

# ISBA ANNUAL CONFERENCE

19-21 May 2025 | Manchester Central

ISBA ANNUAL CONFERENCE 2025

## SPONSORSHIP OPPORTUNITIES



**Monday 19 - Wednesday 21 May 2025**

**Manchester Central**

## Supporting independent schools

Access bursars and senior support staff from independent schools across the UK and around the world. The Annual Conference is the ISBA's flagship national event for its members and the independent education sector's foremost conference and exhibition. It enables senior leaders to meet and debate latest thinking and make informed decisions about what products and services are best for their school.



## About the Independent Schools' Bursars Association (ISBA)

Supporting and advising the bursars and senior management staff of more than 1300 independent schools across the UK and internationally.

The ISBA is the only national association to represent school bursars and senior support staff of independent schools, providing them with the professional support they need to manage their schools successfully and provide a world class education to their pupils. It is also the largest of all seven member organisations of the Independent Schools Council (ISC).

Hundreds of bursars and school staff benefit from the ISBA's specialist advice and guidance services online, over the phone and in person at regional group meetings and professional development events including the annual conference.

We also work closely with professional advisers to the independent school sector ensuring that our member schools have access to the very best information and guidance available in the marketplace.

The association relies on the support provided by organisations, with the income from sponsors and exhibitors at the event subsidising the delegate package rate and this helps schools to send their senior staff to attend the conference.

## About the Annual Conference

The ISBA annual conference provides a unique opportunity for organisations to connect with over 500 delegates, the majority holding the bursar or equivalent role. These are people heading the administrative and financial management of schools and are key decision makers and budget holders in sourcing their school's products and services.

The ISBA is committed to engaging with delegates through an energising and informative programme of speakers, and facilitating networking and business opportunities through a vibrant exhibition and interactive programme of social events.

## Summary of the Conference and Exhibition

### MONDAY 19 MAY 2025

While the conference will be open for delegates on the afternoon of Monday 19 May, the exhibition itself will not open until the morning of Tuesday 20 May. Monday 19 May is set aside for sponsors and exhibitors to set up their stands ready for opening on Tuesday.

Sponsors will enjoy the ability to build and access their stand from 8:00am on Monday 19 May. Other exhibitors will have access to the exhibition hall between 12 noon and 8:00pm, closing at 8:30pm.

### TUESDAY 20 MAY 2025

Registration and the exhibition will open to delegates from 8:30am on Tuesday 20 May. Before and after the morning keynote address and breakout sessions, delegates will visit the exhibition areas ahead of the start of the afternoon sessions at 2:10pm. Sponsors and exhibitors are invited to join delegates for keynote addresses and any of the professional development sessions held during conference (subject to availability and possible restrictions).

During the day, plenty of time is built into the programme for delegates to network and enjoy the exhibition. All food and refreshment points have been planned within the exhibition spaces to maximise traffic to stands.

From 5.30pm delegates, guests, sponsors and exhibitors are invited to an evening with music, drinks and food. This will be held in the Gallery and exhibition hall.

### WEDNESDAY 21 MAY 2025

Conference recommences from 8:30am on Wednesday 21 May and the day is a blend of sessions and networking opportunities, with the exhibition areas providing the main hub for delegates to meet before and after sessions, until the closing keynote at 4:10pm. The exhibition area closes at 4:20pm and exhibition breakdown commences.

In the evening, Headline and Event sponsors accompany delegates to Kimpton Clocktower Hotel, Manchester for the association's annual dinner, with an after-dinner speaker providing the entertainment. The association normally hosts around 350 people at the dinner, mainly delegates, guests and sponsors.

The ISBA has designed the conference to ensure delegates fully engage with the exhibition and exhibitors with delegates. As such the sponsor and exhibition packages have been developed to maximise that opportunity.



## Monday 19 May 2025

Exhibition build day  
(Early access for sponsors)

**12 noon-1:30**

New to Conference and International Bursor's Lunch  
(by invitation to Headline and Event Sponsors only)

## Tuesday 20 May 2025

**8:30 am**

Exhibition and registration opens

**11:00 am - 12:50 pm**

Keynote address and morning breakout sessions

**From 1:00 pm**

Lunch for all delegates in the exhibition hall

**2:10 pm - 3:50 pm**

Keynote address and afternoon breakout sessions

**4:00 pm - 4:40 pm**

Mid-afternoon break in the exhibition hall

**4:50 pm - 5:30 pm**

Keynote address

**From 5:30pm**

Welcome to Conference event for delegates, guests, sponsors and exhibitors in the Gallery and exhibition hall, Manchester Central.

## Wednesday 21 May 2025

**8:30 am**

Exhibition opens

**9:30 am**

Keynote address

**10:30 am - 11:40am**

Morning break in the exhibition hall

**11:50 am - 12:40am**

Breakout sessions

**12:50 pm - 2:20 pm**

Lunch for delegates in the exhibition hall

**2:30 pm - 3:20 pm**

Breakout sessions

**3:30 pm - 4:10 pm**

Mid-afternoon break in the exhibition hall

**4:20 pm**

Exhibition closes

**4:20 pm - 5:15 pm**

Closing keynote address and conference closed by ISBA Chair

**From 7:15pm**

Reception and Annual dinner for delegates and sponsors

## Benefits of Sponsoring the ISBA Annual Conference

The 2025 ISBA Annual Conference can take you straight to your target market and provide your organisation with:

- An opportunity to gain maximum exposure at a premier conference devoted to senior professionals in the independent education sector.
- A cost-effective way to promote your brand and profile, launch new products and services amongst a relevant audience and showcase your expertise and capabilities.
- The chance to network with industry colleagues and key decision makers and reinforce your commitment to the independent education sector by meeting with existing clients.
- Increased marketing opportunities, including visibility on the ISBA website, delegate conference app and associated marketing materials.



This event has one of the largest delegate lists that we attend, and as such it's a key conference that we plan to attend every year we are able to.

ISBA Conference Sponsor



The ISBA event this year was without doubt the best organised and most successful for us.

ISBA Conference Sponsor

## Sponsorship Packages

The ISBA has a range of packages available for sponsors of the annual conference aimed at providing sponsors with a choice of exposure to suit budget and business objectives. The ISBA is seeking to attract eight main Headline partners, four Event sponsors and eight Support sponsors.

The range of opportunities all include the guarantee of an exhibition stand at a fixed package price.

All exhibitors and sponsors will receive access to a pre-conference delegate name and school list. (In accordance with the Data Protection Act and the ISBA data privacy policy this will not include email or contact information.)

All exhibitor and sponsor passes allow access to the conference programme sessions, subject to speaker permission and space.

### Note:

All branding opportunities are exclusive to sponsors with the exception of branded items given by exhibitors to delegates in the exhibition.

# Sponsorship Packages



## Conference Headline Partner



Ideal for market leaders to align their own brand values with the ISBA

- £27,500 excl. VAT (inclusive of a Premium exhibition stand cost)
- Restricted to a maximum of eight (8)

This partnership opportunity will provide exposure for your organisation branding during the conference, as well as prominent exhibition space and multiple opportunities to network at conference and the evening events.

### THE PACKAGE INCLUDES:

- Prominent logo placement throughout the conference venue, on ISBA conference material and visibility from the main stage
- Greater networking opportunities including invitations to all the conference hospitality events
- Increased profile with editorial content, enhanced entries in conference material and on the ISBA website

### EXCLUSIVE TO HEADLINE PARTNERS

- The use of a specially designed ISBA branded conference logo for the year 2025

### PLUS

- Guaranteed prime conference exhibition stand (A Premium stand - 21m<sup>2</sup>) or the flexibility to create a bespoke self-design option in that space



## Conference Event Sponsor

Great package for networking, increasing business connections and product display

- £19,950 excl. VAT (inclusive of exhibition stand cost)
- Restricted to a maximum of four (4)

This sponsorship opportunity can provide exposure at three key networking events for your company during the conference, as well as exhibition space and the possibility of product placement.

### THE PACKAGE INCLUDES:

- Prominent branding at the conference evening events and New to Conference Lunch
- Greater networking opportunities including additional invitations to the lunch and evening events
- Opportunities to sponsor evening entertainment, drinks receptions, and entertainment (exact details to be discussed in detail with the ISBA event organisers)

### PLUS

- Guaranteed conference exhibition stand (Size A - 9m<sup>2</sup>)



## Conference Support Sponsor

Excellent entry level sponsorship package – ideal for those looking to introduce services or products into the marketplace

- £17,250 excl. VAT (inclusive of exhibition stand cost)
- Restricted to a maximum of eight (8)

### THE PACKAGE INCLUDES:

- Branding opportunity for logo placement on conference support items such as delegate lanyards,

conference App, delegate bag or bag content item (exact details to be discussed in detail with the ISBA event organisers)

- Highlighted profile with editorial content, enhanced entries in conference material and on the ISBA website

### PLUS

- Guaranteed conference exhibition stand (Size A - 9m<sup>2</sup>) alternative stand price options can be discussed with the ISBA event organisers

## Sponsorship Benefits - at a glance

Benefits / Package included in cost Subject to Terms and Conditions	Conference Headline Partner	Conference Event Sponsor	Conference Support Sponsor	Exhibitor ONLY
Number available - up to	8	4	8	164 stands
Package price (excl VAT)	£27,500	£19,950	£17,250	from £5,795
Guaranteed conference exhibition stand	✓	✓	✓	
A Premium stand (21m <sup>2</sup> ) included in the package	✓			
Flexibility to create bespoke stand space	✓			
Size A stand (9m <sup>2</sup> ) included in the package		✓	✓	
Option to upgrade stand size to size A Plus (12m <sup>2</sup> ) additional cost, subject to availability		✓	✓	
Priority choice of stand size and position	1st	2nd	3rd	ISBA allocated
Early access to the exhibition hall for stand build	✓	✓	✓	
Business category exclusivity in your sponsorship category	✓	✓	✓	
Exhibitor passes allocated per stand	7	6	5	4
Exhibitor lunch tickets included per day	7	6	5	4
Number of invitations to the new to conference and international bursars' reception and lunch	2	2	0	0
Sponsor Promotion of the Tuesday evening event		✓		
Invitations to the Association's Annual Dinner on Wednesday evening	2	2	0	0
Logo placement in main auditorium	✓			
Logo placement in breakout rooms	✓			
Recognition on printed conference materials	✓			
Use of a new ISBA branded conference logo during 2025	✓			
Recognition in Bursar's Review Conference Programme	✓	✓	✓	
2 page editorial in the official Conference Programme	✓			
Listing in official conference programme	Enhanced	Enhanced	Standard	Standard
Premium logo placement on ISBA Conference App	✓			

## Sponsorship Benefits - at a glance (continued)

Benefits / Package included in cost Subject to Terms and Conditions	Conference Headline Partner	Conference Event Sponsor	Conference Support Sponsor	Exhibitor ONLY
Listing in the sponsor section on the ISBA Conference App	✓	✓	✓	
Social media assets and Podcast episode	✓			
Prominent logo placement on ISBA website with click through to sponsors' website	✓			
Right to refer to your organisation as an "ISBA Conference Headline Partner 2025"	✓			
Logo placement on event signage	Conference centre	Dinner venues		
Opportunities to sponsor evening events and entertainment		✓		
Logo placement on evening menus		✓		
Conference support branding opportunities e.g. App, lanyard, bag, bag contents, registration desk			✓	



## The Venue



Manchester Central is an award-winning venue in the heart of one of Europe's most vibrant cities. Its vaulted arches and station clock have made Manchester Central an iconic city feature for over 130 years. Manchester Central is one of the most professional event spaces in the UK.

Further information about the venue can be found at:  
<https://www.manchestercentral.co.uk>

## How to Apply

Please complete the official application form and return to the ISBA office by email.

Email: [office@theisba.org.uk](mailto:office@theisba.org.uk)

Closing date for applications:  
Wednesday 30 October 2024 - 5.00pm

The application form and terms and conditions can be downloaded from the ISBA website

## Sponsorship Enquiries

Please contact the ISBA conference organisers to discuss sponsorship opportunities and packages in more detail.

Tel: 01256 373111

Email: [office@theisba.org.uk](mailto:office@theisba.org.uk)



It delivered against all of our expectations.

ISBA Conference Sponsor