



Intelligent
Instructor

Conference & Expo '19

in association with



marmaladenetwork

Heart of England Conference & Events Centre, Coventry

10am – 4pm

Sunday, 6th October, 2019

..... All sponsorship or exhibition enquiries, please contact:

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Two of the most powerful brands in the driving instructor market join forces

The **ADINJC** was established in 1973 and is one of the leading national driving instructor associations in the UK. Run by ADIs for ADIs on a not-for-profit basis, it works tirelessly to inform, represent and support its 7,000+ instructor members, promoting the interests of the driving instructor profession.

Intelligent Instructor is the market-leading publisher in the driving instructor market. Launched in 2015, it has quickly become the trusted resource for ADIs, providing highly engaging content to driver trainers right across the UK. 15,000 copies of **Intelligent Instructor** magazine are published monthly and widely available in driving test centre waiting rooms. 5,000+ instructors receive the 'iiNews' newsletter and **intelligentinstructor.co.uk** is a news driven, online resource for instructors.

These two, highly-respected organisations are joining forces to launch the **ADINJC & Intelligent Instructor Conference & Expo '19**. This free to attend event will be the UK's premier event for driving instructors and from 2019, replace the successful and long-running **ADINJC National Conference**.



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A day not to be missed

This inaugural, free-to-attend event for ADIs offers delegates the dual benefit of hearing from expert speakers in a multitude of seminar sessions, whilst also engaging with industry suppliers at the trade show.

A series of seminars run throughout the day, in separate rooms, with well-respected and expert speakers covering topics such as:

- | | |
|-------------------|--------------------|
| ■ business growth | ■ pupil engagement |
| ■ coaching | ■ standards checks |
| ■ lesson planning | ■ training |
| ■ marketing | ■ teaching aids |

These sessions will specifically address the issues and interests of UK driving instructors, arming them with the necessary information to help run their business more efficiently and effectively, whilst challenging them to think differently too.

Meanwhile, alongside these seminars, runs the trade exhibition. 40+ industry suppliers will showcase their latest products and services in the expo running alongside, offering a valuable opportunity for ADIs and industry suppliers to interact and engage.



Conference & Expo '19



Unrivalled Marketing

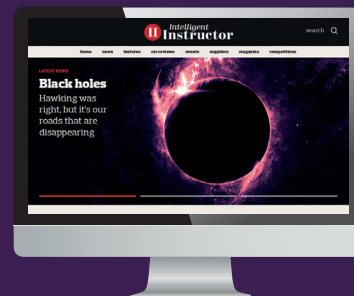
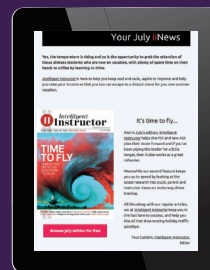
The combined marketing forces of the **ADINJC** and **Intelligent Instructor** will make this event a huge success. Heavyweight marketing will take place from launch, 12 months in advance of the event, leading up to, during and after the event via the full suite of **Intelligent Instructor** market-leading brands and **ADINJC** channels. Sponsors will receive unique and unprecedented exposure to the ADI market over a long and sustained period.

ADINJC (7,000+ members)

- adinjc.org.uk
- **E-mail database** Regular dedicated promotional e-shots

Intelligent Instructor

- **Intelligent Instructor magazine** (15,000 copies/month)
 - Editorial, advertorial and display advertising
- **iiNews weekly newsletter** (5,000+ ADIs)
 - Editorial, advertorial and display advertising
- **Intelligent Instructor e-mail database** (5,000+ ADIs)
 - Regular dedicated promotional e-shots
- **Social media**
 - Regular posting on the Facebook and twitter channels
 - Facebook boosted posts
 - Wider engagement with ADI groups/communities/partners/influencers
- **intelligentinstructor.co.uk**
 - Editorial, advertorial and display advertising
- **Monthly newsletter** – editorial, advertorial and display advertising



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Target Market

A minimum of 650 driving instructors are anticipated to attend. The highly professional, enthusiastic ADIs, whilst ambitious PDIs will be encouraged too. Those with a thirst for learning and interest in hearing from industry speakers, but equally as keen to meet industry suppliers, to see first-hand what products and services are available to help improve their business and take it to the next level.

With such a large audience, it will be an extremely busy day for exhibitors, whilst offering fantastic exposure for sponsors. Our customer service approach will ensure both delegates and exhibitors have an enjoyable and successful experience.

Location

The Heart of England Conference & Events Centre, Meriden, near Coventry is officially the central point in England. This central location makes it easily accessible for instructors throughout the UK. Only a short drive from the NEC, the venue is minutes away from the M6, M42 and M40.

Set in 160 acres of rolling Warwickshire countryside, with 25,000+ sq. ft of ground floor space including two huge, connected exhibition areas and a multitude of adjacent modern seminar rooms, it's perfectly equipped to cater for the major ADI event of 2019.

There's an on-site bar and restaurant with ample seating, 500+ car parking places and super friendly, on-site staff to help during the day.



Heart of England Conference and Events Centre,

Meriden Rd, Fillongley, Coventry CV7 8DX





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Sponsorship Opportunities

Sponsorship of the **ADINJC & Intelligent Instructor Conference & Expo '19** brings with it powerful exposure offered via the full suite of **ADINJC** and **Intelligent Instructor** channels. Exhibiting offers the opportunity to cost-effectively showcase your products and services to hundreds of driving instructors, all in one day, under one roof.

Uniquely, all packages include complementary tickets to the **Intelligent Instructor Awards**: a gala dinner celebrating and rewarding the very best instructors, schools and suppliers in the industry. These awards are held in the same location at 7pm after the conference & expo. A not-to-be missed industry event – the Oscars for the ADI industry!



Sponsorship Packages

- **HEADLINE**
£14,995 – Exclusive
- **GOLD**
£7,495 – Three maximum
- **SILVER**
£2,495 – Five maximum

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Sponsorship Packages

	HEADLINE £14,995	GOLD £7,495	SILVER £2,495
COST (all prices subject to VAT)			
Max no. of sponsors	1	3	5
Sponsor reference	'in association with'	'supported by'	n/a
Exhibition space	7m x 5m	6m x 2m	4m x 2m
Exhibition location	Prime location	Premium location	Good location
Speaking slot	✓	✓	✗
BRANDING	HEADLINE	GOLD	SILVER
Name badges	✓	✗	✗
Guest tickets	✓	✗	✗
Generic pull-up banners	✓	✓	✓
Individual pull-up banners	x6	x4	x2
Display screens	✓	✓	✓
Delegate bags	✓	✓	✗
Delegate bag insert	✓	✓	✓
'Welcome' and 'Thank you' email from sponsor	✓	✗	✗
DELEGATE BROCHURE	HEADLINE	GOLD	SILVER
Cover logo	✓	✓	✗
Welcome message	Full page	✗	✗
Advert	Two full pages, incl. outside back cover	Full page	Half page
Exhibitor listing	100 words	75 words	50 words
DURING DAY	HEADLINE	GOLD	SILVER
Wi-Fi	✓	✓	✓
Electricity	✓	✓	✓
Table and chairs	✓	✓	✓
Lunch bag for stand staff	x10	x5	x3
Digital photograph of staff on stand	✓	✓	✓
Intelligent Instructor Awards tickets (£75 +VAT per ticket)	x10	x5	x3
Delegate names supplied	✓	✓	✓
INTELLIGENT INSTRUCTOR MAGAZINE	HEADLINE	GOLD	SILVER
Company profile (pre event issue)	Full page	Half page	Logo
Exhibitor listing (pre event issue)	✓	✓	✓
Conference report (post event issue)	Editorial & branding	Editorial & branding	Branding
INTELLIGENTINSTRUCTOR.CO.UK	HEADLINE	GOLD	SILVER
Branding in events section	✓	✓	✓
Exhibitor listing	100 words	75 words	50 words

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Exhibition space

Showcase your products and services to our large and engaged audience on the day. With a variety of stand space to choose from, to suit your requirements and budget. With no additional hidden costs on the day, these cost-effective packages are designed to make exhibiting at our event an enjoyable experience.

All exhibition packages include:

- Delegate brochure – exhibitor listing (25-word company description, contact name, phone, email, web address)
- Intelligent Instructor magazine – exhibitor listing in pre-event edition (as above)
- intelligentinstructor.co.uk – exhibitor listing (as above, including live links)
- Intelligent Instructor magazine – branding within official event report
- Wi-Fi
- Electricity
- Table and chairs
- Exhibitor lunch bags*
- Intelligent Instructor Awards tickets – worth £75 +VAT each*
- Digital photograph of staff on stand

* 3m x 2m exhibitor stand includes two lunch bags and two tickets to the Intelligent Instructor Awards 2019
4m x 2m space includes three lunch bags and three tickets to the Intelligent Instructor Awards 2019
6m x 2m includes four lunch bags and four tickets to the Intelligent Instructor Awards 2019
7m x 5m includes six lunch bags and six tickets to the Intelligent Instructor Awards 2019



Exhibitor Prices (space only)**

- **3m x 2m**
£695 +VAT
- **4m x 2m**
£895 +VAT
- **6m x 2m**
£1,295 +VAT
- **7m x 5m**
£2,995 +VAT

**Please note, stand space is allocated on a first come, first served basis, based upon when the booking is made and paid for. Exhibitors will have the option of choosing their stand space once the floorplan is published nearer the event date. No shell schemes are available.