



International Baccalaureate®  
Baccalauréat International  
Bachillerato Internacional

# SPONSORSHIP & EXHIBITOR PROSPECTUS

IB GLOBAL  
CONFERENCE  
2020, BANGKOK

# Introduction

Join us at the **IB Global Conference, Bangkok!** 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, Bangkok 2020 to be held from **17 to 19 March** will take place at **Centara Grand & Bangkok Convention Centre at CentralWorld**.

Please visit the official [Tourism Authority of Thailand](#) website to find out more about the city.

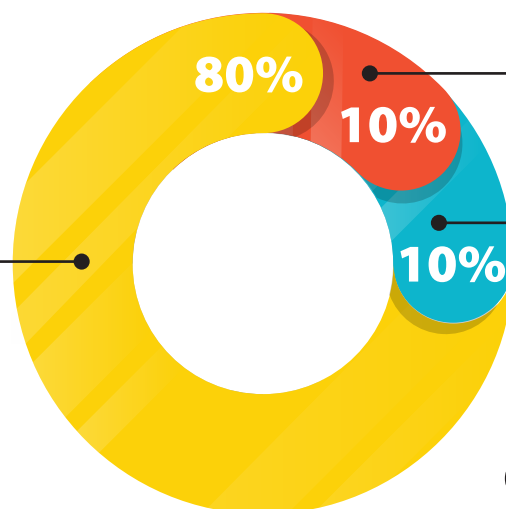
Centara Grand & Bangkok Convention Centre at CentralWorld is in the very heart of Bangkok's shopping and business district, with easy access by road and via the BTS Skytrain. This five-star hotel, the flagship of Centara Hotels & Resorts, is therefore ideal for those shopping, sightseeing, or on business.

At 55 storeys the hotel offers spectacular views from its guestrooms and restaurant and provides a satisfying blend of city living with resort-style facilities. Please visit the [Centara Grand & Bangkok Convention Centre at CentralWorld](#) website for more information.



Reach over 1500 leaders and  
key decision makers in education

## School Leaders & Teachers



## University Delegates

## Others

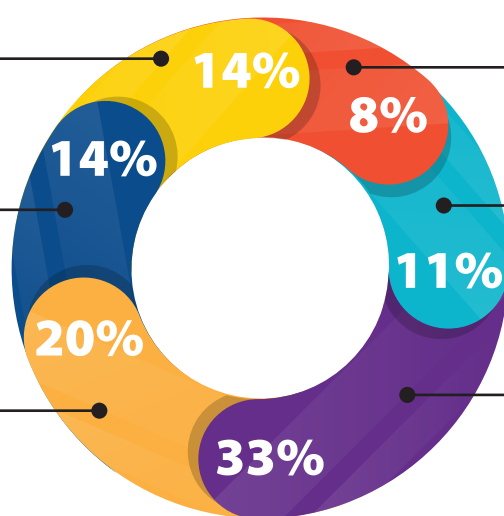
*(school board member, Gouvernement  
officials, educationist etc.)*

Delegates across Asia Pacific  
and the rest of the world

## South East Asia

## India

## Australia



## Others

*(Japan, New Zealand,  
UAE, U.K, U.S, etc)*

## Hong Kong

## China



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# About the International Baccalaureate

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 July 2019, there have been **6,745 programmes offered worldwide, across 5,139 schools**. In Asia Pacific, there are over 950 schools offering more than 1,409 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 17th to 19th 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 1500 leaders and key decisions makers** from over 900 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, Bangkok 2020** at Centara Grand & Bangkok Convention Centre at CentralWorld.

## 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, Bangkok 2020. 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:



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# IB Global Conference Sponsorship and Exhibitor Packages

	Global	Platinum	Gold	Silver	Exhibitor	Start-ups*
Cost for <b>NEW</b> Sponsors	<p>For more information on Global Sponsorship, please contact <a href="mailto:tnia.crutchfield@ibo.org">tnia.crutchfield@ibo.org</a></p>	SGD 18,000.00	SGD 12,000.00	SGD 9,800.00	SGD 6,800.00	SGD 2,000.00
Cost for <b>RETURNING</b> Sponsors		10% discount				N/A
Area of workspace includes: i) table ii) chairs iii) 1 electrical power outlet iv) Wifi connection		2 tables 4 chairs	1 table 2 chairs	1 table 2 chairs	1 table 2 chairs	1 table 1 chair
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 <i>*Note: Only delegates holding exhibitor/sponsor pass are allowed to stay at the booth.</i>		4	2	2	2	1
Conference Dinner Pass on Day 2		4	2	2	2	—

	<b>Global</b>	<b>Platinum</b>	<b>Gold</b>	<b>Silver</b>	<b>Exhibitor</b>	<b>Start-ups*</b>
Complimentary access pass to keynote sessions	<p>For more information on Global Sponsorship, please contact <a href="mailto:tnia.crutchfield@ibo.org">tnia.crutchfield@ibo.org</a></p>	4	2	2	—	—
Complimentary access pass to breakout sessions		4	2	—	—	—
Company has the opportunity to provide one branded collateral to be inserted in conference tote bag (Subject to IB's approval)		—	—	—	—	—
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 will be included in final conference logistic email that will be sent to all participants		✓	—	—	—	—
One 30 minutes expo sessions • On 19 March (30 minutes)		✓	—	—	—	—
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 \$2,200)		Full page	Half page	—	—	—
Company's profile, URL and booth locator in conference app		✓	✓	✓	✓	✓

\*Companies would need to meet the following criteria in order to be considered for the start-up package:

- Company has not attended any of the IB Global Conferences either in Asia Pacific, Americas or Africa, Europe, Middle East
- Company is newly established (not more than 2 years – to be supported by company registration documents)
- Company should be from these respective industries: publishing, educational trips, online learning platform, educational software, school management software, educational consultancy, school's facilities/services, teaching & learning resources, HR management

Selection of 'Start-ups' are based on the suitability of the exhibiting company's product and if they are able to meet the needs of the participants.

# Additional Opportunities

## **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 SGD 1,600 or add on individual items at the following cost (limited slot per item; first come first serve basis):

<b>App options</b>	<b>Pricing per slot (SGD)</b>
Push notifications – 1 message will be sent directly to participant's mobile devices on either one of the conference days.	\$300
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.	\$400
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	\$500
Logo-on-banner – App sponsors will have their logos placed on a rotating banner that appears at the top of the home screen.	\$600





# Additional Opportunities

## 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

[tnia.crutchfield@ibo.org](mailto:tnia.crutchfield@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](mailto: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 via this [link](#). The IB Conference Committee will get in touch with you to provide further guidance on registration.

## Important dates

Expression of interest deadline: 4 September 2019 (first come, first served basis)

Sponsorship booking deadline: 18 October 2019 (or earlier if packages are sold out)

Final artwork (including text and graphics) submission deadline: 31 October 2019

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.

