

# Connect

@ Bett



**Meet Education  
Institutions  
and Governments  
to collaborate,  
create opportunities  
and do business!**

Solution Providers  
Brochure  
ExCel London  
29-31 March 2023



Have Meetings! Create Opportunities!



[uk.bettshow.com](http://uk.bettshow.com)

Have Meetings! Create Opportunities!

# All new for 2023 — Introducing Connect @ Bett!

## It's Where Business Gets Done!

Connect @ Bett helps the Bett and Ahead by Bett communities connect and collaborate via individual and group meetings. You'll meet new people, discover new organisations and create incredible opportunities and meaningful connections that result in new leads and business opportunities.

**Connect @ Bett is the largest lead gen meetings programme for solution providers and buyers from Education Institutions and Governments. We'll connect 2,000+ buyers from Education Institutions and Governments with 300+ Solution Providers for 5,000+ high value lead gen meetings onsite at Bett and Ahead by Bett 2023. All meetings are double-opt in (both people want to meet each other) and are scheduled based on each individual's availability.**

## Solution Providers join Connect @ Bett to:



**Participate in double opt-in 15-minute introductory meetings** with buyers from Education Institutions and Governments who want to meet you (we've completed tens of thousands of meetings and, trust us, 15 minutes is the right amount of time)



**Continue your 15-minute introductory conversations by requesting follow up meetings** in our app and downloading your meetings summary, including notes taken and contact details for everyone you meet



**Sponsor small group 45-minute roundtable discussions** (called Tabletalks) on key education topics with 5-8 individuals from Education Institutions and Governments (opportunities limited)



Connect @ Bett is powered by a leading meetings tech company that developed and operates the largest meetings programmes for retail and fintech events in the US.

Have Meetings! Create Opportunities!

# Generate Leads with Connect @ Bett

Every solution provider selling to Education Institutions and Governments should join Connect @ Bett to:



**1. Meet prospects** from Education Institutions and Governments and generate qualified leads



**2. Re-engage with existing contacts** and end users to identify new opportunities to work together



**3. Launch new products**, make announcements and share news with 2,000+ buyers

Solution providers can purchase meetings as part of Connect @ Bett which are priced at £250 +VAT per meeting (£150 +VAT for qualifying Startups\*) and available in packages of 10 or more. You do not need to be an exhibitor to purchase meetings.

Level	Number of Meetings	Standard Price	Startup Price*
<b>Entry Level (Minimum)</b>	10	£2,500 +VAT	£1,500 +VAT
<b>Standard Package 1</b>	20	£5,000 +VAT	£3,000 +VAT
<b>Standard Package 2</b>	30	£7,500 +VAT	£4,500 +VAT
<b>Standard Package 3</b>	50	£12,500 +VAT	£7,500 +VAT
<b>Custom</b>	More than 50	Email sales.uk@bettshow.com	Email sales.uk@bettshow.com

\*Companies with less than £1M in funding or revenues

Solution Providers can also sponsor small group 45-minute roundtable discussions, called Tabletalks, where 5-8 individuals from Education Institutions and Governments discuss key topics facing education.

Email sales.uk@bettshow.com for pricing and more information on Tabletalks sponsorships.



Meetings are fulfilled based on mutual interest levels and availability



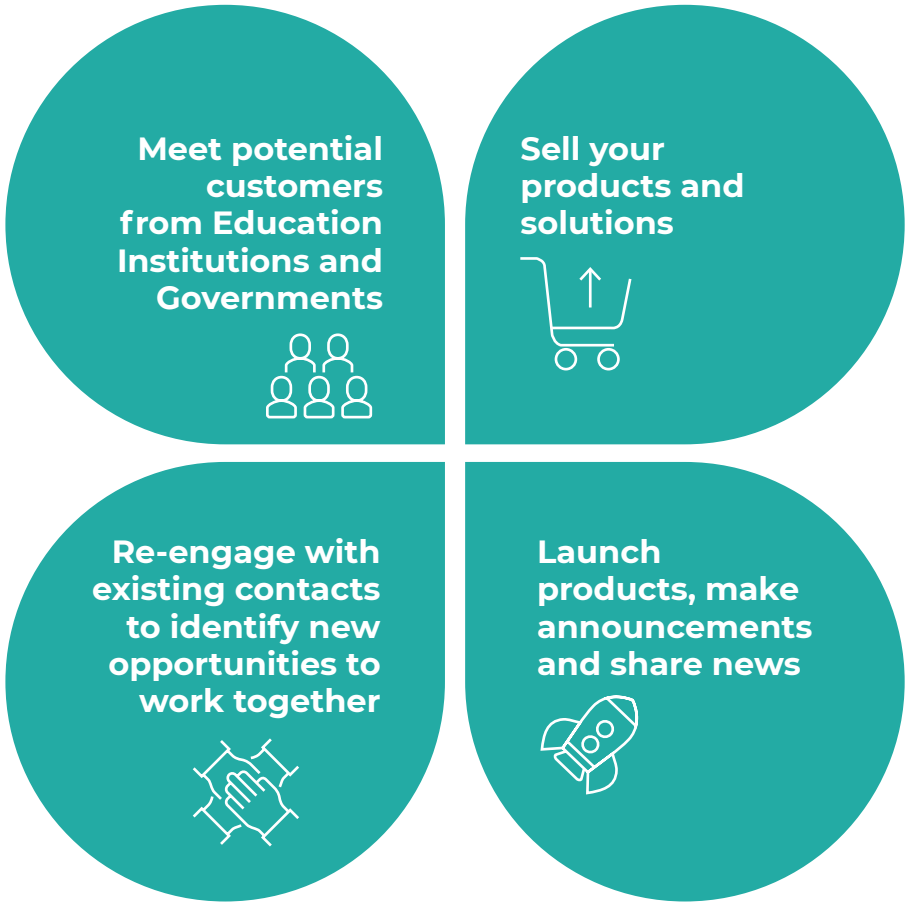
Purchase a package of meetings pre-event and you'll be reimbursed post-event for any unscheduled meetings or meetings that don't take place



# Who Should Join?

Solution Providers from across the global education industry are joining **Connect @ Bett**, including startups and established providers of:

- Teaching & Learning Technologies
- Equipment & Hardware
- Management Solutions
- Non-Tech



## Sample List of Past and Current Solution Provider Participants:



# Who Will I Meet?

You'll meet everyone you need to meet from UK and international Education Institutions and Governments! Build your pipeline with qualified leads – all meetings are double opt-in with buyers who have chosen to meet you and learn more about your products, solutions and services. Here's who's joining Connect @ Bett:

## Education Institutions

- Pre-K/Pre-school
- K-12/School
- Higher Education/University

## Governments

- Municipal/Local
- State
- Federal/Country

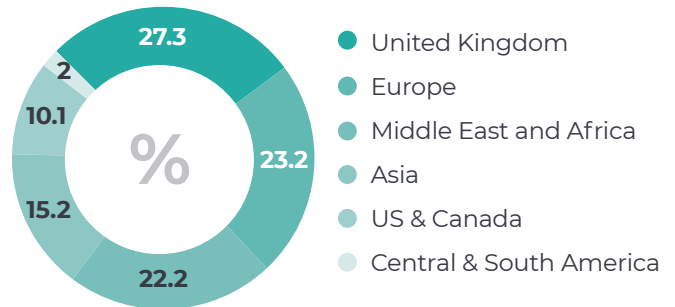
## Buyers with responsibility for / influence over buying decisions for

- Teaching & Learning Technologies
- Equipment & Hardware
- Management Solutions
- Non-Tech

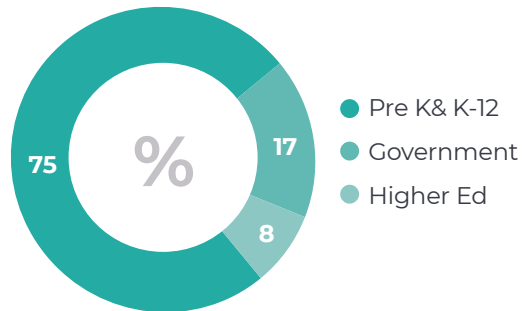
## Buyers from the following job functions / areas of responsibility

- Institution Leader
- Senior Leadership/Management Team
- Finance & Business Leader
- IT Leader
- IT/ICT Support & Management
- Operations
- Procurement
- SEN/SENDSCO Lead
- Admissions/Student Recruitment
- Staff HR/Recruitment
- Administration & Support Staff
- Business Development & Partnerships
- Educator/Teacher/Lecturer
- Librarian
- Marketing/PR/Press

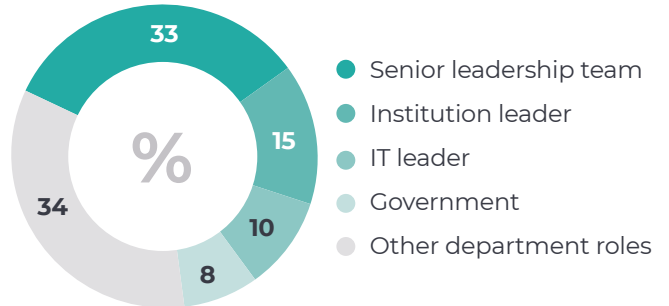
### Geographical breakdown



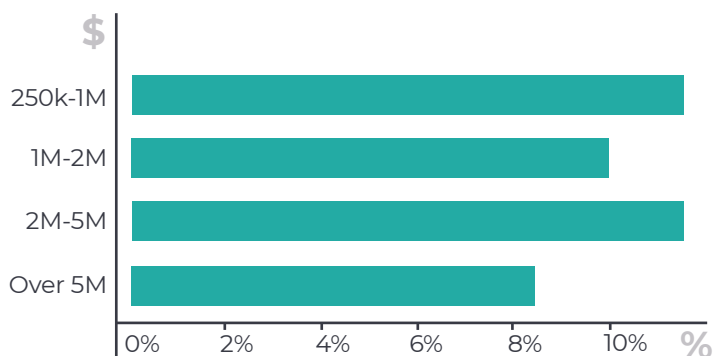
### Education Institutions and Government



### Level of seniority



### Annual budget



Have Meetings! Create Opportunities!

# How Does it Work?

Connect @ Bett participants from your organisation will follow a simple process in the 3 weeks preceding Bett and Ahead by Bett to schedule their meetings. Then when they're onsite, they'll attend their meetings! It's that easy!



Purchase Your Meetings, Complete Your Profile and Tell Us Your Availability



Select individuals from Education Institutions and Governments to Request to Meet



Opt-in to New Meetings Requests You Receive from individuals from Education Institutions and Governments



Accept Your Meetings



**29-31 March, 2023**  
It's Time to Connect @ Bett!  
Attend Your Meetings



ExCel London  
29-31 March 2023



**Bett in London** is the world's largest education show. For over 36 years it has been there to connect the global EdTech and resources industry with educators, institutions and governments looking to learn, to trade, and to network. Bett offers the chance to stand shoulder-to-shoulder with the biggest and brightest EdTech and resource providers, to demonstrate your commitment to innovation in front of the biggest gathering of education buyers and to generate the qualified leads that will set your business up for success into the future. As well as our world-leading exhibition, our digital solutions and omnichannel approach provide access all year round.



**Ahead by Bett** is the destination for Higher Education leaders and educators to come together with the world's leading EdTechs to learn, network and trade. As part of the biggest week in education, co-located with Bett. You can hear from changemakers, experience innovation and collaborate with peers all within one space dedicated to Higher Education.



Get in touch and lock in your meetings package today!  
Email us at [sales.uk@bettshow.com](mailto:sales.uk@bettshow.com).