

# SPONSORSHIP AND EXHIBITION PROSPECTUS



World Conference  
on Online Learning  
DUBLIN *Ireland* 2019

28<sup>th</sup> ICDE  
World Conference  
on Online Learning

3-7 November 2019  
Convention Centre Dublin, Ireland

[WCOL2019.ie](http://WCOL2019.ie)

 [@wcol2019](https://twitter.com/wcol2019)



INTERNATIONAL  
COUNCIL FOR OPEN AND  
DISTANCE EDUCATION



 NIDL  
National Institute  
for Digital Learning

## Welcome Letter



### **Conference Chair, Professor Mark Brown**

Director, National Institute for Digital Learning

Dear Colleagues and Friends,

We would very much like to welcome you to Dublin, Ireland. Dublin is more than just a great conference location. Combining a solid reputation for education and innovation, with great accessibility, it is no coincidence that Dublin is now the European headquarters of many of the world's leading corporations, including Facebook, LinkedIn and Twitter, and a centre for academic research and innovation.

Ireland's capital needs no introduction and for many visitors to Ireland, Dublin is the number one destination. Dublin traditionally known as the 'city of saints and scholars' has history, charm, sights, museums, galleries, theatres, shops, pubs, restaurants and an abundance of character.

The 28th ICDE World Conference on Online Learning will be taking place at the Convention Centre Dublin (CCD) from 3<sup>rd</sup> – 7<sup>th</sup> November 2019. The CCD is located in the heart of Ireland's vibrant, popular and historic capital city and situated just 15 minutes from Dublin airport.

Online learning has never been more relevant today, over 100 million learners from around the world registered last year to undertake a Massive Open Online Course (MOOC). In the U.S. alone in 2018 more than 6 million learners were completing a degree-level course online.

Increasingly, governments, institutions, and business partners in both developed and developing countries are looking to new models of online learning as an efficient and effective means of meeting rapidly expanding global demand for education. Moreover, online learning also has the potential to cross international borders and bring together many individuals from diverse backgrounds, cultures, languages and experiences.

We have a great event planned for conference delegates and our team in the National Institute for Digital Learning (NIDL) at Dublin City University (DCU) promises a rich and vibrant programme. The conference will attract the world's leading thinkers and educators and we expect to welcome around a thousand delegates from around the globe.

At a time of such rapid change the World Conference provides a great opportunity to help shape the future. I personally look forward to discussing how we can partner with your company or organisation so that together can host an exciting and truly world-class event.

Le dea-ghui

A handwritten signature in blue ink, appearing to read 'Mark Brown'.

Professor Mark Brown



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INTERNATIONAL  
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DISTANCE EDUCATION

## ABOUT THE WORLD CONFERENCE

The World Conference on Online Learning is held every second year and the 2017 conference which was held in Toronto, Canada attracted 1,400 delegates.

The conference will take place in the Convention Centre, Dublin (CCD) on **3<sup>rd</sup> - 7<sup>th</sup> 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: [jayne@happeningconferences.com](mailto:jayne@happeningconferences.com) or [emily@happeningconferences.com](mailto:emily@happeningconferences.com) of Happening Conferences and Events, the Professional Conference Organiser (PCO) responsible for managing this event.

# ABOUT THE ICDE – A GLOBAL NETWORK FOR ONLINE, OPEN AND FLEXIBLE EDUCATION

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.

## CONFERENCE THEMES

### Conference Theme

- Transforming Lives and Societies

### Big Questions

- What is the future of online education?
- How can online education contribute to better futures?
- What is required to harness the potential of online education?
- What are the implications of online learning for educational leaders?
- How should governments and policy-makers respond to online education?

### Sub Themes

- Transformative Online Pedagogies
- Reimagining Online Education for Better Futures
- Expanding Access, Openness, and Flexibility
- Promoting Equity, Diversity and Inclusion
- Innovative Learning Designs for Student Success
- Open Pathways and New Credentials for Lifelong Learning
- New Business and Delivery Models for Changing Times
- Education for Healthy Lives and Communities
- New Skills for Living and Working in New Times
- Global Challenges and Global Solutions
- Significant marketing advantages

## **THE BENEFITS THAT YOU WILL GAIN AS A SPONSOR**

- 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

# SPONSORSHIP PACKAGE OPPORTUNITIES

Please note: All prices listed are exclusive of 23% VAT

	Platinum €50,000 (1 place available)	Gold €30,000 (2 places available)	Silver €20,000 (3 places available)	Bronze €10,000 (10 places available)
Company Presentation (TIMINGS TO BE DISCUSSED)	x	-	-	-
Oral Acknowledgement as a sponsor	x	x	x	x
Branding on conference website and app	x	x	x	x
Company logo on the conference Lanyard	x	-	-	-
Private Meeting Room During the Conference	x	-	-	-
Exhibition Booth (with power)	4m x 3m	3m x 3m	3m x 3m	3m x 2m
Complimentary Registration	6 x Registrations	4 x Registrations	2 x Registrations	2 x Registrations
Complimentary Exhibitor Passes	3 x Passes	2 x Passes	2 x Passes	1 x Pass
Advert in printed conference brochure (provided by sponsor)	Full Page	Half Page	Quarter Page	-
Company Profile in printed conference brochure	200 words	200 words	100 words	50 words
Insert in the Delegate Pack (provided by sponsor)	x	x	x	-
Coverage in Promotional Campaign	x	x	x	x

## Platinum Sponsor Benefits

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

- Event Delegate Portfolio Pad
- Conference plenary speaker sponsor
- 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, 4m x 3m booth (premium location) (Name card with exhibitor name included)
- 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 4<sup>th</sup> 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)

- 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 (premium location) (Name card with exhibitor name included)
- 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 4<sup>th</sup> 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

€20,000 (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 3m booth (premium location) (Name card with exhibitor name included)
- 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 quarter-page advertisement in the printed conference brochure (must be provided by the sponsor as a pdf no later than 4<sup>th</sup> 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



### **Bronze**

€10,000 (Only 10 positions available at this level)

- 1 X full complimentary registration to include attendance at sessions
- One, 3m x 2m booth (Name card with exhibitor name included)
- 1 x complimentary exhibitor pass 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
- 50-word company profile in the printed conference brochure
- 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

### **Green Sponsorship**

€3,000 (Only 1 package available)

The 2019 WCOL is delighted to offer a new category related to sustainability. This will aid in a greener sustainable conference by removing the paper posters and replacing with digital posters.

- Sponsorship of the new digital poster board displays at WCOL
- 1 X full complimentary registrations to include attendance at sessions
- Coverage in promotional campaign
- 100-word company profile in the printed conference brochure
- 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

### **Individual Opportunities Available at a Glance**

<b>Welcome Reception (Monday 4<sup>rd</sup> November, CCD)</b>	<b>€28,000</b>
<b>Conference Lunch (per day)</b>	<b>€12,000</b>
<b>Conference Tea / Coffee break (per day)</b>	<b>€8,000</b>
<b>Conference Dinner (Wednesday 6<sup>th</sup> November)</b>	<b>€40,000</b>
<b>Speaker Sponsorship</b>	<b>€ at cost</b>
<b>Conference Bag</b>	<b>€4,000</b>
<b>Delegate Bag Flyer Insert</b>	<b>€750</b>

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

# ADDITIONAL SPONSORSHIP OPPORTUNITIES

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## Welcome Reception Sponsorship

€28,000

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

€12,000 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
- Inclusion in Conference printed Brochure
- Inclusion in the Conference App

## Tea / Coffee Break Sponsorship

€8,000 per break per day

Sponsorship of a tea/coffee break:

Benefits:

- 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

**Conference Dinner Sponsorship (Wednesday 6<sup>th</sup> November)**

**€40,000**

The conference dinner 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 Conference Dinner(on-site)
- Pre-branding on conference promotional material
- On-site branding
- Inclusion in Conference printed Brochure
- Inclusion in the Conference App

**Delegate Bag Sponsorship**

**€4,000**

Sponsorship of the conference delegate bag:

Benefits:

- Prominent Logo Branding on Conference Bag

**Delegate Bag Flyer Insert**

**€750**

One (1) x A4/A5 Insert into the Conference Delegate Bag (flyer to be provided by sponsor)

# ADVERTISEMENT AND EXHIBITOR OPPORTUNITIES

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

## ADVERTISEMENT RATES

### Sizes & Rates

Full Page Advert- €1,500.00

Half Page (½) Advert - €1,000.00

Quarter Page (¼) Advert – €700.00

All adverts must be provided as a pdf no later than 4<sup>th</sup> October 2019

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

## EXHIBITION RATES

### 6ft Table

€2,500

### Benefits:

- Pre-branding on conference promotional material
- Inclusion of logo in Conference Brochure
- Inclusion in the Conference App
- 1x delegate pass to exhibition only

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

If you wish to book a sponsorship package, exhibit or advertise at the World Conference on Online Learning 2019, please contact: [jayne@happeningconferences.com](mailto:jayne@happeningconferences.com) or telephone +3531 531 4118

For further information please visit the conference website – [www.WCOL2019.ie](http://www.WCOL2019.ie)