



# THE UK'S LEADING CONVENTION FOR PEOPLE PASSIONATE ABOUT CAREERS

Find out  
more

## What is the National Career Guidance Show?

National Career Guidance Show (NCGS) is delighted to be able to make its long-awaited return to London post-Covid. NCGS will be returning at a new venue at the ILEC Conference Centre to deliver high-quality, expert-led learning and advice to career educators, and guidance practitioners.

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Benefits of exhibiting

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Statistics from the 2019 show

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Dedicated seminar programme

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Benefits of exhibiting

‘The benefit for us is that it’s one of the only shows we can come to where we can meet our target audience – careers advisers, teachers and other careers professionals.’

Health Education England

## Benefits of exhibiting

As an exhibitor at the National Career Guidance Show, you will be networking with career professionals at all levels, giving you the chance to showcase your products, influence decision-makers and research your target audience.

National Career Guidance Show is a highlight for many careers leaders and practitioners and attracts many regular visitors each year. We have chosen this year's themes through our research with previous visitors.

The last two years have seen a far-reaching shift in working patterns, dramatic acceleration in remote working, and industry-wide upheaval and change. The National Career Guidance Show 2023 will reflect this new era and looks to the future, with innovative and exciting ways for careers leads and exhibitors to interact and discuss comprehensive insights into the labour market and the changing world of work.

Visitor attraction

**Network** with careers professionals and grow your contacts



**Promote** your careers programmes, courses, products, and services



**Increase** brand awareness



**Meet** decision-makers and key influencers



**Research** your target audience and develop your contacts



## Statistics from the 2019 show



85 exhibitors

93% of exhibitors rated the overall event as good or excellent

88% of exhibitors had or will be rebooking the next NCGS



1000+ visitors at NCGS London

99% of visitors felt they met one of their aims for attending

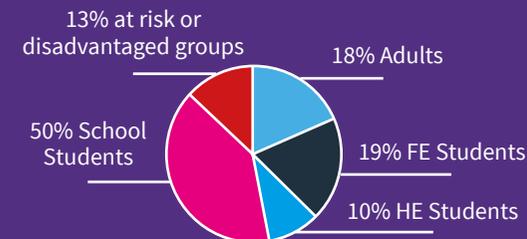
94% agreed or strongly agreed that visiting the event will have a positive impact on their future career delivery to customers

95% rated the overall event as good or very good

‘A great opportunity to showcase our industry to teachers and provide them with support to develop employability skills.’

Mel Kose, British Airways,  
Community Education Manager

### 2019 London visitor breakdown



Dedicated Seminar Programme



Social media reach of **423,943**



**16,000** views of NCGS webpages



**4,500** career professionals reached through CDI partnership

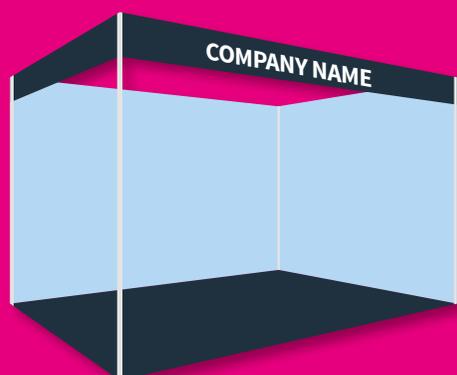


## Dedicated Seminar Programme

National Career Guidance Show features a very popular timetable of accredited seminars to provide delegates with CPD points. This ensures that visitors spend more time at the event and are involved with the activities on offer, meaning exhibitors get a more dedicated and engaged audience.

### Features

Every year, new features are introduced that may include: Sector specific zones; CPD clinics; Workshops; and Live Networking Board.



**Stands cost £330 per m<sup>2</sup>**

3 x 2m £1,860

4 x 2m £2,480

4 x 3m £3,720

Please request a copy of the floor plan to discuss and choose a suitable stand size and location.

### Typical exhibitors

Public and private sector employers  
 Government funded organisations  
 Colleges and universities  
 Training and learning providers  
 Awarding bodies  
 Sector Skills Councils  
 Professional bodies  
 Trade organisations  
 Charities and associations  
 Career resources suppliers  
 Recruitment and career development agencies

**About the  
 organiser**

**Sponsorship can be a great way to raise your profile or enhance your presence.**

**Bespoke packages are available on request. To discuss sponsorship opportunities, please email Craig Cahill at [craig.cahill@optimus-education.com](mailto:craig.cahill@optimus-education.com)**

### Exhibiting options

We understand how important return on investment is to your company so we will work with you to select the optimum stand size for your exhibiting aims and objectives.

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Shell scheme stand

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Listing in the event guide

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Logo

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Furniture package (table and two chairs)

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Stand carpet

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Onsite porter assistance on build up and break down

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End of day stand cleaning and rubbish collection

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Inclusion within the event visitor marketing campaign, including social media

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Opportunity to post your details on the Networking Wall

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Free wi-fi to help you keep in touch and engage on social media

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Professional event organiser to answer any queries about your stand

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## About Optimus Education



Our visitors influence more than **217,000** individuals per week

‘These events always inspire me; I go away feeling revitalized and excited about careers.’

Careers Leader

Previously known as Prospects, **Optimus Education** is the market leader in delivering careers, jobs, education, skills, training, apprenticeship, and recruitment events across the UK. Our events are free to visit and offer exhibitors direct access to students, young people, families, graduates, teachers, and career professionals.

Optimus Education is part of Shaw Trust, one of the largest charities in the UK. Comprising Shaw Trust, Optimus Education, Ixion and Shaw Education Trust, we use more than 75 years of combined experience to support people to develop their potential. Shaw Trust helps to transform the lives of one million young people and adults each year. Our staff and volunteers work across the UK and internationally, supporting people to develop their potential and live independently.

We also offer bespoke events for third parties to suit individual client needs, ranging from national Skills Events, award ceremonies and launches to conferences and business summits. Our events help people to gain an education, enter work, develop their careers, improve their wellbeing, or rebuild their lives. As a charity, we add value to every service we deliver by investing back into the people and communities we support.

**Get in touch today. Email [exhibit@optimus-education.com](mailto:exhibit@optimus-education.com)**

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