



IB GLOBAL CONFERENCE 2019

18–21 July • New Orleans, USA

#IBNOLA2019



International Baccalaureate®
Baccalauréat International
Bachillerato Internacional



Sponsorship and exhibitor opportunities

Each year the IB Global Conference in the Americas region hosts the largest annual gathering of IB educators in the world

The 2019 conference in New Orleans, LA USA will be no exception. We will welcome over 1,800 attendees from not only the Americas region, but from all parts of the world. Join us at the [Hilton New Orleans Riverside](#) as we celebrate and reflect on how the IB community has grown, and how the IB shapes the future of international education around the world.

We have created various sponsorship and exhibitor packages which give you the flexibility to showcase your services and demonstrate your commitment to the IB community in a way that best fits your needs. As a conference exhibitor or sponsor, you will have the opportunity to promote your mission, engage with the IB community and build name recognition for your organization. Enjoy privileged access to new leads and an expanded, worldwide clientele.

IB Global Conference in the Americas attendees represent education practitioners, administrators and state-level representatives. Each year we find that a majority of participants are attending an IB Global Conference for the first time.

Attendees at the 2018 IB Global Conference in the Americas



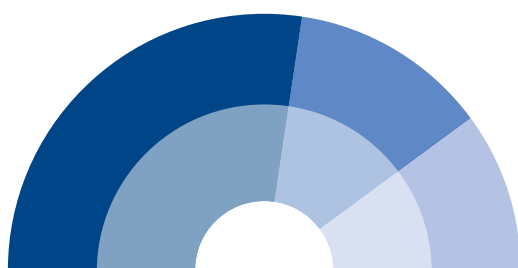


About the IB

Since it was founded in 1968, the IB's mission has been built on a cornerstone of creating a better world through education. We believe that now more than ever, and are committed to ensuring that our educational programmes reflect this for the benefit of IB schools and students. The IB currently engages with more than 1.4 million students in over 4,900 schools across 153 countries. In the Americas region alone, there are 2,931 schools offering IB programmes.



Number of IB World Schools in each IB region



The Americas
2931 (59.1%)

Africa, Europe, Middle East
1149 (23.2%)

Asia-Pacific
880 (17.7%)

Sponsorship registration

Sponsorships are available at the Silver, Gold, Platinum and Global levels. Visit [our website](#) for full sponsorship levels and benefits, and to find out more about how to register. Additional sponsor registrations are available at a discounted rate of US\$895. For inquiries, contact iba.outreach@ibo.org



2019 sponsor and exhibitor benefits

Benefits/Levels	Global (\$45,000)	Platinum (\$18,000)	Gold (\$12,000)	Silver (\$6,000)	Exhibitor (\$2,200)
Registrations	6	3	2	1	1
Program ad	1	1	1	\$1,250	\$1,250
Exhibit table(s) ¹	2	1	1	1	1
Choice of placement in exhibit hall	✓	✓	✓	✓	—
Feature to drive attendees to exhibit table ²	—	✓	✓	✓	\$200
Expo session ³	2	1	—	—	—
IB Meet Ups	✓	—	—	—	—
Branded collateral opportunity	✓	—	—	—	—
Conference venue branding	✓	✓	—	—	—
Company description in conference program	✓	✓	—	—	—
Logo on IB website	✓	✓	—	—	—
Conference signage	✓	✓	✓	✓	—
Company description, logo and website on conference app	✓	✓	✓	✓	Website only
Company name and logo in conference program	✓	✓	✓	✓	—
Mention on the general session walk in/walk out through conference hashtag	✓	✓	✓	✓	—
Acknowledgment in the conference program	✓	✓	✓	✓	✓

¹ Choice of having an exhibit table or an additional exhibitor/sponsor registration. Applicable only to Silver, Gold and Platinum levels.

² Sponsors and exhibitors that are participating in the gamification will be given the option to donate a prize.

³ Expo sessions will be scheduled on Friday and Saturday mornings prior to commencement of conference programming. Sponsors are welcomed to provide breakfast during their expo session at their own expense. The IB will provide coffee and tea.



Exhibitor registration

Exhibitor registration fee: US\$2,200

Exhibitor registration includes:

- One complimentary full conference registration, a US\$1,095 value (includes access to all conference sessions, meals, opening reception and closing dinner)
- Acknowledgment in conference program
- Exhibit space: One six-foot draped table, internet and signage in the exhibition hall
- Company website in the conference app
- Reduced fee for additional exhibitor attendee registrations (US\$895)

For exhibitor registrations received after 1 June 2019, we cannot guarantee placement in printed materials.

Exhibitor hall schedule

Wednesday 17 July

3pm–5pm – Exhibitor set-up

Thursday 18 July

8am–11am – Exhibitor set-up

12pm–1pm – Pre-conference lunch and exhibition (pre-conference attendees and vendors only)

1pm–3.30pm – Exhibitor hall open to all attendees

7pm–9.30pm – Opening reception and exhibition

Friday 19 July

10.30am–12.30pm – Exhibit hall open

12.30pm–1.30pm – Lunch provided for exhibitors

1.30pm–5pm – Exhibit hall open

Saturday 20 July

10.30am–12.30pm – Exhibit hall open

12.30pm–1.30pm – Lunch provided for exhibitors

1.30pm–3pm – Exhibit hall open

3pm–5pm – Exhibitor break down
(early tear down is not permitted)

**All Friday and Saturday breaks, luncheon desserts and coffee will be in the exhibit hall*



Booth dimensions

The table provided is 6' (L) x 30" (W) . Exhibit booth backdrops should not exceed 8 feet in width. The IB has the right to require the vendor to adjust their setup if their booth impedes upon another exhibitor or interrupts the flow of the conference attendees.

Lead capture (Cvent)

We've partnered with Cvent to make it easier for our valued exhibitors to track leads generated at the IB Global Conference. With the easy-to-use handheld LeadCapture device (or downloadable mobile app), you can effortlessly track the impact of your attendance at the conference and export your data securely, while focusing on making those all-important connections.

Gamification – “Click!” – US\$200

Showcase your organization in our customizable, interactive in-app game that sets up attendees for discovery through a photo-sharing scavenger hunt. Drive traffic to the booth by requiring that attendees take a photo at your booth to compete for prizes.

Sponsor a prize: Gain more exposure in the wildly popular in-app game by donating a prize to be awarded to the game winners. Organizations who donate a prize will be mentioned in the app next to the gift.

Deadlines

[Logos for conference venue branding \(Global, Platinum\)](#)

1 March 2019: High-resolution (EPS) logo for conference signage

[Logos for conference mobile app branding \(Global, Platinum, Gold, Silver\)](#)

1 April 2019: High-resolution (EPS) logo for the mobile app

[Ad for conference program \(Global, Platinum and Gold, and if purchased Silver and Exhibitor\)](#)

12 April 2019: Print-ready PDFs of full-page ads

[To register as a sponsor or exhibitor \(except Global sponsors\)](#)

1 June 2019: Last day to register and guarantee placement in the conference program

**Deadline for Global Sponsors to be included in March 2019 Hong Kong Conference is mid-December*