

Why Sponsor IPPN's Annual Principals' Conference?

IPPN Conference & Education Expo is the largest gathering of school principals in Europe, and is attended exclusively by Irish primary school principals. By sponsoring an element of this high profile, high quality event you can bring your brand to the attention of this key audience of school budget decision makers in an exclusive and prestigious way. The association with one of Ireland's leading professional bodies and a government recognized Education Partner will enhance your own public profile.

- More than 1,000 principals, one-third of all primary school principals in Ireland attend the Annual Principals' Conference and Education Expo.
- The audience is made up exclusively of key decision makers with responsibility for school budgets
- 2 full days to maximize your brand exposure on a repeated basis

Your investment helps IPPN to help schools...

IPPN (registered charity CHY17221) relies on the revenue from Education Expo and conference sponsorship to fund our programme of activities and to further our mission as an advocate for children's education. Your investment at Education Expo enables us to deliver our varied programme of support for Ireland's primary schools.

"Carambola is delighted to be involved with IPPN. Over the past number of years we have been overwhelmed by the positive response our company gets from Principals we meet because of our sponsorship involvement as well as our stand presence during Education Expo"

Colm O'Brien, MD, Carambola Kidz,
IPPN Preferred Supplier for School Lunches since 2012,
Conference Gala Dinner Sponsor since 2009

Sponsor a Plenary Session

The Annual Principals' Conference comprises four plenary sessions; one on Thursday evening and three on Friday. Featuring leading national and international speakers, including an address from the Minister for Education these plenary sessions are a fundamental aspect of the IPPN Annual Principals' Conference. Plenary sessions are attended by an attentive audience of more than 1,000 principals offering the highest quality opportunity for brand awareness at the event.

Package includes:

- Branding in the auditorium with your logo for the chosen session
- Lighting scheme to complement your brand on consultation with our AV providers
- Acknowledgement by the conference facilitator of your sponsorship at the beginning of the session
- Opportunity to distribute your material at the entrances to the auditorium prior to and after the session (*exclusive to sponsors*)
- Branding of all printed timetables with your logo
- Branding of pages of the Conference Programme relevant to the session with your logo
- Full Page advert in the Education Expo Guide
- Inclusion of your logo on the conference website and timetable page
- Acknowledgement as a sponsor in the post conference issue of Leadership+ magazine (*IPPN's regular publication, distributed to all primary principals and deputy principals*)
- Additional items to be considered



€6,000 per plenary session
or
all three sessions on Friday, **€15,000**

Sponsor a Professional Development Seminar

Each year IPPN presents a programme of professional development seminars covering the most up to date topics of relevance to primary principals. The programme consists of 13 seminars run three times over the 2 days of the conference attended by between 60 and 100 principals each session. Because of their direct professional relevance, the seminars rate as the most important reason that principals chose to attend the annual conference. We also run dedicated sessions for Newly Appointed Principals and principals considering retirement seminar.

Package includes:

- Branding of the seminar room with your own signage/pop ups
- Opportunity to distribute your material at the entrance to the seminar room prior to, and after each seminar session (*exclusive to sponsors*)
- Branding of all printed seminar timetables with your logo
- Branding of pages of the Conference Programme relevant to your seminar with your logo
- Half page advert in the Education Expo Guide
- Inclusion of your logo on the conference website and relevant seminar page
- Acknowledgment of your sponsorship in the post conference issue of Leadership+ magazine
- Additional items to be considered

Seminar Topics

A full list of seminar topics will be available from October. There may be a seminar which has relevance to your products or services.

€2,750 per seminar:
each seminar runs for three sessions over the course of Conference

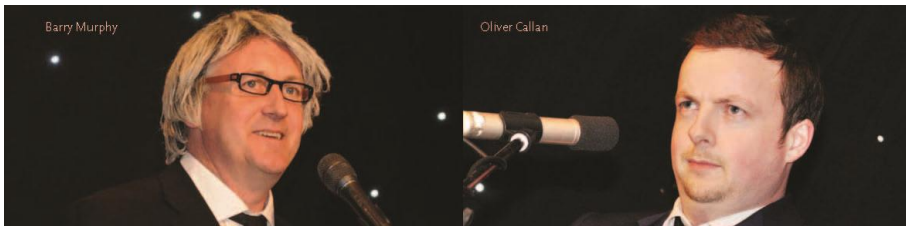
Newly Appointed Principals' session, €1,500
1 session attended by approximately 60 new principals

Sponsor Gala Dinner Entertainment

The Conference Gala Dinner is the social highlight of the Principals' conference and is known for its high quality banquet followed by entertainment from some of Irelands leading entertainers. Previous after dinner acts have included Oliver Callan (*Callans Kicks, Green Tea*), Barry Murphy and Ristead Cooper (*Aprés Match, Irish Pictorial Weekly*) and Christy Kenneally (*TV presenter and writer*). Your brand can be associated with this high quality event by sponsoring the after dinner entertainment.

Package includes:

- Primary branding of the Gala Dinner room with your own logo during the after-dinner act. *(in addition to the main Gala Dinner sponsor; Carambola Kidz)*
- Acknowledgement by the MC of your sponsorship prior to the act beginning
- Branding, as a secondary logo, of the Gala Dinner ticket with your logo 6 tickets for you and your guests to the Gala dinner and pre-banquet drinks reception
- Half page advert in the Education Expo Guide
- Inclusion of your logo on the conference website and relevant page
- Acknowledgment of your sponsorship in the post conference issue of Leadership+ magazine
- Additional items to be considered



€8,000

**Limited to one
sponsor**

Sponsor Gala Dinner Wine

With 1,000 principals and guests sitting down to dinner, sponsoring the wine for the Gala Dinner is a prestigious way to associate your brand with the conference.

Package includes:

- Acknowledgement by the MC of your sponsorship during dinner
- Branding, as a secondary logo, of the Gala Dinner ticket with your logo
- 6 tickets for you and your guests to the Gala dinner and pre-banquet drinks reception
- Half page advert in the Education Expo Guide
- Inclusion of your logo on the conference website and relevant seminar page
- Acknowledgment of your sponsorship in the post conference issue of Leadership+ magazine
- Additional items to be considered



Provision of product or €8,000

Cash payment includes option for labeling of the wine bottles with your logo and sponsorship acknowledgment.

Limited to one sponsor

Sponsor the Conference lunches

More than 3,000 lunches are consumed at the Annual Principals' Conference (including exhibitors and guests). You can gain widespread exposure by sponsoring this element of the event.

Package includes:

- Screen projection of your logo and information in the lunch room
- Opportunity for table extras on each table
- Half page advert in the Education Expo Guide
- Inclusion of your logo on the conference website
- Acknowledgment of your sponsorship in the post conference issue of Leadership+ magazine
- Additional items to be considered

€3,000
for one day,

€5,000
for both

Sponsor the Attendee Evaluation Form

- Lead Retrieval Opportunity

The Conference Evaluation Form offers you the opportunity to retrieve the contact details of attendees and grow your database. The Evaluation Forms will be distributed to attendees on Friday afternoon and collected before they leave the convention centre on Friday evening. An online version of the form is distributed to all attendees in the days following the conference. IPPN will offer a prize as an incentive to attendees to complete the evaluation form.

Package includes:

- A database of contact details of all attendees who provide their details (includes name, school name and address and school phone number)
- Inclusion of your logo and 25 word description on the printed evaluation form
- Inclusion of a 50 word description on the online version of the evaluation form
- Inclusion of your logo on the conference website

€2,500

Limited to one sponsor