



IB VIRTUAL CONFERENCE 2020



International Baccalaureate®
Baccalauréat International
Bachillerato Internacional



Sponsorship and exhibitor opportunities

ABOUT THE INTERNATIONAL BACCALAUREATE

The mission of the International Baccalaureate® (IB) is to create a better world through education. Founded in 1968, the IB is a non-profit foundation offering four highly-respected programmes of international education that develop the intellectual, personal, emotional and social skills that young people need to live, learn and work in a rapidly globalizing world. The programmes can be offered individually or as a continuum. As of July 2020, there are **7,002 programmes** offered across **5,284 schools** in **158 countries**.

To learn more about the IB, please visit www.ibo.org



ABOUT THE IB VIRTUAL CONFERENCE

The first IB Virtual Conference will bring together the largest and most diverse gathering of IB educators ever. This will not be a traditional four-day conference.

From **30 November to 7 December 2020**, the IB community will **come together**. The virtual platform will be open and participants will have the opportunity to connect with other IB educators, or ask questions to speakers. As an exhibitor, you will also have access to the platform and will be able to start connecting with participants.

From **8 December to 11 December 2020** the IB community will **learn together**. There will be 60+ live and on-demand sessions and the opportunity to network.

The IB community will **build together** after the end of the conference. Participants and exhibitors will have access until **12 February 2021** to all video recordings of sessions and resources.

This will be a truly global experience: accessible to all, regardless of time zone. A specific day will be dedicated to each of our regions, where sessions will be live from 11.00am to 3.30pm.

9 December 2020 (SGT)
Asia Pacific

10 December 2020 (CET)
Africa, Europe, Middle East

11 December 2020 (EST)
The Americas

11.00am - 12.00pm Keynote
12.00pm - 1.00pm Breakouts
1.00pm - 1.30pm Networking
1.30pm - 2.30pm Breakouts
2.30pm - 3.30pm Expert speakers

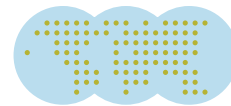


Sponsorship and exhibitor opportunities

WHY BECOME AN EXHIBITOR AT THE IB VIRTUAL CONFERENCE?

Exhibiting at the IB Virtual Conference is the best opportunity to showcase your brand, be front of mind with the IB community and engage with an unparalleled number of attendees at one IB Conference.

Whatever your goals are—whether lead generation, brand recognition, showcasing a new product, or engaging with attendees—exhibiting at the IB Virtual Conferences will help your company achieve your specific objectives.



Number of countries represented at the 2019 Global Conferences

107 countries

Attendees at the 2019 IB Global Conferences (globally)



Attendees by Programme

Primary Years Programme (PYP)	23%
Middle Years Programme (MYP)	14%
Diploma Programme (DP)	41%
Career-related Programme (CP)	1%
More than 1 Programme	21%



Attendees by Job Title

Heads of Schools	22%
Programme coordinators	33%
Teachers	26%
District coordinators & staff	4%
Other	15%

Exhibitors at the 2019 Global Conferences included representatives from:





Sponsorship and exhibitor opportunities

DEADLINE

The registration deadline is **26 November 2020**. The deadline to set up your virtual booth will be **29 November 2020**.

Questions? Email us at globalconferences.sponsorship@ibo.org.

EXHIBITOR BOOTH

(US\$1,000 plus applicable taxes)

- ✓ One tile in the exhibition hall with name and logo
- ✓ Registration of two booth staff
- ✓ One customizable booth including company overview, website and contact information
- ✓ The ability to upload documents, videos, and photos (maximum 5GB total)
- ✓ Individual or group messaging
- ✓ Individual or group video chats with attendees
- ✓ The ability to send chat invitation to attendees
- ✓ Participation in the game (one question)
- ✓ Receive email notifications when participants send messages and staff are offline
- ✓ Metrics—reports on booth visits and engagement after the event

REGISTER NOW!

[For more information visit our conference website!](#)



Sponsorship and exhibitor opportunities

ADDITIONAL EXHIBITOR OPPORTUNITIES

Maximize the benefits of exhibiting and achieve your goals by adding to your exhibitor booth. These opportunities can only be purchased in addition to the booth. The available quantities of each additional offering are limited and are on a “first come, first served” basis.

EXHIBITION HALL

Booth size and placement (US\$1,000 plus applicable taxes)

Stand out to attendees. Double the size of a standard booth tile and increase your visibility by positioning your booth on the top two rows, under the IB Booth.

Preferred placement (US\$500 plus applicable taxes)

Make sure that attendees visit your booth by positioning it at the top (4th row).

Matchmaking (US\$1,500 plus applicable taxes)

Make sure your target audience knows about you. When creating their profile, attendees and exhibitors choose their fields of interest. The platform's recommendation algorithm then suggests which exhibitors match attendees' interests. As an exhibitor, you will be able to see a list of participants whose interests match your company's profile.

Livestreaming (US\$500 plus applicable taxes)

Showcase your products by embedding livestreaming into your booth. You can link your livestream to your social media accounts to increase exposure.

SESSIONS

Sponsored educational sessions (US\$2,500 plus applicable taxes)

Connect with IB Educators by hosting a 45-minute educational session. Sessions should focus on professional development and not promote commercial purposes. Topics can centre around the conference theme, “Reimagine the future”, or another issue in education.

Sponsorship of social activities (US\$1,500 plus applicable taxes)

Show your fun side by sponsoring a social activity during dedicated networking time. Your logo will appear on the session page and your company will be mentioned at the start of the activity.



Sponsorship and exhibitor opportunities

ADVERTISEMENTS

A slide in the lobby area of the keynote & expert sessions (US\$1,250 plus applicable taxes)

Promote your booth with one slide ad during the keynote and expert sessions.

Push notifications (US\$250 plus applicable taxes)

Attract attention to your booth with a sponsored push notification.

A scroll on the daily video (US\$750 plus applicable taxes)

Be the first thing that attendees see each day: have a message scroll by on the daily highlights video.

LOGO PLACEMENT

A banner in pre- and post-event marketing emails (US\$2,000 plus applicable taxes)

Increase your brand exposure with participants by displaying your logo on all pre- and post-event emails.

IB conference website (US\$1,500 plus applicable taxes)

Drive traffic to your website with a clickable logo on the ibo.org conference website.

Platform homepage

Be the first to make an impression as attendees enter the virtual conference. Position your logo in the homepage of virtual events for the duration of that event. You can choose to place it at the top or bottom of the page. Prices vary depending on placement.

Top left corner (rotating and clickable):

US\$1,500 plus applicable taxes

Lower right corner (sharing space with other logos and clickable):

US\$500 plus applicable taxes

Sessions pages

Grab attendees' attention. Position your logo in the Keynote, Experts, and/or Schedule session pages. Prices vary depending on location.

Schedule:

US\$750 plus applicable taxes

Keynote & Expert:

US\$500 plus applicable taxes

Peer-to-peer session page (US\$150 plus applicable taxes)

Align your brand with the topics most important to you. Position your logo below a session(s) video of your choice.