



TES
education
2009
LONDON

IN ASSOCIATION WITH



Friday 2 & Saturday 3 October 2009
National Hall, Olympia London

www.teachingexhibitions.co.uk

About TES Education

“Spending per pupil is set to reach almost £7,000 in some parts of the capital by 2011 – 19 of the 20 best funded authorities in England are in London”

Evening Standard, 3 January 2008

What is TES Education?

London's all encompassing education event, targeting educators from early years, primary and secondary settings

Why exhibit?

- Make sales from your stand, distribute catalogues and source new leads
- Network with fellow suppliers to get the latest insights into the education market
- Find out more about your customers' changing requirements
- Launch new products
- Raise your profile and grow your database

Features & Benefits

TES EXHIBITIONS PROVIDE A FACE TO FACE OPPORTUNITY FOR YOU TO MEET YOUR MARKET PLACE.



With an anticipated audience of 7,000+ visitors across two days, there is no other form of marketing that can let you make as many good quality, qualified leads in such a short space of time.



TES EDUCATION 2009 WILL BE HEAVILY MARKETED TO THE EDUCATION INDUSTRY.

By booking a stand you can take advantage of a comprehensive and wide-ranging marketing programme to your target audience. Launch new products at the event and get the most from an audience you previously wouldn't have reached.



NOT JUST A SHOW! If you collect leads from your stand, TES Education can be a great marketing tool a long time after the event has taken place. Enter new leads into your database or mailing list and enjoy years of business from a large pool of new clients.

REAL SALES ARE MADE

Over 75% of visitors to TES London 2007 made purchases directly from the stands. Bring along resources to sell; it's not just an opportunity to raise brand awareness!

WE TARGET ALL AREAS OF EDUCATION, FROM NURSERY THROUGH TO KEY STAGE 4.

So no matter what your interest, we can provide you with a prime access to your core market.

No matter how large your company is, we have a stand to suit you. If you need to bring along large outdoor play equipment or if you only have budget for a very small stand, everyone can make an impact. You

STANDS FOR ALL BUDGETS

will receive free lighting, promotion in the show guide, a free web listing, preview coverage in supporting titles and advertising through the TES! All of this is available from as little as £775+VAT!



Potential Audience

TOTAL POTENTIAL AUDIENCE

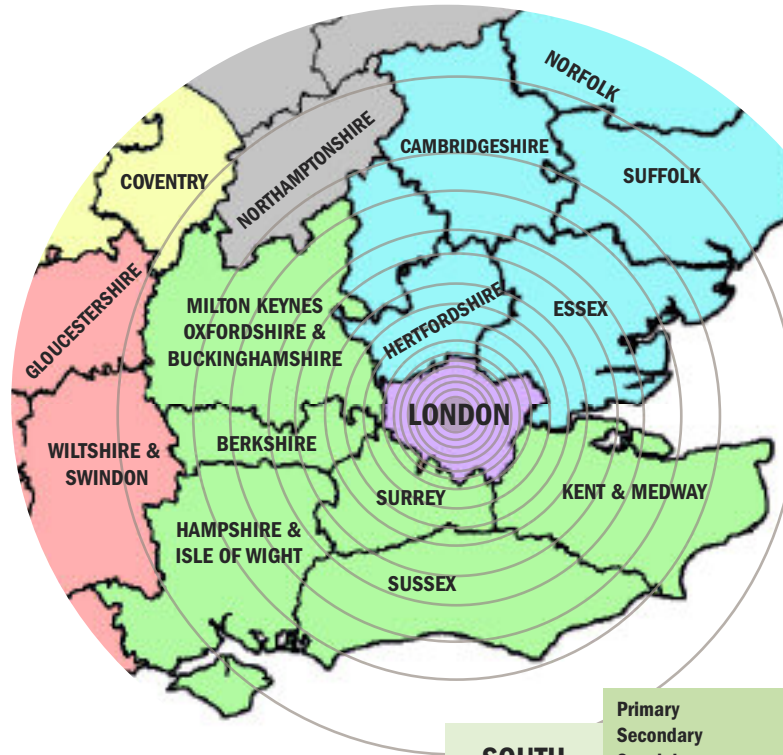
Primary
79,200

Secondary
85,860

Special Needs
8,090

TEACHING ASSISTANTS
63,260

Total number of teachers and teaching assistants across 33 London LEAs, 19 LEAs in South East, 10 LEAs in East of England, 2 LEAs in South West



SOUTH WEST

Primary 2,470
Secondary 2,580
Special 220
Teaching Assistants 1,120

Swindon

Wiltshire

SOUTH EAST

Primary 31,070
Secondary 35,630
Special 2,970
Teaching Assistants 23,050

Bracknell Forest
Brighton and Hove
Buckinghamshire
East Sussex
Hampshire
Isle of Wight
Kent
Medway
Milton Keynes
Oxfordshire

Portsmouth
Reading
Slough
Southampton
Surrey
West Berkshire
West Sussex
Windsor and Maidenhead
Wokingham

EAST OF ENGLAND

Primary 15,450
Secondary 17,960
Special 1,560
Teaching Assistants 16,880

Bedfordshire
Cambridgeshire
Essex
Hertfordshire
Luton

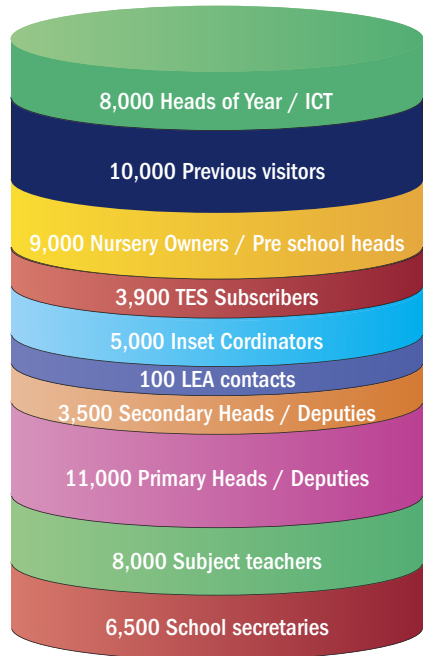
Norfolk
Peterborough
Southend-on-Sea
Suffolk
Thurrock

LONDON

Primary 30,210
Secondary 29,690
Special 3,340
Teaching Assistants 22,210

Barking and Dagenham	Hillingdon
Barnet	Hounslow
Bexley	Islington
Brent	Kensington and Chelsea
Bromley	Kingston upon Thames
City of London	Lambeth
Camden	Lewisham
Croydon	Merton
Ealing	Newham
Enfield	Redbridge
Greenwich	Richmond upon Thames
Hackney	Southwark
Hammersmith and Fulham	Sutton
Haringey	Tower Hamlets
Harrow	Waltham Forest
Havering	Wandsworth
	Westminster

Marketing campaign



Direct Mail

An extensive direct mail campaign to target over 90,000 named individuals in schools and settings across London and the South East.

Adverts in the TES every week

You'll find the TES in almost every staffroom in the country, in over 50% of all retailers in the UK, plus almost 20,000 teachers have it delivered to their door.

Weekly UK readership - 456,000
Source: NRS December 2006 - May 2007

Weekly email broadcasts

Sent to thousands of named contacts together with banners and buttons on the TES website

Monthly unique visitors - 788,535
Source: ABCe 1 March - 31 March 2007

External promotion

Through the UK's leading organisations, targeted journals and membership mailings. Including NUT Teacher magazine, NAHT Leadership Focus and ATL Report magazine.

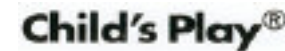


Who else exhibits

The companies below are a small sample of the exhibitors at previous shows....



www.PuppetsByPost.com



Booking a stand

The rate is £310 per square metre

Charitable organisations will receive a preferential rate for all events. Please contact us for further details.

All rates quoted are subject to VAT.

Your package includes

2.4m high quality shell scheme

Carpet

Nameboard

Velcro compatible fabric covered wall panels (no. of wall panels will depend on your position)

Two 50w spotlights for your stand

Daily cleaning

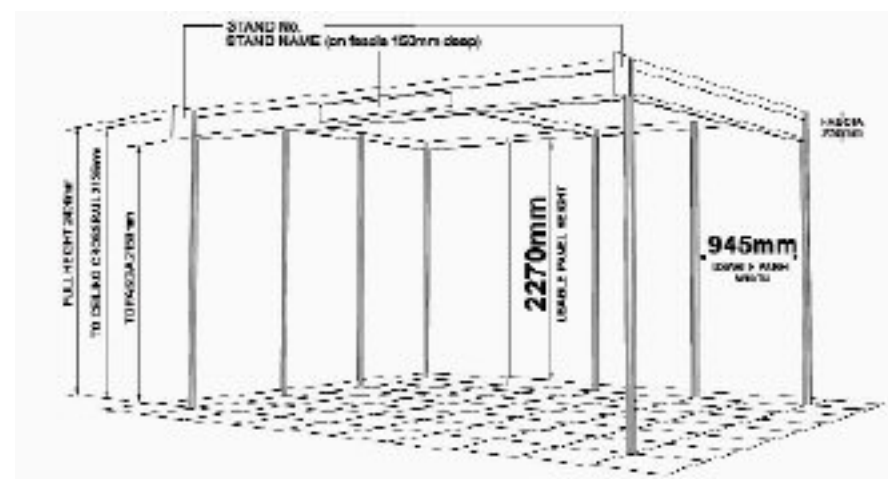
Website and showguide entry

Unlimited free tickets for your company to distribute to existing & potential clients

Furniture, electrical and audio-visual options are available for a separate charge

An exhibitors' manual will be sent to you 6-8 weeks prior to the event

This is an example of a shell scheme stand



Please contact a member of the sales team to secure your stand and to discuss branding opportunities

Tim Mustin
020 3194 3037
tim.mustin@tsleducation.com

Duncan Fairbrother
020 3194 3401
duncan.fairbrother@tsleducation.com

Philip Marston
020 3194 3180
philip.marston@tsleducation.com



Boosting your presence

Maximising traffic to your stand....

Promotion of your presence before and at the show is essential for a successful exhibition and we have a number of opportunities open to help you ensure a successful event.

If you want to combine some of these options or have an idea that is not listed here, get in touch for a personalised quote to suit your needs.

Pre Show

We undertake a number of mailings and emails promoting the exhibition to over 65,000 educational contacts in the London and South East region. You can take advantage of this with the following options:

Visitor Auto-Register DM Campaign

Company logo on all auto-reg mail
£1550+VAT

Visitor Pre-Register Tickets

Company logo and leaflet to go out to all pre-registered attendees
£850+VAT

Email Campaign

Company logo and a 50 word company description as part of our integrated email campaign £500+VAT per broadcast (only one company per broadcast)



At the event

Boost your awareness on site, build up brand awareness and really get the most from the exhibition:

Visitor Badges

Company logos on all visitor badges ensuring high visibility throughout the event
£2000+VAT

Show Bags

Company logo on one side of the show bags plus a free insert
From £2000+VAT
Great post show exposure as the bags return to the work place!

You Are Here Boards

Company logos on the "You are Here" boards plus arrow and coloured stand to boost your presence
£1200+VAT



Stair Risers

Your company branding on the steps leading up to the seminar room, as well as on the sides of the staircase, ensuring high visibility from all over the exhibition
£4000+VAT

Show Bag Insert

Insert your company flier into the bags that each delegates receives upon entry to the show. This is very popular and inserts are limited
£700+VAT

Additional opportunities

A wide variety of additional promotional opportunities are available, at packages to suit all budgets. Please get in touch with a member of the sales team to discuss your requirements.

Contacts

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