



lasbom

*School business is our business*

school business is our business



LASBM offers a cost-effective way to reach decision-makers in nursery, primary, secondary, special schools and academies in Lancashire and throughout the North West.

We have opportunities to reach school business managers on our website, via our online community and at our termly conferences.

Want to promote  
your business to  
300 schools?

- 🌀 Our group is growing with over 400 members
- 🌀 Our conferences regularly attract 70-95 delegates
- 🌀 Our sites receive up to 500 unique visitors per month
- 🌀 Options start from just £250



'The organisation is brilliant and works from referrals, so if your offering is good the results are positive and your customer base grows.'

**Kevin Moore, Copifax**



'Sponsorship of their website plays a very important part of our marketing strategy and Zenergi continues to grow in the LASBM area because of our involvement'





**Kevan Walsh, Zenergi**

# become a partner company

## OPTION 1

Our Approved Partner Company Scheme is designed to recognise those companies that have been highly recommended by our members\*.

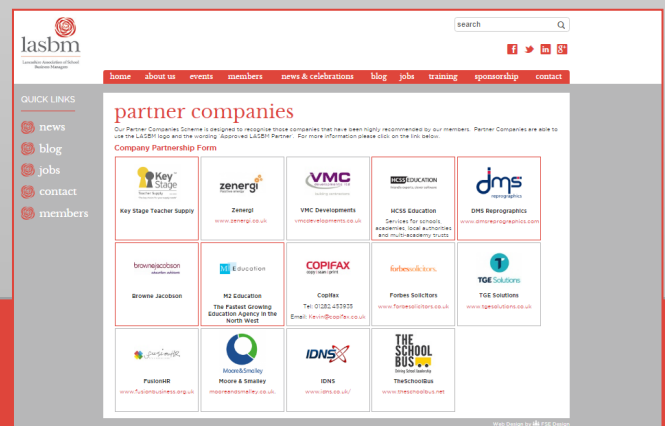
Approved Partner Companies are able to use the 'LASBM Approved Partner' logo.

-  Our website sponsorship option gives you a place in the Approved Partner companies area of our website, among a limited number of trusted companies.
-  Positioned randomly onscreen so you get the best spot.
-  Your company logo will be listed, with a click through to your own website.
-  Also includes access to our online community (see option 2). Approved Partners are listed on every page of our members' site and public website.

Partner company status

**£500** per year

\*(Restricted to companies with prior conference attendance)



Word of mouth is very powerful...

What better than a member recommendation?

# join our online community

## OPTION 2

**Main Menu**

- Home
- Discussions
- Documents
- Events
- Links
- Member List
- Company Notices
- Company Directory
- Search

**User Menu**

Latest from the discussion forums

**Key**

- - Sticky (always on top)
- - Updated since your last visit
- - No change since your last visit

Status	Watch	Discussion Title	Author	Views	Posts	Latest Post
●	👁	Welcome to our online community	Sue Edwards	132	10	30/03/2015 12:35 By Sharon O'Brien
●	👁	Welcome to our online co				24/03/2015
●	👁	Solar Panels				

Our online community was launched in 2015 and allows LASBM members to communicate more effectively with LASBM and each other.

We are offering direct online access to our community of school business management staff giving you the freedom to communicate directly with our members.

Only

**£250** per year

Sponsorship of the online community includes:

- A Company Directory listing, giving easy reference for our members
- The ability to post Company Notices about your products, services and offers
- The opportunity to be involved in discussions between our members in General Chat

# come to our conferences

## OPTION 3

Our conferences present a great opportunity to meet your target audience face-to-face.

We hold up to 6 conferences per year which regularly attract 70-95 delegates, all of whom are business managers, bursars or other senior administrative staff in schools and academies in Lancashire and surrounding areas.

We get positive feedback from both delegates and sponsors following the events.



Attend a conference from

**£550** per day

'LASBM's events are always well organised with an eye towards the time and financial investment of the sponsors. We have always found our involvement to be very worthwhile, regularly meeting existing and new customers.'

**Myles Reid-Smith, FundingSE**

- Various options available
- Access to the attendance list showing delegate names and schools
- Network with other companies
- Includes lunch for 2 persons

All sponsors are given the opportunity to introduce themselves and their products and services at the start of the conference and delegates are encouraged to visit stands in the extended breaks. We have around 15 exhibitors at each event.

What's included:

- A table and space for your exhibition
- Delegate list prior to the event
- No direct competition – we avoid having more than one of each type of company
- Your company information listed in delegate packs including contact details, logo plus 100 words
- Your information added to list of sponsor companies in the members' area of our website



**£550** per day

Conference Option 3A:  
**exhibition stand**

'Speaking as an Exhibitor, the LASBM team is nothing but supportive throughout, something which is paramount in order to make the day more than worthwhile.  
**Strongly recommended.'**

**Chris Barras, TheSchoolBus**

'A lot of planning had gone into this from the layout and the range of exhibitors to the relevance of the speakers and the workshops.'

October 2016 conference delegate

Our conference carousel has proved very popular with sponsors and provides the added option of a 10-minute presentation slot. Sponsors present their products and services in our dynamic quick-pitch 'sponsor carousel'.

What's included:

- Exhibition stand, access to delegate list, no direct competition, your information in the delegate packs and members' area of our website plus lunch for 2 persons
- Plus 10-minute presentation of goods and services to connect with the delegates and attract them to your stand



Only

£675

Conference Option 3B

stand + conference carousel



At some of our conferences we hold breakout sessions where delegates choose between workshops based on preference.

This provides a unique opportunity not only to meet with your target market but engage with those who are already interested in your products and services.



What's included:

- 45-minute workshop on an agreed topic
- Interaction with customers
- Use of microphone, projector and laptop with internet
- Your company name, logo and presentation title listed in the conference agenda
- Your presentation slides added to the members' area of our website for reference
- Exhibition stand, access to delegate list, no direct competition, your information in the delegate packs and our website's members' area plus lunch for 2 persons

A special rate which recognises your contribution to our event

Conference option 3C  
stand + workshop

Only

£725





## about lasbm

LASBM membership is open to all school business management support staff in the North West area. Our aim is to provide a network to support our business management colleagues in all school phases.

We hold termly conferences, which because of increasing numbers, are now usually split into East and West Lancashire. Conferences are structured in such a way as to provide optimum value for both delegates and sponsors. They comprise a mix of keynote speakers, sponsor presentations, relevant sponsor exhibitors and SBM development and networking sessions.

Conference planning is guided by delegate responses, and feedback is consistently excellent. Our group is growing, with over 400 members receiving regular information from LASBM. Conferences are always well-attended, and delegate and sponsor feedback is consistently excellent.

## who we are



Sue Edwards  
Managing  
Director



Judy Entwistle  
Finance  
Director

# summary of options

<u>Option 1: Partner Company status</u> Includes website sponsorship (12 months)	£500 per year
<u>Option 2: Join our online community</u> (12 months)	£250 per year
<u>Option 3: Come to our conferences</u> A: Conference exhibition stand*	£550 per day
B: Exhibition stand plus carousel*	£675
C: Exhibition stand plus 45 minute workshop*	£725 (special rate)
*Upgrade to include a month's access to our online community with conference attendance	£50

Decided? Let us know here

[Sponsorship Enquiry Form](#)

## further information

### **Allocation of presentation slots**

Presentation slots are allocated to companies based on perceived interest in the services offered. We also try to ensure there is a variety of presentations to meet the requirements of our delegates. Companies offering workshop-style presentations will be of most interest.

### **To apply for Partner Company status companies must:**

- 1) Be able to supply details of 4 schools prepared to recommend their company without reservation.
- 2) Have no adverse feedback from any LASBM member. (Companies will be given the opportunity to rectify any issues raised prior to assessment.)
- 3) Have attended a LASBM event as a sponsor.

We are VAT registered and all prices are subject to VAT.



# Contact us

## Registered office:

41 Sandown Road, Haslingden, Rossendale, Lancashire BB4 6PL

Registered in England and Wales No. 8808905

Sue Edwards: 07932 320936

Judy Entwistle: 07752 154960

For sponsorship enquiries: [admin@lasbm.com](mailto:admin@lasbm.com)

Please send remittance advices to Judy Entwistle, LASBM Finance Director: [judy@lasbm.com](mailto:judy@lasbm.com)

Please email your logo or documents to [admin@lasbm.com](mailto:admin@lasbm.com)

## Payment details

### Lloyds Bank

Church Street

BLACKBURN

BB2 1JQ

Account No: 26469568

Sort Code: 30-90-87