

Please come and visit us at BETT 2011...

The following exhibitors or someone on their behalf filled in an online form distributed via twitter. The descriptions are made by the exhibitors and I make no claims as to the accuracy of the information. Being in this booklet is not an endorsement of any exhibitor, it just means they or their PR people filled in the form, but it does give an indication that the person who filled it in engages with teachers on twitter.

There are many more excellent exhibitors at BETT than mentioned here, it is a huge show and there are always surprises to be discovered. One thing I hate at BETT is when I am accosted by pushy salespeople though sometimes a good freebie makes it worthwhile. One thing I love is when people manning the stands, no doubt tiring work, are approachable, friendly, genuine and enthusiastic. I recommend if you do visit any of the stands in the book to look out for people by name and say hi. I hope this booklet helps you to find your way through the labyrinth of flashing screens and makes the exhibition a more personal experience.

You are welcome to print, amend and distribute this booklet as you wish, but please give credits where due.

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How will we find you? We are at the Grand Hall. You won't miss us!

Why should we come and visit you? A little about 2Simple Software...

For over 10 years, the 2Simple team have been dedicated to developing software programs for primary school children. The main focus has always been to support teaching and learning whilst inspiring creativity across the curriculum. There are now over 35 programs in the 2Simple range from literacy and numeracy, art and assessment, game design, languages and so much more. All programs aim to be simple enough for anyone to use but powerful enough to meet the needs of all learners. For more information about each individual program, visit www.2simple.com. 2Simple have also recently launched www.purplemash.com the new creative online space for primary schools. Purple Mash provides children with a host of activities, tools, programs and games to enable them to continue their creative learning anywhere and at anytime.

What kind of stuff will you be showing off? Educational software

What are the names of some people on your stand we could say hi to? Nigel, Mikee

Is there a particular time or event you would recommend coming for? We have presentations all day. So anytime is convenient to watch the presentation. We have reception drinks on Thursday at 5 pm.

Will you have any nice freebies? A smile and the pleasure of seeing wonderful software.

Who can I contact if I would like to make an appointment? mikee@2simple.com

The people on the stand will... aggressively try and sell me something?, show me some cool stuff, chat and be friendly, entertain me with educational anecdotes, subtly try and sell me something

Anything else?

Any other useful details we should know?

How will we find you? Upstairs, Grand Gallery - look for the bees!

Why should we come and visit you? bee-it.co.uk is the ultimate FREE online network for education professionals to discuss the use of ICT in education. Aimed at sharing knowledge and improving communication, bee-it features the latest news, a directory of IT suppliers and a 'free-bee' forum, enabling you to find and share free classroom resources. At BETT 2011, bee-it will launch a new Guidance and Research section which will feature how-to guides from education professionals, alongside Becta research documentation. There will also be an exciting prize draw offering you the chance to win lots of great goodies for your school!

What kind of stuff will you be showing off? Explore the website and have a chat with the friendly bee-it team!

What are the names of some people on your stand we could say hi to? Come and say hi to busy-bees Bryan and Sam!

Is there a particular time or event you would recommend coming for?

Will you have any nice freebies? There will be lots of exciting prizes you can win for your school as well as the infamous fuzzy bees to take away from the stand!

Who can I contact if I would like to make an appointment? info@bee-it.co.uk

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else?

Any other useful details we should know? bee-it.co.uk is a completely FREE service to education professionals so we're not at BETT to sell you anything, just to raise awareness. Why not take a break from the show and come and see what the buzz is about at stand P39?

We look forward to meeting you!

BrainPOP UK

Where is your stand? B60

How will we find you? Grand hall ground floor, next to staircase

Why should we come and visit you? Because BrainPOP is one of the most exciting, relevant and progressive educational suppliers in the world. We offer online resources that speak directly to the child - engaging, smart & pedagogically proven. We offer local versions of the BrainPOP websites in American English, British English, French, Mandarin and Spanish. We've also recently released the award winning BrainPOP ESL platform, for those with English as a second language. We're also growing into the mobile space, with our US Featured Movie app being downloaded over 400,000 times.

What kind of stuff will you be showing off? The different versions of BrainPOP, BrainPOP ESL, Promethean integration

What are the names of some people on your stand we could say hi to? Chris, Eylan

Is there a particular time or event you would recommend coming for? We always invite real classroom teachers who love BrainPOP to our stand - come and say hi to the likes of Tom Sale, Dawn Halleybone, Ian Addison and James Maloney. We're also involved in the TeachMeet Takeovers at 2pm each day.

Will you have any nice freebies? Always. BrainPOP has the best freebies, ever.

Who can I contact if I would like to make an appointment? @brainpop_uk

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else? We guarantee you will enjoy coming to the BrainPOP stand and that the product and welcome you get will be second to none. Plus you can get a polaroid photo taken with the real life Moby, our robot. We hope you can stop by.

Any other useful details we should know? Our main product is aimed at 7-14 year olds and is cross phase and cross curricular. We don't sell hardware.

How will we find you? In the Software Zone

Why should we come and visit you? We are launching our brand new online 3D virtual world for children in the primary school age range and welcome you to be the first to see it, play it and fall in love with it.

Pora Ora is free, it's fun and best of all it is educational. It is a social world designed primarily for at-home play but which rewards children for partaking in educational mini-games and quests. By mapping games and quests to the curriculum, we are able to generate detailed reports for parents and teachers and, with a huge range of free online content, Pora Ora can be used as a simple resource for guided classroom activities.

What kind of stuff will you be showing off? We will be giving live demos of Pora Ora, our brand new online 3D virtual world for children in the primary school age range.

What are the names of some people on your stand we could say hi to? Conor, Mohammed, James and Neil

Is there a particular time or event you would recommend coming for?

Will you have any nice freebies?

Who can I contact if I would like to make an appointment?

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else?

Any other useful details we should know?

Dataspire

Where is your stand? B51

How will we find you?

Why should we come and visit you? Dataspire will be demonstrating its Thin Client and Dashboard solutions for ICT networks which reduce the total cost of ownership and management overheads by revitalising current systems and providing personalised information to users. The Citrix Thin Client solution provides centralised control of all network application software and processing power so that older hardware can continue to be used as workstations. Dashboard is an easy-to-use online planning and communication tool which provides individual users with a personalised landing page which links to information held on web-based and school-based systems and databases such as Outlook, SIMs or CMIS. Using a series of simple icons and clear text boxes, users can also access school calendars, school notices and personal timetables and staff can plan lessons.

What kind of stuff will you be showing off? ICT infrastructure solutions

What are the names of some people on your stand we could say hi to? Adam Norton-Howells, Gavin Boyle

Is there a particular time or event you would recommend coming for?

Will you have any nice freebies?

Who can I contact if I would like to make an appointment?

Adam.Norton@dataspire.co.uk

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else?

Any other useful details we should know?

How will we find you?

Why should we come and visit you? Designmate (DM) has been in operation for almost 22 years as an eLearning Company developing creative eContent for K12 education. We pioneer in animations and use of graphics to simplify concepts of science, maths, biology, physics and chemistry. The eContent created is a unique combination of videos, simulations, images, texts, and quizzes known as “Eureka” the universal expression of discovery. The universal curriculum based library can be mapped to any syllabus and takes care of wide range of education stakeholders like schools, science centers and ministries of education.

What kind of stuff will you be showing off?

What are the names of some people on your stand we could say hi to?

Is there a particular time or event you would recommend coming for?

Will you have any nice freebies?

Who can I contact if I would like to make an appointment?

The people on the stand will...

Anything else?

Any other useful details we should know?

Editure Education

Where is your stand? D110 in the Grand Hall

How will we find you? We will be in the West Hall Ground, a few stands left of the SEN Theatre. We are next to Smart Education Services.

Why should we come and visit you? We are committed to making sure online learning is accessible and valuable to entire school communities, which we have achieved by developing excellent learning platforms – DB Primary and MyPLS. Through our winning combination of technology, innovation, professional curriculum and education experience we have produced powerful integration solutions and deliver professional education services across the globe.

Of course, seeing is believing, so come along to our stand and see for yourself just how user-friendly, fun and engaging our products are!

What kind of stuff will you be showing off? Our two virtual learning environments: MyPLS and DB Primary! MyPLS (my Personal Learning Space) provides a selection of web-based tools which are easy to use and cover your school's ICT requirements. Fast to implement, intuitive, fully customisable and easy to integrate, myPLS benefits every member of your school community. DB Primary, the learning platform designed for primary schools, enables children of Reception age and up to become part of today's e-learning culture. Born out of collaboration between industry specialists, teachers and educational advisors, DB Primary allows school pupils to communicate, collaborate and learn in a secure virtual environment.

What are the names of some people on your stand we could say hi to? Rod McLaren (MD - Editure UK) David Brett – (Sales Manager - Editure UK) Faye Kidd – (Product Manager - Editure UK) Stuart Mitchell (Commercial Manager - Editure) Gavin Hearn (Service Delivery Manager - Editure) Geoff Vohden (President & CEO – Editure Professional Development)

Is there a particular time or event you would recommend coming for? Any time is a good time! Editure Education is exhibiting all week and we will regularly be completing demos of the two learning platforms - if you miss one you can always catch the next! Also, dedicated team members will be at the stand at all times to provide you with any information you require.

Will you have any nice freebies? Well, if you are the lucky winner of our prize draw you will receive a very nice learning platform for free!

Who can I contact if I would like to make an appointment? Who can I contact if I want to be organised and make an appointment? info@dbprimary.co.uk or info@dbprimary.com – one of us will pick up the email and the right person will get in touch as soon as possible!

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else? If you are still unsure about paying us a visit, perhaps these people can persuade you:

"We are so pleased with the impact DB Primary has had in our school. The children are constantly it. Even the most ICT reluctant staff are keen to have a go'

(Phil Sunter, Ley Top Primary School, Bradford)

"Parents were stunned at the use of ICT at such an early age, and couldn't imagine what the children would be doing in 10 years' time"

(Dughall McCormick, e-learning consultant for Kirklees LA and former teacher)

"The support has been brilliant. We have had support from the beginning to get it set up and running quickly and the support team at DB Primary are always available to answer queries by email and phone"

(Jonathan Fyne, Kew Woods Primary School, Southport)

Any other useful details we should know? Our software is easily installed; administration and setup is simple and quick and only 1 hour's training is required. Our virtual learning environments are suitable for use in schools for learning, teaching, communication and collaboration in a safe, controlled online environment. This enables pupils as young as 3 years of age to become a part of today's e-learning culture. Aside from providing excellent products, our customer service is second to none. We pride ourselves on the support and advice we provide and would love for you to come and meet the team!

Espresso Primary/Channel 4 Learning Clipbank

Where is your stand? C30

How will we find you? Near the front main entrance, our stand has a road theme!

Why should we come and visit you? ESPRESSO PRIMARY

On stand C30, Espresso Education is showcasing its award-winning primary service, Espresso Primary. Containing content equivalent to well over 100 CD ROMs, Espresso Primary is a complete learning service where teachers can find video resources as well as support, lesson plans and activities, confident that everything is appropriate and vetted. Espresso is constantly updated and expanded.

Espresso's ability to evolve and update weekly makes it uniquely placed to respond quickly to the educational agenda such as supporting the ongoing rollout and integration of Learning Platforms into schools across the country. Its 'embed' code feature enables Espresso users to play and display video clips within most learning platforms.

Last year, Espresso won the very first BETT Award for ICT Service and Support and over 60 per cent of UK primary schools use Espresso.

CHANNEL 4 LEARNING - CLIPBANK

On stand C30, Channel 4 Learning is demonstrating Clipbank, its expansive learning service for secondary schools where 'there's learning beyond every clip'.

Clipbank can be used across multiple curriculum areas and supports the new secondary curriculum. Now, more than two years on from its rebirth as a browser-based service, Clipbank goes way beyond being 'just' a provider of relevant clips – it provides teachers info and curriculum links with every clip, lesson plans, worksheet templates and support for continued professional development through a partnership with Teachers TV. Now with 16 subject areas, including ICT, Art & Design and RE, visit stand C30 to see why over 10 per cent of UK schools are already using Clipbank successfully.

Clipbank's ability to evolve and update weekly makes it uniquely placed to respond quickly to the educational agenda, such as supporting the ongoing rollout and integration of Learning Platforms into schools across the country. Its 'embed' code feature enables Clipbank users to play and display video clips within most learning platforms.

Clipbank's new 'News Blast' is an educational first - it is a daily 60 second news bulletin which brings children up to date with current affairs. Think of Newsround, but specifically for the classroom.

What kind of stuff will you be showing off? content for learning, videos, news bites, activities and more!

What are the names of some people on your stand we could say hi to? Heidi Delaloye, Lewis Bronze (ex Blue Peter editor)

Is there a particular time or event you would recommend coming for? anytime!!

Will you have any nice freebies? yes - espresso flavoured chocolate and potentially limited edition mugs

Who can I contact if I would like to make an appointment?

carly.wonnacott@mangomarketing.com

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else? We have won 6 BETT Awards for a reason!! :)

Any other useful details we should know? Espresso is for primary, Clipbank is for secondary.

Firefly Solutions

Where is your stand? T5

How will we find you? by the cafe that sits between the national gallery and main hall, upstairs

Why should we come and visit you? You can test drive our unique 3-in-1 learning platform, intranet and website solution for yourself. You can also enter our draw to win a Kindle. We like to keep things simple... that's it!

What kind of stuff will you be showing off? The Firefly learning platform, intranet and website

What are the names of some people on your stand we could say hi to? Joe and Simon

Is there a particular time or event you would recommend coming for?

Will you have any nice freebies? YES - visit us to enter our prize draw to win a Kindle

Who can I contact if I would like to make an appointment? hi@fireflysolutions.co.uk

The people on the stand will... show me some cool stuff, chat and be friendly, entertain me with educational anecdotes, subtly try and sell me something

Anything else?

Any other useful details we should know? We love the web... our software is completely web based and works in almost any web browser. Our mission is to help teachers, students and parents share, connect and learn using the web.

How will we find you? We're in the main hall near the open area cafe

Why should we come and visit you? We are a learning platform provider that, (suprisingly enough) has been designed with pedagogy and international school process and focus in mind. Plan, teach, engage, assess, report and communicate on a higher level with every student. We also have a brand new keystone 1 look we will be launching. Itslearning is used and needed by 1.8 million users worldwide & suits k12 perfectly.

What kind of stuff will you be showing off? Learning environments, teachers presenting all day every day

What are the names of some people on your stand we could say hi to? Alastair - come and get on my bett video diary!

Is there a particular time or event you would recommend coming for? Nope- we're here all week (try the veal!)

Will you have any nice freebies? We really are giving an iPad away at bett to a lucky winner all u have to do is say hi

Who can I contact if I would like to make an appointment? Alastair@Itslearning.com or twitter is Itslearning

The people on the stand will... show me some cool stuff, chat and be friendly, entertain me with educational anecdotes

Anything else? Last year people at bett stopped looking for a new VLE, once they had seen us

Any other useful details we should know? Itslearning is suitable cross curricular- even pe!

Just2easy

Where is your stand? Q26

How will we find you? on the balcony overlooking the grand hall

Why should we come and visit you? The coolest online educational tools or your money back. Both j2e and JIT have been nominated for the BETT awards so it's not just me who thinks so!!

What kind of stuff will you be showing off? online creation tools

What are the names of some people on your stand we could say hi to? Danny Young (me) MD

Is there a particular time or event you would recommend coming for? any time

Will you have any nice freebies?

Who can I contact if I would like to make an appointment? danny@j2e.com

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else?

Any other useful details we should know? We do online software. Unlike some other companies it is really aimed at pupils in the classroom. I've never shown an educator yet who didn't like what we do.

Lampton school

Where is your stand? Feature stand

How will we find you? Main hall, centre isle

Why should we come and visit you? Kids showing off cool stuff using simple tech in the classroom to make learning more engaging and visual!

3 projects 1) transition y7&11s working with students in Cornwall and Norway 2) girls into physics y7 teaching y11 cool physics stuff 3) revision via the web using google docs and handhelds

What kind of stuff will you be showing off? Projects with kids

What are the names of some people on your stand we could say hi to? Kids - Georgia, yayra or William adults: juliette, Lys or stephen

Is there a particular time or event you would recommend coming for? Talks all through the day, web chats with other schools intermittently, projects running throughout!

Will you have any nice freebies? Chats with kids!!

Who can I contact if I would like to make an appointment? Juliette heppell

The people on the stand will... show me some cool stuff, chat and be friendly, entertain me with educational anecdotes

Anything else?

Any other useful details we should know?

How will we find you? We're the guys giving away a laptop to the highest scorer on one of our games!

Why should we come and visit you? To see the exciting new KS3 maths resources that we have developed that have been called the "Mecca of education" by one of our testing schools!

To take part in our competition for a laptop by posting the highest score on the Cops and Robbers resource.

Last but not least, to say hello and be sociable!

What kind of stuff will you be showing off? KS3 maths resources and games.

What are the names of some people on your stand we could say hi to? Gareth and Nicola

Is there a particular time or event you would recommend coming for? Any time is fine.

Will you have any nice freebies? Nothing that you can just pick up and take away with you for no effort, but we do have a laptop to give to the winner of our competition!

Who can I contact if I would like to make an appointment? enquiries@lernalot.com

The people on the stand will... show me some cool stuff, chat and be friendly, entertain me with educational anecdotes

Anything else? You learn a lot with Lernalot. ;)

Any other useful details we should know? We're launching at this year's BETT with KS3 maths but will be adding KS2 maths very soon followed by more subjects later in the year.

Netop

Where is your stand? G69

How will we find you? A mere few stands away from the cappuccino/espresso stand on the ground level of the Grand Hall, we'll be the booth showing how easy it is to manage students on computers.

Why should we come and visit you? Netop is the worldwide leader in classroom management software & we have classroom management solutions to fit every need and budget - we even have a free software solution. We're happy to consult & determine the best software to meet your needs for managing students on computers. Already using Netop software? Stop by & talk to one of our product experts about best practices, for a quick tutorial or just to chat.

What kind of stuff will you be showing off? We'll have a new release of Netop School, and we'll be introducing Vision7 at the show.

What are the names of some people on your stand we could say hi to? Jessica! I'm the marketing manager, I'm on Twitter & I love to meet educators at these shows. Come say hi!

Is there a particular time or event you would recommend coming for? We'll be there all day, every day. :)

Will you have any nice freebies? Free software - stop by & we'll give you instructions on how to sign up!

Who can I contact if I would like to make an appointment? @Jessica_NetopEd or jedi@netop.com

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else?

Any other useful details we should know? Our software is used throughout primary & secondary schools in more than 70 countries. Stop by & say hi!

How will we find you? Downstairs near the coffee bar by the corner

Why should we come and visit you? We have lots and lots free interactive resources for all subjects and Key Stages both in English and Welsh! Talk to our friendly Field Officers and Developers and make sure you ask for our free CD packed full of Thinking Tools that you can use and edit to your taste, needs and ability!

What kind of stuff will you be showing off? Mainly our website and the great resources. Everything on our platform is absolutely free!

What are the names of some people on your stand we could say hi to? Sian, Dafydd, Ian, Alessio, Mel, Karen

Is there a particular time or event you would recommend coming for? Just drop in at any time and you'll find a friendly smile to welcome you :-)

Will you have any nice freebies? Our Thinking Tools CD with some of our latest resources that are not even on the website yet ;-)

Who can I contact if I would like to make an appointment? alessio.bernardelli@ngfl-cymru.org.uk, @asober on Twitter

The people on the stand will... show me some cool stuff, chat and be friendly, entertain me with educational anecdotes

Anything else? We are looking forward to meeting you at BETT 2011!

Any other useful details we should know? All ages and subjects!!!

How will we find you? We'll have giant Pearson balloons on the top

Why should we come and visit you? At Pearson, we're made up of hundreds of learners, parents, teachers and more than a few technology experts, who all share the same passion for education and want to help learners achieve more. Our stands at this year's BETT feature a comprehensive programme of presentations and seminars that you can drop in to - or if you want to meet at a specific time with one of our team, just request a meeting slot by visiting <http://www.pearsonatbett.com> and we'll get back to you.

What kind of stuff will you be showing off? ResultsPlus - diagnostic teaching support tool, e1 - web-based MIS, Fronter - School Platform, ActiveTeach - digital teaching resource, ActiveLearn - new student-centred digital learning tool for GCSE English and GCSE Science.

What are the names of some people on your stand we could say hi to? Robert, Doug, Paul, Valerie, Gary, Sajid

Is there a particular time or event you would recommend coming for? Yes, visit our BETT Presentation Schedule at www.pearsonatbett.com

Will you have any nice freebies? Yes and the chance to win one of four iPads in our daily draw

Who can I contact if I would like to make an appointment? Meet with us at BETT 2011 by visiting www.pearsonatbett.com or by following @pearsonplc @FronterUK @pearsonphoenix @bbcactive

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else? Download the prize draw postcard at <http://www.pearsonatbett.com> and bring to the Pearson stand for the chance to win one of four iPads in our daily draw.

Any other useful details we should know? Pearson brings together at BETT 2011 digital learning technologies and ICT qualifications from its well known names, including Heinemann and Longman, Fronter, e1 and Edexcel.

- >Primary
- >Secondary
- >FE/HE
- >International

Rising Stars

Where is your stand? B25

How will we find you? We are in the Grand Hall on the right after the main entrance. Next to Promethean

Why should we come and visit you? Rising Stars has really exciting, affordable, understandable, usable and effective resources for schools. And we are really proud of what we do and what we have achieved.

What kind of stuff will you be showing off? We have been shortlisted for two BETT awards. i-Progress is an online assessment tool for maths that is raising achievement in a many primary schools already. Lifelines are a collection of digital short stories. Learners can interact with the stories and create their own by using the bank of pictures and sound files. We are also launching Switched on ICT and innovative new ICT scheme of work for Primary Schools (developed with schools in the London Borough of Havering).

What are the names of some people on your stand we could say hi to? Andrea Carr is our MD (and is lovely). Julia Garvey, Karen Griffith and Nathalie Morris will also be there to welcome visitor!

Is there a particular time or event you would recommend coming for? You are very welcome to come along to hear about Switched on ICT (and have a drink with us) at 2.45 on Friday 14th. Teachers will be on hand to talk about the materials too.

Will you have any nice freebies? Lots. Free books and ebooks, free units from Switched on ICT.

Who can I contact if I would like to make an appointment? susantralls@risingstars-uk.com @andreacarr1

The people on the stand will... show me some cool stuff, chat and be friendly, entertain me with educational anecdotes

Anything else? We have twice won Education Publisher of the Year. We are small and independent and focus on quality, value and relevance with all of our publishing. We look forward to meeting you!

Any other useful details we should know? We do sell things but think we are not aggressive nor subtle. We just like to talk about our resources because we are passionate about them. We make all our digital and print resources with schools (most are written by practising teachers and trialled by others and their children). We focus on primary and lower secondary (so KS1 to KS3) and have software, ebooks, online assessment, print books, reading programmes and digital stories.

How will we find you? downstairs between the halls

Why should we come and visit you? Because you'll have a very good time! meet Anthony Browne, Children's Laureate. Get your caricature done, enter our qr treasure hunt to win an iPad, charge your smartphones, and talk to us about how we can make your life slightly easier in the classroom!

What kind of stuff will you be showing off? Read & Respond Engage. Class Pet. Storystage. Education Plus. and a brand new digital primary science scheme.

What are the names of some people on your stand we could say hi to? Chris Ratcliffe (@chrisrat) Tim Meek. Russ Payne

Is there a particular time or event you would recommend coming for? Come for Teachmeet Takeover, and check our plan on both www.scholastic.co.uk/education and www.chrisrat.com in January for all details. Anthony Browne will be here on Saturday!

Will you have any nice freebies? oh yes. a free prize draw every 30 mins with an iPad to be won! plus chocolates!

Who can I contact if I would like to make an appointment?

cratcliffe@scholastic.co.uk / @chrisrat / @escholasticuk

The people on the stand will... show me some cool stuff, chat and be friendly, entertain me with educational anecdotes

Anything else? Nope, that is all! Come and have a chat, and have fun!

Any other useful details we should know? We are mainly primary, but very happy to talk to anyone!

SMART Technologies

Where is your stand? B50 Grand Hall

How will we find you? Either directly or ask for Sue Murray, Mango Marketing in the press office by the main entrance

Why should we come and visit you? At BETT visits will have the first chance to see SMART Technologies' new SMART Board 800 series interactive whiteboard, a next-generation series that will provide the most natural and intuitive user experience yet on a SMART Board interactive whiteboard. The new 800 series extends the company's leading interactive whiteboard product line to offer true student collaboration. The SMART Board 800 series interactive whiteboard supports multiuser writing and common multitouch gestures currently recognised in Microsoft® Windows® 7 and Mac Snow Leopard®. In addition to this SMART will be demonstrating a range of other new products.

What kind of stuff will you be showing off? Dual touch SMART Board interactive whiteboard, SMART Table, SMART Response systems, document camera (visualisers)

What are the names of some people on your stand we could say hi to? Nancy Knowlton, CEO and co founder, David Martin, CEO and co founder, Sandra Semple, Head of PR

Is there a particular time or event you would recommend coming for? Any time but please feel free to come to the press office and Sue Murray will ensure you are introduced to the right people

Will you have any nice freebies? I'm sure they will

Who can I contact if I would like to make an appointment? Sue Murray, Mango Marketing sue.murray@mangomarketing.com or 07789 993304

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else? SMART would love to see you there!

Any other useful details we should know?

SSAT

Where is your stand? K20

How will we find you? Big stand near Pizza Express

Why should we come and visit you? SSAT is a membership organisation for schools. Everything we do is 'by schools, for schools' which means we involve schools in the design, development and delivery of all our work.

We'll be showing off some of the cool tools schools have helped us developed for use in classrooms and school management. We'll also be showing off the amazing work by some of our member schools, with live, on-stand presentations. You can also learn how you can benefit from our international links

What kind of stuff will you be showing off? Augmented reality, online CPD and performance data tools amongst others

What are the names of some people on your stand we could say hi to? Paul Hynes, Glyn Barritt, Bill How and John Wordsworth are some of our new techs team you should say hi to.

Is there a particular time or event you would recommend coming for? School presentations will be on the stand from 11-3

Will you have any nice freebies? We're a charity so we can't do big giveaways. There'll be some limited edition freebies though

Who can I contact if I would like to make an appointment?

andrew.heffernan@ssatrust.org.uk

The people on the stand will... show me some cool stuff, chat and be friendly, entertain me with educational anecdotes

Anything else? We have a network of teacher-led steering groups that inform all our work. The National Headteachers Steering Group takes members views on policy matters to government. You can talk to us about how you can use your SSAT membership to have a voice in national education policy.

Any other useful details we should know? Your school may already be a member of the SSAT - 92% of secondary schools in England are. That means that you, as a teacher, can get the benefits of membership. We do have services for primary and special schools too.

We do have stuff for sale but we're mainly to give people an insight into the services we offer. You can buy some of our popular products from the shop on the stand - such as Dylan William's Assessment for Learning toolkit, or our Maximising KS4 toolkit.

Story Spinner

Where is your stand? UKTI Stand
J60

How will we find you?

Why should we come and visit you? Story Spinner, part of Day One Productions, will be showing the recently launched 'Stories from Around the World' DVD series as part of its award winning collection of storytellers and resources for primary children. The series aims to inspire imaginations and stimulate all areas of academic and personal development, from early years learning through to Key Stage 2. Master storytellers from a variety of cultural backgrounds deliver tales from numerous cultures, countries and continents in an intimate and dramatic format, free of gimmicks and sound effects.

What kind of stuff will you be showing off? DVD-based Literacy Resources

What are the names of some people on your stand we could say hi to? Maria Brosnan

Is there a particular time or event you would recommend coming for?

Will you have any nice freebies?

Who can I contact if I would like to make an appointment?

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else?

Any other useful details we should know? Primary school resources from Early Years to KS2

TaskMagic

Where is your stand? SW114

How will we find you? Upstairs in the software section (National Hall Gallery)

Why should we come and visit you? Come and visit TaskMagic if you'd like to see some really cool software for creating interactive lesson content for use with IWBs or PCs. TaskMagic makes multiple (up to 24) interactive games and exercises based on the teacher's inputs (word-list, text, images, sounds etc). Widely used by MFL departments in the UK.

What kind of stuff will you be showing off? TaskMagic authoring software for creating interactive lesson content.

What are the names of some people on your stand we could say hi to? Martin

Is there a particular time or event you would recommend coming for?

Will you have any nice freebies?

Who can I contact if I would like to make an appointment? @taskmagic

The people on the stand will... show me some cool stuff

Anything else?

Any other useful details we should know? Software for use with PCs (not Mac). Age 7 to adult. Can be used to teach EFL or any roman-script language.

How will we find you? Look for this: <http://screencast.com/t/zl10JrajNku9>

Why should we come and visit you? We'll have real educators in our stand presenting about how they use our software to do some awesome things in the classroom.

Casting out to students using Technology

Dominic Tester, Costello Technology College

Reaching out to students in a way that engages and inspires them is an important part of facilitating education in the 21st century. Dominic Tester, Assistant Headteacher at Costello Technology College, will outline the vision at the college and how TechSmith products have supported it's realisation in the development of a rich learning environment for both staff, students' parents at the college.

Kids Teaching Kids

Eric Marcos, Lincoln Middle School (Year 7), California

See how you can integrate pupil-created mathematics video lessons ('mathcasts') for tutoring, obtain authentic assessment, and create a 'kids teaching kids' classroom culture. View actual pupil-created videos and discover how easy it is to create and share them online with Camtasia Studio and Jing. Learn how pupil-created content can be used to create a subject specific online resource, such as the mathtrain.tv website.

Educating the Educators (Camtasia Studio)

Jodie Collins, specialist ICT coordinator and teacher at South Rise School, is an expert at teaching teachers as well as her pupils. In this presentation she demonstrates how to create teaching training materials to guide teaching assistants (TAs) who are new to the profession in how to use commonplace classroom technology.

What kind of stuff will you be showing off? Screen Capture and Recording Software

What are the names of some people on your stand we could say hi to? Dave McCollom, Ryan Eash, Matt Pierce, Jo Sutka, Rich Boys, Wendy Edelman

Is there a particular time or event you would recommend coming for? You can view our presentation schedule here (PDF Download): <http://bit.ly/hle5gd>

Will you have any nice freebies? T-shirts, Sharpie Markers

Who can I contact if I would like to make an appointment? Dave McCollom
d.mccollom@techsmith.com @TechSmithEDU

The people on the stand will... show me some cool stuff, chat and be friendly, entertain me with educational anecdotes

Anything else?

Any other useful details we should know? Our software can be used by anyone from primary students all the way up through university students, as well as all teachers, trainers, and ICT coordinators.
<http://www.techsmith.com/edu>

Timocco

Where is your stand? SN60

How will we find you?

Why should we come and visit you? We're launching 'Growing with Timocco', a computer software package of five interactive games created for children with disabilities to practice and improve a variety of motor and cognitive abilities. The games use coloured sphere gloves, which the child wears to enable their movements to be tracked by a webcam that is connected to a PC or laptop, creating a virtual world immersion experience.

Growing with Timocco aids the development of children with a number of disorders including Cerebral Palsy, Attention Deficit Hyperactivity Disorder (ADHD), Developmental Co-ordination Disorder (DCD), as well as learning difficulties and problems with motor and cognitive skills. Each game focuses on a different skill, such as the child's posture, bilateral coordination, cross-midline maturation, eye-hand coordination, visual discrimination etc., while each activity can be adapted to the child's developmental stage, their specific needs and their pace of progress.

What kind of stuff will you be showing off? Live demos of the Growing with Timocco interactive software

What are the names of some people on your stand we could say hi to? Eran Arden

Is there a particular time or event you would recommend coming for?

Will you have any nice freebies?

Who can I contact if I would like to make an appointment? ian@platformpr.com

The people on the stand will... show me some cool stuff, chat and be friendly

Anything else? All five games share the same identifying character, Timocco the friendly monkey. While navigating through the different games, the child plays within Timocco's world. In each activity, the child controls all of his on-screen movements, and is able to choose between different environments, such as home, the yard, the beach or even the sky, and have fun catching falling fruits or popping bubbles. Therapists, teachers and parents can adjust the games to the child's specific needs.

Any other useful details we should know? The software is available in two different editions for either home or professional use. Growing with Timocco Home Edition is adapted for a child's specific needs, providing a unique tool to help children cope with daily challenges. Growing with Timocco Professional Edition is a revolutionary training program, allowing occupational therapists, physiotherapists and teachers for children with special needs to adapt the game's various features according to a child's developmental stage and to analyze training results and progress over time. All game settings and results of the

child's performance are saved in a built-in database designed to handle the specific data objects relevant for child development applications.

WisePay

Where is your stand? A60

How will we find you? Grand Hall ground level

Why should we come and visit you? In a time of recession and government funding cuts, finding best value solutions to meet the challenges that schools are facing is critical. WisePay, an online payment and fund management system for schools understands this and will be showcasing its solution on stand A60 at BETT 2011. Through an integrated ICT platform, WisePay enables school business managers and bursars to efficiently manage income and expenditure, make and receive online payments, manage school meals and communicate with parents through one centralised system. WisePay helps schools to save money by dramatically reducing the number of hours spent on administration. Schools can automatically generate financial reports, carry out instant reconciliation of all payments, purchase orders, supplier invoices and much more. Furthermore, because WisePay is a fully integrated, real-time system it can help schools view income and liabilities at any time, improve cash flow and help to minimise debt.

What kind of stuff will you be showing off? WisePay, an integrated online payment and income management system

What are the names of some people on your stand we could say hi to?

Is there a particular time or event you would recommend coming for?

Will you have any nice freebies?

Who can I contact if I would like to make an appointment?

The people on the stand will... chat and be friendly

Anything else?

Any other useful details we should know?