

# AHEAD Conference 2018

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Inclusive Education & Universal Design

March 20th & 21st, Croke Park Conference Centre, Dublin

**Sponsorship &  
Exhibition Opportunities**



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# Introduction

The annual AHEAD international conference is Europe's leading conference in Inclusive Education and Universal Design for Learning and in 2018, it will take place in Croke Park Conference Centre in Dublin, Ireland on March 20th & 21st. As part of AHEAD's mission to shape a future where students with disabilities can succeed, every year 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 field of inclusive education and disability support.

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.](#)

AHEAD is a centre of expertise in the field of inclusive education and our reputation for affecting change on the ground through collaboration with the 3rd level sector and the sharing of good practice is recognised both nationally and across the globe. The AHEAD Conference has over the last number of years grown to become Europe's leading annual international conference in the area of Inclusive Education, Disability Support Provision and Universal Design for Learning.

## Why Should Your Company/Organisation Consider Sponsorship?

A partnership with AHEAD offers your organisation the chance to demonstrate it's commitment to inclusive education/employment and to get your message directly to the people working on the ground to implement inclusive policy and provide disability supports in third level colleges. As AHEAD celebrates it's 30th year affecting positive change for students with disabilities in 2018, it is a fantastic time for companies like yours to join us on this journey and show your support. 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 share their collective experiences and talk about how to 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' people.**

We have a range of sponsorship, exhibition and advertising opportunities to suit a range of organisations and price points (see Sponsorship Packages, Unique Sponsorship Opportunities and Individual Advertising Opportunities below for details). To discuss sponsoring the conference or booking an exhibition stand, please contact Dara Ryder on (01) 7164396 or email [dara.ryder@ahead.ie](mailto:dara.ryder@ahead.ie). If you would like to enquire about a sponsorship opportunity not listed here, get in touch – we are flexible and happy to discuss your ideas!



# Conference 2017 - Huge Success

AHEAD have now been hosting an annual conference for over 10 years and our 2017 event was one of our most successful to date. It took place in Croke Park Conference Centre, Dublin on March 13th & 14th 2017 and explored the 'why' of Universal Design for Learning (UDL) in further and higher education. Universal Design for Learning (UDL) is a framework of flexible design in education that supports you in maintaining robust standards while connecting with a diverse range of students, including those with disabilities, in a flexible and innovative way that keeps you ahead of the game.

Participants reported that the conference was a huge success, with evaluation comments such as:

“Best UDL/Disability Support focused conference of the year!”

“An excellent event which will immerse you in the “on the ground “issues central to disability support.”

“Great event where faculty and support staff come together for meaningful conversations.”

[Visit the conference web-page](#) for further information and resources, including video of all presentations at the conference. We hope to build on the strength of this event in 2018!

## Conference 2017 in Numbers

Over **200** participants from 20 countries

**24** Organised Conversations

**35** Presenters

**10** Exhibitors

Over **1000** uses of the two main conference hash-tags

Conference Hash-tag trended in the **top 40** Irish twitter trends during the event

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



# Sponsorship Packages

The table below show the key perks of our core Conference 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. To discuss any of the sponsorship packages and other partnership opportunities in this brochure, please don't hesitate to contact Dara Ryder on (01) 7164396, or email [dara.ryder@ahead.ie](mailto:dara.ryder@ahead.ie).

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	Yes		
Recognised in all key communications	Yes		
Logo printed on conference bags (see sizing below)	Yes		
Small pull-up banner on-stage in main hall (see sizings – banner must be provided and approved)	Yes		
Logo on presentation videos released after the conference	Yes		
Logo on conference holding slide (see sizings)	Large	Small	
Logo on the website header (see sizing below) 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	Yes	Yes	
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

## Sponsorship of the Universal Design of the Conference (only 1 available) - €4,000

Our aim is to universally design our conference so that all participants can engage with equality of access. We invest a lot of resources in ensuring that we cater for the needs of all participants including participants with disabilities, those with special dietary requests and those whose first language is not English from the outset. Provisions we make to meet this aim include the provision of sign language as standard, provision of live English captioning in the main hall, provision of all presentation materials in advance and careful creation of menus so that only very unusual dietary requests need to be made. As sponsors of the universal design of the conference, your company would be making a contribution to ensuring that all participants would have equal opportunity to engage.

**This opportunity includes...** Full page ad in the conference delegate programme, logo and mention in the section of the delegate programme that outlines the steps made to universally design the conference, logo and 100 word company profile on sponsors page of website, logo and mention on the banner of the 'How we Universally Design this Conference' web-page, regular exhibition stand, 2 complimentary conference passes + option to insert a leaflet/flyer into the delegate pack.

**This opportunity is ideal for...** companies/organisations whose core business relates to universal design, equality of opportunity or disability support. The organisation who take up this package will be able to promote themselves as contributing to the universal design of the conference.

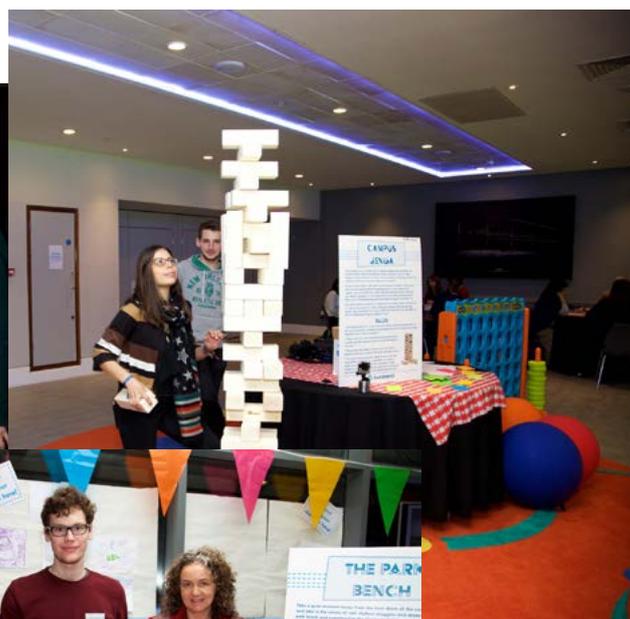
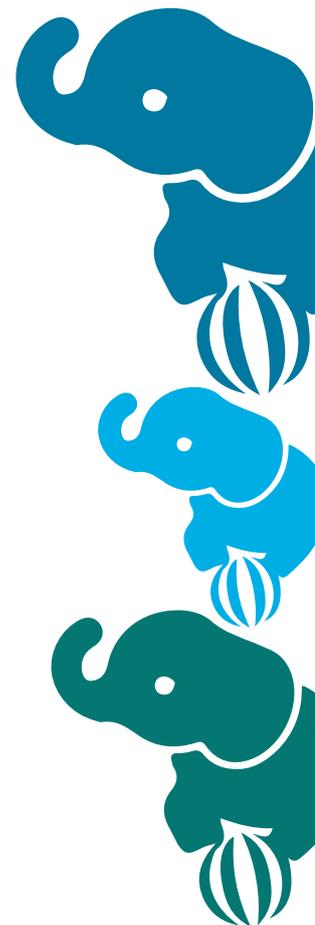


# Universal Design for Learning (UDL) Circus Sponsorship (only 1 available) - €4,000

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 [the UDL Park](#), and following its success, this year we are going for a circus feel. The UDL Circus will have a range of interactive activities for participants to engage in, and for 2018, several Assistive Technology Officers from colleges across Ireland are helping us to curate and build the Circus. So, expect lots of tech related fun and games aimed at informing people what can be done in the AT arena. Every participant gets a UDL Circus Reward for participation in each activity to encourage engagement and every reward gained means an extra ticket in the draw on Day 2 of the conference.

**This opportunity includes...** Half page ad in the conference programme, logo and mention in the 'UDL Circus' section of the programme, logo on the signage throughout the 'UDL Circus', logo and 100 word company profile on sponsors page of website, logo on the UDL Circus web-page banner, regular exhibition stand (placed in the Circus if desired), 2 complimentary conference passes, option to insert a leaflet/flyer into the delegate pack and option to donate a tech prize for the UDL Circus draw on Day 2.

**This opportunity is ideal for...** assistive technology companies and companies whose core business relates to Universal Design/Equality of Opportunity. Since the UDL Circus will be curated by Assistive Technology Officers this year, AT companies may find it a great fit.



## 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. Maybe there's something they feel isn't covered by the programme? Maybe they have a brilliant idea they wish to thrash out with colleagues who have similar thoughts? Maybe they have a problem and need inspiration from colleagues to solve it? The floor is theirs. These conversations run parallel to the main conference program with up to 4 conversations running simultaneously. Last year's conference saw 24 conversations take place over the 2 days, lasting 30 minutes each and led to rich connections being formed and valuable experiences being shared.

**This opportunity includes...** Half page ad in the conference programme, logo in the 'Conversation Corner' schedule in the programme, logo on the 'Conversation Corner' main signage, logo on each table number sign in the Conversation Corner, logo and 100 word company profile on sponsors page of website, logo on the Conversation Corner web-page 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 speed-text, 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 Dara Ryder on (01) 7164396, or email [dara.ryder@ahead.ie](mailto:dara.ryder@ahead.ie).





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