit organisation working to empower more students with disabilities to succeed in education and graduate employment. [Watch this video for an overview of what we do.](#)

Our organisation is a centre of expertise in this field and our reputation for affecting change on the ground through the sharing of good practice and collaboration with the sector is recognised both nationally and across the globe. The AHEAD Conference has over the last number of years become Europe's leading annual conference in the area of Inclusive Education, Disability Support and Universal Design for Learning.

Why Should Your Company/Organisation Consider Sponsorship?

By partnering with AHEAD, your organisation can show its commitment to inclusive education/employment directly to the people that are responsible for implementing support and inclusive policy on the ground.

Sponsorship of the conference gives organisations a unique opportunity to:

- » **Increase credibility – showcase your company's expertise and commitment to a captive audience.**
- » **Be part of a good news story – professionals in higher and further education coming together to talk about how make education more accessible and inclusive.**
- » **Generate sales leads and make new connections with decision makers and those with buying power in 3rd level education. Put your brand in front of hundreds of referrers of business.**
- » **Connect directly to very 'hard to reach' demographic.**

We have a range of sponsorship, exhibition and advertising options to suit a range of organisations and price points (see Sponsorship Packages, Unique Sponsorship Opportunities and Individual Advertising Opportunities for more details).

To discuss sponsoring the conference or book an exhibition stand, please contact Christine Hynes on (01) 7164396 or email christine.hynes@ahead.ie. If you would like to enquire about a sponsorship opportunity not listed here, get in touch – we can be flexible and are happy to discuss your ideas!



About Conference 2018

Last year's Annual International AHEAD Conference took place in Croke Park Conference Centre, Dublin on March 20th and 21st 2018.

This international universal design for learning (UDL) event 'Let's Bring the Elephant into the Room! Reshaping the Inclusive Environment in Further and Higher Education' featured 2 days of presentations and interactions in a range of innovative formats. [Visit the conference webpage](#) for further information and resources, including video of all presentations at the conference.

Conference 2018 in Numbers

Over **200** participants from 4 Continents

16 Organised Conversations¹

43 Presenters

8 Exhibitors

Over **650** uses of the main conference hash-tag - #elephantAHEAD

Conference Hash-tag trended in the **top 20** Irish twitter trends during the event

Over **500** Rewards Gained in the UDL Park

¹ Conversation corners are dedicated networking spaces for anyone attending the conference including sponsors to discuss with a group of attendees a topic for 30 minutes. These sessions are ongoing throughout the conference in parallel to the breakout sessions.

"I will take some of the new exhibitor solutions to the decision makers [in my college]"

-Conference Attendee 2018

"It was good exposure for us to link in with current and potential clients. We also have [every] opportunity to participate in the conference"

-Conference Sponsor 2018

"I felt that the communication before the event was excellent. I knew what to expect and had all the information I needed.....The venue was perfect and worked really well."

-Conference Sponsor 2018

Sponsorship Packages

The table below show the key perks of our core Sponsorship packages. These packages are flexible and we are happy to discuss tweaking them to suit your needs and ensure the package gives your organisation the brand coverage it deserves.

Further below you'll find some other unique sponsorship opportunities to support specific sections of the conference and you'll find details of our exhibition and individual advertising rates.

Perks of Sponsorship	Gold Sponsorship	Silver Sponsorship	Bronze Sponsorship
Cost	€6,000	€3,000	€1,500
Exclusivity – max number of sponsors	2	4	N/A
Recognised from the Podium	✓	✗	✗
Recognised in all key communications	✓	✗	✗
Logo printed on conference bags (see sizing below)	✓	✗	✗
Small pull-up banner on-stage in main hall (see sizings – banner must be provided and approved)	✓	✗	✗
Logo on presentation videos released after the conference	✓	✗	✗
Logo on conference holding slide	Large	Small	✗
Logo on the website header and footer	Large	Small	✗
Colour Advert in Conference Programme (artwork must be supplied and approved)	Full Page (worth €1000)	Half Page (worth €550)	✗
Social media coverage	✓	✓	✗
Digital Branding at the Venue (screens with rolling silent ads on loop throughout with conference info) – artwork must be provided	45 seconds at a time	30 seconds at a time	15 seconds at a time
Insert into the delegate pack	Booklet	Booklet	Flyer/Leaflet
Logo and Company profile on Sponsors page of website	200 word profile	100 word profile	50 word profile
Exhibition Space	Premium	Premium	Regular
Complimentary Conference Spaces (worth €295 per spot)	4	3	2

Unique Sponsorship Opportunities

In Kind Sponsorship (only 3 available)

As part of our aim to provide a conference which is universally designed for our attendees we work extensively in advance and during the event to cater for their needs as much as possible. In order to meet these standards this involves critical resources and service provision including alternative formatting, live English captioning in the main hall, creating tailored menus, sending presentation content in advance, sign language interpretation and extensive signage.

We are open to considering proposals from any service/goods providers who can contribute to delivering a universally designed event in exchange for sponsorship opportunities. For more information, please contact christine.hynes@ahead.ie.

This opportunity is ideal for... companies or organisations whose core business relates to universal design, equality of opportunity or disability support.



Conference Reception Sponsorship (only 1 available) - €4,000

We like to ensure that our delegates have a range of opportunities to engage with each other and to learn in multiple ways – not just through presentations. So, every year we have a space where people can step out of the main conference hall, take a breather, have some fun and engage interactively with other participants. Last year, we hosted A Circus Themed Reception where those in attendance could network and enjoy a range of interactive activities as part an evening reception on the first evening.

For 2019 the reception will involve a Wizard of Oz theme for both participants and exhibitors to have fun, relax and network. As part of the evening reception we will be providing a host of participatory activities including showcasing the latest development in assistive technology, games and some interesting surprises for all to enjoy. This event is usually very well attended, with enjoyed by all delegates every year.

This opportunity includes...

- » **Half page ad in the conference programme, company logo**
- » **Mention in the 'Wizard of Oz Theme Reception section of the programme**
- » **Logo on the main signage at The Reception**
- » **Logo on each of the A1 signs which explain the activities in the evening reception with company logo**
- » **100 word company profile on sponsors page of website,**
- » **Logo on the webpage banner for the evening reception**
- » **Exhibition stand (placed in the reception area if desired)**
- » **2 complimentary conference passes**
- » **Option to insert a leaflet/flyer into the delegate pack**
- » **Option to donate a tech prize for a competition during the event.**



Conversation Corner Sponsorship (only 1 available) - €2,500

In the conversation corner, participants have the opportunity to host a small scale (max 8 people) conversation that matters to them.

This is a great opportunity for participants and even sponsors to discuss a topic of interest with other participants at the conference. These conversations run parallel to the main conference program with up to 4 conversations running simultaneous. There is a history of high engagement with this feature of our conference, with an average 24 conversations taking place over the 2 days, lasting 30 minutes each. These conversations have led to rich connections being formed and collaborations amongst those in attendance.

This opportunity includes...

- » **Half page ad in the conference programme**
- » **Company logo in the 'Conversation Corner' schedule in the programme**
- » **Company logo on the 'Conversation Corner' main signage on each table**
- » **100 word company profile on sponsors page of website**
- » **Company logo on the Conversation Corner webpage banner, (placed in the Conversation Corner if desired)**
- » **2 complimentary conference passes**
- » **Option to give a piece of literature/gift to all Conversation Corner participants.**

This opportunity is ideal for... companies/organisations whose core business is built around communication e.g. technology companies that promote communication/expression, companies involved with provision of supports like sign language and speedtext, marketing/communications companies. Since the conversation corner is all about communicating ideas and discussing issues, it's a perfect fit!



Individual Advertising Opportunities

As well as the aforementioned sponsorship packages, we do have a limited number of individual advertising opportunities and exhibition spaces available at the conference. Details are listed below.

Please note that artwork must be supplied where relevant.

Full Page Colour Advertisement in the Conference Programme	€1000
Half Page Colour Advertisement in the Conference Programme	€550
Conference Stylus Pen in Delegate Packs (with your logo)	€1200
Regular Exhibition Stand (includes 2 full conference passes)	€1200

To discuss any of the sponsorship packages and other partnership opportunities in this brochure, please don't hesitate to contact Christine Hynes on (01) 7164396, or email christine.hynes@ahead.ie.

Please note that organisations exhibition at or sponsoring the AHEAD conference should align with the aims and values of our organisation. As such AHEAD reserves the right to accept, review or refuse any sponsorship agreement or proposed Sponsorship, in its sole discretion.





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