

# ATC 2026

## APPRENTICESHIPS AND TRAINING CONFERENCE

2-3 March 2026 | ACC, Liverpool

# SPONSORSHIP OPTIONS



**EducationScape**  
INVESTIGATE · INFORM · INSPIRE





# WELCOME

**T**he Apprenticeships and Training Conference (ATC) returns to ACC Liverpool for its second year in the city-building on the success of our rebrand and venue move in 2025, which marked an exciting new chapter for the UK's leading skills and training event.

Formerly known as the Annual Apprenticeship Conference, ATC has evolved to reflect the broader priorities of workforce development, in line with shifting government policy and the changing needs of employers, providers, and learners. Now in its eleventh year, the event continues to grow in scale, ambition, and influence.

In 2025, we welcomed over 1,800 delegates and more than 60 exhibitors for two packed days of discussion, networking, and learning, culminating in the sold-out Apprenticeship and Training Awards Gala Dinner. This new venue and refreshed format have allowed us to reimagine the exhibition experience, offering more space, enhanced networking zones, and a more engaging layout designed with both exhibitors and delegates in mind.

For 2026, we're building on this momentum. Our upgraded exhibition hall offers expanded stand options, premium placement opportunities, and improved delegate flow. We're also introducing new networking opportunities and touchpoints for exhibitors and sponsors to make meaningful connections with attendees across both days.

The Apprenticeship and Training Awards are a prestigious highlight of the conference, celebrating the individuals, employers, and organisations leading the way in apprenticeships and workforce development. Held on the evening of Day Two at the Gala Dinner, the awards attract hundreds of guests and sector leaders for a night of recognition and celebration. Sponsoring the awards offers your organisation an exceptional opportunity to align with excellence, gain premium brand

exposure, and demonstrate your commitment to supporting high-quality skills development. A limited number of category sponsorships are available, each offering on-stage visibility, branding across all promotional materials, and a table at the Gala Dinner.

ATC 2026 remains a must-attend event for everyone involved in apprenticeships and skills: from FE colleges, universities, and training providers to large employers, government bodies, and awarding organisations.

This brochure outlines the range of sponsorship and exhibition packages available to help your organisation reach a highly targeted, influential audience. Whether you're looking to raise your profile, launch new products, or build partnerships, ATC 2026 provides the platform.

We'd love to speak with you about how you can be part of the next chapter of ATC.



**Prices exclusive of VAT**

**ATC** 2026  
APPRENTICESHIPS AND  
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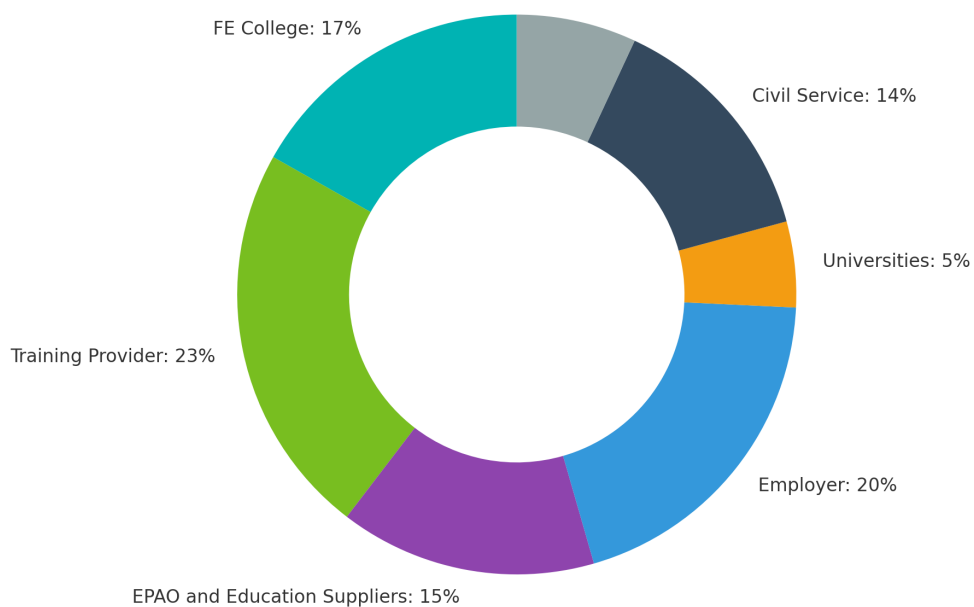
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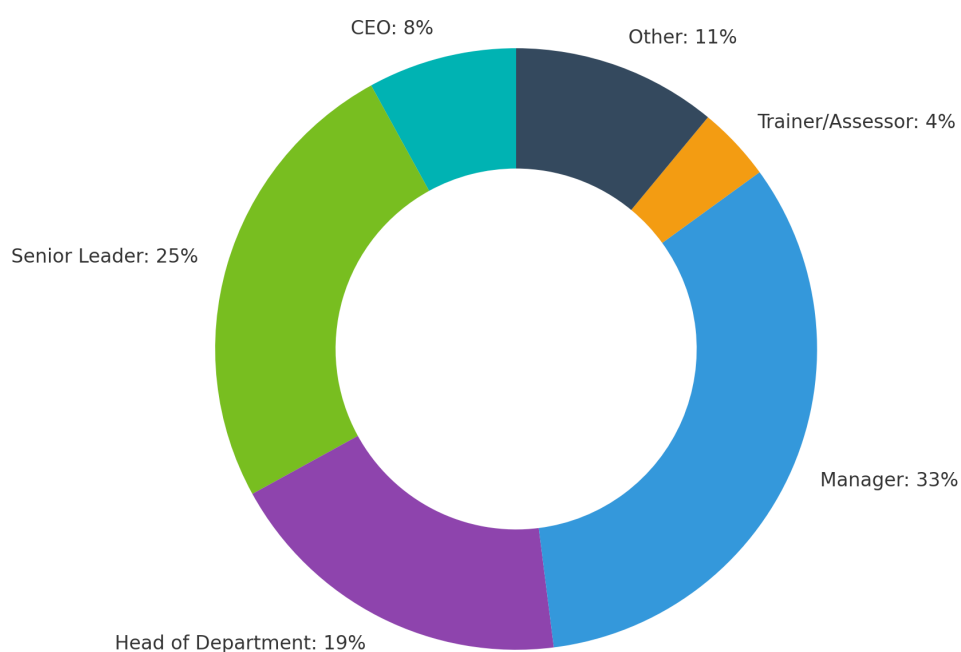
# WHO ATTENDS ATC?

**T**he conference in March 2025, was the biggest yet, with a record number of delegates and an increased proportion of employers attending the conference from across multiple sectors.

## Organisation breakdown



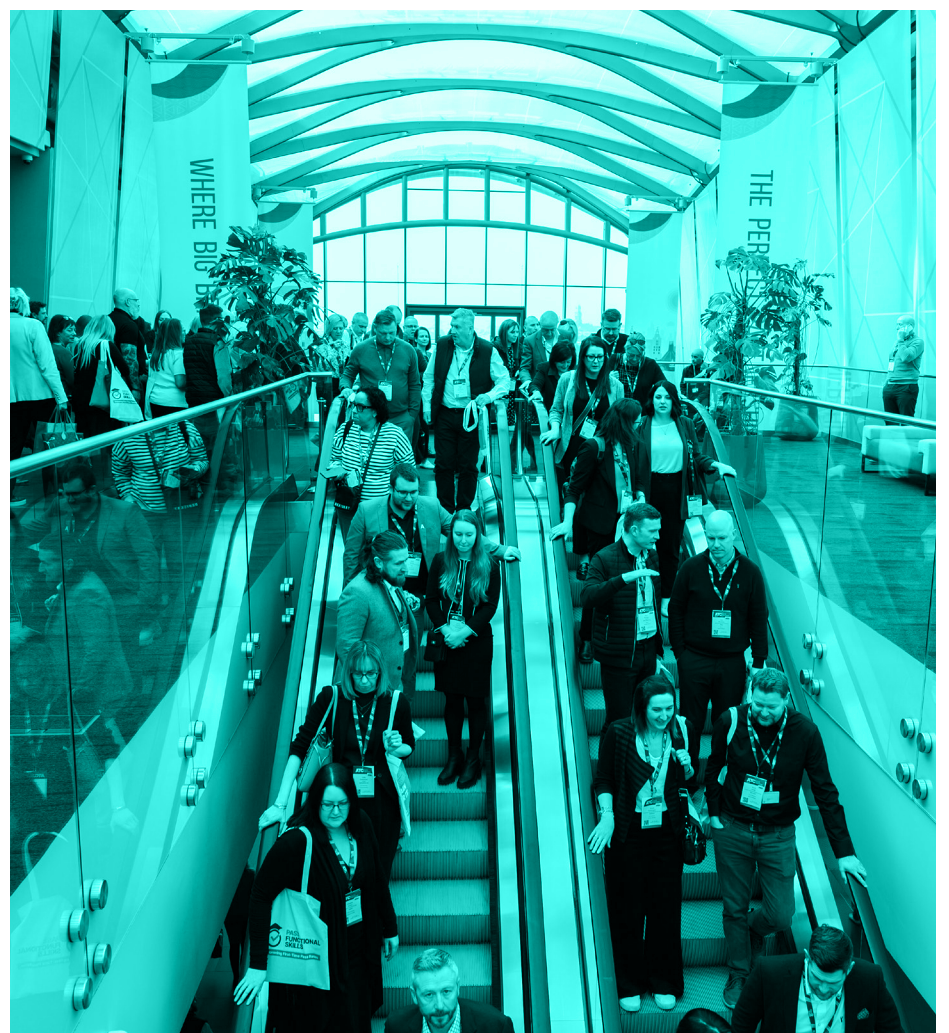
## Job roles breakdown



**1,500+**  
*Delegates*

**70+**  
*Exhibitors*

**750+**  
*DINNER GUESTS*



**Prices exclusive of VAT**

**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 2026?



# 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**

**Prices exclusive of VAT**



# CREATIVE SOLUTIONS

**E**xhibition 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](mailto:Philippa.Barton@educationscape.com)





# CONFERENCE SPONSORS

## PRE-EVENT EXPOSURE

- Logo on the homepage of the ATC website, along with company profile
- Brand included in marketing for the ATC including promotion to 25,000+ EducationScape members and Schools Week and FE Week readers, including a link to the 'exhibitors' page on the Conference website
- 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, (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
- Two places at the Employer Summit
- 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 (12pax)
- Full page advert in the conference guide.
- 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
- Two Lead Capture Scanners 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. One full page advert related to your organisation's apprenticeship and training-offer (pre-conference).

# £36,950

HIGH BRAND EXPOSURE PRE, DURING AND POST CONFERENCE, LARGE EXHIBITION SPACE, PLENARY PANEL, 2 X WORKSHOP SLOTS AND MORE! (3 AVAILABLE)



## GET IN TOUCH!

ATC@educationscape.com



**Prices exclusive of VAT**



# 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
- Brand included in marketing for the ATC including promotion to 25,000+ EducationScape members and Schools Week and FE Week readers, including a link to the 'exhibitors' page on the Conference website
- 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, (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 premium sponsored table at the Gala Dinner and Awards Evening (10pax)
- Full page advert in the conference guide
- 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.

# £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
- Brand included in marketing for the ATC including promotion to 25,000+ EducationScape members and Schools Week and FE Week readers, including a link to the 'exhibitors' page on the Conference website
- 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)

## £27,500

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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## AT THE EVENT STAND AND SET-UP

- A large exhibition space, (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 premium sponsored table at the Gala Dinner and Awards Evening (10pax)
- Full page advert in the conference guide
- 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.



**Prices exclusive of VAT**



# 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, (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 premium sponsored table at the Gala Dinner and Awards Evening (12pax)
- Items/Gift place on all tables/seats at the dinner
- Full page advert in the conference guide
- 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 and training offer (pre-conference - December or January)

# £17,950

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



## GET IN TOUCH!

ATC@educationscape.com



**Prices exclusive of VAT**



# 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 and Awards Evening 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
- 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, (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)
- Full page advert in the conference guide (A4)
- 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 and training offer (pre-conference - December or January)

# £14,950

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



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# AWARDS SPONSORSHIP

## ABOUT THE AWARDS

The Apprenticeship and Training Awards are the national awards for apprenticeship employers and training providers across the UK. Originally launched as the AAC Apprenticeship Awards in 2018, the programme received an impressive 700 nominations in 2025.

National Finalists will be celebrated and recognised at two ceremonies. In February, we will hold a Parliamentary reception which formally recognises the National Finalists. In March, we will have the National Ceremony, which takes place at the Apprenticeships and Training Conference. Attended by over 700 people, the ceremony forms part of the ATC Gala Dinner and is where the winners are crowned.

Partnering with us for the Apprenticeship and Training Awards allows you to be part of celebrating excellence in apprenticeship and training delivery. Don't miss out on this incredible opportunity to associate your brand with the best in the sector!

Nominations for the awards will open in July 2025 and close at the end of September.

**Exposure and Profile:** Benefit from extensive brand visibility before, during, and after the event.

**Networking Opportunities:** Engage with senior decision-makers from across the education and skills sector.

**Business Partnerships:** Leverage higher brand presence to create new business opportunities with current and potential clients.

**Brand Awareness:** Increase brand recognition through comprehensive print and digital marketing campaigns, both leading up to and following the ceremony.

## BENEFITS

- Two guest tickets to the parliamentary reception (February 2026)
- Two delegate tickets to the Apprenticeships and Training Conference
- Two tickets to the National Awards Dinner on Tuesday, 4 March. Table upgrade option from £1,992 + VAT
- Presentation of your award at the parliamentary reception (shortlisted) and national ceremony (national winner)
- Social media activity from FE Week and AELP
- Branding on event promotional materials, relevant certificates and website
- Prominent branding on the conference App
- Branding across all key signage and event materials for the Gala Dinner

## £5,500

### Categories:

- Innovation in Training Delivery
- Best Partnership in Training
- Diversity and Inclusion Award
- Sustainability in Training and Apprenticeships
- Employer Commitment to Apprenticeships
- Best New Apprenticeship Programme
- Excellence in learner support
- Best use of technology in training
- Outstanding contribution to apprenticeships and training (Individual)
- Employer support for social mobility
- Best workplace readiness scheme
- Excellence in English and maths skills development Apprenticeship provider of the year
- Employer champion of the year
- Outstanding apprenticeship programme
- Large employer of the year
- SME employer of the year
- Specialist Training provider of the year
- Training provider of the year
- Special Recognition Award



**Prices exclusive of VAT**



# 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 weeks before the event.
- Conference details promoted to 25,000+ EducationScape members and Schools Week and FE Week readers, including a link to the 'exhibitors' page on the Conference website.
- Use of personalised ATC event banners for marketing purposes.

## AT THE EVENT

### STAND AND SET-UP

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

## EXPOSURE AND NETWORKING

- Over 6 hours of the programme dedicated to time with exhibitors
- Exhibitor name, profile, web address and position of stand on 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 (£295). 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 £249+VAT per person.

## POST EVENT

### MARKETING

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



**EMAIL US TO BOOK**

[ATC@educationscape.com](mailto:ATC@educationscape.com)

Tier	Stand Size	Price
Reserved		
Space Only	<ul style="list-style-type: none"><li>• 4mx4m</li><li>• 6mx4m</li><li>• 6mx6m</li></ul>	<ul style="list-style-type: none"><li>• £12,500</li><li>• £16,950</li><li>• £19,000</li></ul>
Tier A	<ul style="list-style-type: none"><li>• 3mx2m</li><li>• 3mx4m</li></ul>	<ul style="list-style-type: none"><li>• £6,495</li><li>• £9,950</li></ul>
Tier B	<ul style="list-style-type: none"><li>• 3mx2m</li></ul>	<ul style="list-style-type: none"><li>• £5,950</li></ul>
Tier C	<ul style="list-style-type: none"><li>• 3mx2m</li></ul>	<ul style="list-style-type: none"><li>• £4,950</li></ul>

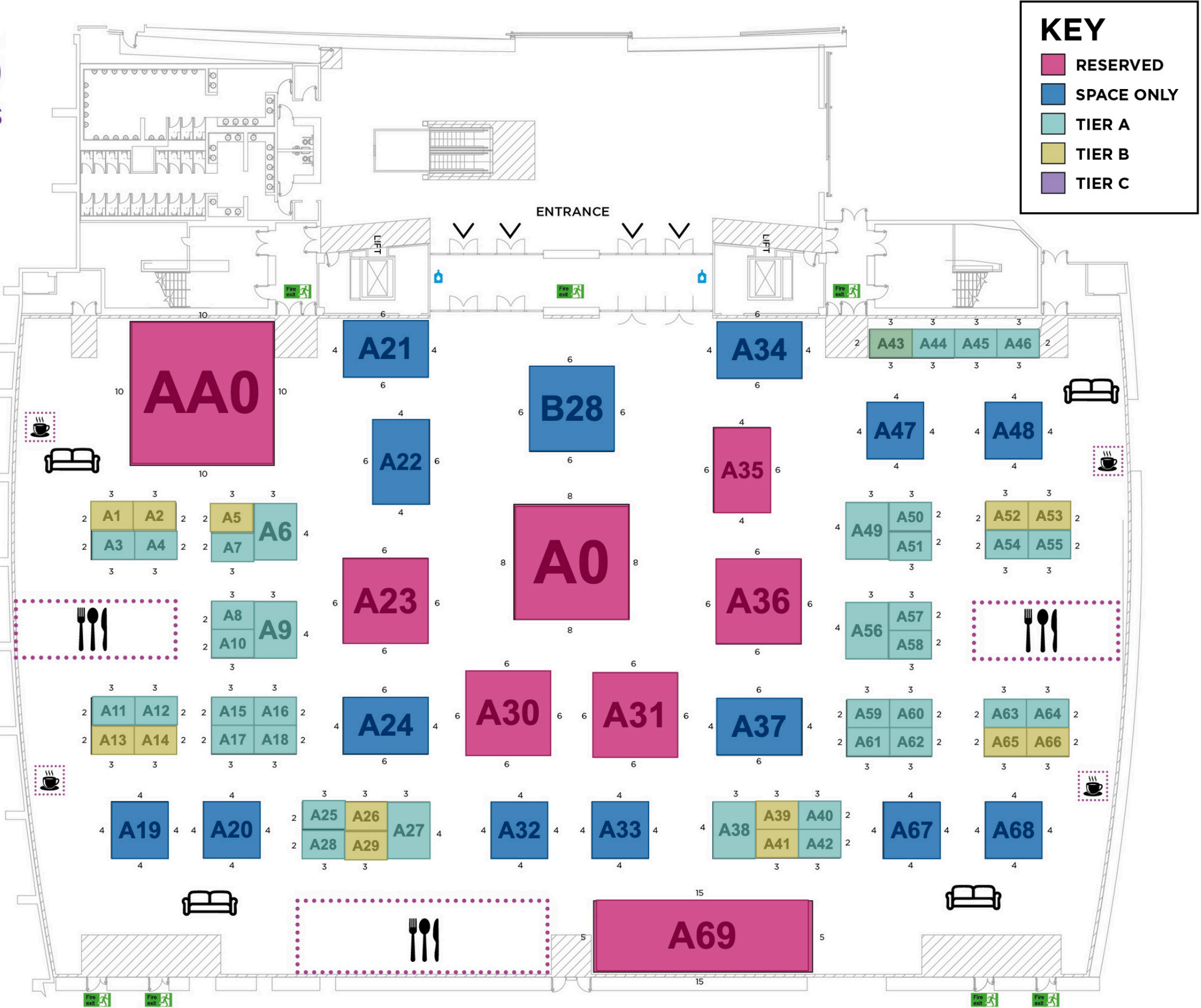
**Prices exclusive of VAT**





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ATC@educationscape.com



# EXHIBITION FLOOR PLAN



# EXTRA SPONSORSHIP OPPORTUNITIES

## DAY ONE OR TWO NETWORKING RECEPTIONS

Sponsor one of our networking receptions at the end of a day. This includes an opportunity to give a 5 minute address and branding opportunities. Plus receive 20% off an exhibition space.

**£12,500**

## 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.

**£9,950**

## 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.

**£10,950**

## PEN SPONSOR SOLE BRANDING

Your organisation's branding on delegate pens included in all delegate bags and on tables in the conference hall. Includes: 10% off standard exhibition stand prices.

**£5,950**

## 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 10% off standard exhibition stand prices.

**£5,950**

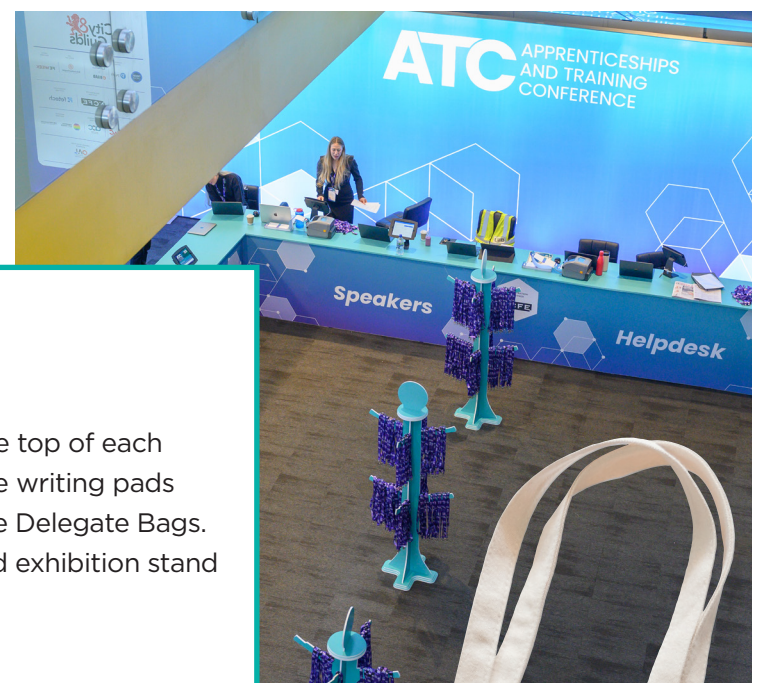
## PREMIUM GALA DINNER TABLE FINE HOSPITALITY (LIMITED)

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**



**Prices exclusive of VAT**



# ATC

# 2026

## APPRENTICESHIPS AND TRAINING CONFERENCE

**2-3 March 2026 | ACC, Liverpool**

FOR ALL SPONSORSHIP ENQUIRIES, PLEASE CONTACT  
**[ATC@EDUCATIONSCAPE.COM](mailto:ATC@EDUCATIONSCAPE.COM)**



**EducationScape**  
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