



International Baccalaureate®
Baccalauréat International
Bachillerato Internacional



African Education Festival

27–28 February 2020 • Johannesburg

Leading and Learning in the 21st Century:
Inspire, Innovate and Integrate



SPONSORSHIP & EXHIBITING OPPORTUNITIES

The International Baccalaureate, a leader in international education will host its annual African Education Festival in **Johannesburg, South Africa on 27-28 February 2020**.

The theme of “Leading and Learning in the 21st Century” is designed for policy makers, principals and administrators, heads of schools, as well as leaders of educational institutions in the region.

The event’s overarching goals are:

- To expand your professional connections
- To discuss new ideas and access valuable resources
- To become part of an impactful learning community
- To develop agency to inspire, innovate, and integrate

The African Education Festival is an opportunity for thought leaders in education to discuss current education trends, explore innovation in education practice and capture key developments in both education leadership and learning.

The Advantages of becoming a Sponsor or Exhibitor?

The **IB African Education Festival** gives your organization an exciting opportunity to engage with a community that is committed to making a difference. It represents the largest annual gathering of the IB community in the region. The 2020 festival in Johannesburg, South Africa will be no exception, as we expect over 250 attendees from all over the African continent, judging from the success of the last ones held in Accra and Nairobi. These attendees will represent leaders from state and international schools at every level.

1. Meet schools and potential customers from all over Africa
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



By participating in this festival, you will create visibility for your brand, and at the same time, gain an unparalleled networking opportunity.

Sponsoring the IB African Education Festival will connect you with some of the most influential educational practitioners, organizations and thought leaders in the industry. This is the perfect opportunity for any organization working in the areas of:

| | |
|---------------------------------|------------------------------|
| Publishing | Educational Consultancy |
| Educational Trips | School's facilities/services |
| Teaching and learning resources | Online Learning Platform |
| Educational Software | HR management |
| School Management Software | Recruitment Service |

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.

"A very good quality group of relevant delegates. Organisation and support was first class."

"Right audience - Nice to have a more intimate event and time with attendees."

"The smaller nature of the event meant that people were nucleated in one space and visitor interaction with our company was very good"

"From an exhibitor point of view I liked that the attendees were very much "relevant" people for us in comparison to more general events, such as bigger education focused expos."

"Networking, panels and opportunity to network in a manageable group."

Sponsorship & Exhibiting Opportunities

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

| Sponsorship packages | COMBINED GOLD | COMBINED SILVER | GOLD | SILVER | BRONZE | EXHIBITOR |
|---|------------------------|------------------------|-------------------|-------------------|-------------------|-----------------------|
| | 14,500 USD | 7,500 USD | 8,000 USD | 5,000 USD | 1,500 USD | 1,000 USD |
| Festival registrations | 3/ festival | 2/ festival | 3 | 2 | 1 | 1 |
| Advertisement in Festival's programme | 1 full page / festival | ½ page / festival | 1 full page | ½ page | - | - |
| Tables with chairs and free Wi-Fi | 1 table, 3 chairs | 1 table, 2 chairs | 1 table, 2 chairs | 1 table, 2 chairs | 1 table, 2 chairs | 1 table, 1 chairs |
| Logo implementation on venue TV screens | ✓ | ✓ | ✓ | ✓ | ✓ | - |
| Expo sessions | 2 | 1 | 2 | 1 | | |
| Logo on IB website | ✓ | ✓ | ✓ | ✓ | ✓ | Company name (linked) |
| Acknowledgement in the Festival's programme | ✓ | ✓ | ✓ | ✓ | ✓ | |
| All coffee breaks and meals | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Networking Cocktail | ✓ | ✓ | ✓ | ✓ | ✓ | ✓ |
| Invitations to the Festival's appreciation dinner | 3/ festival | 2/ festival | 3 | 2 | 1 | - |



| Additional Sponsor opportunities | NETWORK COCKTAIL | HEADS OF PUBLIC FUNDED SCHOOLS | CONFERENCE BAGS WITH LOGO |
|---|-------------------|--------------------------------|---------------------------|
| | 2,000USD | 2,000USD | 1,000USD |
| Festival registrations** | 1 | 1 | 1 |
| Tables with chairs and free Wi-Fi | 1 table, 1 chairs | 1 table, 1 chairs | 1 table, 1 chairs |
| Logo implementation on venue TV screens | ✓ | ✓ | - |
| Logo on IB website | ✓ | ✓ | |
| Acknowledgement in the conference programme | ✓ | ✓ | |
| All coffee breaks and meals | ✓ | ✓ | ✓ |
| Networking Cocktail | ✓ | ✓ | ✓ |
| Invitations to the Festival's appreciation dinner | ✓ | ✓ | |

** We cannot guarantee all package benefits for late registrations (up to six weeks before the event start-date).*

** Participation to the event will be subject to availability*

Please contact us at: ibaem.development@ibo.org to get more information on the different packages.