

THE ECONOMICS, BUSINESS & ENTERPRISE ASSOCIATION

The Professional Subject Association for Teachers & Lecturers of Economics & Business Studies



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Opportunities to Promote your Products/Services through the EBEA

(1) Web Sponsorship

EBEA have recently launched a new initiative to recognise its partnership working.

The **EBEA sponsoring partner** scheme is designed to:

- Recognise high quality providers who support Economics, Business Studies and Enterprise education
- Strengthen partnerships with further joint activities
- Promote the work of providers who are Sponsoring Partners

What is the benefit for your organisation?

- A copy of your logo on one of the most popular web pages on the site
- A marketing profile at conferences explaining your support
- A copy of your logo, company synopsis and contact details on a sponsor page on the EBEA website (including a link to your web page)
- Invitations to selected EBEA events/celebrations/awards
- Advance alerts for marketing opportunities at EBEA conferences, seminars and CPD events
- An opportunity to meet with the EBEA Senior Management Team
- Confirmation to the community of your commitment to the network of key players in our specialist field
- The capacity for your organisation to develop ideas into activities of mutual benefit.
- Finally and not unimportantly a society with young people who have better vocational training and are able to achieve more Economic Wellbeing is likely to help your business

The EBEA website monthly history in 2009 is given below

Month	Page Views	Visits	Hits	Bandwidth (KB)
January 2009	103,503	21,877	271,149	2,871,700
February 2009	101,302	19,160	279,753	3,090,144
March 2009	112,165	23,244	283,717	3,040,197
April 2009	133,771	22,723	263,702	2,664,394
May 2009	149,043	23,264	300,850	3,305,231
June 2009	107,983	18,242	289,860	3,512,143
July 2009	94,452	17,460	232,951	2,509,045
August 2009	82,641	16,385	206,505	1,839,386
September 2009	144,640	23,035	407,091	5,481,130
October 2009	126,210	26,086	341,594	3,659,864
Total(s)	1.155.710	211.476	2.877.172	31.973.234
Average(s)	105.064	19.225	261.561	2.906.658

What is the benefit for the EBEA?

- Your sponsorship will support the work of the Association by funding high quality professional development for teachers and enriching the life of the professional community.
- EBEA partnership with key stakeholders enhances the reputation of the Association in its consultations with government, agencies, local authorities and business organisations.
- Your partnership may enable us to develop projects which are mutually advantageous.

What is the cost?

The introductory fee for a Sponsoring Partner is **£500.00 (plus VAT)** until December 2011.

This will rise to **£1,000 (plus VAT)** p.a. from 1st January 2012.

We are also happy to discuss other promotional arrangements should you wish to do so.

(2) Annual Conference Exhibition and Sponsorship

EBEA Annual Conference – Wednesday 13th and Thursday 14th June 2011 – Nottingham Trent University

Details of the Annual Conference have been released and we are anticipating 200 delegates. The conference will be arranged so that the Wednesday will focus on Business Studies and the Thursday will focus on Economics. We think that about half of delegates will want to attend both days. We are inviting exhibitors for one or both days depending on their preference. Details are on the website in the Events and Networking section.

The exhibition spaces will be close to the main auditorium and exhibitors will have good access to delegates. Refreshments will be taken in this room or next to it and you should therefore be guaranteed a high level of exposure at all times. There is also an opportunity to place an insert in the delegate pack and sponsor the handbook or other conference activities including an award for excellence in teaching.

The single exhibitor fee provides exemption from course fees and includes lunch, tea and coffee.

(3) Journal Advertising

The EBEA Journal 'Teaching Business and Economics' is mailed three times a year to approximately 2,000 subscribers and it is archived on the EBEA website in pdf and word format. You can advertise in the Journal or send inserts. The rates are below and further details can be seen in the Publications section of the EBEA website.

Display advertising rates 2012 – no increase on last year's rates!

FULL PAGE	£265 (mono)	£375 (colour) subject to availability
HALF PAGE	£150 (mono)	£300 (colour) subject to availability
OUTSIDE BACK COVER	£490 (colour only) subject to availability	
INSIDE FRONT/BACK COVER	£300 (mono)	£415 (colour) subject to availability

Insert rates

Standard insert – 20 grammes or less : £399

Weight surcharge over 20 grammes : £10 per gramme

2000 copies of each booked insert to be sent direct to the distributor

All rates quoted above exclude VAT.

(4) EBEA News Advertising

The newsletter 'EBEA News' is produced monthly during term time in word format and is emailed to subscribers. It can carry small advertisements at a cost of £50 plus vat.

Please contact Claire Johnson at the EBEA office to discuss any of these offers further.