



MARKETING INSTITUTE

4 – 6 February 2020

The Principal Hotel, York, UK

The higher education sector continues to face significant turbulence, with political and economic uncertainty driving a period of constant change at both a local and global level. The silver lining is that marketing and communications professionals have never been more important to the success of our organisations, and increasingly marketing is being viewed by senior leaders as underpinning institutional strategy.

At the Marketing Institute you will have the opportunity to learn from, and be supported by, marketing experts from across the sector and the immediate opportunity to build your professional network and connect with colleagues who may become part of your future CASE family.

Rachel Sandison, *Vice-Principal, External Relations at the University of Glasgow and Chair of the Marketing Institute.*

Programme: you can see the full programme here - <https://www.case.org/events/marketing-institute>

Audience: 30 early marketing professionals from European institutions

Type of support

	<u>Educational Partner</u>	<u>Non-educational partner</u>
Refreshment breaks and lunch sponsor	£2,800 + VAT	£3,360 + VAT
Branded lanyards sponsor	£2,000 + VAT	£2,400 + VAT
A4 advertisement on material (<i>external back cover</i>)	£800 + VAT	£960 + VAT
A4 advertisement on material (<i>internal back cover</i>)	£650 + VAT	£780 + VAT
A4 advertisement on material (<i>internal page</i>)	£500 + VAT	£600 + VAT
Material/goodie seat drop	£250 + VAT	£300 + VAT

What is included in the support packages:

Refreshment breaks and lunch sponsor

- Acknowledgement by the conference Chair during the welcome and closing remarks as the Refreshment Breaks & Lunch Sponsor
- Company logo on all print and digital conference materials acknowledged as Refreshment Breaks & Lunch Sponsor
- Tent cards on refreshment breaks & lunch tables acknowledged as Refreshment Breaks & Lunch Sponsor
- Acknowledgement of company logo (with link) on conference website
- One partial access to the conference (seat on main sessions + lunches + breaks - excludes dinners and tutor groups)
- List of delegates that have given permission to have details shared

Branded lanyards sponsor

- Logo branding on delegate lanyards; colour of choice to suit your company logo
- To be produced by CASE
- Acknowledgement of company logo (with link) on conference website
- One partial access to the conference (seat on main sessions + lunches + breaks - excludes dinners and tutor groups)

A4 advertisement on material

- Inclusion of company advertisement (A4 digital size) in the delegate binder (artwork to be provided by the sponsor before the 10th January) (pdf file, 3mm bleed)
- 3 options available: *external back cover*; *internal back cover*; *internal page* (please see cost difference on table above)

Material/goodie seat drop

- 1 material/goodie seat drop at the main room
- Item(s) to be provided by the company and to be sent directly to the venue