

THROUGH THE LOOKING GLASS

Reflecting on Inclusion from the Boardroom to the Classroom

 ahead

March 26th-27th 2020
Croke Park, Dublin

AHEAD Conference 2020 **Sponsorship & Exhibition Brochure**



Introduction

The Annual International AHEAD Conference is Europe's leading conference in 3rd Level Inclusive Education and Universal Design for Learning.

AHEAD's mission is to create inclusive learning environments in education and employment for students with disabilities. The annual AHEAD Conference is a key part of this work by pooling together student support professionals, academics, policy makers and other stakeholders working towards this common goal from Ireland and abroad. The number of attendees to the conference from across the globe has been increasing every year, and can provide a great opportunity for your company to raise your profile in this rapidly developing market, make contacts and network with participations from Ireland and abroad.

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

Contents

Introduction	2
About AHEAD	3
Why Should Your Company/ Organisation Consider Sponsorship?	3
About Conference 2019	4
Sponsorship Packages	5
Unique Sponsorship Opportunities	6
Individual Advertising Opportunities	8



About AHEAD

AHEAD, the Association for Higher Education Access and Disability is an independent non-profit organisation working to promote full access to and participation in further and higher education for students with disabilities and to enhance their employment prospects on graduation.

[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.

Why Should Your Company/Organisation Consider Sponsorship?

By partnering with AHEAD, your organisation can demonstrate 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:

- » **Access an influential and hard to reach target audience.**
- » **Raise your organisation's profile and create new business opportunities with decision makers and those with buying power in 3rd level education.**
- » **Strengthen relationships with existing clients**
- » **Increase credibility and align your company with excellence – showcase your company's expertise and commitment to inclusive education/employment to a captive audience.**

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 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 2019

The last Annual International AHEAD Conference took place in Croke Park Conference Centre, Dublin on March 20th and 21st 2019.

This international universal design for learning (UDL) event 'Journey to Oz: Travelling together towards inclusive 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 2019 in Numbers

Over **218** participants from 5 Continents

80 Contributors

Almost **30%** of attendees worked in management positions

8 Exhibitors

6 posters

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

-Conference Attendee

"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

"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

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
Features	€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)	✗
Promotion on AHEAD Social Media	✓	✓	✓
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
Contact details of attendees (that agreed to share their details with sponsors) post event	✓	✓	✓

Unique Sponsorship Opportunities

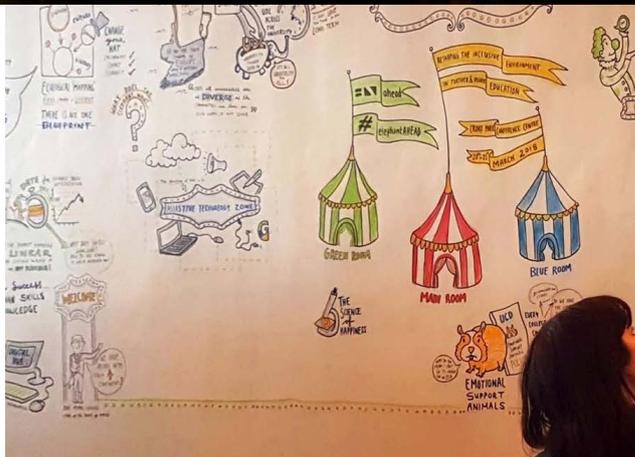
Our unique sponsorship opportunities allow organisations to support specific sections of the conference as detailed below.

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 wizard of Oz 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 2020 the reception will involve an Alice in Wonderland theme for both participants and exhibitors to have fun, relax and network. This event is usually very well attended and enjoyed by the majority of delegates every year.

This opportunity includes...

- » **Half page ad in the conference programme, company logo**
- » **Mention in the 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**
- » **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 prize for a competition during the event.**



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

Please note that there are no other conference features (as listed in table on pg 5) included in the above opportunities

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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