

# Terms and Conditions for Partners 2025-26

## Privacy Policy

Membership of BSME is subject to agreement and compliance with these Terms and Conditions. By applying for, or renewing membership of BSME, you are automatically agreeing to the terms and conditions specified herein.

In addition, BSME reserves the right to share relevant information with Members in line with GDPR, DPA and our own Privacy Policy available to view [here](#). Following the introduction of Data Protection Laws in the UAE, BSME reserves the right to amend these Terms and Conditions once the applications of the new laws for companies registered in free zones are clear.

## Payment of Membership Fee

The Partner agrees to pay the membership fee within 30 days of the receipt of the invoice. Membership Fees are non-refundable. Membership is activated and benefits become available once payment has been received into the correct bank account along with all relevant paperwork by BSME.

Annual membership fees are invoiced in Emirati Dirham (AED) and paid into BSME's Dubai-based bank account. The published membership fees do not include VAT or Withholding Tax. Where BSME is required to comply with VAT or Withholding Tax requirements by local tax authorities, VAT or Withholding Tax will be added to invoices.

**N.B. Partners are responsible for all related transfer fees and bank charges.** This can be done by indicating that the sender will be responsible for all charges or your bank may require you to tick the "OUR" box on the payment form. BSME cannot predict bank or intermediary bank charges.

## Membership Fees & Renewal Policy

Membership renewal notifications will be sent to the primary account holder's email address, with a follow-up reminder issued one month before the renewal deadline. Partner renewals are due **before 30 September** each year. After this date, BSME will assume non-renewal, and membership will be automatically cancelled.

The membership fee for the 2025-26 academic year is **AED 6,215**.

- Partners joining prior to the Annual Conference in Term 2 will pay the full fee of **AED 6,215**.

- Partners joining after the Annual Conference and before the end of Term 2 will pay a reduced fee of **AED 4,143**, valid through to the end of Term 3.
- Partners joining during Term 3 (up to and including 30 June) will pay a fee of **AED 2,072**. This amount only covers the remaining weeks of the current academic year.
- Membership applications received between 01 June and 31 August will be activated at the start of the new academic year on 01 September.

## Duration

The membership year runs from 01 September to 31 August.

## Obligations

BSME considers the company/organisation as the Partner and not any individual employee of the company/organisation. The Partner must provide a minimum of two email addresses when creating the member account; these will be the primary contacts for BSME communications. Additional contact details for all relevant staff of the Partner can be provided for the BSME mailing list. The Partner must inform BSME of any changes to the account holder email address/es.

The Partner can use their membership to promote their organisation and the business category identified in the membership application only. Promotion of any other business categories requires an additional membership. Membership benefits or status do not apply to third-party affiliate or collaborative parties.

## Changed Terms

BSME may amend the Terms and Conditions of Partner membership at any time. Any amendment/s is/are effective immediately and will be published on the BSME website, with the effective dates on the Terms and Conditions page of the BSME website.

## Code of Conduct

The Partner accepts responsibility to make every effort to ensure that BSME is not brought into disrepute by the actions of its employees or individuals or groups associated with the BSME Partner.

Information provided by the Partner for promotion should be accurate and must not include criticism of, or disparaging comparisons about, BSME or other BSME members.

## Force Majeure

BSME will not be liable for failure, or delay in performing its obligations on account of strikes, shortages, riots, insurrection, fires, flood, storm, explosions, acts of God, war,

governmental action, labour conditions, earthquakes, epidemics or pandemics, or any other cause which is beyond its reasonable control.

## Annual Conference

- The delivery date and fees of an Annual Conference will be shown at the time of booking.
- Annual Conference fees are not included in membership fees.
- The maximum number of exhibitors per table at Annual Conference is two (depending on size of table selected). BSME reserves the right to limit the number of exhibitors.
- The BSME Annual Conference is a member-only conference. Non-members cannot exhibit or attend.
- Non-renewed/unpaid members must settle any outstanding fees before their Annual Conference registration can be processed.
- BSME reserves the right to cap attendance at the Annual Conference for specific categories of membership eg. Recruitment, where numbers are high. These spaces will be allocated on a first-come, first-served basis.
- Exhibitors should note that the booking is only confirmed once payment has been received. If payment is made via a Bank Transfer, proof of payment must be sent to [accounts@bsme.org.uk](mailto:accounts@bsme.org.uk).
- Booking details can be amended up to 10 days before the start of an Annual Conference; after this, exhibitor places are non-transferable; [services@bsme.org.uk](mailto:services@bsme.org.uk) must be contacted to make any booking amendments.
- Notification of cancellation by exhibitors must be received by email to [services@bsme.org.uk](mailto:services@bsme.org.uk) no later than 30 days before the start of an Annual Conference or the full amount will be charged.
- Cancelled Annual Conference bookings will be refunded at the valid amount received by BSME, (less any bank charges, non-refundable costs accrued and an administration fee of 10% of the invoice). Refunds will be made up to 28 days after the Conference end date. It is the responsibility of the Partner to provide BSME with bank details, including Swift Code and IBAN, in order to process the refund.
- The Annual Conference fee is fully payable in the event of a no-show.
- BSME reserves the right to cancel any Annual Conference as a result of insufficient numbers to run the conference or circumstances beyond its control, without incurring liability, and will endeavour to give adequate notice.
- BSME is not responsible for associated costs incurred by exhibitors when booking onto or attending an Annual Conference or arising from cancellation/postponement.
- Only pre-registered exhibitors will be granted access to the event.

## Professional Learning Conferences

- Exhibitor fees are not included in membership fees.
- The maximum number of exhibitors per table at PL conferences is two.
- Exhibitors attending BSME PL conferences are required to join our Partner Membership in order to attend the conference. Non-members cannot exhibit.

- Unpaid members must settle any outstanding fees before their PL conference exhibitor registration can be processed.
- BSME reserves the right to cap the number of exhibitors at PL conferences. These spaces will be allocated on a first-come, first-served basis.
- Exhibitors should note that the booking is only confirmed once payment has been received. If payment is made via a Bank Transfer, proof of payment must be sent to [accounts@bsme.org.uk](mailto:accounts@bsme.org.uk).
- Notification of cancellation by exhibitors must be received by email to [learning@bsme.org.uk](mailto:learning@bsme.org.uk) no later than 30 days before the start of an PL Conference or the full amount will be charged.
- Cancelled PL Conference bookings will be refunded at the valid amount received by BSME, (less any bank charges, non-refundable costs accrued and an administration fee of 10% of the total invoice). Refunds will be made up to 28 days after the Conference end date. It is the responsibility of the Partner to provide BSME with bank details, including Swift Code and IBAN, in order to affect the refund.
- The conference fee is fully payable in the event of a no-show.
- BSME reserves the right to cancel any PL Conference as a result of insufficient numbers to run the conference or circumstances beyond its control, without incurring liability, and will endeavour to give adequate notice.
- BSME is not responsible for associated costs incurred by exhibitors when booking onto or attending a PL Conference or arising from cancellation/postponement.
- Only pre-registered exhibitors will be granted access to the event.
- Any amendment or cancellation should be emailed to [learning@bsme.org.uk](mailto:learning@bsme.org.uk).

## Marketing

### Paid 'Add-ons'

Partners are provided with the opportunity to purchase paid 'add-ons'. This is limited in availability and will be released monthly. Partners will be emailed monthly with this opportunity which will be allocated on a first-come, first-served basis:

- Opportunity to purchase a 'Spotlight On' feature on social media (one available per fortnight). This will involve BSME highlighting a Partner every two weeks on LinkedIn. Partners who purchase this add-on will be permitted one post priced at AED 850.
- Opportunity to purchase a 'Beyond the Logo' feature on social media (one available per fortnight). This will involve BSME highlighting a partner's video/feature every two weeks on LI. Partners who purchase this add-on will be permitted one post priced at AED 1000.
- Opportunity to purchase a 'Feature Frame' slot to advertise your company on a full-page or quarter-page advert in our newsletter. Each issue includes space for two full-page and four quarter-page ads. Partners who purchase this add-on will be permitted one advert priced at AED 250 for a quarter page or AED 1000 for a full page.

- The 'Add-ons' will not run in the month preceding the Annual Conference. Promotion during this period is reserved for Partners who sponsor the BSME Annual Conference.

## Webinar Proposals

Members are invited to submit a proposal to deliver a pre-recorded webinar that is in keeping with Professional Learning interests identified by schools and/or dictated by relevant educational trends. Professional Learning webinars are open to the wider educational community, beyond BSME members, to extend the reach of Partners.

## Opportunity to Submit a Proposal to Present at the BSME Annual Conference

The theme, keynotes and workshops for each BSME Annual Conference are driven by the Professional Learning needs of our senior leaders, as identified through various surveys, network meetings and educational trends. The Conference Programme addresses current educational issues and educational leadership, as well as supporting schools to meet expectations of educational regulatory bodies, including examination boards and inspection bodies. Proposal requests will be circulated to all Partners. Proposals will be measured against the requirement criteria for each specific conference and we do not guarantee that all proposals will be accepted.

## Other BSME Conferences

Partner Members are invited to submit proposals to contribute to the variety of BSME Professional Learning Conferences in the academic calendar.

## Logos and Names

BSME Partner membership requires the use of the Partner Member's company/organisation name and logo on the BSME website and, where applicable, on related marketing materials. It is the Partner Members responsibility to provide BSME with an appropriate logo and to notify us if this changes.

Partner Members can use the BSME logo in the format provided by BSME, solely to indicate membership of the organisation. The logo must not be amended (i.e. colours changed, text altered, proportions skewed) and should not be obscured by opposing imagery or colours. A full colour and white version of the logo will be provided to ensure the latter is avoided. If membership ceases the BSME logo should be removed from any website, stationery and marketing materials with immediate effect..

By submitting an application for Partner membership, the applicant confirms authority to use and distribute company/organisation content and the use or display of any information will not violate any laws, rules, regulations, or rights of third parties.

## Content

The responsibility for content submitted for inclusion on the BSME website, social media channels, newsletter, or any other platform offered by BSME, rests entirely with the Partner Member. Material protected by copyright, trademark, or other proprietary rights cannot be included without the express written permission of the owner; it is the Member's responsibility to obtain said permissions. The Member will be liable for any damage resulting from any copyright infringement of content they supply. BSME reserves the right to query content.

## Sponsorship

Any sponsorship opportunities will be sent to partner members by email and be available to view on the BSME website. Sponsorships will not be published until full payment for the same has been received. BSME reserves the right to pass sponsorship opportunities on to other Partners if these terms are not honoured.

## Acceptance

Membership of BSME is subject to agreement and compliance with these Terms and Conditions. By applying for, or renewing membership of BSME, you are automatically agreeing to the terms and conditions specified herein.

In addition, BSME reserves the right to share relevant information with Members.

The Designated Partner Account Holder must advise the company/organisation of the details of this document.