



LET'S MAKE SCHOOLS

THRIVE

24-25 JANUARY 2019

EXCEL LONDON

TAKE YOUR PLACE AT THE
EDUCATION SHOW 2019

THE EDUCATION SHOW: MAKE EVERY PART OF YOUR SCHOOL A SUCCESS

The Education Show in 2019 will offer a one-stop shop for school leaders and practitioners who want to find the knowledge, resources and suppliers to make their schools more successful. Over two days it will tackle the key challenges facing these leaders, with a focus on how they can manage change and improve efficiency.

New for 2019, the Education Show is moving to the Excel in London, 24-25 January 2019, coinciding with its sister show Bett. This is a unique opportunity to reach the world's largest gathering of the education community with both UK, and international visitors, who came to discover new products and suppliers and stay informed about new developments and best practice in the sector.

The Education Show is expanding to deliver the most up-to-date, relevant and inspiring content, focusing on Policy, Pedagogy and School Management to make schools more efficient and effective.

BENEFITS FOR LEADERS

- Range of suppliers: expo featuring all the non-edtech vendors needed to equip schools under one roof
- Product Experience: hands-on demonstrations, a range of exhibitors and engaging products for schools
- Learning Driven: timely, topical, practical content focusing on Policy, Pedagogy and School Management
- Time, money and energy-saving: a two-day experience that fully prepares leadership teams to make their schools more effective whilst also offering free CPD accreditation for personal development

BENEFITS FOR SUPPLIERS

- Be part of the largest gathering of school leaders from around the world attending the Education Show and Bett, both at the ExCeL in January
- A cost-effective platform to showcase your products and solutions to a buying audience*
- Focus on face-to-face meetings
- Covering the full range of sectors within the UK education community, including Early years, Primary, Secondary, HE and FE

*67% of our 2018 Education Show visitors attended to buy (Source: Education Show post show survey 2018). 68% of Bett 2018 visitors attended to discover new products and suppliers (Source: Bett post show survey 2018)



BE PART OF THE DISCUSSION



EXHIBITION & SPONSORSHIP OPPORTUNITIES

Reach 7,000+ in the education community
with your presence at the Education Show.
Cost-effective exhibition stand space available.

from **£381** per sqm*
(introductory rate for 2019)

Sponsorship options available, including speaking opportunities
and meeting spaces.

**from £308 per sqm for start-ups*

Supported by



LEADER, PRACTITIONER AND BUSINESS MANAGER FOCUS

Three key themes will be represented across content stages, supported
by the best suppliers in those fields:

Policy in Practice theatre

Example Suppliers:

- DfE
- Unions
- Associations
- Academia
- Consultants
- Recruitment & Skills
- Safeguarding
- Examination boards
- PSHE-inc Health and Wellbeing

School Business theatre

Example Suppliers:

- School Administration / Management
- Security
- Utilities
- Furniture / Equipment
- Outdoor Play Equipment
- Recruitment
- Marketing services
- Catering

Pedagogy in Practice theatre

Example Suppliers:

- Art, Craft and Consumables
- Assessment / Feedback
- Classroom Resources
- CPD Training
- Curriculum Content
- Games and Toys
- Publishers
- School trips
- SEN
- Sports & Health and Wellbeing

AUDIENCE OVERVIEW

WHO ARE THE DECISION MAKERS?

69%+

OF PRIMARY
SCHOOLS

are looking towards **classroom teachers**, **subject leaders** and **heads of year**, as being responsible for **choosing the supplier of teaching aids, as well as print and digital resources**, with more than half of primary schools giving subject leaders responsibility for supplier selection.

73%

OF SECONDARY
SCHOOLS

are looking to **heads and business managers** to set **informal budgets** for **general school items** and **stationery**, up almost 10% from last year.

90%

OF SECONDARY
SCHOOLS

give **business managers** responsibility for **selecting the supplier of general school items and stationery**, up 50% from last year.

97%

OF PRIMARY
SCHOOLS

use **business managers** and **head teachers** to **procure furniture and storage suppliers**.

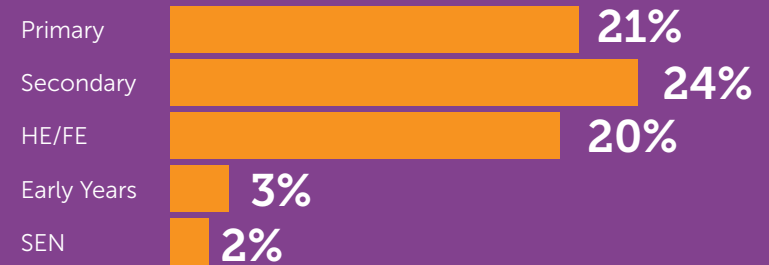
Source: BESA Procurement in Schools research

WHO WILL ATTEND THE EDUCATION SHOW?

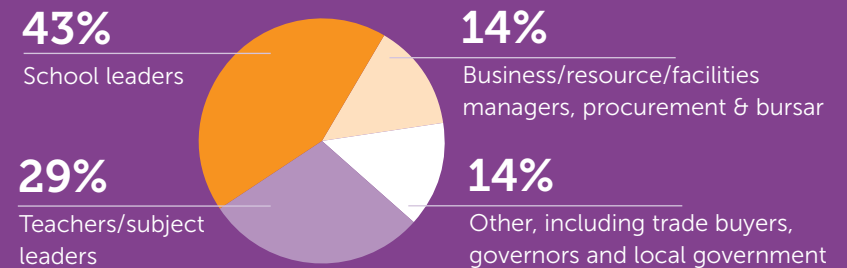
7,000 VISITORS

Incl. 3,000 school leaders

VISITORS BY TYPE OF SCHOOL



VISITORS BY JOB FUNCTION



78% UNIQUE
MEET ATTENDEES YOU
WOULDN'T SEE ANYWHERE ELSE*

67% BUYERS
VISITORS COME TO SOURCE
NEW PRODUCTS & SOLUTIONS**

* 78% didn't attend any other events in the past 12 months, Education Show post show survey, 2018

** Education Show post show survey, 2018

THE EDUCATION SHOW: HOW TO GET INVOLVED

We'd love to hear your feedback on the Education Show and how you can get involved.

Submit your idea for speaking on stage

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Enquire about exhibiting or sponsoring

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