

Glasgow Caledonian
University, 1-3 June

#AHEP2025



ahep
Association of
Higher Education
Professionals

Annual Conference
and Exhibition **2025**

Sponsorship
Opportunities



The AHEP conference and exhibition is your opportunity to step foot into the world of higher education (HE). Our delegates are influencers within professional services and are career-driven individuals working across a multitude of departments within the sector. Whether you are new to the sector or a long-standing sponsor or exhibitor, we have a plethora of ways for you to support the AHEP conference whilst successfully promoting your own brand.

We are also giving you the chance to get creative and engage with delegates on multiple levels. We want to continue making conference engaging, exciting and valuable to our delegates, and this is why you should get involved:

- **You can create and develop client relationships**
- **Increase your presence within the sector**
- **Establish and highlight your brand**
- **Engage with a variety of HE professionals from universities across the UK and the globe**

This brochure sets out the opportunities available but if you have specific requirements that you wish to discuss please **contact events@ahep.ac.uk**.

Bookings for our exhibitor options are made on a first come first serve basis and subject to review, to ensure that they align with AHEP values. To book an option/options please complete our [interest form](#) and a colleague from the AHEP team will contact you.

Please note: all of the following packages are exclusive of accommodation unless stated otherwise. Accommodation for all exhibitors/sponsors must be arranged personally by the exhibiting/sponsoring organisation.

All expressions of interest for sponsorship will be carefully considered to ensure they align with AHEP values. Subject to this approval, packages will be assigned on a first-come-first-served basis. AHEP reserves the right to decline applications subject to suitability.

Following the ongoing success of our Sunday Social's, this year's AHEP Annual Conference we will continue to focus on building relationships and providing a refreshing take on networking: bringing like-minded individuals together to provide the opportunity for growth, development and collaboration. Our Sunday Social this year will be an immersive highland experience held onsite at GCU. We already have some exciting plans such as traditional Scottish games including; tossing the caber, stone throwing, haggis shy and a traditional piper. ***This will be the first social activity at the conference and an excellent way for you to showcase your support for creating memorable moments for delegates.***



What's included in the package:

- **The social will be titled and advertised as AHEP Sunday Social co-hosted with 'x'**
- A 5-minute speech at the event
- Display of your roller banners
- Attendance at the social for two people
- Promotion across AHEP channels including social media and website
- Branding on our winners' trophies for the Highland Games
- Own the night - you're welcome to enhance the night with additional opportunities such as a sponsored bar or table branding. We welcome your ideas!

Please note: this package does not include accommodation, attendance at the conference, attendance at the exhibition or attendance at the conference dinner

New for 2025! Dual Branded Welcome Signage - £2,900+VAT

New for 2025, you have the exclusive opportunity for your brand to be the first thing that our delegates and campus visitors see when they register at GCU. For just £2,900+VAT, your logo (in partnership with ours) will be displayed on the external columns to our central hub of the Annie Lennox Building. The lecture theatre, working sessions and registration desk will be housed in this building, so your brand will not be missed!



What's included in the package:

- **Two high quality colour dual branded pillar wraps on two welcome pillars outside the Conference Hub (Annie Lennox Building), measuring 3000mm x 1800mm each. Further pillar wraps can be purchased for an additional fee, with up to 7 available***
- Inclusion of company logo & QR code on the general conference signage which will be visible to all delegates across the venue (such as directional signage to cloak rooms and registration etc)
- Promotion across AHEP channels including social media and website before, during & after Conference 2025

Please note: this package does not include accommodation, attendance at the conference, attendance at the exhibition or attendance at the conference dinner
*Additional pillar wraps can only be purchased as part of the Dual Branded Welcome Signage package, not separately, as this is an exclusive offer for one exhibitor only

There are **six opportunities** to sponsor one of the central sessions: the opening and closing Keynote sessions at the start and end of each day, and two discussion panels which are valued by our delegates. This is a strong opportunity to address the entire delegation in your speech alongside an acknowledgement from the Chair of AHEP. As well as this, your brand will be showcased throughout the entirety of the presentation, including a whole slide dedicated to you. With only six sessions available, this is a special opportunity to reach all our delegates.



What's included in the package:

- Your branding on each slide during the central session of your choice
- A holding slide complete with branding
- Attendance for two to at the sponsored session
- Acknowledgment and thanks from the AHEP chair
- A 3-minute speech to delegates

Please note: this package does not include accommodation, attendance at the conference, attendance at the exhibition or attendance at the conference dinner

The AHEP Conference dinner is a significant highlight of the conference. The conference dinner brings higher education professionals from across the world together, facilitating opportunities for delegates to mingle over a two-course meal and afterparty. In sponsoring this event, you will support AHEP in providing a memorable experience for the delegation.



Please note: we would love to be able to work with a company that can enhance the conference dinner offering as well as showcase your company.

This is your chance to own the night and add your touches and enhance the conference dinner experience. This year we are doing things differently;

- Two-course a Scottish themed sit-down dinner at the fantastic venue 'The Platform' followed by a dessert station (great networking opportunity)
- DJ and after-party including an exciting Ceilidh
- Drinks reception post dinner

What's included in the package:

- Your brand's presence on the digital screen
- **The dinner will be titled and advertised as AHEP Conference dinner co-hosted with 'x'**
- Your branding on the table menus
- A 5-minute speech at the dinner
- Display of your roller banners
- Up lighting if applicable
- You can provide your own branded/stylised table decorations
- Attendance at the dinner for two people
- Promotion across AHEP channels including social media and website

With delegates at the heart of the AHEP conference planning, we would like your support in enhancing the memorable experience that we provide. We are open to your creativity, and we would love to know how your ideas can enrich the opportunities open to delegates and exhibitors alike. To be a part of this sponsorship opportunity, we require any resources and equipment to be provided by you but really, the opportunities are limitless!

This year, AHEP aims to create the most memorable conference yet and we are looking for sponsors that can support with creating interactive experiences for our delegates.

For example, you could host:

- Wellbeing area or activity
- Activity within the refreshment break
- Smoothie bar
- Team building activities
- Photo booth - LinkedIn pictures, fun conference pictures
- CV checker and career advice
- Hosting a pre-morning activity – meditation, yoga, running club
- Caricature/ portraits at conference dinner
- Cocktail making class

What's included in the package:

- Thank you, and acknowledgment on the conference app
- Ability to customise the activity with your branding
- Opportunity to converse and meet with delegates in a more informal environment
- Social media promotion of activity on AHEP channels
- Engagement with many of our delegates

How will AHEP support:

- On site coordination from AHEP
- Coordinating with the event manager at GCU to support any requests
- Promotion of the memorable moment through AHEP media channels

Or create something of your own!!

Please note: this package does not include accommodation, attendance at the conference, attendance at the exhibition or attendance at the conference dinner. To note if a breakout room / further space is required there may be an additional charge for room hire. The activity is subject to approval to ensure there is enough allotted time within the conference programme to showcase and access your memorable moment. Subject to what is proposed you may have the opportunity to host your activity alongside your exhibition stand.

From the moment of registration, each delegate is provided with a lanyard and badge which is worn throughout the entirety of the conference. This is the perfect opportunity to showcase your brand to **each and every** delegate as well as providing them with a piece of memorabilia that goes beyond the event itself. As an additional acknowledgment and opportunity for further promotion, a thank you will be displayed within the conference app.



What's included in the package:

- Logo on the lanyard
- Thank you on the conference app
- If space allows, a Logo or company name on the conference badges
- Thank you on our social media
- Professional photographs from the conference displaying clear imagery of lanyards and badges in use. These images are used across the AHEP website, social media and publications.

Please note: this package does not include accommodation, attendance at the conference, attendance at the exhibition or attendance at the conference dinner

The exhibition is an integral part of the AHEP Annual Conference. With the conference host to 300-500 delegates each year, it provides valuable networking and commercial opportunities, on both a group and individual level. The exhibition hall also provides you with the opportunity to showcase your brand and be a leading contributor to delegate engagement. With lunch also served in the exhibition hall, these opportunities are only heightened. Above all, the exhibition enhances the overall conference experience for our delegates, and we would love you to be a part of that.

Upgrade your presence:

You can add various additional items including, posser tables, gas lift stools, LED screens and branded cabinets to name but a few. If you would like to add these please request at the time of enquiring.

- Additional colleagues at the stand £60+ VAT per person per day
- Additional colleagues at conference dinner £80+ VAT per person
- Attendance at Sunday social £55+VAT per person

Please note: this package does not include accommodation, attendance at the conference sessions, attendance at the Sunday social

There is only one prize available; to sponsor this item you will need to purchase an exhibition stand.

*There is one sponsored prize opportunity available and must be agreed with our events lead.

Interested in sponsoring a prize*

This year we've put steps into place to ensure delegates meet and engage with you by introducing a carefully curated exhibitor game.

Interested in sponsoring the prize?

Contact events@ahep.ac.uk

What's included in the package:

- A shell scheme (2 metre back wall)
- 2 x inserted graphics in shell scheme
- 1 x electrical socket
- 1 x 4ft trestle table (with black cloth)
- 2 x black fold flat chair
- Your logo, company name and 100-word blurb on the app
- Your logo and brand on the AHEP website
- An opportunity to network with up to 400 delegates
- Attendance for two colleagues including lunch and refreshments throughout the conference
- 2 attendees at the conference dinner
- Wi-Fi access
- Access to the delegate list

AHEP is dedicated to sustainability and therefore would expect delegates to receive an item of merchandise that is of value and is reusable. This is an excellent opportunity to showcase your brand alongside AHEP to all our delegates, with them receiving the item upon registration. Our team can help and advise you on the purchase and liaise with our merchandise suppliers on your behalf if needed.



Your Logo
featured

What's included in the package:

- Your logo on the item
- Brand awareness
- A thank you in the closing speech from AHEP's Executive Director
- Following the conference, a thank you on all social media channels highlighting your company

Please note: this package does not include accommodation, attendance at the conference, attendance at the exhibition or attendance at the conference dinner

*Please note the minimum spend on merchandise is £1000+VAT. This is a purchase of actual merchandise and not a fee charged by AHEP

Take the opportunity to get further exposure for your brand by purchasing a full colour rolling banner advertisement within the Conference App. Utilised by delegates before, during, and after the conference itself, the app is a fantastic opportunity to display your brand to the delegation. There is also the option to purchase a 'pin' on the delegates social wall contained in the app for an additional £75+VAT.



Please note: this package does not include accommodation, attendance at the conference, attendance at the exhibition or attendance at the conference dinner. You must have purchased an APP Banner before you can purchase a 'pin' on the delegate social wall.

What's included in the package:

- An agreed banner design with our marketing team
- Brand awareness across all delegates at the conference
- Visibility of your brand, before during and after conference on the app
- **This year the new app contains the 'business card' feature that allows you to share and access contact details (basic example shown)**
- Opportunity to show case how delegates can meet you directly

AHEP aims to support professionals from all walks of life and backgrounds. We are looking for support from sponsors who can fund career-driven individuals who are not in a place, financially, to fund themselves or receive support from their institution to attend the AHEP conference. If you provide funding for a delegate to attend the AHEP conference, you are not only supporting them on a personal, but on a professional level too. You will be providing the delegate with the opportunity to network with professionals across the UK, allowing them to be surrounded by a hub of creativity and a positive learning environment. You are covering the cost for the delegate to access all social opportunities, the conference for two days, travel and accommodation.



What's included in the package:

- Acknowledgement and thanks on the conference app
- A special thank you within in the opening speeches
- Thank you on the AHEP social channels
- Supporting AHEP members
- Championing AHEPs mission and values of inclusion and EDI

Please note: this package does not include accommodation, attendance at the conference, attendance at the exhibition or attendance at the conference dinner

If you would like to meet the sponsored delegate, AHEP will require full permission from the chosen delegate, otherwise, this is not guaranteed.

The Annual Conference & Exhibition is subject to a rigorous marketing campaign in the run-up, and period after the event itself. Taking place across AHEP digital comms channels (social media and email campaign lists), this is your opportunity to promote your company to our diverse and growing membership, representing areas of expertise and roles from across the HE sector. To achieve this, you will work closely with our marketing team, who will coordinate the comms highlighting your contribution to the event and HE sector in a way that maximises your digital space.

This package includes:

- 2 social posts on all three platforms (LinkedIn, Facebook, and X)
- Inclusion in 2 email campaign across our three email subscription lists

Platform	Action	Audience
Organic social media (LinkedIn)	1 x social posts (including accompanying asset)	14,000 + Followers
Organic social media (Facebook)	1 x social posts (including accompanying asset)	500 + Followers
Organic social media (X/Twitter)	1 x social posts (including accompanying asset)	4.3k Followers
Email campaign (AHEP Update)	1 x email campaign feature (including accompanying asset)	18000+ subscribers 67% average open rate
Email campaign (AHEP Introductions)	1 x email campaign feature (including accompanying asset)	6000+ subscribers 60% average open rate
Email campaign (AHEP Events)	1 x email campaign feature (including accompanying asset)	1,100+ subscribers 60% average open rate

Please note: this package does not include accommodation, attendance at the conference, attendance at the exhibition or attendance at the conference dinner

Terms and Conditions

These terms and conditions are applicable to anyone who has purchased a commercial opportunity at the AHEP Conference and Exhibition 2025. Your booking is deemed to have been received and confirmed once an invoice has been raised and sent to you for your chosen package. The invoice must be paid within 30 days of receipt and in advance of the delivery of the AHEP Conference 2025. If your invoice remains unpaid by the start of the conference, then your sponsorship package will be cancelled.

Once the invoice has been received and paid, should you wish to cancel your sponsorship package the following terms and conditions will apply.

Further terms and conditions can be found on the next page.

Cancellation Policy

Cancellation of any sponsorship opportunity listed within the document should be made in writing to events@ahep.ac.uk at the earliest opportunity.

If you cancel your package within the timelines below you will be charged the following % of your total sponsorship fee:

Percentage of sponsorship fee	9 weeks or more before the event	8-6 weeks before the event	5-4 weeks before the event	4 weeks before the event
Exhibition stand	No charge	25%	50%	100%
Conference dinner	No charge	25%	50%	100%
Sunday Social	No charge	25%	50%	100%
Sponsored Merch	No charge	25%	50%	100%
Sponsored Merchandise	No charge	25%	50%	100%
All other opportunities	No charge	25%	50%	100%

Terms and Conditions

- Please note each company **is limited to three sponsorship opportunities** for example, exhibition, conference dinner, and lanyards. If further opportunities become available once you have already selected your package(s) we will inform you of this. It is only at this point that you can purchase three or more opportunities.
- **Please note you must complete your expression of interest to be considered for the opportunity. Each item will be held on a first come first serve and if the opportunity is not available to select, you will be added to a waiting list.**
- The information provided in this form may be used for marketing purposes and will be published on the AHEP website. AHEP reserves the right to edit information supplied in this form. We may contact you to provide additional information for your session.
- Whilst we will endeavour to meet all your requirements, we are unable to guarantee that we will be able to do so.
- Failure to attend a supplier showcase without prior written notification during the Conference will be subject to 100% of the fee.
- AHEP reserves the right to edit information supplied in the proposal form. We may contact you to provide additional information. Presenters are subject to the standard event terms and conditions which can be found at ahep.ac.uk.

Images

AHEP reserves the right to employ photographers to take photographs of sponsors/exhibitors/advertisers at any AHEP event. AHEP reserve the right to use any images taken at an event for marketing and advertisement purposes, without any further approval required.

Recording

AHEP reserves the right to record all sessions taking place at the AHEP Annual Conference, without any further approval required.

Other terms

AHEP reserves the right to remove any sponsor/exhibitor/advertiser from the event should their behaviour be deemed to be inappropriate by AHEP or its partners. This would result in no refund of event fees or additional costs being billed.

Payment

All fees must be paid in full no later than 30 days after the invoice date or immediately if the Conference date falls within the 30 days. Settlement of the invoice is only deemed to have been completed when the full amount has been paid and received by the AHEP in cash or cleared funds. The AHEP reserves the right to levy interest or administration charges in the event of payments being made in instalments. This should be agreed upon in writing in advance. Default on a payment due will result in the full balance becoming payable as well as possible removal from the event.

Glasgow Caledonian
University, 1-3 June

#AHEP2025



ahep
Association of
Higher Education
Professionals

**Annual Conference
and Exhibition** **2025**

**Sponsorship
Opportunities**

