ATC 2027

APPRENTICESHIPS AND TRAINING CONFERENCE

1-2 March 2027 | LEX, Liverpool

ATA
APPRENTICESHIP & TRAINING AWARDS
FE WEEK | aelp 2027

SPONSORSHIP OPTIONS

Experience the ultimate two-day celebration of excellence, where the vibrant ATC exhibition meets the prestigious Apprenticeship and Training Awards.

EducationScape
INVESTIGATE · INFORM · INSPIRE

Get a taste of ATC and ATA

ATC 2027 APPRENTICESHIPS AND TRAINING CONFERENCE

WELCOME

The **Apprenticeships and Training Conference (ATC)** returns to **Liverpool Experience Campus (LEX, formally ACC),** with headline sponsor **City & Guilds.**

ATC has evolved to reflect the wider priorities of workforce development and the changing needs of employers, providers and learners.

Now in its **twelfth year**, the conference continues to grow in scale and influence.

In **2026**, we welcomed **1,800+ delegates and over 60 exhibitors** for two days of discussion, networking and learning, culminating in the sold-out **Apprenticeship and Training Awards Gala Dinner**. Our Liverpool venue provides a dynamic exhibition experience with expanded space, improved delegate flow and enhanced networking areas.

ATC continues to attract a highly influential audience from **colleges, universities, training providers, employers, government bodies and awarding organisations**. In 2026, we were also pleased to welcome international delegations from Canada, Europe and the United States. We hope to build on this further in 2027.

Apprenticeship and Training Awards

Founded by FE Week and AELP, the conference culminates in the celebration of the **Apprenticeship and Training Awards (ATA)**. originally launched as the AAC Apprenticeship Awards in 2018, the programme received an impressive 700 nominations in 2026.

National Finalists will continue to be celebrated and recognised at two ceremonies. In February, we will hold a Parliamentary reception which formally recognises the National Finalists, followed by the National Ceremony, which takes place at ATC where the winners are crowned.

Partnering with us for the ATAs 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. This year's ceremony brought together over 700 attendees, join us in making next year's event the biggest yet!Nominations for the awards will open in July 2026 and close at the end of September.

This brochure outlines the sponsorship and exhibition opportunities available to help your organisation connect with the sector, raise your profile and build meaningful partnerships. We look forward to welcoming you as part of the next chapter of ATC and the ATAs.

ATA
APPRENTICESHIP & TRAINING AWARDS
FEWEEK | aelp 2027

We welcome back,
as **Headline Partner**

City & Guilds

1,800+
Attendees

ATC 2027
APPRENTICESHIPS AND TRAINING CONFERENCE

1-2 MARCH 2027 | LEX, LIVERPOOL

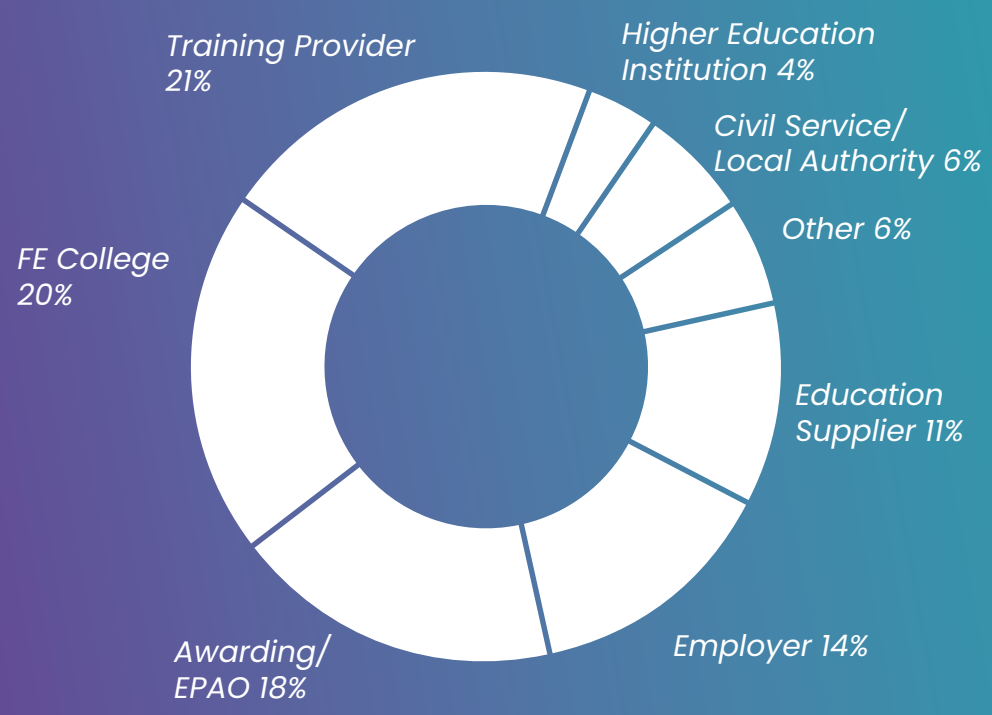
ATA
APPRENTICESHIP & TRAINING AWARDS

HEADLINE PARTNER

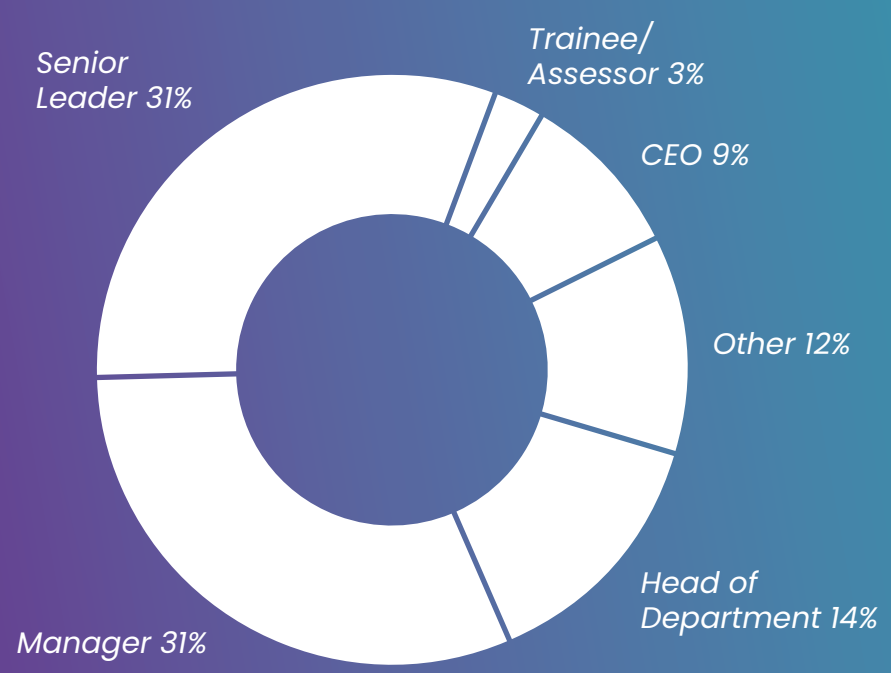
City & Guilds

WHO ATTENDS ATC?

Organisation breakdown



Job roles breakdown



1,800+ Attendees

55+ Exhibitors

750+ Dinner guests

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HEADLINE PARTNER

City & Guilds

WHY EXHIBIT AT ATC 2027?

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

WATCH THE 2026 HIGHLIGHTS FILM

THE IMPORTANCE OF COMING TOGETHER

WITH SHANE MANN, CEO EDUCATIONSCAPE

"IT'S ALWAYS A FANTASTIC EVENT."

HEAR FROM EXHIBITION SPONSOR, APTEM

HEADLINE PARTNER

City & Guilds

55+
Exhibitors

ATC 2027 APPRENTICESHIPS AND TRAINING CONFERENCE

1-2 MARCH 2027 | LEX, LIVERPOOL

ATA APPRENTICESHIP & TRAINING AWARDS

HEADLINE PARTNER

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CONFERENCE SPONSORS

£36,950 SOLD

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

GET IN TOUCH!
ATC@educationscape.com

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)
- 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
Pop-up banner on the FE Week website, to be used between December and February (50,000 impressions).

apprenticeshipsandtraining.com

HEADLINE PARTNER

EXHIBITION SPONSOR

£27,500 SOLD

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

GET IN TOUCH!
ATC@educationscape.com

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)
- 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).

EXPOSURE IN FE WEEK

Logos placed on adverts promoting ATC on FE Week's online coverage.

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HEADLINE PARTNER

REGISTRATION SPONSOR

£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

GET IN TOUCH!
ATC@educationscape.com

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).

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)
- 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.

apprenticeshipsandtraining.com

HEADLINE PARTNER

City & Guilds

DAY ONE OR TWO NETWORKING RECEPTIONS

PRE-EVENT
EXPOSURE

- 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, with a link to the 'exhibitors' page on the conference website
- Four social media posts highlighting your organisation's 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

- Exclusive sponsorship of the Day 1 or Day 2 Networking Drinks Reception – one of the key informal networking moments of the conference
- Prominent branding within the drinks reception area, including bars and networking spaces
- Opportunity to provide branded materials (e.g. napkins, coasters or signage) subject to approval
- Verbal acknowledgement as the sponsor of the drinks reception
- Five-minute welcome address to open the drinks reception (optional)
- Branding on the conference app, highlighting your sponsorship of the reception
- Branding across key event signage and materials promoting the drinks reception
- Four delegate passes for your staff to attend the conference.

POST-EVENT MARKETING

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

EXPOSURE IN FE WEEK
A Mid-page Leaderboard on the main landing Pages on the FE Week website to be used between December 2026 and the end of February 2027 (up to 50,000 impressions).

£12,500

2 AVAILABLE

END OF A DAY. THIS INCLUDES AN OPPORTUNITY TO GIVE A 5 MINUTE ADDRESS AND BRANDING OPPORTUNITIES. PLUS RECEIVE 20% OFF AN EXHIBITION SPACE.

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ATC@educationscape.com

apprenticeshipsandtraining.com

HEADLINE PARTNER

EXTRA SPONSORSHIP OPPORTUNITIES

GET IN TOUCH!
ATC@educationscape.com

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 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

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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 weeks befor 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

apprenticeshipsandtraining.com

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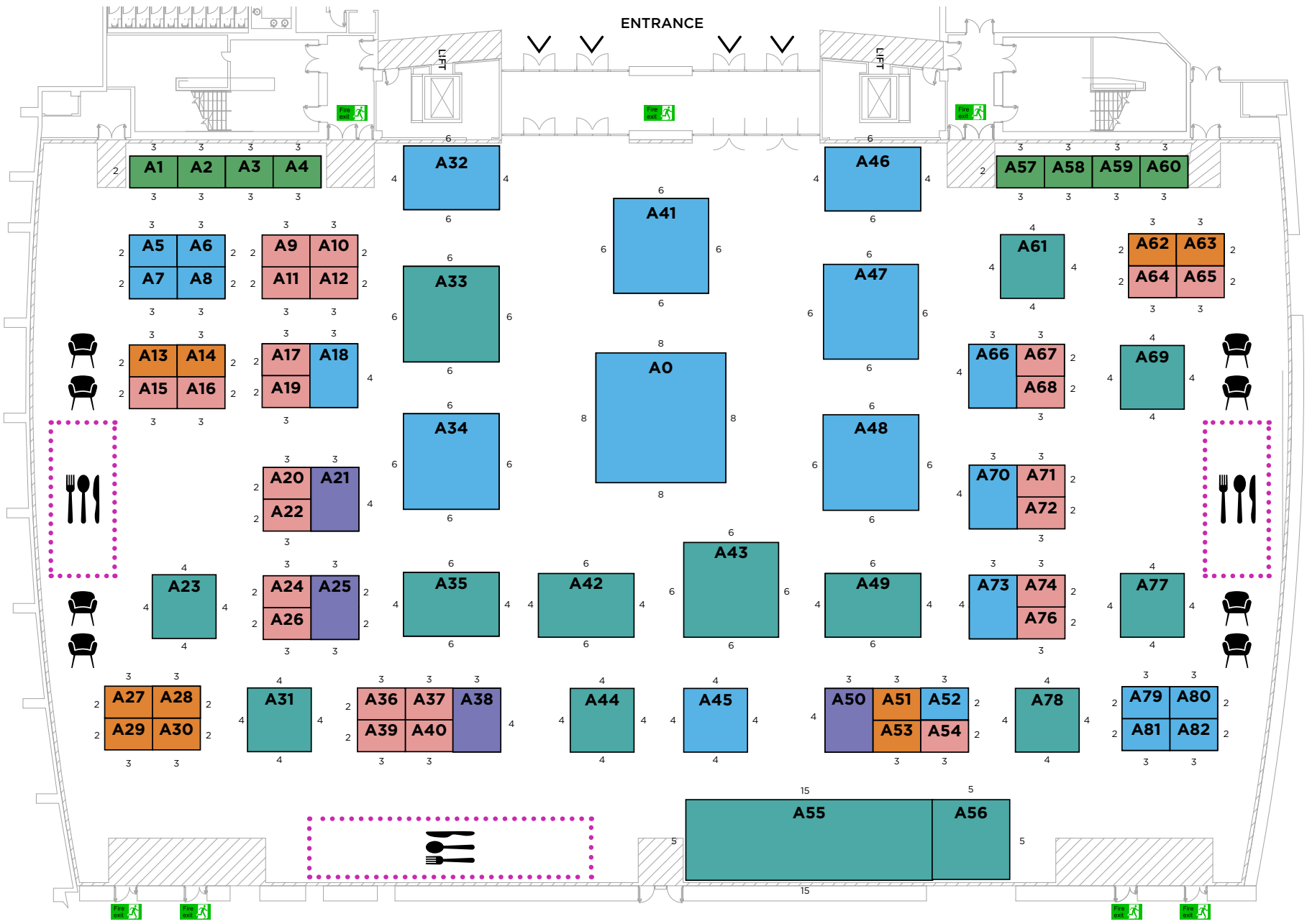
EXHIBITION FLOOR PLAN

	STAND SIZE	PRICE	GRAPHICS PACKAGE
TIER A	3M X 2M	£6,495	+ £600
TIER B	3M X 2M	£5,950	+ £600
TIER C	3M X 2M	£4,950	+ £600
SHELL	3M X 4M	£10,800	
SPACE ONLY	4M X 4M 4M X 6M 5M X 5M 6M X 6M 15M X 5M	£12,500 £16,950 £16,950 £19,000 £32,500	

RESERVED



THIS PLAN IS INTENDED FOR GUIDANCE AND DOES NOT FORM ANY CONTRACT, REPRESENTATION OR WARRANT, EXPRESSED OR IMPLIED. SUBJECT TO CHANGE

HEADLINE PARTNER

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GET CREATIVE

Exhibition stands are a powerful marketing tool. In a digital world, face-to-face conversations give you a real advantage, and a well-designed stand can attract and engage delegates. Your exhibition space is an extension of your brand, and we're happy to support you with ideas to make the most of it.

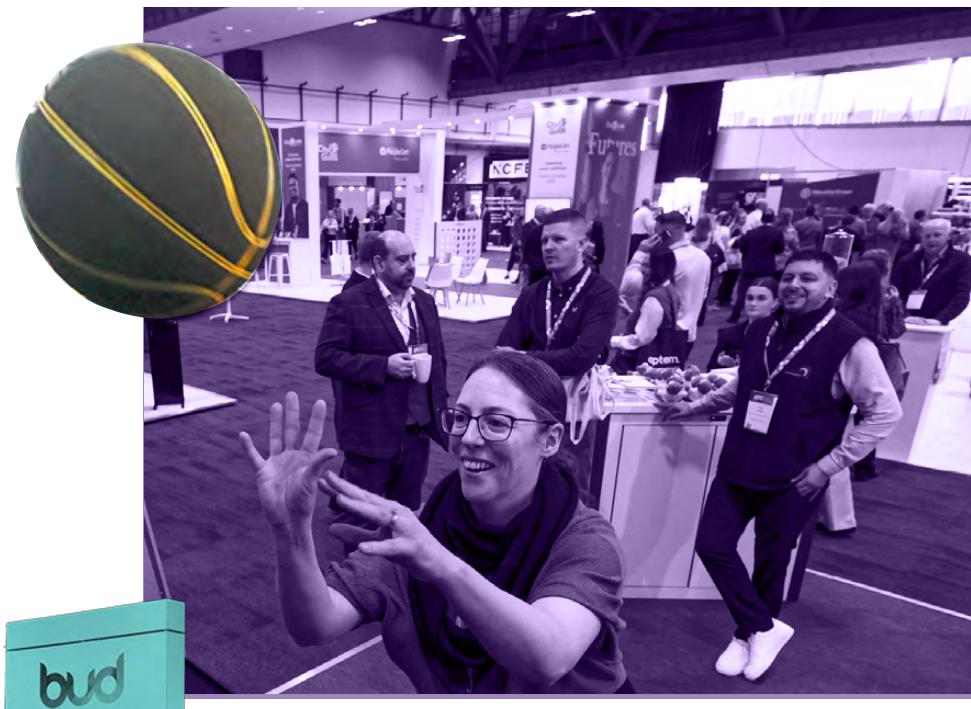
Presentation – Think beyond a roller banner. Strong branding, engaging demonstrations, and effective lighting can make your stand stand out and draw delegates in.

Food and Drink – Offering refreshments can encourage delegates to stop by and spend time on your stand. Creative options like juice bars, popcorn, or branded treats can help create a memorable experience.

Competitions – Prize draws or interactive competitions are a great way to attract visitors and create a fun, relaxed atmosphere while increasing footfall.

Merchandise – Bring useful, high-quality giveaways that delegates will keep. Consider sustainable options such as reusable bottles, keep cups, or eco-friendly branded items.

Educate – Go beyond promotion by sharing knowledge. Product demonstrations, talks, or interactive displays can position your organisation as a trusted expert and create a more meaningful experience for delegates.



PLEASE CONTACT

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

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APPRENTICESHIPS AND TRAINING CONFERENCE
Helping Gen A and Gen Z Thrive.
ATC 2027
APPRENTICESHIPS AND TRAINING CONFERENCE
1-2 MARCH 2027 | LEX, LIVERPOOL
ATA
APPRENTICESHIP & TRAINING AWARDS

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750+
Dinner guests

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AWARDS SPONSORSHIP

ATA
APPRENTICESHIP & TRAINING AWARDS
FEWEEK | aelp 2027

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 2026.

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 2026 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.

apprenticeshipandtrainingawards.com

WATCH THE 2026 HIGHLIGHTS FILM

GALA DINNER AND AWARDS EVENING SPONSOR

TUESDAY EVENING

ATA
APPRENTICESHIP & TRAINING AWARDS
FEWEEK | aelp 2027

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
- 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

A leaderboard banner on the FE Week website, to be used between December and February 2027 (50,000 impressions).

£17,950 SOLD

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

apprenticeshipandtrainingawards.com

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GALA DINNER DRINKS SPONSOR

ATA
APPRENTICESHIP & TRAINING AWARDS
FEWEEK | aelp 2027

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)
- 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

A leaderboard banner on the FE Week website, to be used between December and February 2027 (50,000 impressions).

£14,950 SOLD

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

GET IN TOUCH!
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AWARD SPONSORSHIP CATEGORIES

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PRICES

£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.

To find out which Award categories are available to sponsor please visit **apprenticeshipandtrainingawards.com**

BENEFITS

- Two guest tickets to the parliamentary reception (February 2027)
- Two delegate tickets to the Apprenticeships and Training Conference
- Two tickets to the National Awards Dinner on Tuesday, 2 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.

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 recieve additional wines and beers.

£2,750 (10 person)
£3,250 (12 person)

HEADLINE PARTNER

City & Guilds

ATC 2027

APPRENTICESHIPS AND TRAINING CONFERENCE

1-2 March 2027 | LEX, Liverpool

ATA

APPRENTICESHIP & TRAINING AWARDS

FEWEEK | aelp 2027

FOR ALL SPONSORSHIP ENQUIRIES, PLEASE CONTACT

ATC@EDUCATIONSCAPE.COM

EducationScape

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