



BERA

BRITISH EDUCATIONAL RESEARCH ASSOCIATION



2014 ANNUAL CONFERENCE

SPONSORSHIP AND
EXHIBITION BOOKLET

23-25 SEP 2014 | INSTITUTE OF EDUCATION, LONDON



THE BRITISH EDUCATIONAL
RESEARCH ASSOCIATION
(BERA) WILL BE CELEBRATING
ITS 40TH ANNIVERSARY IN
2014 AND WE WOULD VERY
MUCH LIKE TO INVITE YOU
TO HELP US DO THAT BY
JOINING US AT OUR ANNUAL
CONFERENCE. THIS WILL TAKE
PLACE AT THE INSTITUTE
OF EDUCATION FROM THE
23-25 SEPTEMBER 2014.

WELCOME

The BERA conference is the largest conference in the UK to focus on educational research and one of the largest social sciences conferences of its kind. Supporting BERA means that you will be able to interact with up to 1,000 delegates at this prestigious gathering.

Our delegates represent a wide range of academics, policy makers and practitioners all engaged, or with a strong interest in educational research. Delegates are largely from throughout the United Kingdom but the conference also attracts an increasing number of international participants. In this, it reflects BERA's membership which has a strong international component. We also have invited keynote symposia from our counterparts in the US, Australia and New Zealand. The practitioner community also participates in increasing numbers and reflect the recent incorporation into BERA of the British Curriculum Foundation.

Conferring with such wide-ranging delegates offers a unique opportunity for the exchange of ideas and for fostering communication and collaboration on an international scale. Working with national curricula, preparing teachers for the future, for professional learning and accreditation, and learning technology challenges are some of the key areas to excite impetus for shared research initiatives.

BERA values the contribution made to the annual conference from both our sponsors and exhibitors and appreciates how much this adds to the 'conference experience' for delegates. The success and benefit to sponsors, exhibitors and delegates has been reflected in the year on year increase in our exhibition space and sponsorship take-up. As an organisation with a strong interest in education we hope you will take time to carefully consider the opportunities being present at BERA offers.

This document provides details of all exhibition and sponsorship opportunities available to your organisation. We hope you will make the decision to join us and we look forward to hearing from you in the very near future. If you would like to discuss any of the options below or if you have other ideas for supporting BERA 2014 please don't hesitate to contact Stacy Nairn at In Conference on stacy@in-conference.org.uk or +44 (0) 131 339 9235. The packages on offer below are flexible and can be tailored to individual needs.

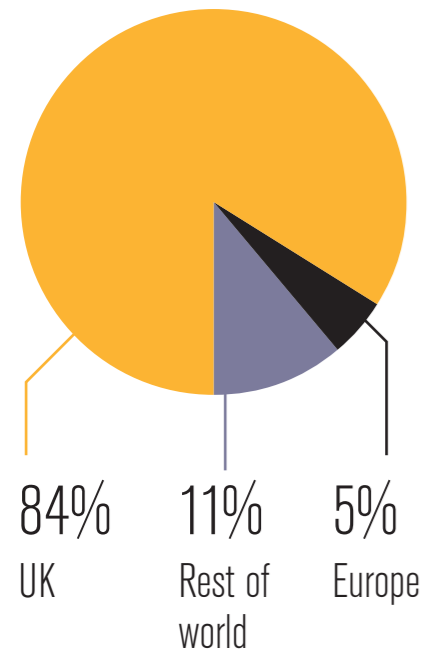
We look forward to seeing you in London.

Professor Ian Menter, BERA President

Professor Felicity Wikeley, BERA Conference Committee Chair

ABOUT BERA

BERA MEMBERSHIP



The British Educational Research Association is the largest UK-wide educational research organisation. With almost 2,000 members, BERA is a member-led organisation dedicated to supporting educational researchers and promoting high quality research in education. It seeks to enhance the field of study, the growth of public knowledge and critical understanding, and the application of findings for the improvement of educational policy and practice.

Since its inception in 1974, BERA has expanded into an internationally renowned association with UK and non-UK based members. It strives to be inclusive of the diversity of educational research and scholarship and welcomes members from a wide range of disciplinary backgrounds, theoretical orientations, methodological approaches, sectoral interests and institutional affiliations. It also encourages the development of productive and collaborative relationships with other associations within and beyond the UK.

Aspiring to be the home of all educational researchers in the UK, BERA provides opportunities for all to contribute through its portfolio of distinguished publications, its world-class conference and other events, and its active peer community organised around 30 Special Interest Groups. Through our networks, we reach over 5000 educational researchers in the UK alone and are regularly communicating with over 70 Heads of Departments across universities and institutions. Many of these are BERA members and attend our conference.

Aims of BERA

To encourage the pursuit of educational research and its application for both the improvement of practice and the public benefit.

- Support and promote the highest quality educational research
- Inform policy and practice
- Promote knowledge and understanding within and beyond the field

WHY SUPPORT BERA?



Partnership is at the heart of this event

Our sponsorship packages have been carefully shaped to meet your needs and we are open to ideas that would give added value to you and our delegates.



Involvement in BERA is all about building brand awareness

The exhibition hall is positioned to capture maximum customer engagement during formal breaks and between sessions. There are a range of opportunities to suit every budget and major sponsors will benefit from enhanced brand exposure in web and printed collateral; before, during and after the event.



Meet new contacts and strengthen key relationships

Maximising networking opportunities for our delegates is an important priority. We work hard to provide places for formal and informal networking. Dedicated meeting spaces include an integrated exhibition hall where all refreshments will be served.

THE NEXT STEPS



Supported by a loyal and growing base of sponsorship partners, in recent years there has been very significant interest in many of the sponsorship opportunities. A prompt decision will increase the chances of you securing the package you want and realising the full benefit of your investment – including your logo on the event website and in advance marketing.

CONFERENCE DETAILS

TUESDAY 23 – THURSDAY 25
SEPTEMBER 2014

LONDON

INSTITUTE OF EDUCATION
20 BEDFORD WAY, LONDON WC1H 0AL

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EXPECTED PARTICIPANTS

BERA IS DELIGHTED TO CONFIRM THE FOLLOWING KEYNOTE SPEAKERS:

- Professor Danny Dorling,
University of Oxford
- Professor David Leat,
Newcastle University
- Professor Sugata Mitra,
Newcastle University

PROGRAMME

TUESDAY 23RD SEPTEMBER	
08:30–19:30	Registration
10:30–10:40	Early Career Researcher Welcome
10:40–11:40	Early Career Researcher Keynote
11:45–13:15	Early Career Researcher Parallel Session
13:15–13:45	Early Career Researcher Lunch
13:45–14:15	Main Conference Opening Remarks Awards Ceremony
14:15–15:45	Main Conference Parallel Session 1
15:45–16:15	Tea/Coffee/Exhibition/Poster Viewing
16:15–17:00	SIG Forum Meetings
17:00–18:30	Education Question Time
18:30–19:30	Welcome Reception
20:00 – late	Conference Dinner
WEDNESDAY 24TH SEPTEMBER	
09:00–10:30	Main Conference Parallel Session 2
10:30–11:00	Tea/Coffee/Exhibition/Poster Viewing
11:00–12:00	Keynote Lecture
12:00–13:00	Lunch/Exhibition/Poster Viewing
13:00–14:30	4 x Keynote Symposia
14:40–16:10	Main Conference Parallel Session 3
16:10–16:30	Tea/Coffee/Exhibition/Poster Viewing
16:30–18:00	Main Conference Parallel Session 4
19:00 – late	Main Social Gathering
THURSDAY 25TH SEPTEMBER	
09:00–10:00	Keynote Lecture
10:10–11:40	Main Conference Parallel Session 5
11:40–12:10	Tea/Coffee/Exhibition/Poster Viewing
12:10–13:40	Main Conference Parallel Session 6
13:40	Close of conference

EXHIBITION PACKAGE: £800

TO MAXIMISE THE OPPORTUNITIES TO INTERACT WITH DELEGATES, EXHIBITION SPACE IS ALWAYS PLACED CLOSE TO THE MAIN TEA/COFFEE BREAK AREAS.

Exhibition units are sold by the table (6') and the minimum unit is 1 table.

Each exhibition unit includes:

- 1 table and 2 chairs
- Tea/Coffee for 2 exhibition staff at the designated times.
The cost is £40 per head per day for any additional staff on your stand.
- Logo and 50 word entry and company contact details in the final programme.
- Logo with web link on the conference webpage
- One set of delegate information per company.

If you require more space, additional tables can be purchased at a cost of £600 per table.

GOLD SPONSOR



Book an exhibition package, and a sponsorship item and be recognised as a Gold sponsor of the BERA annual conference 2014.

Additional benefits include:

- Recognition as a Gold sponsor on all materials
- Prime location in the exhibition area
- 1 additional exhibitor badge

SPONSORSHIP OPPORTUNITIES



Early Career Conference sponsor: £2,000

Tuesday 23 September 2014, IOE

On the first morning of BERA's conference, we hold a major conference for early career researchers. Attracting up to 300 delegates, this is one of the largest gatherings of early career researchers in the UK.

We are offering you the opportunity to sponsor this part of our annual gathering. Your support will be advertised in the conference programme and on the website. You will also have the opportunity to have your logo on the holdings slides at the plenary sessions.



Welcome Drinks Reception sponsor: £2,500

Tuesday 23 September 2014, IOE

Sponsorship is offered at the drinks reception that welcomes all delegates to the conference.

This year, this will take place immediately following the Education Question Time and is a wonderful opportunity to make a strong impression on all delegates.

Maximum exposure to delegates is expected at this event. Your support will be advertised in the conference programme and on the website.

If there are other opportunities you wish to use this sponsorship for (such as a book launch or prize giving) then these can be discussed in advance with the conference organising committee.



Social Programme Conference Dinner sponsor: £2,000

Tuesday 23 September 2014, TBA

This year we will be welcoming back the conference dinner, which will be held at a prestigious restaurant in the heart of London. The conference dinner is a set 3-course meal and includes ½ a bottle of wine per person or non-alcoholic drinks. This is a key intimate networking event, and as well as advertisement in the conference programme and website, you will also be allocated 2 complimentary places at the dinner.



Social Programme Conference Party sponsor: £3,000

Wednesday 24 September 2014, Kingpin Suite

Join BERA at the Kingpin Suite, for a night of bowling, fun and games. Located opposite the IOE, the Kingpin Suite is far more than a room with bowling lanes, there will also be karaoke and Wii fun. We will be holding bowling tournaments with trophies for the winning teams. Or fancy yourself as the next X Factor, then head over to our karaoke room. Don't worry if you don't feel like playing any games, there is also a bar area to enjoy a few cocktails and listen to the resident DJ. There will be canapés and cocktails for all delegates on arrival. There will also be a cash bar available all night. Your support will be advertised in the conference programme and website. You will also have the opportunity to brand the venue.



Spotlight Session: £2,000

Opportunity to organise a Spotlight Session, this includes;

- Hall rental, standard audio/visual equipment, display table.
- Inclusion of sponsor's Spotlight Session invitation in the participant conference bags.
- Spotlight Session programme will be included in the final printed programme.
- Logo with hyperlink on Conference website.
- Acknowledgement on Sponsors' board on-site.
- Acknowledgement on Sponsors' list in the conference programme.



Conference Poster Exhibition sponsor: £1,000

BERA has long held a successful poster competition with an increasing number of entries and prizes awarded during the conference as well as being covered in subsequent BERA mailings to all its members. Two prizes are awarded – for the best main conference poster and the best Early Career Researcher poster. Your company logo will appear alongside the numbers given to each poster board, giving you constant exposure throughout the conference to delegates and exhibitors alike. This educational prize will be linked with your company name, encouraging and promoting research. Your company name appears in the Conference Programme and on the website and at time of award (and in any linked press releases etc). Logo on all signs relating to the poster competition Logo and web link on conference webpage 50 words of text plus logo in the conference programme Consulted in the judging of the winning posters and involvement in the prize giving.



Sponsorship of Keynote Lectures: £1,500

You will have the opportunity to sponsor a Keynote Lecture or Keynote and /or International Symposia. These are a very popular feature of the BERA annual conference and have been selected through open competition to highlight key research. In 2014, our Keynote Lectures will be given by Professors Danny Dorling, David Leat and Sugata Mitra. Your company name and logo will appear next to the appropriate Keynote Lecture or Keynote and /or International Symposia in the conference programme and on the Conference website and in the Lecture Theatre.



Badge lanyards: £1,000

Have your company logo printed on the delegate badge lanyards (neck ribbons) which all delegates receive on arrival at the registration desk and wear throughout the conference. Alongside BERA, you will also be acknowledged as the sponsor in the conference programme and on the conference website.



Conference bags: £3,000

Quality conference bags specifically designed for this event will be distributed to all delegates bearing your company name with a one-colour logo alongside the BERA conference logo (full colour negotiable). Delegate bags will be used long after the conference itself, so sponsoring bags represents a very sound 'value for money' advertising opportunity. You will also be acknowledged as the sponsor in the conference programme and on the conference website.



Advertising in the programme

Our conference programme is provided to all delegates and contains details of the agenda and parallel sessions. It is used throughout the conference as a point of reference and advertising here guarantees visibility throughout BERA.

- Colour outside back cover £1000
- Colour inside front / back cover £700
- B&W full page £300
- B&W half page £200

Limited advertising space will be available in prime positions in the conference programme, an excellent opportunity to reach all delegates. The copy deadline is 13 JUNE 2014



Delegate bag Inserts: £525

One A5/A4 promotional leaflet or small brochure can be inserted into each delegate bag. All delegates will receive the inserts in their delegate bags on arrival at the conference.



Pens and notepads

As with the delegate bags, these will be used long after the conference itself, so sponsoring these represents a very sound 'value for money' advertising opportunity. You will also be acknowledged as the sponsor in the conference programme and on the conference website.

- Pads £1000
- Pens £750



Website advertising: £250

This would allow you to have a direct link from the conference website to your company's home page (upon signing the contract until the end of the conference).



Online registration and delegate joining instructions: £1,000 +VAT

Your logo will appear prominently at the top of the registration page, together with a link to your own website that all delegates will complete. Joining instructions are sent to all delegates a few weeks prior to the Conference with useful information regarding the conference.

PLEASE COMPLETE ALL DETAILS, SIGN THE TERMS AND CONDITIONS AND SEND TO:

Stacy Nairn, BERA Conference Organisers, c/o In Conference Ltd, Unit 1, Q Court, Quality Street, Edinburgh, EH4 5BP

Tel: +44 (0) 131 339 9235

Fax: +44 (0) 131 339 9798

Email: bera@in-conference.org.uk

Website: www.beraconference.co.uk

BOOKING FORM AND CONTRACT

Contact name

Company name

Company name to appear on advertising

Position/Department

Address

Postcode

Telephone

Email

Please email an EPS file of your company logo to stacy@in-conference.org.uk so that it can be included on the conference website and will be used in the conference programme.

NO. OF TABLES TOTAL £		
Exhibition Space		
Gold Sponsor (tick additional item below)		
ITEM	PRICE	✓
Spotlight Session	£2,000	
Conference Poster Exhibition sponsor	£1,000	
Sponsorship of Keynote Lectures	£1,500	
Advertising: Colour outside back cover	£1,000	
Advertising: Colour inside front / back cover	£700	
Advertising: B&W full page	£300	
Advertising: B&W half page	£200	
Badge lanyards	£1,000	
Conference bags	£3,000	
Delegate bag Inserts	£525	
Pens	£750	
Notepads	£1000	
Website advertising	£250	
Online registration and delegate joining instructions	£1,000	

TERMS AND CONDITIONS

The terms and conditions of exhibiting and sponsoring are included below. Please note that signing of this contract indicates acceptance of these terms and conditions. The contract will be held as a valid liable contract, by which you will be bound.

Application to Participate

Exhibitors/Sponsors who wish to participate will be considered only if submitted on the appropriate forms, duly completed. Exhibitors/Sponsors will be informed in writing of the acceptance or refusal of their application. In case of refusal, all payments shall be fully refunded. In case of acceptance Exhibitors/Sponsors will be bound by the Terms and Conditions listed here.

Booking Procedures and Payment Information:

Terms of Booking
The conference organisers will send a confirmation of your selection and issue an invoice/receipt where applicable. The balance due must be paid within 30 days of issue otherwise the space/ sponsorship item(s) will be resold.

- ☐ I enclose a cheque made payable to “BERA 2014”
- ☐ Please send me bank details to arrange a direct bank transfer
- ☐ Please send me an invoice quoting Purchase Order Number
- ☐ Please contact me to allow me to pay by credit card (Visa, Mastercard only). A 3% surcharge will be added to all credit card payments.

Cancellation / Modification Policy:
Once the contract has been signed and items are to be cancelled, you will be liable for 100% of the cost.

Exhibitors

Badges will be available for pick up from the Registration Desk at the Institute of Education. Two complimentary exhibitor passes are included per table. Additional personnel will each be charged a £40 administration and refreshment fee, regardless of length of stay on the booth. All exhibitor personnel must wear the Exhibitor Badge during the conference at all times.

Total number of badges required (including free badges): _____

Please advise the organisers if you have any special dietary requirements for your group.

PLEASE NOTE: Exhibitors will not have access to the Conference Sessions. A registration fee will be required from those who wish to attend all, or any other part of, the Conference Sessions. Application will be considered in order of receipt of application forms accompanied by payment.

In-Conference reserves the right, in case of absolute necessity, to modify the positioning of stands, with no obligation to provide compensation to exhibitors/ sponsors.

Access to the exhibition is authorised on presentation of a badge issued by In-Conference. Exhibitors' badges do not allow you access into the lecture theatres.

For the Spotlight Sessions, the following applies:
Special time slots will be designated and will be allocated on a “first-come, first-served” basis.

The sponsoring company for the Spotlight Session may select speakers and topics.

The sponsoring company, in addition to the sponsorship fee, must cover all catering if required and speakers' expenses, including registration fees, accommodation and travel expenses.

Spotlight Session programmes are subject to approval by the Conference Committee. In cases where the Conference Committee does not approve the Spotlight Session programme, you will be entitled to cancel the Spotlight Session booking without paying any penalty for the cancellation or for any damages caused by the cancellation to the other party. Accordingly upon such cancellation neither of the parties will have any claims, demands, suits, towards the other.

Liability Insurance

Equipment and all related display materials installed by exhibitors/sponsors are not insured by In-Conference/ BERA, and In-Conference/BERA under no circumstances will be liable for any loss, damage or destruction caused to equipment, goods or property belonging to exhibitors/sponsors. The exhibitor/ sponsor agrees to be responsible for his property and person and for the property and persons of his employees and agents and for any third party who may visit his space.

Signature.....

Print name.....

Date.....

To ensure you do not miss out
on any of the opportunities at the
BERA Annual Conference please call:

STACY NAIRN

+44 (0)131 339 9235



BERA



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