



**Make connections,
exhibit and sponsor
with Bett and
partner events**

We're proud to have the support of the UK's leading education organisations:

The biggest week in education

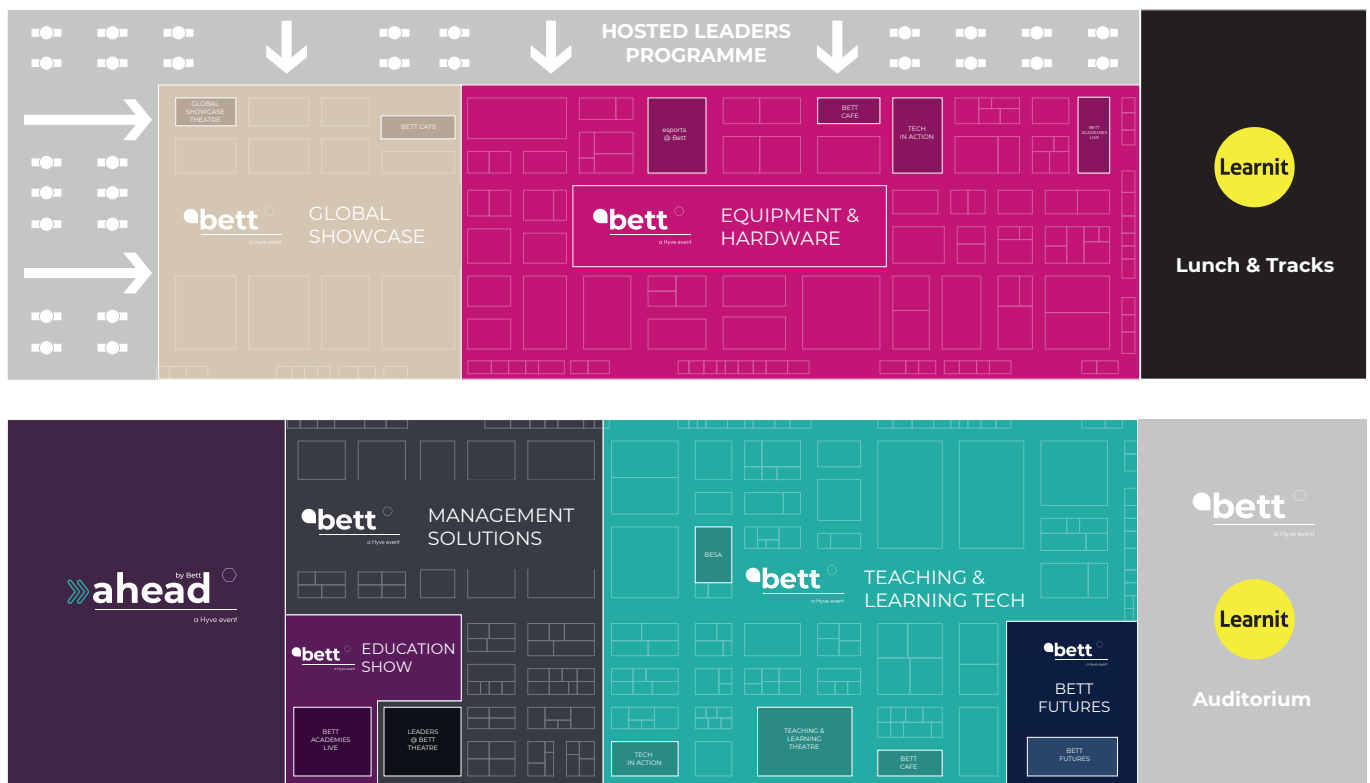
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Bett is the global community for education technology. We spark ideas, create connections and accelerate trade, driving impact and improving outcomes for teachers and learners.

For Bett, COVID-19 didn't necessarily inspire new change as much as it accelerated an evolution already underway: catapulting us towards an education system accessible to anybody, anytime, anywhere. Educators across the globe are using this moment as a springboard for further fast-paced change in the sector – and so are we.

From 2023, Bett – the largest global gathering of the EdTech community – will welcome partner events to create the world's most important and forward-thinking week for education:



Bett, the largest global gathering of the EdTech community, who come together to learn, network and trade across six distinct zones: Equipment & Hardware, Teaching & Learning Tech, Management Solutions, Education Show, Global Showcase and Bett Futures.



Learnit, the world's event for educator leaders, will move to the ExCeL. Welcoming 300+ world class speakers and 2,500+ attendees from 70+ countries as the meeting place for leaders driving impactful change in education.



Ahead by Bett, the new event for Higher Education leaders accelerating disruption, will double in size in 2023, offering the HE community a forum for networking, challenging conventions and exploring new technologies.

An introduction to the Bett show

Bett in London is the world's largest education technology show, welcoming 30,000 visitors through its doors and hosting over 600 exhibitors and sponsors at the ExCeL.

For over 36 years Bett has been there to connect the global EdTech and resources industry with educators, institutions and governments looking to learn, to trade, and to network.

Divided into 6 solution zones, over 3 days visitors can discover the biggest range of edtech products and services, access hundreds of hours of CPD-accredited sessions, and network with peers and partners from over 120 countries, whilst exhibitors and sponsors interact with a uniquely large and qualified audience.

Just as our industry is constantly innovating, at Bett we bring new and fresh products to the show each year, all designed to drive even more meaningful connections and support faster transformation – and 2023 is no exception.



In 2023 you can expect:



30,000+
attendees



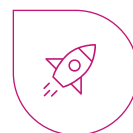
37%
Senior Leader
attendance



123+
countries represented



15+
participating
Ministries
of Education



600+
innovative EdTech
companies exhibiting

Meet our educator audience

Bett's core educator audience spans K-12 and post-16 educational settings from around the world. They attend to discover new products, access educational opportunities including CPD, and to network with peers and partners. Along with many teachers, tutors and professors, some of the key personas you can expect to meet at Bett are:



Zoe Trustworth
Chief Executive Officer
The Green Academies
Trust, UK

Who am I? I'm the main authority within my Multi Academy Trust, part of the senior leadership team. I have a sole or joint responsibility on purchasing and making decisions around policy, digital strategy and whole-trust management and transformation.



Vlad Techsky
Head of Digital Strategy
George Washington Schools Group,
USA

Who am I? I'm the lead authority in my school district for all IT and digital needs and I am an active member of the senior leadership team. I have a sole or joint responsibility on purchasing and making decisions for IT products. I'm part of the decisional power or influential in the digital strategy for my schools group.



Kate Furthers
Principal Journey Further Education
College, UK

Who am I? I'm the main authority within my institution, part of the senior leadership team. I have a sole or joint responsibility on purchasing and making decisions around policy, digital strategy and whole-college management and transformation.



Ed Digit
Digital Learning Lead
Spark Secondary School, UK

Who am I? I'm the lead authority in my school for all digital teaching and learning needs and I am an active member of the senior leadership team. I have a sole or joint responsibility on purchasing and making decisions for teaching and learning tech products. I'm part of the decisional power or influential in the digital strategy for my school.



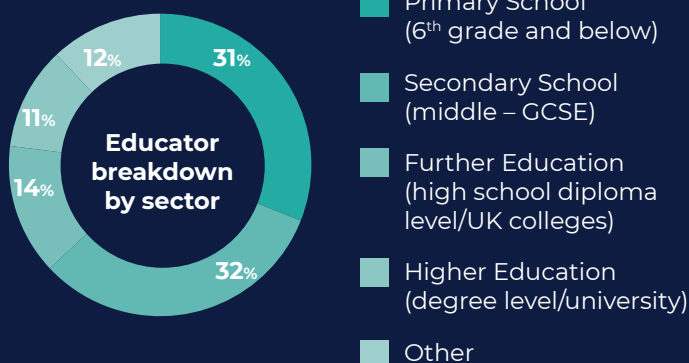
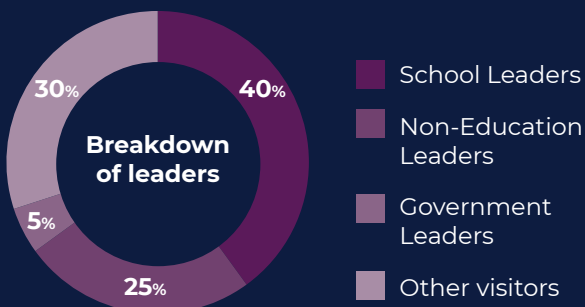
Francine Civile
Senior Advisor
Ministry of Education, France

Who am I? I work at the Ministry of Education in France. My organisation is the main authority on education within the country and part of the Government. I'm responsible for policy and practice across children's services and education, including schools, higher & further education, apprenticeships and wider skills.



Mark Channelman
Head of Business,
Global STEAM Supply Ltd, Germany

Who am I? I work at a German-based distributor of STEAM education solutions. I am responsible for exploring and sourcing new STEAM products from international manufacturers to market and distribute into German K12 institutions and groups.



Solutions to meet all your objectives

More than 600 companies exhibit and sponsor Bett each year. We offer EdTech companies and solution providers a uniquely large and highly qualified international audience, providing them with a platform to:

- Launch products to the global education market
- Showcase their brand to education leaders
- Gain insights into the biggest topics and trends facing the industry
- Get feedback on their product direct from the end users
- Meet qualified buyers in a 1:1 setting
- Build contacts and network with new and existing clients

With a suite of products from curated 1:1 meetings, year-round digital networking opportunities, flexible exhibit space and high impact sponsorship, Bett has a solution to meet all your needs.

See what our customers have to say about us



“Our ROI at the show has been exceptional. We’re proud to be part of it.”

Michelle Bulbring
Vice President
Shenzhen iBoard and
StarBoard Solution
GmbH

“We showcase our technology at several events around Europe but the Bett show for us is the most important.”

Gary Jones
Market Director Europe
Makeblock Education

“It’s an absolutely fantastic show. To come and see the products in the flesh has made a massive difference so I would say this show is the perfect opportunity to meet new clients.”

Jennifer Hannat
Eden Learning Spaces

In partnership
with Learnit

Learnit

1:1 Curated Meetings

Hosted Leaders Programme

Connecting global educator leaders and technology companies through curated 1:1 meetings.

Delivered in partnership between Bett and Learnit, meetings are curated by our dedicated online matching platform, to ensure both parties see those who best meet their interests and needs. All meetings are double opt in and we only match meetings where there is value for both parties. All unfulfilled meetings are refunded.

Launched at Learnit in 2019, the programme has significantly grown in scale, including a virtual programme delivered in March 2021. With over 1,000 meetings taking place at ExCeL London in March 2022, be sure to stop by and witness these meetings taking place. The buzz is electric!



Meeting packages start from £3,500 for 10 meetings.

"I'm excited to get the opportunity to meet with likeminded people from the Learnit community — with so many dramatic changes in education, the global nature of the community will be invaluable."

John Short Ring
Deputy Head King's College School Wimbledon

by Bett
ConnectEd

Bett's brand-new digital event

a Hype event

Brought to you by Bett and Learnit on 15-16 June 2022, ConnectEd is a virtual networking and collaboration event that brings together educator leaders from institutions across the globe for unparalleled networking and learning opportunities.

Generate leads and obtain tangible ROI through virtual 1:1 meetings with carefully selected educator leaders looking for the services and products you provide.

Meeting packages start from £2,750 for 10 meetings.



2: Exhibit Space

Education and technology companies exhibit across 6 solution zones, designed to connect a highly relevant audience with the products and services they are looking for and to maximise ROI for exhibitors. Within each zone is a theatre or feature offering visitors case-studies and product demos of the solutions being showcased.



Equipment & Hardware

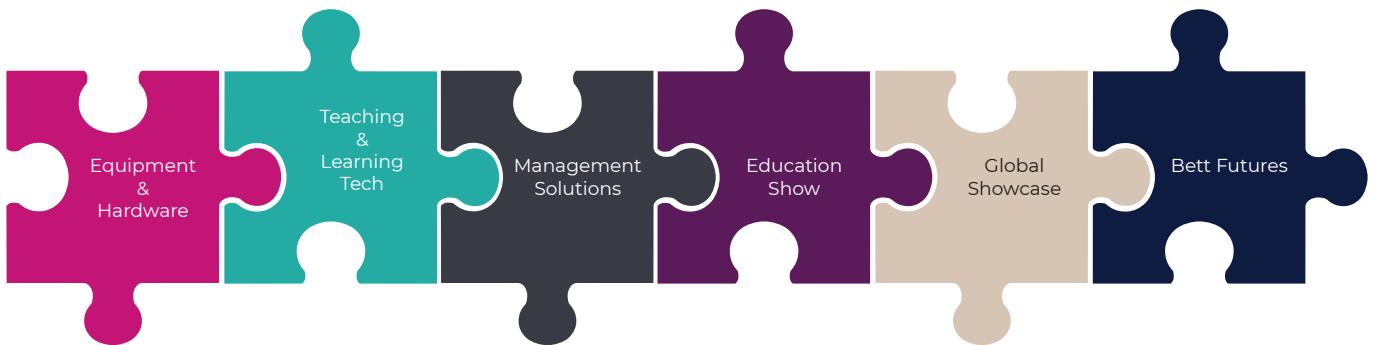
- The physical day to day products used in schools and colleges, from classrooms to the canteen.
- The home of interactive whiteboards, screens, monitors, advanced tech (AR/VR), AV and more.

Management Solutions

- The software solutions required in the running of the entire institution.
- Exhibitors showcase management information systems, cybersecurity systems, connectivity and communications solutions, visitor and data management software and more.

Global Showcase

- The hub of global industry bodies, associations and international education ministries showcasing best-in-class EdTech solutions and national ICT programmes from around the world.



Teaching & Learning Tech

- The software solutions used in class by the teacher or student.
- Visitors to this zone are looking for assessment tools, learning management systems, educational apps, content, coding platforms and resources.

Education Show (non-tech)

- The non-ICT resources and services needed to make every part of your institution successful.
- Visitors to this zone are searching for supporting services (including recruitment); furniture, SEND solutions, PE and wellbeing services and more.

Bett Futures

- The zone showcasing the up and coming startups. Visitors to this zone are looking for the next bright ideas that have the potential to transform teaching and learning.

Space rates start from £624 per sqm.
Plus introductory packages for start-ups.

3: Onsite Branding & Activations

Leave a lasting impression by positioning your brand front and centre at the world's leading EdTech show. A range of opportunities for all budgets, designed to give you maximum exposure and offer visitors a brand-led experience.



Lounges and feature sponsorships

Why not use some of the many available lounges, walls and spaces at ExCeL London as the perfect canvas for your branding, imagery and more.

Opportunities starting from **£1,000**

Digital and recyclable signage

Help guide our thousands of visitors to your stand or show experience via our eco-friendly signage options.

Options include:

- Boulevard hanging screens and banners
- Razor Screen Advertisements
- DLR transverse banners as people enter and leave the show
- Floor tiles throughout the show floor



Registration

Become Bett 2023's registration sponsor and get your logo front and centre on all the exhibitor and visitor badges including onsite, at the registration desks and more.

4: Content Sessions

Product Demos & Launches



Tech in Action

Stages offering practical product demonstrations and the opportunity to deepen understanding and evaluate efficacy of solutions.



Esports Village

From gaming demonstrations to competitions and case studies, this feature showcases how institutions can harness this growing industry.



Bett Futures Hub

A showcase of the biggest and brightest ideas from up-and-coming startups through shark-tanks and spotlight sessions.

Keynotes & Case Studies



The Bett Arena

The heart of the show offering inspirational and thought-provoking insights into the future of education from world-renowned speakers.



Teaching & Learning Theatre

Educator-fronted sessions that celebrate the best use of technology for engaging all students in the classroom with deep-dive case studies.



Leaders @ Bett Theatre

The place for policy, digital strategy, whole school management and transformation and more, all led by school leaders and senior management teams.

CPD Workshops

Bett Academy Live

Home to externally accredited CPD for the professional educator, giving teachers a space to top up their professional development whilst at the show.



Content pricing available from May 2022

5: Meeting Spaces

Whether you're looking for a convenient place to meet existing customers, a private space to present to partners, or simply looking to make new connections in a certain sector, Bett provides the perfect location as the global education industry gathers under one roof.

On-show-floor Meeting Rooms

Purpose-built meeting rooms located on the exhibition show floor – providing a convenient space both for pre-scheduled meetings as well as ad hoc meetings away from your stand.



ICC capital suites

The largest of available meeting rooms with large lobby areas, ample natural daylight and a private terrace, providing the flexibility to host events for up to 1,394 delegates.



Gallery suites

Looking for a private space to host a workshop, board meeting or team presentation? Located just off the show-floor, our flexible gallery suites offer privacy and convenience.

6: Networking Events

From at-show receptions, year-round networking events to the prestigious Bett Awards, we offer a variety of settings and match-making opportunities to widen your network and further your investment with Bett.

Bett Awards

The prestigious Bett Awards bring the very best of the EdTech industry together for a night of celebration and networking. Whether you're wanting to reward the hard work of staff, recognise the loyalty of customers or simply widen your network and brand presence, **the Bett Awards offer a variety of hospitality and branding packages, starting from £4,950.**



Networking Receptions

Invite-only breakfasts, lunches and drinks receptions can be designed to suit your brand and budget.



Talk to the team

Scan here



Whatever your objectives are for 2023, we can help create a bespoke event or online experience which puts your company's needs first.



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