



International Baccalaureate®
Baccalauréat International
Bachillerato Internacional

SPONSORSHIP & EXHIBITION PROSPECTUS



International
Baccalaureate



INTRODUCTION

Join us at the **IB Global Conference, Hong Kong!** This is one of the region's largest gathering of leaders and key decision makers from the international education community. Become a valued exhibitor or sponsor for an opportunity to engage with professionals in the community.

The IB Global Conference, Hong Kong 2019 to be held from **24 to 26 March** will take place at **AsiaWorld Expo**. It is situated on the southeast coast of China, Hong Kong's strategic location on the Pearl River Delta and South China Sea has made it one of the world's most thriving and cosmopolitan cities.

From its earliest days, Hong Kong served as a centre of international trade. The arrival of immigrants in large numbers helped launch a new role for Hong Kong as a major manufacturing hub. It also brought economically stimulating energy and industry to the city's character. In recent decades, as the economy of Mainland China has undergone a process of opening up, Hong Kong has transformed yet again – this time into a service-based economy as well as an important gateway to the world's largest market.

Information provided is taken from the Official Hong Kong Guide. Please visit the official website to find out more about the city.

AsiaWorld-Expo opened in December 2005 and has become a world-class venue in Hong Kong, offering over 70,000 square metres of rentable spaces for exhibitions, conventions, concerts, sports and entertainment events. This state-of-the-art venue is located right next to the Hong Kong International Airport and at the centre of an extensive and efficient air, land and marine transport network. Please visit the AsiaWorld Expo website for more information.

REACH OVER 1000 LEADERS AND KEY DECISION MAKERS IN EDUCATION

80%

School Leaders
& Teachers

10%

University Delegates

10%

Others
(School board members,
government officials,
educationist etc.)

DELEGATES ACROSS ASIA PACIFIC AND THE REST OF THE WORLD

30%

Greater China

20%

Southeast Asia

15%

Australia

8%

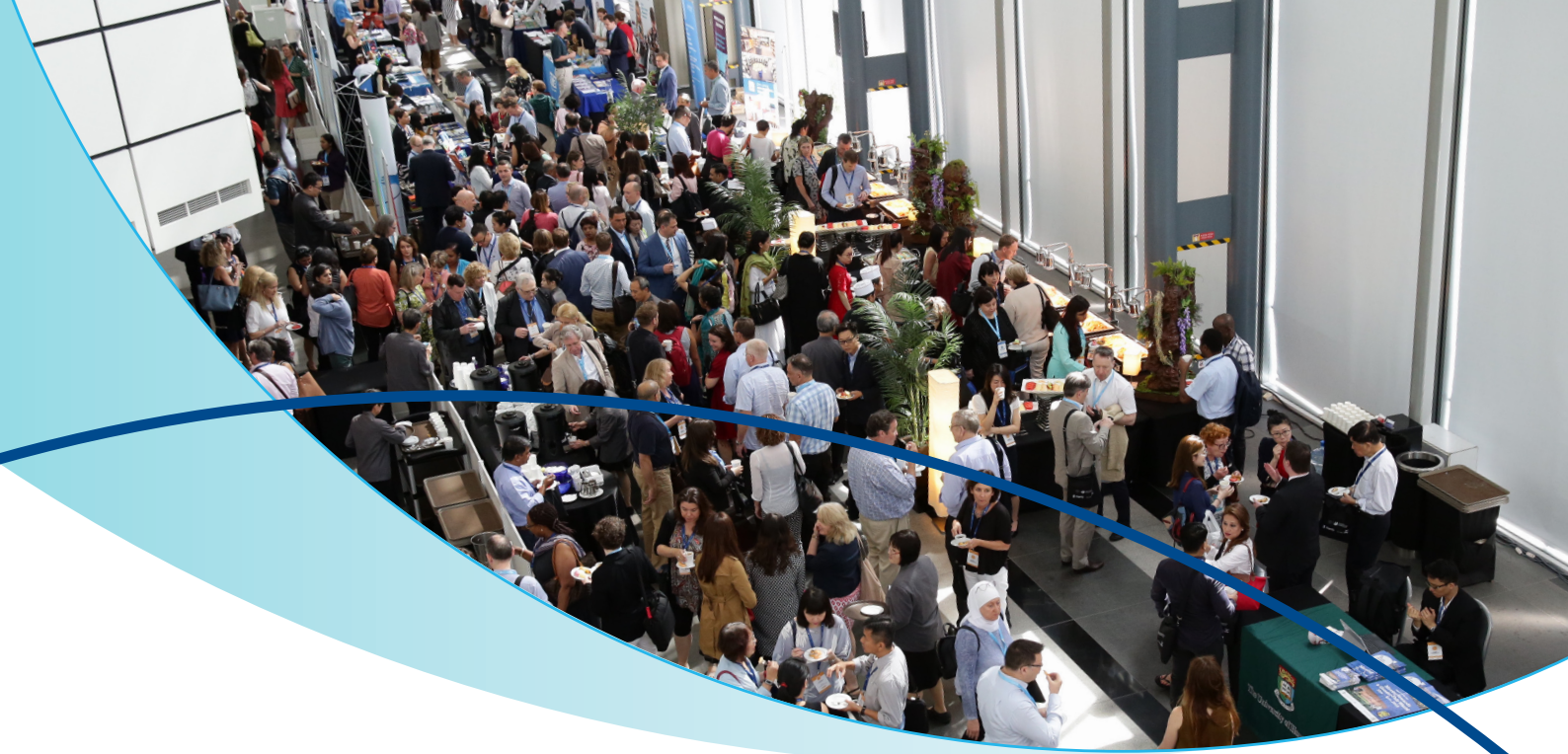
Hong Kong

10%

India

17%

Others
(U.S, Netherlands,UK,
New Zealand, UAE)



ABOUT THE INTERNATIONAL BACCALAUREATE ORGANIZATION

Founded in 1968, the **International Baccalaureate® (IB)** is a **non-profit educational foundation** offering four highly respected programmes of international education that develop the intellectual, personal, emotional and social skills needed to live, learn and work in a rapidly globalizing world. Schools must be authorized by the IB organization to offer any of the programmes.

The IB offers four programmes for students aged 3 to 19. The programmes can be offered individually or as a continuum. As of May 2018, there have been **6,258 programmes offered worldwide, across 4,871 schools**. In Asia Pacific, there are over 850 schools offering more than 1,200 IB Programmes. For further information on the IB, please visit <http://ibo.org/about-the-ib/>.



UNIQUE NETWORKING OPPORTUNITIES WITH THE IB COMMUNITY

The IB Global Conference is the largest annual gathering of the IB community for each region. The 3-day conference from 24th to 26th March provides an opportunity for educational leaders, decision makers and practitioners from schools, universities and governments to come together to share best practices around the ways we are educating students.

Become an exhibitor or sponsor at the IB Global Conference to **engage with over 1000 leaders and key decisions makers** from over 850 state and international schools, universities and governments in the Asia Pacific region and across the world.

This year, we are pleased to host the **IB Global Conference, Hong Kong 2019** at AsiaWorld-Expo.

SPONSORSHIP AND EXHIBITOR PACKAGES

Maximize your company's presence and build brand recognition in the field of education by exhibiting or sponsoring at the IB Global Conference, Hong Kong 2019. The conference is an excellent networking platform for organizations from these respective industries:

- Publishing
- Educational Trips
- Online learning platform
- Educational software
- School management software
- Educational consultancy
- Schools' facilities/services
- Teaching and learning resources
- HR Management

The following sponsorship and exhibitor packages are tailored for companies with different levels of marketing needs:

IB GLOBAL CONFERENCE SPONSORSHIP AND EXHIBITOR PACKAGES

	Global	Gold	Silver	Exhibitor
Cost for NEW Sponsors	As per agreement	SGD 15,800.00	SGD 10,200.00	SGD 6,800.00
Cost for RETURNING Sponsors	As per agreement	10% discount		
Area of workspace includes: i) table ii) chairs iii) 1 electrical power outlet iv) Wifi connection	2 tables 4 chairs	2 tables 4 chairs	1 table 2 chairs	1 table 2 chairs
Priority to select location of exhibition table in designated exhibition hall (Based on first-come, first-served basis)	✓	✓	—	—
Complimentary Exhibitor Sponsor Pass i) Lunch on Conference Day 1, 2 and 3 ii) Coffee/tea break on Conference Day 1, 2 & 3 iii) Welcome Cocktail on Day 1 *Note: Only delegates holding exhibitor/ sponsor pass are allowed to stay at the booth. Additional pass purchase is available for Exhibitor, Silver Sponsor and Gold Sponsor.	As per agreement	3	2	2
Conference Dinner Pass on Day 2	As per agreement	3	2	2
Complimentary access pass to keynote sessions	As per agreement	3	2	—
Complimentary access pass to breakout sessions	As per agreement	3	—	—
Merchandize branded with sponsors and IB logo for conference delegates (Sponsors to provide)	As per agreement	—	—	—

	Global	Gold	Silver	Exhibitor
1 page special feature on company's article/bio in conference programme booklet	✓	✓	—	—
Logo on digital backdrop before conference opening/closing session	✓	✓	—	—
Company's logo on final conference logistics email sent to all participants	✓	✓	—	—
Expo Session - 1 session on 24 and 26 March (Worth SGD1500 to SGD1350)	✓ (30 mins)	✓ (30 mins)	(Available as add-on) For session on 26 March 2019	—
Company's logo on conference website	✓	✓	✓	—
Company's logo in conference programme booklet	✓	✓	✓	—
Company's name in conference programme booklet	✓	✓	✓	✓
Advertisement in conference programme booklet (Worth SGD2200)	Full page	Full page	Half page	(Available as add-on)
Company's profile, URL and booth locator in conference app	✓	✓	✓	✓

ADDITIONAL OPPORTUNITIES

Exhibitor/sponsor/ Conference Dinner Pass

- Exhibitors are limited to purchasing 1 additional pass at SGD 950 (without access to gala dinner, keynote and breakout session)
- Silver sponsors are limited to purchasing 1 additional pass at SGD 1100 (with access to keynote but NO access to gala dinner and breakout session)
- Gold sponsors are limited to purchasing 1 additional Sponsor pass at SGD 1450 (with access to keynote and breakout session but NO conference dinner pass)
- Conference Dinner pass at SGD 250 each
- All exhibitors and sponsors are limited to purchasing 1 conference dinner pass

Expo Sessions

Available to silver sponsors only:

The session will be held on 26 March 2019, Tuesday. Each session will be 30 minutes. The session provides sponsors with an opportunity to share the company's products/services. As there are limited slots, sessions will be offered on a first-come, first served basis.

One session is priced at SGD 1350.

Advertisement on Conference Booklet

Non-sponsors are welcomed to advertise.

Open to any interested schools/companies/universities/organizations.

Full page color at SGD2200 (advertisement, bio or article)







CONFERENCE APP OPTIONS

Promoting your brand and increase visibility through the IB Conference App:

The app has an adoption rate of 90% at our past conferences. Tap on the opportunities below to promote & engage with participants across the 3-day conference.

Entire package available at SGD1600 or add on individual items at the following cost (limited slot per item; first come first serve basis):

	Push notifications – 1 message will be sent directly to participant's mobile devices on either one of the conference days.	300sgd
	Sponsored challenge – Get featured in an in-app game that involves photo-sharing scavenger hunt for participants. Prizes will be awarded by the IB to the winner.	400sgd
	Session sponsorship – Session sponsor will have their logo placed at the top of a breakout session page; logo will be placed on all breakout sessions page based on the session strand selected by the sponsor	500sgd
	Logo-on-banner – App sponsors will have their logos placed on a rotating banner that appears at the top of the home screen.	600sgd

Global Sponsors Packages

The global sponsor package provides an opportunity for your company to exhibit at the IB Global Conference in the Asia Pacific, AEM and America region at an attractive rate. For more detailed information on the global sponsorship package, please contact leonor.chiarella@ibo.org.

Customized Sponsorship Packages

If you would like to negotiate a sponsorship package to meet your specific interests or requirements, or you are interested in one of the above sponsorship categories, but you would like to tailor the package to better suit with your needs, please contact the IB Conference Committee at ibap.arc@ibo.org to discuss your requirements.

Expression of Interest

If you are interested in any of the Sponsorship and Exhibitor Packages/Opportunities, please submit an expression of interest form at <https://www.surveymonkey.com/r/IBHK2019exhibition>. The IB Conference Committee will get in touch with you to provide further guidance on registration.

Important dates

Sponsorship booking deadline: 12 October 2018 (or earlier if packages are sold out)

Advertising booking deadline: 12 October 2018

Final artwork (including text and graphics) submission deadline: 31 October 2018

Note: Booking will only be confirmed upon receipt of proof of payment. We advise all exhibitors and sponsors to make payment by the deadline stated in the invoice. Booking will be released automatically if your proof of payment has not been provided by the stipulated deadline.

