ICDE WORLD CONFERENCE
ON ONLINE LEARNING 2019
Convention Centre Dublin (CCD)

SPONSORSHIP & EXHIBITION PROSPECTUS
The Conference takes place in Dublin, on 3rd - 7th November 2019.

The host will be the National Institute for Digital Learning (NIDL) at Dublin City University (DCU) and the event will take place at the world-class Dublin Convention Centre (CCD) located right in the heart of Ireland’s technology industry hub.

The conference will focus on how online, open, and flexible learning is being used to respond to future needs with a strong transformative agenda. The conference will aim to promote the re-imagination of education for better futures and the goal of sustainable development towards the provision of quality education for all. The conference is anchored in the overarching theme of Transforming Lives and Societies.

We would be delighted if you could take the time to review the opportunities within this prospectus. Should you/your organisation be interested in any of the varied options available, would like to discuss anything further, or require additional information about the packages on offer, please contact: emily@happeningconferences.com of Happening Conferences and Events, the Professional Conference Organiser (PCO) responsible for managing this event.
The International Council for Open and Distance Education (ICDE) is the leading global membership organisation for online, open and flexible education and draws its membership from institutions, educational authorities, commercial actors, and many more. It also:

- Enables change to technology enhanced quality education across the globe.
- Advocates for access, equity and quality learning through online, open and flexible learning.
- Is a dynamic platform for cooperation on innovation and development, featuring key regional actors and leading experts.
- Gives access to thousands of higher education institutions, networks and systems.
- Is a key partner for UNESCO.

THE BENEFITS THAT YOU WILL GAIN AS A SPONSOR

- Significant marketing advantages
- Direct access to an audience from private and public sectors including key decision makers and influencers
- Use of this event as a platform to grow your company / brand
- Showcasing of your services and / or product/s
- Enhancing your company profile to an international audience
- Increased business potential and development of new contacts and leads to generate sales and referrals
- Enhancing of your visibility and image – differentiating your company from competitors
- Development of closer and better relationships with customers, both existing and potential
WHO WILL BE ATTENDING THE WORLD CONFERENCE ON ONLINE LEARNING?

- Teachers and Students
- Faculty and Instructors
- Instructional designers
- Course developers
- Facility development professionals
- Student support professionals
- Student leaders
- Doctoral students
- Academic decision makers
- Start-ups and AdTech providers
- Association board members, executives and staff
- Technology developers and providers
- Academic researchers
- Institutional leaders and academic decision-makers
- Quality assurance experts
- Consultants
- Industry leaders
- Policy makers
- Government officials
- Funders
- Media professionals
- Leaders of quality assurance agencies and accreditation bodies
- Members of the boards of governors of higher education institutions
<table>
<thead>
<tr>
<th><strong>SPONSORSHIP PACKAGE OPPORTUNITIES</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Platinum</strong> (1 available)</td>
</tr>
<tr>
<td><strong>Company Presentation</strong> (TIMINGS TO BE DISCUSSED)</td>
</tr>
<tr>
<td><strong>Oral Acknowledgement as a sponsor</strong></td>
</tr>
<tr>
<td><strong>Branding on conference website and app</strong></td>
</tr>
<tr>
<td><strong>Company logo on the conference Lanyard</strong></td>
</tr>
<tr>
<td><strong>Private Meeting Room During the Conference</strong></td>
</tr>
<tr>
<td><strong>Exhibition Booth (with power)</strong></td>
</tr>
<tr>
<td><strong>Complimentary Registration</strong></td>
</tr>
<tr>
<td><strong>Complimentary Exhibitor Passes</strong></td>
</tr>
<tr>
<td><strong>Advert in printed conference brochure (provided by sponsor)</strong></td>
</tr>
<tr>
<td><strong>Company Profile in printed conference brochure</strong></td>
</tr>
<tr>
<td><strong>Insert in the Delegate Pack</strong></td>
</tr>
<tr>
<td><strong>Coverage in Promotional Campaign</strong></td>
</tr>
</tbody>
</table>
### Platinum Sponsor Benefits

€50,000 (only 1 position is available at this level)

- Event Delegate Portfolio Pad? AS BUDGET ITEM
- Sponsor of the Half Day Conference Workshops at Dublin City University?
- Sponsor of One Conference Educational Track?
- Conference plenary speaker sponsor (to be agreed)
- Branded Conference Lanyard
- **One company presentation? (timings to be discussed)**
- Oral acknowledgement as a sponsor at the conference
- 6 X full complimentary registrations to include attendance at sessions, day time catering and social tickets included in the main delegate registration
- **One, 3m x 4m booth (premium location)**?
  - 3 x complimentary exhibitor passes to include refreshment breaks on all days of the conference (Extra exhibitor passes can be booked at a rate of €125.00 per pass)
- One, private meeting room in the CCD for the duration of the Conference
- Coverage in promotional campaign
- A full-page advertisement in the printed conference brochure (must be provided by the sponsor as a pdf no later than 4th October 2019)
- 200-word company profile in the printed conference brochure
- A4 insert into the delegate pack (to be provided by sponsor)
- Company logo with link to your company website from the official conference website
- Inclusion in the conference app

### Post Event

- Access to the WCOL 2019 attendee database whereby permission has been granted by the delegates
- Circulation of company branded email to all attendees with company message

### Gold Sponsor Benefits

€30,000 (Only 2 positions available at this level)

- Co-Sponsor of Conference Educational Tracks?
- Oral acknowledgement as a sponsor at the conference
- **4 X full complimentary registrations to include attendance at sessions, day time catering and social tickets included in the main delegate registration???
• One, 3m x 3m booth
  • 2 x complimentary exhibitor passes to include refreshment breaks on all days of the conference (Extra exhibitor passes can be booked at a rate of €125.00 per pass)
  • Coverage in promotional campaign
  • A half-page advertisement in the printed conference brochure (must be provided by the sponsor as a pdf no later than 4th October 2019)
  • 200-word company profile in the printed conference brochure
  • A4 insert into the delegate pack (to be provided by sponsor)
  • Company logo with link to your company website from the official conference website
  • Inclusion in the conference app

Post Event
• Access to the WCOL 2019 attendee database whereby permission has been granted by the delegates
• Circulation of company branded email to all attendees with company message

Silver Sponsor Benefits
€25,000 (Only 3 positions available at this level)

• Oral acknowledgement as a sponsor at the conference
• 2 X full complimentary registrations to include attendance at sessions, day time catering and social tickets included in the main delegate registration
  • One, 3m x 2m booth (premium location)
  • 1 x complimentary exhibitor passes to include refreshment breaks on all days of the conference (Extra exhibitor passes can be booked at a rate of €125.00 per pass)
  • Coverage in promotional campaign
  • A quarter-page advertisement in the printed conference brochure (must be provided by the sponsor as a pdf no later than 4th October 2019)
  • 100-word company profile in the printed conference brochure
  • A4 insert into the delegate pack (to be provided by sponsor)
  • Company logo with link to your company website from the official conference website
  • Inclusion in the conference app

Post Event
• Access to the WCOL 2019 attendee database whereby permission has been granted by the delegates
• Circulation of company branded email to all attendees with company message
Please note that all costs are subject to +23% VAT

Individual Opportunities Available

<table>
<thead>
<tr>
<th>COST</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Reception (Monday 4th November, CCD)</td>
<td>€?</td>
</tr>
<tr>
<td>Conference Lunch (per day)</td>
<td>€?</td>
</tr>
<tr>
<td>Conference Tea / Coffee break (per day)</td>
<td>€?</td>
</tr>
<tr>
<td>Conference Dinner (Wednesday 6th November)</td>
<td>€poss Platinum sponsor item?</td>
</tr>
<tr>
<td>Speaker Sponsorship</td>
<td>€ at cost</td>
</tr>
<tr>
<td>Conference Bag / Folder</td>
<td>€?</td>
</tr>
<tr>
<td>Insert into the Delegate Pack</td>
<td>€?</td>
</tr>
</tbody>
</table>

ADDITIONAL SPONSORSHIP OPPORTUNITIES

---

Welcome Reception Sponsorship  €??

The opening reception of the World Conference on Online Learning is an important networking event bringing together the leaders of the field, delegates and sponsors.

Benefits:

- Sponsorship of the Welcome Reception (on-site)
- Pre-branding on conference promotional material
- On-site branding
- Inclusion in Conference printed Brochure
- Inclusion in the Conference App

---

Conference Lunch Sponsorship  €??? per lunch per day

Sponsorship of a lunch session:

Benefits:

- Sponsorship of a lunch (on-site)
- Pre-branding on conference promotional material
- On-site branding
<table>
<thead>
<tr>
<th>Sponsorship Type</th>
<th>Costs</th>
<th>Benefits</th>
</tr>
</thead>
</table>
| **Tea / Coffee Break Sponsorship** | €?? per break per day | • Sponsorship of a coffee break (on-site)  
• Pre-branding on conference promotional material  
• On-site branding  
• Inclusion in Conference printed Brochure  
• Inclusion in the Conference App |
| **Speaker Sponsorship**          | € at cost       | • Pre-branding on conference promotional material  
• Inclusion of sponsor logo in Conference printed Brochure  
• Inclusion in the Conference App |
| **Delegate Bag / Folder Sponsorship** | €              | • Prominent Logo Branding on Conference Bag / Folder |
| **Insert into the Delegate Pack** | €?? per insert  | (to be provided by the sponsor) |
Please note that all costs are subject to +23% VAT

ADVERTISE AND
EXHIBITOR OPPORTUNITIES

ENHANCE YOUR IMPACT AND SUCCESS BY BOOKING AN ADVERTISEMENT IN OUR OFFICIAL ICDE WORLD CONFERENCE ON ONLINE LEARNING CONFERENCE BROCHURE:

<table>
<thead>
<tr>
<th>ADVERTISEMENT RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Sizes &amp; Rates</strong></td>
</tr>
<tr>
<td>Full Page Advert- €1,500.00</td>
</tr>
<tr>
<td>Half Page (½) Advert - €1,000.00</td>
</tr>
<tr>
<td>Quarter Page (¼) Advert – €700.00</td>
</tr>
</tbody>
</table>

All adverts must be provided as a pdf no later than 4th October 2019

ENHANCE YOUR IMPACT AND SUCCESS BY BOOKING AN EXHIBITION BOOTH AT THE CONFERENCE:

<table>
<thead>
<tr>
<th>EXHIBITION RATES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>3m x 4m Booth</strong></td>
</tr>
<tr>
<td><strong>3m x 3m Booth</strong></td>
</tr>
<tr>
<td><strong>3m x 2m Booth</strong></td>
</tr>
</tbody>
</table>

€  
€  
€  

Please note that all costs are subject to +23% VAT

Photo of Exhibition Booth

If you wish to advertise or exhibit at the World Conference on Online Learning 2019, please contact: emily@happeningconferences.com or telephone +3531 531 4118

For further information please visit the conference website – www.WCOL2019.ie