



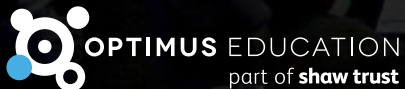
THE MAT SHOW

27 – 28 February 2024

Novotel London West

The MAT Show connects high quality, trusted suppliers with executive and senior leaders in multi-academy trusts. It's the only trade show to focus exclusively on trusts. Our purpose? To enable trust leaders to make the best decisions about how they use their resources, so they can maximise the impact of their funding for the benefit of the children and young people in their care.

Delivered by



About The MAT Show

Taking place over two days, The MAT Show gives the opportunity for leaders in trusts of all sizes to meet relevant providers, network with peers and colleagues, and deepen the impact of their central team. With workshops taking place in two seminar theatres, there will be plenty of insights, inspiration and knowledge being shared, both by MAT practitioners and our trusted sponsors.

The MAT Show is delivered by Optimus Education, who have been providing the trust sector with bespoke conferences and professional development since 2015, with flagship events such as the MATs Summit and the MAT Excellence Awards. In the last academic year alone, 950 executive leaders attended our conferences and events. We are uniquely placed to help you build and strengthen your connections with customers in this valued sector.

By being part of The MAT Show, your organisation will:

- meet leaders from trusts of different sizes, from across the country
- strengthen connections with new and existing customers
- network with other exhibitors and experts
- gain insights from seminars and have the opportunity to lead your own
- deepen your understanding and knowledge of the trust sector
- help trusts make the best use of their budgets
- support schools in their efforts to provide excellent education for all.



Who sponsors The MAT Show?

Simply any company or organisation that provides high quality products or services to multi-academy trusts. HR support, PR, compliance tools, catering, IT services, learning platforms, estates management, teaching and learning or curriculum products – you're all welcome!

[View our sponsorship opportunities](#)



Gold Sponsor

LIMITED AVAILABILITY

£8,995.00

- Double exhibition shell scheme stand (6x2 or 4x3)
- Seminar theatre branded by your organisation
- 30-minute seminar
- Show graphic to share on social media
- Company logo and link to your website presence on The MAT Show website
- Company logo and profile in attendee event guide
- Welcome social media post from Optimus Education to more than 2,900 followers
- Full page advert in attendee event guide
- WiFi and full power to your stand
- Company brochure in all attendee bags





Silver Sponsor

LIMITED AVAILABILITY

£6,995.00

- Exhibition shell scheme stand (3x2)
- 30-minute seminar
- Show graphic to share on social media
- Company logo and link to website presence on The MAT Show website
- Company logo and profile in attendee event guide
- Welcome social media post from Optimus Education to more than 2,900 followers
- Full page advert in attendee event guide
- WiFi and full power to your stand
- Company brochure in all attendee bags





Bronze Sponsor

30 available

£3,495.00

- Exhibition shell scheme stand (3x2)
- Show graphic to share on social media
- Company logo and link to your website presence on The MAT Show website
- Company logo and profile in attendee event guide
- WiFi and full power to your stand

“Optimus are great – we always find their conferences really well attended by a great calibre of professionals and the events are extremely well organised”

Sophie Wilkinson, Head of Product, CPOMS



Additional sponsorship opportunities

The following opportunities are available to complement your stand package.

Contact us for details and pricing.

- Coffee and refreshments sponsor
- Delegate bag sponsor
- Drinks reception sponsor
- E-newsletter sponsor
- Event guide sponsor
- Lanyard sponsor
- Notebook sponsor
- Pen sponsor
- Water bottle sponsor

“The event has enabled us to start developing brand awareness within the MAT audience”

Catherine Hulme, Owner and Director, Leadership Edge



Simple facts about us

More than

90%

of delegates are extremely likely to recommend an Optimus Education conference

More than

70%

of our attendees are decision makers

More than

2,200

delegates attended an Optimus Education event last year



Optimus Education are school improvement experts working with more than 5,500 schools each year through the provision of whole-school awards, expert guidance and resources, bespoke consultancy and tailored membership options. We have been producing conferences for schools since 2002.

Our events contribute towards teacher professional development and provide networking opportunities for school leaders and businesses. More than 2,200 delegates attend our events each year and since September 2017, delegates from more than 4,200 separate schools, academies and MATs have attended an Optimus Education conference.

What next?

Want to connect with trust leaders, enabling them to make the best decisions about maximising their use of resources?

To secure your sponsorship at The MAT Show, please get in touch.

Kate Greedy

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sponsorship@optimus-education.com