

ATC 2025

APPRENTICESHIPS
AND TRAINING
CONFERENCE 2025

10-11 March 2025 | ACC, Liverpool

SPONSORSHIP OPTIONS



EducationScape
INVESTIGATE · INFORM · INSPIRE

WELCOME

ATC 2025

The Apprenticeship and Training Conference (ATC) returns in February 2025 with exciting changes that mark a new era for the event. Founded in 2015 and formerly known as the Annual Apprenticeship Conference, we have rebranded to reflect a broader focus on workforce development, aligning with the evolving needs of the industry and government policies. Additionally, we're thrilled to announce that ATC 2025 will take place at our new venue, the ACC Liverpool.

This move to the ACC Liverpool allows us to offer a more interactive and engaging space for the exhibition, providing exhibitors and attendees with enhanced opportunities to connect and collaborate. The modern facilities at the ACC enable us to create a dynamic environment, with more space for stands, additional networking areas, and improved amenities that will enrich the overall conference experience.

ATC 2025 remains an essential two-day event for those involved in apprenticeship and training. It will continue to offer vital policy and practical updates for a diverse audience, including employers, FE colleges, training providers, local authorities and universities.

In 2024, we hosted a distinguished lineup of keynote speakers, including leading politicians, civil servants, providers, employers, and apprentices, alongside a series of in-depth workshops. The event attracted over 1,500 delegates and 60 exhibitors, and with our move to Liverpool, we anticipate an even larger and more vibrant turnout.

The ACC Liverpool's state-of-the-art facilities allow us to enhance the conference layout based on feedback from exhibitors, offering more premium space options to meet the demand for larger stands. We're also excited to introduce additional networking opportunities, ensuring that attendees can make the most of their time at the event.

As part of our conference's expansion and rebranding, we are also excited to announce the relaunch of the Apprenticeship Awards as the Apprenticeship and Training Awards. This new name reflects our broader focus on recognising excellence not only in apprenticeships but also in the wider spectrum of workforce development and training initiatives.

The Apprenticeship and Training Awards will continue to celebrate the outstanding contributions of individuals, organisations, and employers who are leading the way in creating high-quality, impactful training programmes that equip the workforce with the skills needed for the future.

On the evening of day two, we'll host the 8th awards ceremony at the Gala Dinner, a highlight of the conference. In previous years the event has sold out with over 550 guests. The ACC Liverpool allows us to grow the Gala Dinner with an anticipated attendance of 700 guests.

ATC 2025 is set to attract many delegates, making it an unmissable event for any organisation involved in apprenticeships and training.

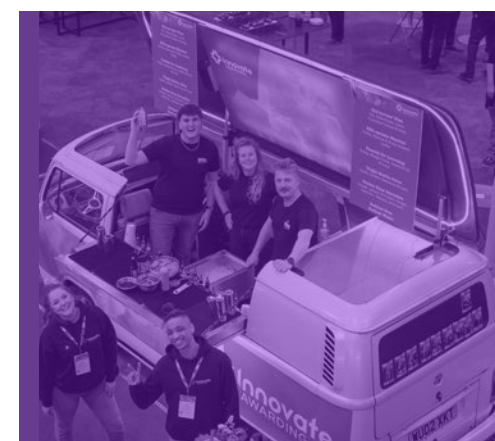
The sponsorship and exhibition opportunities outlined in this brochure are designed to help your organisation showcase its products and services to a highly influential and targeted audience. We welcome the opportunity to discuss with you in more detail how your organisation can be part of the Apprenticeship and Training Conference.

NEW FOR 2025:

- **New venue**
- **Day one networking reception**
- **Closing reception**
- **Employer Summit**



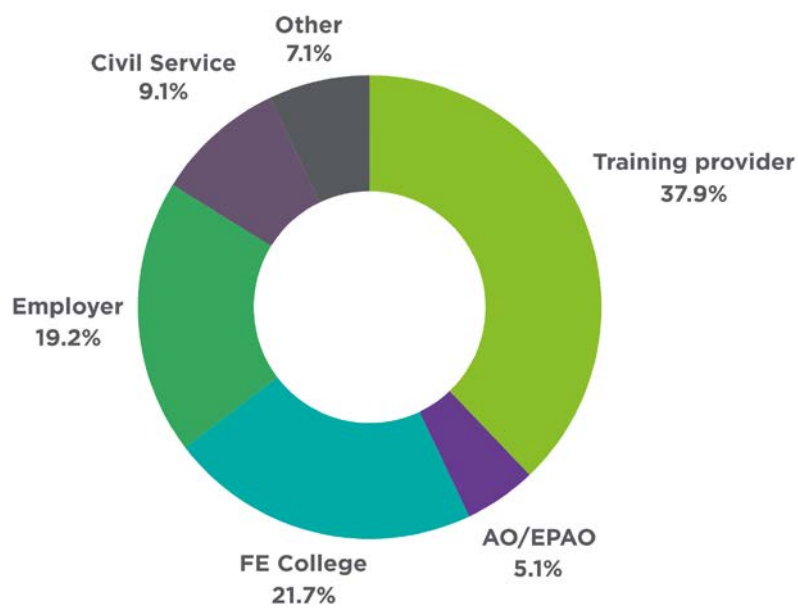
See Exhibition Map
PAGE 13



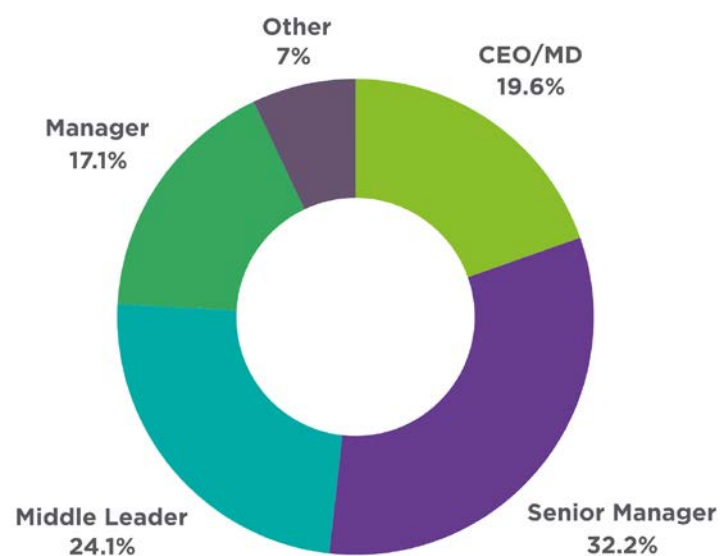
WHO ATTENDS ATC?

The conference in March 2024, was the biggest yet, with a record number of delegates and an increased proportion of employers attending the conference from across multiple sectors.

Provider breakdown

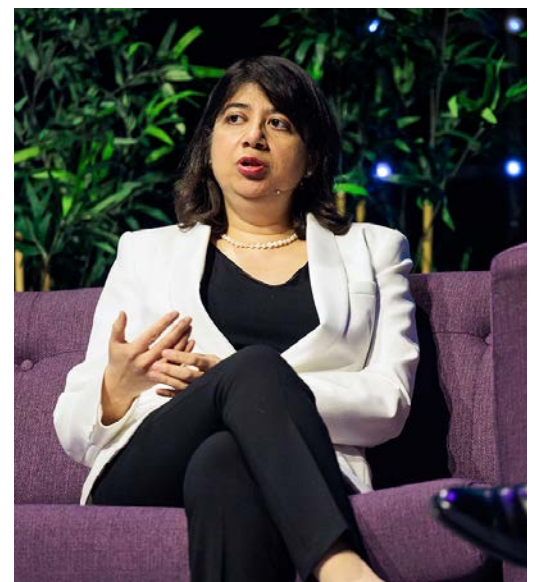


Job titles breakdown



1,500+
Delegates

70+
Exhibitors



1

Networking

Meet face to face with sector professionals

2

Showcase

Promote your product/service to key decision makers

3

Range

Sponsorship options available to suit all budgets and requirements

4

Branding

Excellent exposure for your organisation pre, during and post event

5

Creativity

Exciting exhibition stands to engage delegates are encouraged



Hear more from our exhibitors testimonials on the next page



WHY EXHIBIT AT ATC 2025?

TESTIMONIALS

Although I've attended before as a delegate, it was the first time we'd visited ATC as an exhibitor. The event was very well organised and had a friendly, relaxed vibe. We caught up with current clients and met new ones, thoroughly enjoying ourselves while getting the work done. It was a perfect place to launch our new product eSignUp!

Carol Smith
eSignUp Product Manager, VLE Support Ltd.

ACE360 proudly supported the ATC conference. It gave us an opportunity to meet many of our clients and friends of the industry face to face. ACE360 works with over 1,100 organisations, and the ATC gave us the ability to connect with many of these customers, while learning from industry experts and inspirational leaders. The team at ATC were very accommodating and supportive, ensuring we got the most out of our sponsorship, adding value at every request. Glad we could be a part of the ATC 2022.

Robert Herriot
Sales, Marketing & Implementation Manager, ACE360

We highly value this event. It is an excellent opportunity to meet with customers and potential customers and understand their opportunities and challenges. The plenary sessions are informative and it's extremely well organised.

Isla Lightfoot
Chief Marketing Officer, Aptem



Being an exhibitor at the Conference and a sponsor of the gala dinner was a fantastic opportunity to showcase our subsidiary organisation, BIIAB Qualifications Ltd. There was a great buzz as many people reunited post-covid, and the dinner was a wonderful celebration! We made new contacts, heard from insightful keynote speakers, and had fun. We look forward to coming again.

Tom Hughes
Senior Brand Officer, Skills and Education Group

The Annual Apprenticeship Conference is a key date in the calendar for Mindful Education. It provides us with a great opportunity to catch up with our partners, meet employers, connect with awarding organisations, and get the latest updates about what is happening within the industry. It's also great to hear from apprentices in talks and presentations and to have the opportunity to chat to them over the course of the event.

Mark Mckenna
Managing Director, Mindful Education

As an exhibitor at ATC we found the whole conference to be well organised with it being easy to set up as a stand holder on the day. We found that the conference gave us great exposure to the wider sector as a University delivering higher and degree apprenticeships.

Katy Chesters
Apprenticeship Business Development Manager, Staffordshire University



CREATIVE SOLUTIONS

Exhibition stands are a vital marketing tool. In the digital age, face to face conversations at events give you the edge over the competition, and a well thought out exhibition space is a sure way to engage delegates. Your exhibition space is an extension of your brand and potential clients should be drawn to it. This can seem a major task, but we are happy to help and work with you on ideas for your exhibition stand.

Presentation – Think beyond a roller banner. Make your space enticing through clear branding, great tech for demonstrations and good lighting. Even simple, well branded shell scheme panels will catch delegates' attention.

Food and Drink – Invite delegates for a refreshment and a sit down on your stand. Coffee and cocktail exhibition stands have already been allocated, but there are endless options available. How about a juice bar? Or crepes? Popcorn maybe? Bonus points for branded stalls/cups/containers.

Competitions – Attract delegates with great prizes such as shopping vouchers or the latest technology. Initiating a healthy competition between attendees will create a fun, relaxed environment on your stand and increase traffic.

Merchandise – Bring quality items that people will really value and keep. Environmental impact is an important consideration, so think about giveaways such as keep cups, reusable water bottles and branded items made from sustainable materials.

Educate – As well as promoting your offer, why not educate your audience? Providing a learning experience will make you a thought leader and will demonstrate that your company are the trusted experts. Examples of this can be seen in product demonstrations and talks. But why not go a step further? Fully interactive informational booths allows people to educate themselves in their own time or tell a story through a live scribbler.

Please contact Philippa Barton to discuss ideas |
Philippa.Barton@educationscape.com



CONFERENCE SPONSOR

PRE-EVENT EXPOSURE

- Logo on the homepage of the ATC website, along with company profile
- Logo placed on all adverts and promotional materials for the conference, inc ATC marketing emails, issued to over 20,000 members
- Branding across all key signage and event materials
- 100-word message pre-conference delegate email
- Six social media posts highlighting your organisations involvement with the conference
- Use of the ATC event banner/brand on your own promotional materials
- Delegate list from four weeks before the event (excel, no emails)

AT THE EVENT STAND AND SET-UP

- A premium exhibition space, (A20/A41/A54 - 6mx6m) within a central location of the exhibition hall
- Power supply – 500watt (2amp) power socket and standard WiFi (upgrades available)
- Ten delegate passes for your staff to attend the conference
- Six stand support passes for staffing of your exhibition stand
- One workshop slot per day
- Participation in a panel discussion curated by ATC during a plenary session.
- A premium sponsored table at the Gala Dinner and Awards Evening (10pax)
- Full page advert & Full page advertorial in the FE Week special edition given to all delegates
- Prominent branding on the conference App, inc one push notification.
- Branding across all key signage and event materials
- Advert slots across digital signage
- 30 second advert (video) pre-post plenary session
- One Lead Capture Scanner for your stand

POST EVENT MARKETING

- Delegate list (excel, no emails)
- 100 word message in post-event email sent to all delegates
- Access to the speaker presentations where provided

EXPOSURE IN FE WEEK

Logo on all adverts placed in FE Week promoting the conference. Two full page adverts related to your organisation's apprenticeship and training-offer (pre-conference). Full page advert and advertorial in the special edition of FE Week taken to the conference.

£32,500

HIGH BRAND EXPOSURE PRE, DURING AND POST CONFERENCE, LARGE EXHIBITION SPACE, PLENARY PANEL, 2 X WORKSHOP SLOTS AND MORE!



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EXHIBITION SPONSOR

PRE-EVENT EXPOSURE

- Logo on the homepage of the ATC website, along with company profile
- Logo placed on all adverts and promotional materials for the conference
- Logo placed on ATC marketing emails, issued to over 20,000 members
- Four social media posts highlighting your organisations involvement with the conference
- Use of the ATC event banner on your own promotional materials
- Weekly receipt of a delegate list from four weeks before the event (we are unable to supply delegate emails)

AT THE EVENT STAND AND SET-UP

- A large exhibition space, (A40, 6mx6m) within a central location of the exhibition hall
- Power supply – 500watt (2amp) power socket and standard WiFi (upgrades available)
- Prominent branding within the reception area of the conference
- Six delegate passes for your staff to attend the conference
- Six stand support passes for staffing of your exhibition stand
- One workshop slot
- A sponsored table at the Gala Dinner and Awards Evening (10pax)
- Full page advert in the FE Week special edition given to all delegates
- Prominent branding on the conference App, inc one push notification.
- Branding across all key signage and event materials
- One Lead Capture Scanner for your stand

POST EVENT MARKETING

Electronic copy of the delegate list (we are unable to supply delegate emails)t.

EXPOSURE IN FE WEEK

Logo on all adverts placed in FE Week promoting the conference. Two full page adverts related to your organisation's apprenticeship-offer (pre-conference). Full page advert in the special edition of FE Week taken to the conference.

£27,500

HIGH BRAND EXPOSURE PRE, DURING AND POST CONFERENCE, LARGE EXHIBITION SPACE, ONE WORKSHOP SLOT AND MORE



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REGISTRATION SPONSOR

PRE-EVENT EXPOSURE

- Logo on the homepage of the ATC website, along with company profile
- Logo placed on all adverts and promotional materials for the conference
- Logo placed on ATC marketing emails, issued to over 20,000 members
- Four social media posts highlighting your organisations involvement with the conference
- Prominent branding on the registration page and confirmation emails, including a 100 word message
- Use of the ATC event banner on your own promotional materials
- Weekly receipt of a delegate list from four weeks before the event (we are unable to supply delegate emails)

AT THE EVENT

STAND AND SET-UP

- A large exhibition space, (A45, 6mx4m) within a central location of the exhibition hall
- Power supply – 500watt (2amp) power socket and standard WiFi (upgrades available)
- Prominent branding within the reception area of the conference
- Six delegate passes for your staff to attend the conference
- Six stand support passes for staffing of your exhibition stand
- One workshop slot
- A sponsored table at the Gala Dinner and Awards Evening (10pax)
- Full page advert in the FE Week special edition given to all delegates
- Prominent branding on the conference App
- Branding across all key signage and event materials
- One Lead Capture Scanner for your stand

POST EVENT MARKETING

- Electronic copy of the delegate list (we are unable to supply delegate emails)
- 100 word message in post-event email sent to all delegates.

EXPOSURE IN FE WEEK

Logo on all adverts placed in FE Week promoting the conference. Two full page adverts related to your organisation's apprenticeship-offer (pre-conference). Full page advert in the special edition of FE Week taken to the conference.

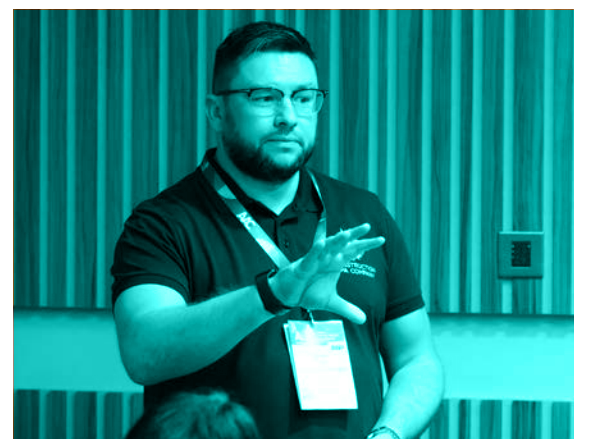
£25,000

HIGH BRAND EXPOSURE PRE, DURING AND POST CONFERENCE, LARGE EXHIBITION SPACE, BRANDING ON REGISTRATION PAGE, TICKETS AND RECEPTION AREA, WORKSHOP SLOT AND MORE



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GALA DINNER AND AWARDS EVENING SPONSOR

TUESDAY EVENING

PRE-EVENT EXPOSURE

- Logo on the homepage of the ATC website, along with company profile
- Logo on the ATC Awards website as Gala Dinner Sponsor
- Logo placed on all adverts and promotional materials for the Gala Dinner
- Logo placed on ATC Awards marketing emails for the Gala Dinner
- Four social media posts highlighting your organisations involvement with the conference
- Use of the ATC event banner on your own promotional materials
- Weekly receipt of a delegate list from four weeks before the event (we are unable to supply delegate emails)

AT THE EVENT STAND AND SET-UP

- A premium exhibition space, (A36, 3mx4m) within a central location of the exhibition hall
- Power supply – 500watt (2amp) power socket and standard WiFi (upgrades available)
- Opportunity to provide a five minute speech during the opening segment of the Gala Dinner
- Four delegate passes for your staff to attend the conference
- Four stand support passes for staffing of your exhibition stand
- A sponsored table at the Gala Dinner and Awards Evening (10pax)
- Items/Gift place on all tables/seats at the dinner
- Full page advert in the FE Week special edition given to all delegates
- Prominent branding on the conference App
- Branding across all key signage and event materials for the Gala Dinner

POST EVENT MARKETING

Electronic copy of the delegate list (we are unable to supply delegate emails)

EXPOSURE IN FE WEEK

One full page adverts related to your organisation's apprenticeship-offer (pre-conference).

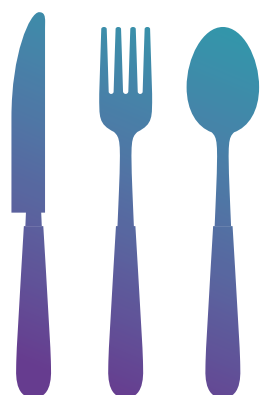
£17,950

HIGH BRAND EXPOSURE PRE, DURING AND POST GALA DINNER & AWARDS EVENING, PREMIUM EXHIBITION SPACE, ONE WORKSHOP SLOT AND MORE



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DRINKS SPONSOR

PRE-EVENT EXPOSURE

- Logo on the homepage of the ATC website, along with company profile
- Logo on the ATC Awards website as Gala Dinner Drinks Sponsor
- Logo placed on all adverts and promotional materials for the Gala Dinner
- Logo placed on ATC Awards marketing emails for the Gala Dinner
- Two social media posts highlighting your organisations involvement with the conference
- Use of the ATC event banner on your own promotional materials

AT THE EVENT STAND AND SET-UP

- A premium exhibition space, (3mx2m) within a central location of the exhibition hall
- Power supply – 500watt (2amp) power socket and standard WiFi (upgrades available)
- Opportunity to provide a five minute speech during the opening segment of the Gala Dinner
- Three delegate passes for your staff to attend the conference
- Three stand support passes for staffing of your exhibition stand
- A sponsored table at the Gala Dinner and Awards Evening (10pax)
- Insert in the delegate bag (no larger than A4, 8 pages)
- Full page advert in the FE Week special edition given to all delegates
- Prominent branding on the conference App
- Branding across all key signage and event materials for the Gala Dinner

POST EVENT MARKETING

Electronic copy of the delegate list (we are unable to supply delegate emails)

EXPOSURE IN FE WEEK

One full page advert related to your organisation's apprenticeship-offer (pre-conference - December or January)



£12,000

HIGH BRAND EXPOSURE PRE, DURING AND POST GALA DINNER & AWARDS EVENING, PREMIUM EXHIBITION SPACE, GALA DINNER TABLE AND MORE



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EXHIBITION PACKAGES

PRE-EVENT

EXHIBITOR EXPOSURE

- Exhibitor name, logo, profile and link to exhibitor's website listed on the 'exhibitors' page.
- Receipt of a delegate list (PDF) on a weekly basis from 4 week before the event.
- Conference details promoted to 20,000+ EducationScape members and FE Week readers, including a link to the 'exhibitors' page on the Conference website.
- Use of the ATC event banner for marketing purposes

AT THE EVENT

STAND AND SET-UP

- Standard exhibition space shell scheme or space only
- 500watt (2amp) power socket and free WiFi.
- Three full delegate passes for the Conference for your organisation.
- Three exhibition passes to staff the stand.

EXPOSURE AND NETWORKING

- Over 7 hours of the programme dedicated to time with exhibitors
- Exhibitor name, profile, web address and position of stand in the Conference App
- Exhibition floor plan and list of exhibitors displayed within the exhibition areas
- Acknowledgment of exhibitors as part of the chair's main stage introductions.
- Scanners are available at an additional cost (£250). These allow exhibitors to scan delegates badges and obtain contact information.
- Inclusion in the ATC Exhibitor Competition
- Use of the exhibitor lounge
- Additional stand support staff can be booked at £150+VAT per person per day.

POST EVENT

MARKETING

- Electronic copy of the delegate list (we are unable to supply delegate emails)

Tier	Stands	Price
Space Only	<ul style="list-style-type: none"> • 4mx4m • 6mx4m • 6mx6m 	<ul style="list-style-type: none"> • £10,950 • £15,500 • £17,950
Tier A	<ul style="list-style-type: none"> • 3mx2m • 3mx4M 	<ul style="list-style-type: none"> • £5,950 • £9,000
Tier B	<ul style="list-style-type: none"> • 3mx2m • 2mx4m 	<ul style="list-style-type: none"> • £5,250 • £7,000
Tier C	<ul style="list-style-type: none"> • 3mx2m 	<ul style="list-style-type: none"> • £4,250

TO BOOK AN EXHIBITION SPACE
PLEASE CONTACT THE EXHIBITION
TEAM TO DISCUSS YOUR
REQUIREMENTS AND OPTIONS.



GET IN TOUCH!

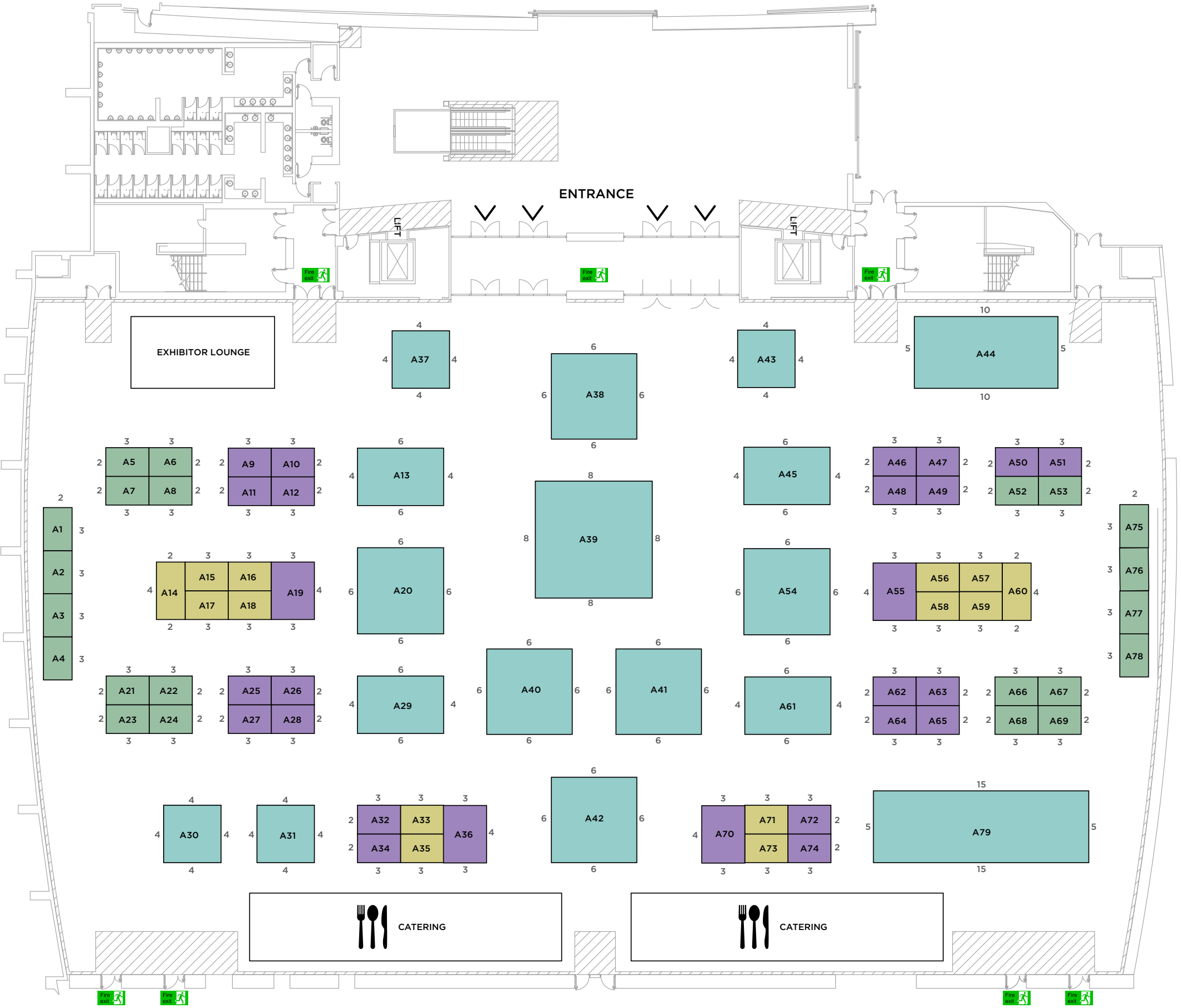
ATC@educationscape.com





GET IN TOUCH!

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EXHIBITION FLOOR PLAN

EXTRA SPONSORSHIP OPPORTUNITIES

DAY TWO NETWORKING RECEPTION

Sponsor our closing networking reception at the end of Day Two's content. This includes an opportunity to give a 5 minute address and branding opportunities. Plus receive 20% off an exhibition space. .

£9,950

DELEGATE BAGS TOTE BAGS

Your organisation's advert printed on one side of tote bags handed to all delegates on arrival and inclusion of an insert. Your logo will also be included on the other side of the bag. Includes: 20% off standard exhibition stand prices and a full page in FE Week Special Edition.

£8,950

CONFERENCE APP SPONSOR SOLE BRANDING

Your organisation's branding prominently featuring on the conference app. Includes: two full conference tickets 20% off standard exhibition stand prices, full page in FE Week Special Edition and prominent branding on App.

£9,950

PEN SPONSOR SOLE BRANDING

Your organisation's branding on delegate pens included in all delegate bags and on tables in the conference hall. Includes: 20% off standard exhibition stand prices.

£4,950

WRITING PAD SPONSOR SOLE BRANDING

Your organisation's branding at the top of each page (50 pages) of the conference writing pads supplied to all delegates within the Delegate Bags. Includes: includes 20% off standard exhibition stand prices.

£4,950

FE WEEK SPECIAL EDITION

FE Week will be publishing a special printed edition for ATC delegates. Place your organisation's brand within this special edition, providing news, features and a conference overview.

Full-page - £1,950

Double-page -£2,950

PREMIUM GALA DINNER TABLE FINE HOSPITALITY (LIMITED)

An opportunity for you to host a table of ten or twelve, in a prime location, at the conference's glitzy gala dinner and awards ceremony on the Tuesday evening. Your organisation's branding will appear on seating plans and your table, you are able to place corporate gifts on your guests chairs and you receive additional wines and beers.

£2,750 (10 person)

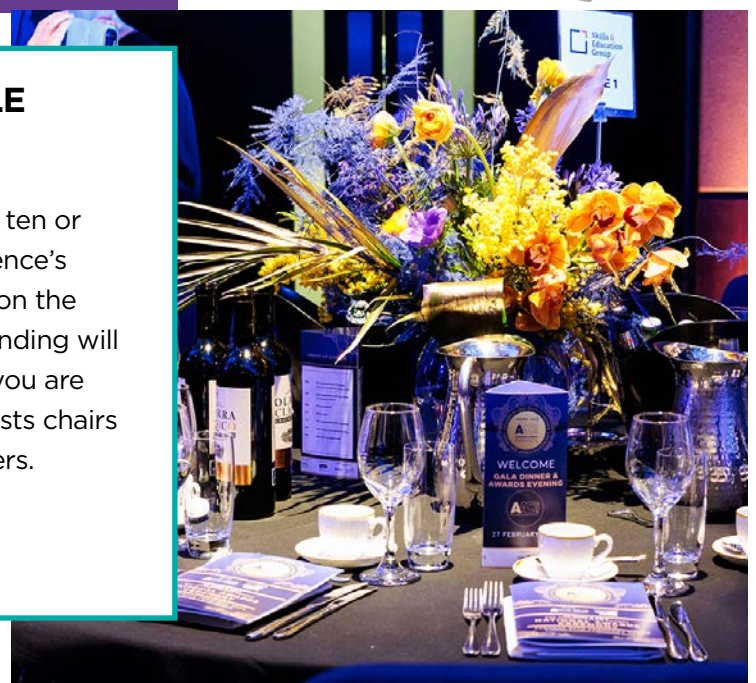
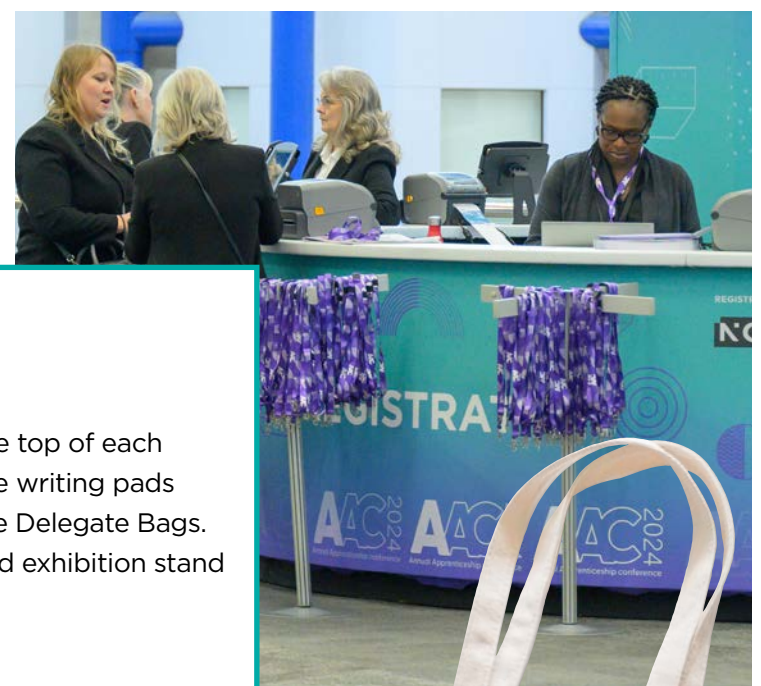
£3,250 (12 person)



GET IN TOUCH!

ATC@education

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ATC 2025

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10–11 March 2025 | ACC, Liverpool

FOR ALL SPONSORSHIP ENQUIRIES, PLEASE CONTACT
ATC@EDUCATIONSCAPE.COM OR CALL **020 8123 4778**



EducationScape
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