



London
24-26 January
2024

● A Hyve Event

Promoting your organisation in partnership with Bett - the global EdTech community

Partnership
Marketing
Toolkit



The Transformation of Bett

by Bett / A Hyve Event
ahead
HIGHER EDUCATION

Connect
@ Bett

Bett is the global community for education technology. We spark ideas, create connections and accelerate trade, driving impact and improving the outcomes for teachers and learners.

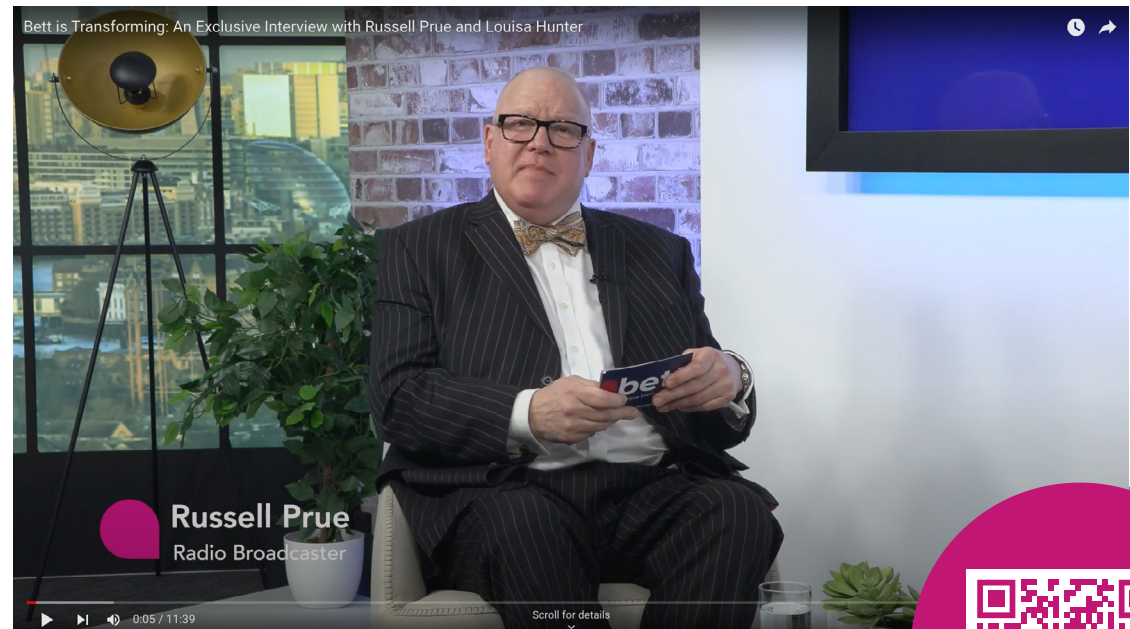
Bett is a unique and powerful resource for the education sector. Every year at Bett, tens of thousands of people come together on a joint mission to make an impact on the lives of teachers and learners. Educators, policy makers, EdTechs and industry changemakers connect and collaborate at Bett. Together they inspire and accelerate their mission. It's unlike anything else.

Starting with Bett 2023, we're making big changes to drive greater impact and more meaningful connections than ever before in our 37-year history. We have adopted the very best technology that the events industry has to offer in order to digitalise and this will enable better audience understanding, better connections, and better visitor experience.

Bett London, our flagship event in January, features two new brands: Ahead by Bett (the destination for Higher Education professionals at Bett) and Connect @ Bett.

Bett Asia is our revered leadership summit runs in Bangkok in October and Bett Brasil is our fast growing EdTech exhibition in Sao Paulo in May.

Listen to Russell Prue and Bett Portfolio Director, Louisa Hunter's interview to explore how Bett has changed and why Bett 2023 was the best Bett ever.



Bett is Transforming: An Exclusive Interview with Russell Prue and Louisa Hunter



Watch now

The Bett Community



30,000+

attendees



123+

countries represented



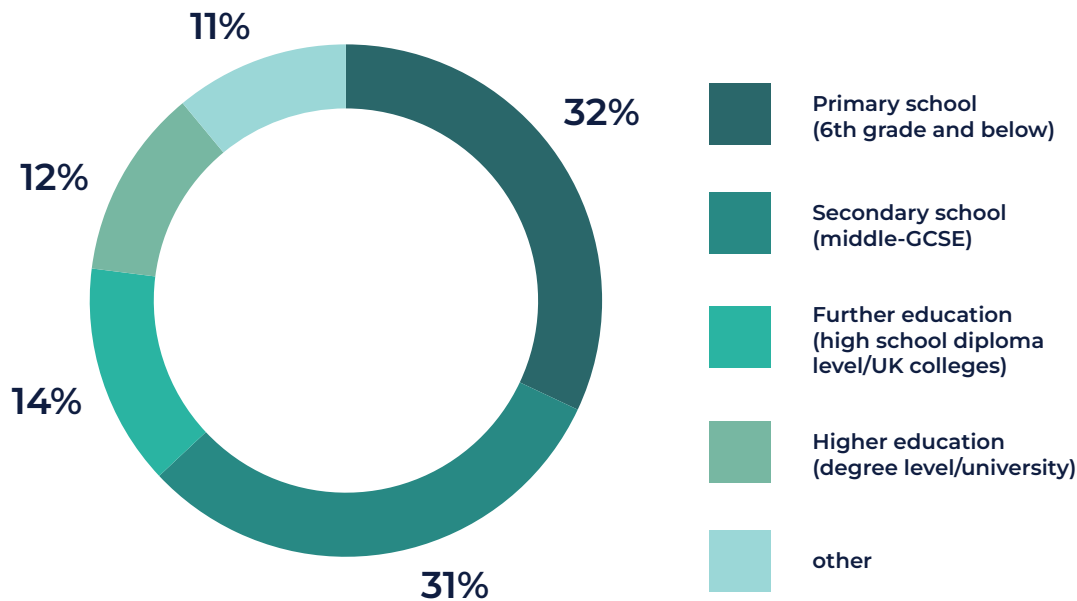
600+

innovative EdTech exhibitors



10,000

Connect @ Bett meetings



Online community

Social media

bett

- 38,500+ followers @Bett_show
- 15,000+ followers @BettGlobal
- 9,400+ followers @BettShow

ahead
 HIGHER EDUCATION

- 410+ followers @AheadbyBett
- 30+ followers @AheadbyBett
- 680+ followers @AheadbyBett

Email

- 160,000+ Overall Bett database
- 52,000+ HE/FE database
- 33% Average open rate

Website

- 52,100+ Average users across the Bett UK website in 30 days
- 10,000+ Average users across the Ahead by Bett website in 30 days

Partnership Opportunities

Bett's partnerships are evolving too and we believe that great partnerships have the power to drive real impact in education - increasing our opportunity to improve outcomes for teachers and learners.

If you're interested in a partnership agreement with Bett, please see a list of the deliverables we have on offer:

If you'd like to learn more about bespoke agreements, please get in touch today.

Shelby.obrien@hyve.group



Logo, bio and hyperlink displayed on our dedicated partner website page



Social media post announcing partnership



Additional social media posts



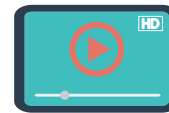
Logo displayed as official partner in the preview guide



Advert in the preview guide



Reshare of event related social media content



Article/interview on the Bett community hub or Think Ahead TV feature*



Digital advertising opportunity on event screens (time and location dependent)*



Global newsletter and visitor email inclusions



Feature in a content session (seat on a panel, influence on speakers, moderator)*



Dedicated content session*



Dedicated stand on the Bett exhibition show floor*



Opportunity to display your magazines at the event (both digital and physical options)



Press passes



And so much more...

**subject to availability and approval*

Logo Hub

Click the links below to access the full selection of logos for Bett UK and Ahead by Bett. If you require anything in addition, please get in touch and we'll be happy to assist.



 [Bett Logos - UK 2023](#)



 [Ahead by Bett Logos - UK 2023](#)

Brand Guidelines

Our branding represents the unity of the education community, as well as endless opportunities for starting a conversation through Bett's global platform.



Clear space should be given to each logo across all instances. Use the "e" from the logo to measure the space around the logo to give adequate clearance.



Montserrat

Lato



Dark Blue
 CMYK 100 / 90 / 43 / 49
 RGB 0 / 23 / 68
 HEX 001744
 Pantone 281 C

Deep Pink
 CMYK 18 / 100 / 18 / 4
 RGB 198 / 0 / 109
 HEX C6006D
 Pantone 226 C

Teal
 CMYK 74 / 9 / 40 / 1
 RGB 44 / 168 / 165
 HEX 2CA8A5
 Pantone 7472 C

Purple
 CMYK 67 / 100 / 28 / 28
 RGB 99 / 0 / 85
 HEX 630055
 Pantone 255 C

Sand
 CMYK 14 / 19 / 26 / 2
 RGB 224 / 206 / 189
 HEX E0CEBD
 Pantone 4685 C

Charcoal
 CMYK 70 / 62 / 49 / 51
 RGB 65 / 64 / 72
 HEX 414048
 Pantone 424 C



Purple
 CMYK 67 / 100 / 28 / 28
 RGB 99 / 0 / 85
 HEX 630055
 Pantone 255 C

Charcoal
 CMYK 70 / 62 / 49 / 51
 RGB 65 / 64 / 72
 HEX 414048
 Pantone 424 C

Teal
 CMYK 74 / 9 / 40 / 1
 RGB 44 / 168 / 165
 HEX 2CA8A5
 Pantone 7472 C

White
 CMYK 0 / 0 / 0 / 0
 RGB 255 / 255 / 255
 HEX FFFFFFFF







Both font families contain nine different weights - please use them with relevance to the application.






Social Media



We'd love to hear from you and to continue the EdTech conversation via our dedicated social media channels. Check us out below and don't forget to use our event hashtags.



	@Bett_show		@bett_show
	@BettGlobal		@bettglobal
	@BettShow		@bettshow

	@AheadbyBett		@AheadbyBett
	@AheadbyBett		@AheadbyBett
	@AheadbyBett		

#BettUK

#BestBettEver

#Bett2024

#AheadbyBett

#BestBettEver

#AheadbyBett2024

Get in touch with our team

by Bett / ● A Hyve Event
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