

SPONSORSHIP



# AELP NATIONAL CONFERENCE 2025

*Delivering the promise  
Owning the future*



**Monday 23 & Tuesday 24 June**  
Novotel London West, London

Headline Sponsor



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" This was a great conference, I thoroughly enjoyed it and took a lot from it. "

Headline Sponsor



**2025**  
**PACKAGES**

## Welcome to the AELP National Conference Sponsorship Brochure

**We are thrilled to announce that the highly anticipated AELP National Conference is just around the corner! The event will once again take place in Central London and is set to be our biggest and best conference yet.**

The work based skills sector is vital to the country's productivity, prosperity and security. AELP's members deliver vital training to thousands of employers and hundreds of thousands of learners up and down the country across all sectors. Our conference brings together the very best of that sector to share best practice, to build connections, to create unforgettable networking and learning experiences and to explore solutions to the remaining challenges.



The AELP National Conference is a premier event for the skills sector; it's an outstanding opportunity for your organisation to enhance its visibility. By sponsoring, you can showcase your company and highlight your work to the sector.

Over two days, the event will feature thought-provoking sessions with high-profile sector leaders, interactive workshops, and ample networking opportunities to forge new connections.

I invite you to explore this brochure's exciting sponsorship opportunities and join us in making this year's event a resounding success.

We look forward to welcoming you in June!

Best wishes

**Ben Rowland | Chief Executive Officer, AELP**

## Shining a spotlight on the sector

**Held annually, AELP's National Conference has become the leading event in the skills and employment sector. With over 600 delegates attending each day, the conference is a high-profile platform for discussing the sector's strategic vision and future direction.**

The event attracts distinguished speakers, from government ministers to senior civil servants, creating conversations on critical employment and skills training issues. Each year, the conference includes a variety of plenary sessions featuring audience Q&A and debate alongside a wide array of engaging workshops.

The conference boasts an expansive exhibition area and numerous networking opportunities, ensuring attendees depart with valuable insights and connections.



At the AELP National Conference 2025, we aim to deliver an unforgettable delegate experience by bringing together top-tier speakers from the employability and skills sectors. To achieve this, we seek sponsorship partners who share our vision and can help us create an impactful conference experience.

As a sponsor, you'll ensure that the AELP National Conference remains the "must-attend" event in the skills sector calendar. In return, we offer you opportunities to engage directly with attendees, elevating your brand's presence through our tailored sponsorship or exhibition packages.





## 2024 digital insights

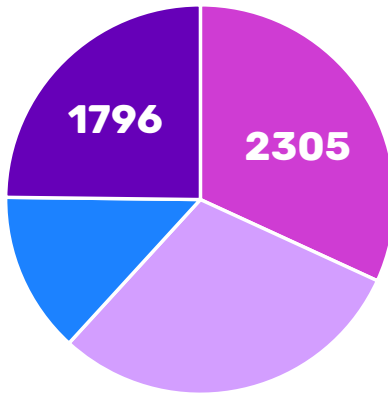
### Social media



**29,717**

strong audience from across  
AELP's core platforms

### Website traffic



- Direct
- Referral
- Organic
- Email

**7000+**

website sessions for  
the AELP National  
Conference 2024

### Email marketing

**4500+**

recipients for each AELP  
National Conference  
email campaign

**3518**

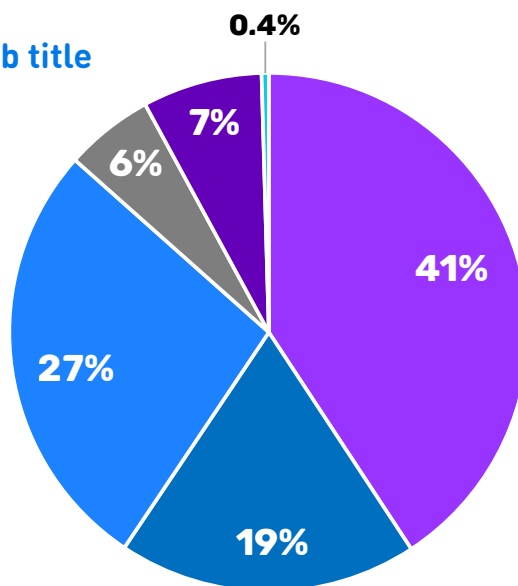
clicks across National  
Conference email  
campaigns



## Who attends the AELP National Conference?

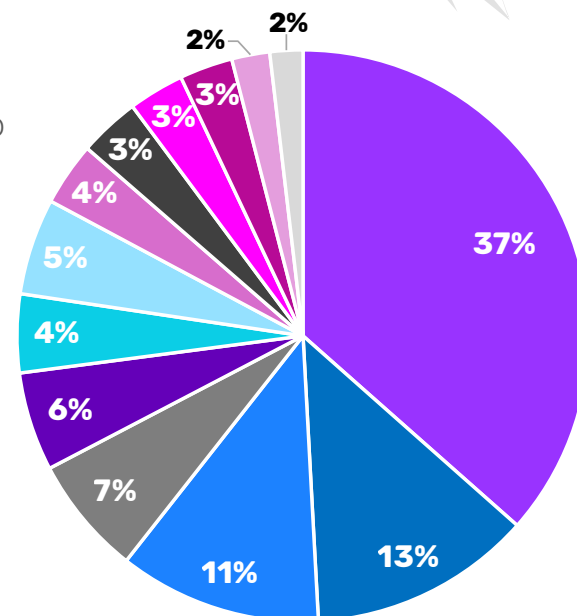
### 2024 attendees by job title

- Executive Leadership
- Senior Leadership / Heads of Department
- Middle Management
- Specialist / Technical Role
- Practitioner / Delivery
- Support / Administrative Roles



### Organisation type

- Independent Training Provider
- Awarding Organisation / EPAO
- Software Company
- Professional body
- Consultancy
- Employer Provider
- Other
- Higher Education Institute
- FE College
- Local Authority Provider
- Public Sector Organisation
- Provider Network
- Charitable Organisation



## Thought provoking debate and discussion

The AELP National Conference attracts high-profile speakers and is where the best conversations in the sector take place.

2025  
LINE-UP  
COMING  
SOON



→ 2024 speakers included the Rt Hon Robert Halfon MP, Matthew Syed, Anthony Impey MBE, Brenda McLeish, Heather Frankham and many more.



## Raise your profile

**AELP's National Conference is an ideal opportunity for organisations to raise their profile, make new connections, and showcase their work to the further education and skills sector.**

Details of all sponsorship and exhibition packages are included within this brochure. For sponsorship booking enquiries, please contact the AELP Events Team on our dedicated email [nationalconference@aelp.org.uk](mailto:nationalconference@aelp.org.uk) where the team will be happy to assist you further.

**Can't see your desired package? We would be happy to discuss bespoke options with you!**





RETURNING  
FOR 2025

## Conference zone sponsor £18,550 + VAT

Eight zones covering the topics that matter most to attendees and the sector are at the heart of the conference.

Sponsorship allows your organisation to align with one of these themes, positioning you as its champion or advocate.

### Our 2025 topics:

<b>SOLD</b> Funding	→ Innovation
<b>SOLD</b> Collaboration & Partnership	→ Policy
<b>SOLD</b> Growth	→ Gen Z
<b>SOLD</b> Technology	→ Employer

### Branding and profile opportunities

- **Opportunity for full brand take over** in your zone
- **Thought leadership opportunity** – provide a non-promotional workshop based on your theme
- **Workshop sponsor** – opportunity to sponsor workshop facilitated by sector stakeholders invited by AELP based on your chosen zone theme
- **Your company profile** on conference website, conference app, and a dedicated sponsor and exhibition email sent pre-event to delegates
- **Your company logo** featured on the website agenda page and associated marketing of workshops
- **Your company branding** featured in pre-event marketing, associated conference materials, and on-stage (second tier)
- **Your company branding** displayed on screens in exhibition area
- **Conference app push notification** during conference break promoting your company
- **Delegate contact details** – complimentary use of data capture module on conference app
- **Social media promotion** pre, during, and post-event
- **Sponsor acknowledgment** from conference chair in opening and closing address
- **Sponsor and exhibitor article** - your logo featured in AELP member publication
- **Banner advert** on conference app (sponsor to supply artwork)
- **Wrap up video** - opportunity to feature in conference round-up
- **Conference promotional tool-kit** for use in your own marketing

### Your exhibition stand and attendees

- **Gold-level exhibition space in prime location** (shell scheme option available on request)
- **10 tickets for Skills and Grills Summer BBQ** held on evening of first day of conference
- **4 complimentary delegate places** to conference\*
- **4 exhibitor supporter passes** for staffing your exhibition stand (lunch and refreshments included)

### After the conference and your future marketing

- **Access to conference attendee list\*\***
- **Access to your workshop's attendee list\*\***
- **Your logo** included in thank you article published in AELP member e-publication
- **Your company** named in post-conference summary release
- **100-word message opportunity** in post-conference email to delegates
- **Professional photos** – access to conference photography
- **20% discount** on delegate places at the National Conference 2026

"Great speakers,  
thank you"

AELP will provide banner and logo sizes for sponsors to create adverts or graphics. The use of branded material is subject to approval by AELP.

A single 1500W socket and access to event Wi-Fi are provided. Power and other upgrades are available at an additional cost to the exhibitor.

\* In addition to any complimentary tickets AELP members receive as part of their existing benefits

\*\* Conference attendee list distributed up to one month before event, workshop delegate list comprises contact 'opt-in' attendees

## Exhibition & refreshments sponsor £13,450 + VAT



### Branding and profile opportunities

- **Your company profile and logo** on conference website, conference app, and dedicated sponsor and exhibition email sent pre-event to delegates
- **Branded treats opportunity** on conference tables
- **Branded table runners** on AELP supplied catering station
- **Social media promotion** pre, during, and post-event
- **Sponsor acknowledgment** from conference chair in opening and closing address
- **Sponsor and exhibitor article** - your logo featured in AELP member publication
- **Banner advert** on conference app (sponsor to supply artwork)
- **Delegate contact details** – complimentary use of data capture module on conference app
- **Prominent branding displayed** within exhibition area
- **Wrap up video** - opportunity to feature in conference round-up
- **Conference promotional tool-kit** for use in your own marketing

### Your exhibition stand and attendees

- **Gold-level exhibition space** in prime location (shell scheme option available on request)
- **10 tickets for Skills and Grills** Summer BBQ held on evening of first day of conference
- **2 complimentary delegate places** to conference\*
- **4 exhibitor supporter passes** for staffing your exhibition stand (lunch and refreshments included)

### After the conference and your future marketing

- **Access to conference attendee list\*\*\***
- **Your logo** included in thank you article published in AELP member e-publication
- **Professional photos** – access to conference photography
- **20% discount** on delegate places at the National Conference 2026



*“ It was a pleasure to work with the AELP team. ”*

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## Accessibility sponsor £10,450 + VAT

### Branding and profile opportunities

- **Your company profile and logo** on conference website, conference app, and dedicated sponsor and exhibition email sent pre-event to delegates
- **Social media promotion** pre, during, and post-event
- **Conference collaboration opportunity** with AELP organisers on accessibility ideas to make the experience and event inclusive for all
- **Your branding** on dedicated accessibility page of conference website
- **Sponsor acknowledgment** from conference chair throughout conference when highlighting accessibility support
- **Sponsor and exhibitor article** - your logo featured in AELP member publication
- **Banner advert** on conference app (sponsor to supply artwork)
- **Delegate contact details** – complimentary use of data capture module on conference app
- **Wrap up video** - opportunity to feature in conference round-up
- **Conference promotional tool-kit** for use in your own marketing

### Your exhibition stand and attendees

- **Silver-level exhibition space in prime location** (shell scheme option available on request)
- **2 tickets for Skills and Grills Summer BBQ** held on evening of first day of conference
- **2 complimentary delegate places** to conference\*
- **2 exhibitor supporter passes** for staffing your exhibition stand (lunch and refreshments included)

### After the conference and your future marketing

- **Access to conference attendee list\*\***
- **Your logo** included in thank you article published in AELP member e-publication
- **Professional photos** - access to conference photography
- **20% discount** on delegate places at the National Conference 2026



*"The whole AELP team were extremely helpful both during the conference and before"*

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\*\* Conference attendee list distributed up to one month before event, workshop delegate list comprises contact 'opt-in' attendees



**SOLD**

## Registration sponsor £8,950 + VAT

### Branding and profile opportunities

- **Your company profile and logo** on conference website, conference app, and dedicated sponsor and exhibition email sent pre-event to delegates
- **Social media promotion** pre, during, and post-event
- **Your branding** prominently displayed with the online delegate booking journey and delegate confirmation email
- **Your branding** featured in conference welcome/registration area including registration counters
- **Your logo** displayed on conference lanyards and delegate badges
- **Banner advert** on conference app (sponsor to supply artwork)
- **Delegate contact details** – complimentary use of data capture module on conference app
- **Conference promotional tool-kit** for use in your own marketing

### Your exhibition stand and attendees

- **Silver-level exhibition space in prime location** (shell scheme option available on request)
- **2 tickets for Skills and Grills Summer BBQ** held on evening of first day of conference
- **2 complimentary delegate places** to conference\*
- **2 exhibitor supporter passes** for staffing your exhibition stand (lunch and refreshments included)

### After the conference and your future marketing

- **Access to conference attendee list\*\*\***
- **Your logo** included in thank you article published in AELP member e-publication
- **Professional photos** – access to conference photography
- **20% discount** on delegate places at the National Conference 2026

“ The conference was perfectly organised, with every detail thoughtfully planned ”

AELP will provide banner and logo sizes for sponsors to create adverts or graphics. The use of branded material is subject to approval by AELP.

A single 1500W socket and access to event Wi-Fi are provided. Power and other upgrades are available at an additional cost to the exhibitor.

\* In addition to any complimentary tickets AELP members receive as part of their existing benefits

\*\* Conference attendee list distributed up to one month before event, workshop delegate list comprises contact 'opt-in' attendees



**SOLD**

## Conference app sponsor

### Branding and profile opportunities

- **Your company profile and logo** on conference website, conference app, and dedicated sponsor and exhibition email sent pre-event to delegates
- **Social media promotion** pre, during, and post-event
- **Your branding** prominently displayed across conference app, including homescreen
- **Your logo** featured on dedicated conference app email sent to all delegates
- **Sponsored push notification** on conference app during break
- **Poll content submission** opportunity
- **Access to all poll statistics**
- **Full page advert** on conference app
- **Opportunity to provide a module** for conference app
- **Banner advert** on conference app (sponsor to supply artwork)
- **Delegate contact details** – complimentary use of data capture module on conference app
- **Conference promotional tool-kit** for use in your own marketing



### Your exhibition stand and attendees

- **Silver-level exhibition space in prime location** (shell scheme option available on request)
- **2 tickets for Skills and Grills Summer BBQ** held on evening of first day of conference
- **2 complimentary delegate places** to conference\*
- **2 exhibitor supporter passes** for staffing your exhibition stand (lunch and refreshments included)

### After the conference and your future marketing

- **Access to conference attendee list\*\*\***
- **Your logo** included in thank you article published in AELP member e-publication
- **Professional photos** – access to conference photography
- **20% discount** on delegate places at the National Conference 2026

*" This event provided a platform for us to connect with industry leaders "*

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A single 1500W socket and access to event Wi-Fi are provided. Power and other upgrades are available at an additional cost to the exhibitor.

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\*\* Conference attendee list distributed up to one month before event, workshop delegate list comprises contact 'opt-in' attendees



**SOLD**

## Conference bag sponsor £6,750 + VAT

### Branding and profile opportunities

- Your company profile and logo on conference website, conference app, and dedicated sponsor and exhibition email sent pre-event to delegates
- Your branding on delegate bags distributed at registration
- Delegate bag flyer opportunity (up to A4 in size)
- Social media promotion pre, during, and post-event
- Delegate contact details – complimentary use of data capture module on conference app
- Conference promotional tool-kit for use in your own marketing



### Your exhibition stand and attendees

- Silver-level exhibition space in prime location (shell scheme option available on request)
- 2 tickets for Skills and Grills Summer BBQ held on evening of first day of conference
- 2 complimentary delegate places to conference\*
- 2 exhibitor supporter passes for staffing your exhibition stand (lunch and refreshments included)

### After the conference and your future marketing

- Access to conference attendee list\*\*\*
- Your logo included in thank you article published in AELP member e-publication
- Professional photos – access to conference photography
- 20% discount on delegate places at the National Conference 2026

*"Really well organised and as a delegate, I thoroughly enjoyed it and took a lot from it"*

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A single 1500W socket and access to event Wi-Fi are provided. Power and other upgrades are available at an additional cost to the exhibitor.

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\*\* Conference attendee list distributed up to one month before event, workshop delegate list comprises contact 'opt-in' attendees







## Notepad & pen sponsor £1,900 + VAT

### Branding and profile opportunities

- Your company profile and logo on conference website, conference app, and dedicated sponsor and exhibition email sent pre-event to delegates
- Opportunity to provide branded notepads and pens to all delegates distributed by AELP at registration
- Social media promotion pre-event
- Conference promotional tool-kit for use in your own marketing
- 20% discount on delegate places at the National Conference

"The AELP team  
were amazing  
as always"



0117 947 2097



NATIONALCONFERENCE@AELP.ORG.UK

**SOLD**

## Evening sponsor £16,150

The first day's conference programme is followed by a relaxed evening of networking and skills-sharing amongst sector professionals.

### Branding and profile opportunities

- **Top-level prominent branding** on all marketing materials related to the Skills and Grills event
- **Your branding featured** throughout the Skills and Grills event
- **Opportunity to co-host Skills and Grills** and deliver 5-minute welcoming remarks including highlighting activities and entertainment
- **Your company profile** on conference website, conference app, and dedicated sponsor and exhibition email sent pre-event to delegates
- **Delegate contact details** – complimentary use of data capture module on conference app
- **Social media promotion** pre, during, and post-event
- **Sponsor acknowledgment** from conference chair in opening and closing address
- **Sponsor and exhibitor article** - your logo featured in AELP member publication
- **Conference promotional tool-kit** for use in your own marketing



### Your exhibition stand and attendees

- **Silver-level exhibition space in prime location** (shell scheme option available on request)
- **10 complimentary tickets to Skills and Grills**
- **2 complimentary delegate places to conference\***
- **2 exhibitor supporter passes** for staffing your exhibition stand (lunch and refreshments included)

### Your future marketing

- **Access to conference attendee list\*\*\***
- **Access to Skills and Grills attendee list\*\*\***
- **Your logo** included in thank you article published in AELP member e-publication
- **Professional photos** – access to conference photography
- **20% discount** on delegate places at the National Conference 2026

*" We all loved Skills & Grills "*

AELP will provide banner and logo sizes for sponsors to create adverts or graphics. The use of branded material is subject to approval by AELP.

A single 1500W socket and access to event Wi-Fi are provided. Power and other upgrades are available at an additional cost to the exhibitor.

\* In addition to any complimentary tickets AELP members receive as part of their existing benefits

\*\* Conference attendee list distributed up to one month before event, workshop delegate list comprises contact 'opt-in' attendees

**SOLD**

## Drinks sponsor

### Branding and profile opportunities

- **Second-tier branding** exposure during the event
- **Your branding featured** on drink related elements during the event including highlighting activities and entertainment
- **Your company profile** on conference website, conference app, and dedicated sponsor and exhibition email sent pre-event to delegates
- **Delegate contact details** – complimentary use of data capture module on conference app
- **Social media promotion** pre, during, and post-event
- **Sponsor acknowledgment** from conference chair in opening and closing address
- **Sponsor and exhibitor article** - your logo featured in AELP member publication
- **Conference promotional tool-kit** for use in your own marketing



### Your exhibition stand and attendees

- **Silver-level exhibition space in prime location** (shell scheme option available on request)
- **10 complimentary tickets to Skills and Grills**
- **2 complimentary delegate places** to conference\*
- **2 exhibitor supporter passes** for staffing your exhibition stand (lunch and refreshments included)

### After the conference and your future marketing

- **Access to conference attendee list\*\*\***
- **Access to Skills and Grills attendee list\*\*\***
- **Your logo** included in thank you article published in AELP member e-publication
- **Professional photos** – access to conference photography
- **20% discount** on delegate places at the National Conference 2026

*" BBQ was great! "*

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A single 1500W socket and access to event Wi-Fi are provided. Power and other upgrades are available at an additional cost to the exhibitor.

\* In addition to any complimentary tickets AELP members receive as part of their existing benefits

\*\* Conference attendee list distributed up to one month before event, workshop delegate list comprises contact 'opt-in' attendees

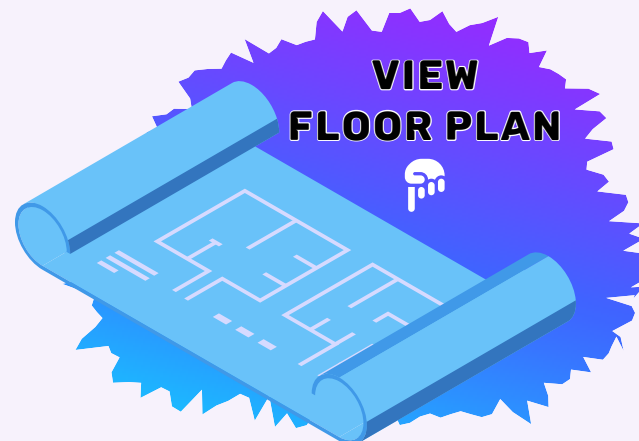




## Exhibiting at the conference

With over five hours of the conference dedicated to time with exhibitors, the event is a great way for you to make instant connections and:

- Raise your brand awareness
- Expand your customer base and reach
- Enhance credibility and trust
- Generate leads and sales
- Attract partnerships and opportunities
- Gain a competitive advantage
- Support your marketing efforts and existing campaigns





## What is included in the exhibition packages

Maximising your presence and impact at the conference is crucial for attracting delegates to your stand. By booking a stand, exhibitors receive:

- Your company profile and logo on conference website, conference app, and dedicated sponsor and exhibition email sent pre-event to delegates
- Social media promotion pre, during, and post-event
- Sponsor and exhibitor article - your logo featured in AELP member publication
- Banner advert on conference app (sponsor to supply artwork)
- Your logo in FE Week article promoting exhibitors at the conference
- Conference promotional toolkit for use in your own marketing

### Your exhibition stand and attendees

- Exhibition stand of your choice (includes a clothed table and two chairs\*)
- Lunch and refreshments provided to your exhibition stand staff\*\*

### After the conference and your future marketing

- Access to conference attendee list\*\*\*
- Your logo included in thank you article published in AELP member e-publication
- Professional photos – access to conference photography
- 20% discount on delegate places at the National Conference 2026

### GOLD

#### 3 x 6m space-only area includes:

- 4 x stand support passes
- 4 x complimentary places to 'Skills and Grills' Summer BBQ

**£6,950 + VAT**

### SILVER

#### 3 x 2m shell scheme or space-only area includes:

- 2 x stand support passes
- 2 x complimentary places to 'Skills and Grills' Summer BBQ

**£4,350 + VAT**

### BRONZE

#### 3 x 1m shell scheme includes:

- 1 x stand support passes
- 1 x complimentary places to 'Skills and Grills' Summer BBQ

**£2,950 + VAT**

**SOLD**

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A single 1500W socket and access to event Wi-Fi are provided. Power and other upgrades are available at an additional cost to the exhibitor.

\* Exhibitors choose from available options on floorplan

\*\* In addition to any complimentary tickets AELP members receive as part of their existing benefits

\*\*\* Conference attendee list distributed up to one month before event, workshop delegate list comprises contact 'opt in' attendees

## About AELP

The Association of Employment and Learning Providers (AELP) is a national membership body, proudly representing its many member organisations operating in the skills sector. AELP members deliver a range of training and vocational learning – including the majority of apprenticeships as well as Skills Bootcamps, 16-19 Study Programme, Adult Skills Fund and more.

For the benefit of our members, AELP provides:

- Expert lobbying of decision-makers across Government departments, public bodies, and Combined Authorities, based on the issues that matter to learners, providers and employers
- Up-to-date, relevant, and accessible policy information, analysis, and guidance
- Specialist resources, developed in collaboration with a range of sector experts
- Latest news and information pertinent to the sector
- Events, round tables, conferences, webinars, and workshops
- Regional and sector-specific support, information, lobbying and engagement
- Networking and collaboration opportunities

“ Well hosted  
and supported ”



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