



International Baccalaureate®  
Baccalauréat International  
Bachillerato Internacional



# IB GLOBAL CONFERENCE 2017

26–28 October • The Hague, The Netherlands



## SPONSORSHIP AND EXHIBITING OPPORTUNITIES

### The IB Africa, Europe and Middle East Global Conference 2017

*Inspiring communities: bringing IB educators together in the Africa, Europe and Middle East region*



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## The IB Global Conferences

Each year, the International Baccalaureate® (IB) presents several conferences and symposia. We gather educational leaders, decision makers and practitioners from schools, universities and governments to focus on international education. Our conferences identify best practices for the ways we educate students, giving practitioners the opportunity to exchange valuable ideas on international education.

The **IB Global Conference is the largest annual gathering of the IB community** for each region. The three day conference provides an opportunity to come together and to share best practices around the ways we are educating students. The IB Global Conference, The Hague, Netherlands 2017 will be held at **The World Forum, The Hague from 26th – 28th October.**

## The 2017 IB Africa, Europe and Middle East Global Conference

### **Creative influence and local impact**

Following on from the extremely successful 2016 conference in Barcelona with over 1,500 participants from 85 countries, the 2017 Global Conference will yet again be a unique forum that draws together the ideas and creativity of educators from a diverse range of countries and cultures from our region. IB educators and outside speakers will provide the platform for participants to leave stimulated, and motivated to continue their contribution to education.

## Venue

The World Forum is the international convention centre of The Hague which is situated adjacent to the IB Global office between the city centre and the famous Den Haag Scheveningen beach. The World Forum is home to the largest auditorium theatre within the Netherlands, with spacious presentation rooms and pleasant modern common areas. The IB has used this venue as its conference location every two years since 2011, as a sense of community has evolved over time, as well as a wealth of shared experience.

Address:

Churchillplein 10  
2517 JW The Hague  
The Netherlands  
[www.worldforum.nl](http://www.worldforum.nl)



[Register now](#)



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## Why Become a Sponsor?

The IB Africa, Europe and Middle East Conference gives your organisation an exciting opportunity to engage with a community that is committed to making a difference in communities across the world. It represents the largest annual gathering of the IB community in the region. The 2017 conference in The Hague will be no exception, as we expect over 1,000 attendees from over 80 countries. These attendees represent leaders from well over 500 state and international schools at every level.

**Sponsoring the IB Africa, Europe, Middle East 2017 Global Conference will connect you with some of the most influential educational practitioners, organisations and thought leaders in the industry. This is the perfect opportunity for any organization working in the areas of educational consultancy, online programmes, eLearning, educational software programmes and hardware services, as well as publishing.**

By participating in this conference, you will create visibility for your brand, and at the same time, gain an unparalleled networking opportunity. The various sponsorships give you the flexibility to showcase your services and demonstrate your commitment to the IB community in a way that best fits your needs. You will be contributing to supporting the IB with its mission to create a better and more peaceful world, as we invest in learning programmes that will develop inquiring and caring young people.



## Why Become an Exhibitor?

1. Meet schools and potential customers from all over the Africa, Europe and Middle East region – our last conference was attended by participants from over 75 countries.
2. Increase your profile by networking with a diverse range of professionals and service/product users.
3. Speak one to one with key buyers and decision makers.
4. Showcase your products and services.

[Register now](#)



## Sponsorship & Exhibiting Opportunities

Our conference sponsors are a vibrant part of our event. By sponsoring the conference, you are able to maximize the visibility of your brand, build name recognition, and most importantly network among participants. The conference offers a variety of sponsorship levels to meet the needs of your organization.

Benefits/Levels	Platinum*	Gold*	Silver*	Exhibitor*
	EUR 16,000	EUR 10,000	EUR 5,000	EUR 2,200
<b>Conference registrations**</b>	3	2	2	2
<b>Advertisement in conference programme</b>	full page	½ page	½ page	-
<b>Inserts in conference tote bag</b>	✓	✓	-	-
<b>Draped tables with chairs and free Internet access</b>	2	1	1	1
<b>Choice of placement in exhibit hall</b>	✓	-	-	-
<b>Expo sessions***</b>	1	1	-	-
<b>Choice of branding one major conference collateral</b>	upon availability	-	-	-
<b>Purchasable conference venue branding (at applicable costs)</b>	✓	✓	-	-
<b>Conference signage (logo)</b>	✓	✓	✓	-
<b>Company description, logo and website on conference app</b>	✓	✓	✓	-
<b>Logo on IB website</b>	✓	✓	✓	Company name (linked)
<b>Acknowledgement in the conference programme</b>	✓	✓	✓	✓
<b>All coffee breaks and meals</b>	✓	✓	✓	✓
<b>Welcome reception and conference evening</b>	✓	✓	✓	✓
<b>Invitations to the Conference VIP (appreciation) dinner</b>	2	-	-	-
<b>Companion passes for the conference evening (at additional costs)</b>	3	2	2	2

\* All packages vary in quantities and benefit levels, which are identified on the [IB website](#). We cannot guarantee all package benefits for late registrations (up to six weeks before the conference start date).

\*\*Reduced conference registration fee of EUR 485,00 for up to 2 additional sponsor or exhibiting representatives including access to all conference sessions, meals, opening reception and conference evening

\*\*\*Expo Sessions will be held on Friday, 27th October and Saturday 28th October during lunch breaks (13:00-14:00) and provide sponsors & exhibitors with an opportunity to present themselves to the conference participants. Cost to conduct one session: EUR 410,00.

(Sessions are included in Global, Platinum & Gold sponsorship packages only. Additional expo sessions might become available at a later time and will be allocated at the IB's sole discretion on a 'first come first serve' basis.)

Please contact us at: [conference.ibaem@ibo.org](mailto:conference.ibaem@ibo.org) to get more information.

Register now