



# IB GLOBAL CONFERENCE 2018

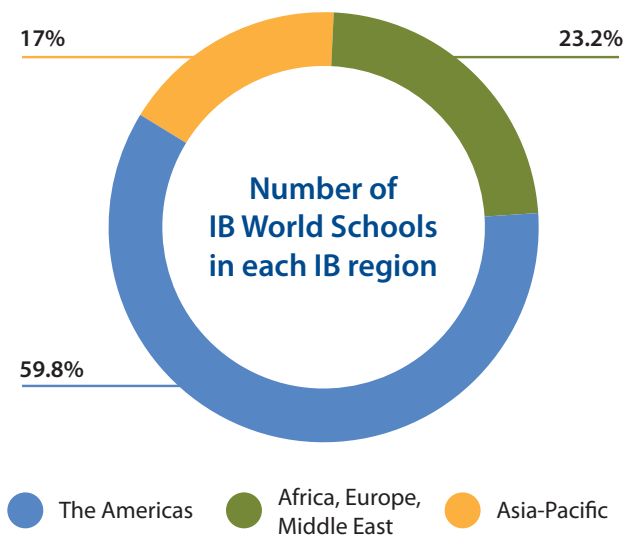
26–29 July • San Diego CA, USA



## In 2018, the International Baccalaureate (IB) celebrates its 50<sup>th</sup> Anniversary!

Pioneering a movement of international education in 1968, the non-profit foundation now offers four high quality and challenging educational programmes for students aged 3 to 19. Through a unique curriculum with high academic standards, we champion critical thinking and a flexibility for learning by crossing disciplinary, cultural and national boundaries. The IB currently engages with more than 1.4 million students in over 4,775 schools across 153 countries.

To find out more, please visit [50years.ibo.org](http://50years.ibo.org).



# Each year the IB Global Conference in the Americas region hosts the largest annual gathering of IB educators in the world.

The 2018 conference will be no exception. The conference will be held in California, one of our fastest growing states with regards to IB programmes. It is a great opportunity to engage with Spanish-speaking populations, and to make connections with the tech corridor. We expect to welcome over 1,500 attendees from not only the Americas region, but from around the world.

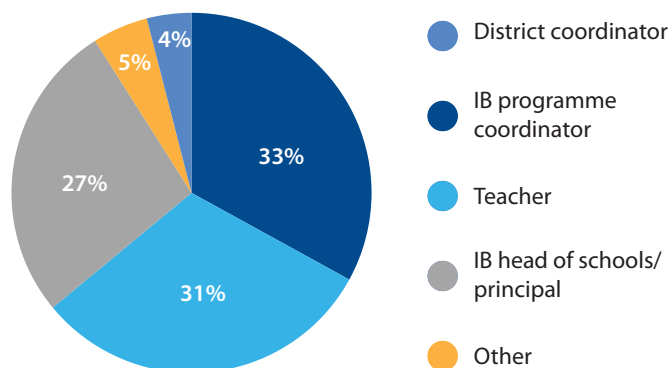
We also look forward to celebrating the 50th Anniversary of the IB. Join us at the [Hilton San Diego Bayfront Hotel](#), as we celebrate and reflect on how the IB community has grown, and how the IB shapes the future of international education around the world.

IB Global Conference (IB Global Conference of the Americas) attendees represent practitioners, administrators and state level representatives.

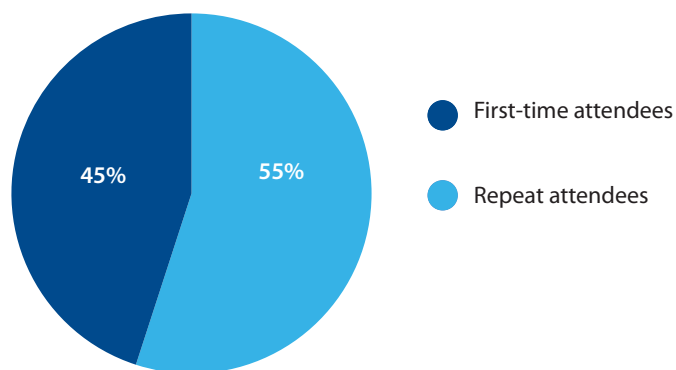
As a conference exhibitor or sponsor, you will have the opportunity to promote your mission, engage with the IB community, and build name recognition for your organization. Each year, 45% of the conference participants are attending an IB Global Conference for the first time, so you will have the chance to expand your organization's brand and presence.

To the right you will find a detailed chart with the different levels of sponsorship and exhibiting opportunities at the IB Global Conference, San Diego 2018.

### Attendees at the IB Global Conference in the Americas



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**For additional information regarding exhibiting schedule and registration please visit: [ibo.org/global-conference-san-diego/become-a-sponsor-or-exhibitor/](http://ibo.org/global-conference-san-diego/become-a-sponsor-or-exhibitor/)**



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Global level sponsorship covers the three IB Global Conferences in each region and the IB Heads Conference (which takes place every two years). The remaining sponsorship levels (Platinum to Exhibitor) apply only to the conference in San Diego.

Benefits/Levels	Global \$55k	Platinum \$18k	Gold \$12k	Silver \$6k	Exhibitor \$2200
Registrations	6	3	2	1	1
Advert	1	1	1	\$1250	\$1250
Exhibit table(s)	2	1	1	1	1
Choice of placement in exhibit hall	✓	✓	✓	✓	-
Feature to drive attendees to table	-	✓	✓	✓	\$400
Expo sessions*	2	1	-	-	-
IB MeetUps	✓	-	-	-	-
Choice of one major conference collateral	✓	-	-	-	-
Conference venue branding	✓	✓	-	-	-
Conference signage	✓	✓	✓	✓	-
Company description, logo and website on conference app	✓	✓	✓	✓	-
Company website on conference app	-	-	-	-	✓
Logo on IB website	✓	✓	-	-	-
Acknowledgment in the conference program	✓	✓	✓	✓	✓
Mention on general sessions walk in/walk out through hashtag	✓	✓	✓	✓	-
Companion passes for two evening events	6	3	2	1	-

\*It is not mandatory to have two expo sessions. Expo sessions will be scheduled outside of conference hours.

For information, please contact Leonor Chiarello at [leonor.chiarella@ibo.org](mailto:leonor.chiarella@ibo.org)

## Exhibitor hall schedule

### Wednesday 25 July

3pm–5pm  
Exhibitor set-up

### Thursday 26 July

8am–11am  
Exhibitor set-up

12pm–1pm  
Pre-conference lunch and exhibition

12pm–3.30pm  
Exhibitor hall open

7pm–9.30pm  
Opening reception and exhibition

### Friday 27 July

10.30am–12.30pm  
Exhibit hall open

1.30pm–5pm

Exhibit hall open

### Saturday 28 July

10.30am–12.30pm  
Exhibit hall open

1.30pm–5pm  
Exhibit hall open

5pm–7pm  
Exhibitor break down  
(early tear down is not permitted)

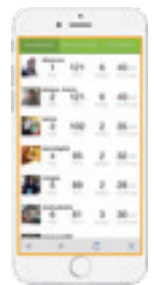




## Gamification – “Click!” – USD\$400 – Exhibitors only

Interactive in-app game that sets up attendees for discovery through a photo-sharing scavenger hunt. Drive traffic to the booth by requiring that attendees take a photo at your booth to compete for prizes.

Sponsor a prize: Gain more exposure in the wildly popular in-app game by donating a prize to be awarded to the game winners. Organizations who donate a prize will be mentioned in the app next to the gift.



### Deadlines:

**Logos for conference venue branding** (Global, Platinum, Gold and Silver)

- **1 March 2018:** High-resolution (EPS) logo for conference signage

**Gamification/app branding** (Platinum, Gold, Silver, and Exhibitor)

- **1 April 2018:** High-resolution (EPS) logo

**Ad for conference program** (Global Platinum, Gold, and if purchased Silver and Exhibitor)

- **30 April 2018:** Full page ad

**To register as a sponsor or exhibitor** (except Global sponsors)

- **15 June 2018:** Last day to register for the conference as an exhibitor or sponsor



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