

**IB GLOBAL
CONFERENCE 2020**
23–26 July • Toronto, Canada

#IBTO2020



International Baccalaureate®
Baccalauréat International
Bachillerato Internacional



Sponsorship and exhibitor opportunities

About the International Baccalaureate

The mission of the International Baccalaureate® (IB) is to create a better world through education. Founded in 1968, the IB is a non-profit foundation offering four highly respected programmes of international education that develop the intellectual, personal, emotional and social skills required to live, learn and work in a rapidly globalizing world. They can be offered individually or as a continuum. As of July 2019, there are **6,745 programmes** offered worldwide, across **5,139 schools**. In the Americas, there are 2,975 schools offering 3,551 IB programmes.

To learn more about the IB, please visit www.ibo.org



IB Global Conference

Each year the IB Global Conference in the Americas region hosts the largest annual gathering of IB educators in the world. The 2020 conference in Toronto, Canada will be no exception!

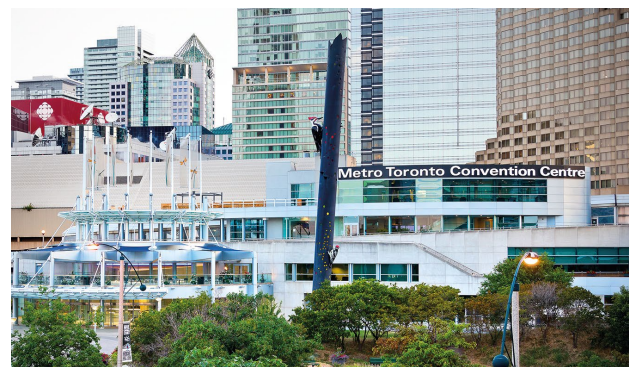
We will welcome over 1,700 attendees from the Americas region and around the world. Join us at the Metro Toronto Convention Centre from **23–26 July 2020** as we celebrate and reflect on how the IB will shape the future of international education.

Venue

The Metro Toronto Convention Centre (MTCC)

World class venue recognized as one of North America's leading convention centres. Located at the heart of a dynamic and cosmopolitan city. Toronto's airports serve over 192 destinations with 50 airlines and over 1,000 daily flights.

Address: 255 Front Street W, Toronto,
ON M5V2 2W6, Canada, www.mtccc.com





Why become a sponsor or exhibitor?

The IB Global Conference represents the largest annual gathering of the IB community in the region. We expect over 1,700 attendees from over 30 countries.

This three day conference provides an opportunity for educational leaders, decision makers and practitioners from schools, universities and governments to come together and share best practices about the ways students are being educated. Becoming an exhibitor or sponsor at the IB Global Conference means a chance to engage with over 1,700 participants and key decision makers from over 900 state and international schools, universities and governments in the Americas and across the world.

Our sponsorship and exhibitor packages provide the flexibility to showcase your services and demonstrate your commitment to the IB community. As a conference exhibitor or sponsor, you will have the opportunity to:

- ✓ **maximize the visibility of your brand**
- ✓ **network with professionals and product/service users**
- ✓ **speak one-on-one with key buyers and decision makers**
- ✓ **build name recognition for your organization**

Countries of 2019 Attendees

Andorra	Czech Republic	Lebanon	Sweden
Argentina	Ecuador	Mexico	Switzerland
Australia	Egypt	Netherlands	United Kingdom
Brazil	El Salvador	New Zealand	United States
Canada	Germany	Panama	Uruguay
Chile	Ghana	Peru	Venezuela
China	India	Singapore	
Colombia	Italy	South Korea	
Costa Rica	Jamaica	Spain	



Attendees at the 2019 IB Global Conference

Attendees by Programme

Primary Years Programme (PYP)	21%
Middle Years Programme (MYP)	22%
Diploma Programme (DP)	37%
Career-related Programme (CP)	2%
More than 1 Programme	18%



Attendees by job title

20%	Heads of school
27%	Programme coordinators
29%	Teachers
7%	District coordinators & staff
17%	Other

Vendors by industry



Sponsorship packages

Sponsorships are available at Global, Platinum, Gold, and Silver levels; each offering benefits which give the flexibility to showcase your services in a way that best fits your needs. For inquiries, contact iba.outreach@ibo.org.

Every year, the IB stages a global conference in each of our three regions – the Americas, Asia-Pacific, and Africa/Europe/Middle East. The Global sponsor package allows you to sponsor all three conferences at an attractive rate. For more detailed information on the global sponsorship package, please contact IB Development and Recognition via email at iba.outreach@ibo.org.



Sponsorship Opportunities and Benefits

Benefits/Levels	GLOBAL USD 45,000 +HST*	PLATINUM USD 18,000 +HST*	GOLD USD 12,000 +HST*	SILVER USD 6,000 +HST*
Registrations	4	3	2	1
Exhibit table (6ft draped table)	2	1	1	1
Advertisement in conference program	1	1	1	\$1,250
Mobile app scavenger hunt	✓	✓	✓	✓
Choice of placement in exhibit hall	✓	✓	✓	✓
Logo displayed at the general session walk-in/walk-out	✓	✓	✓	✓
Conference signage	✓	✓	✓	✓
Company description, logo and website in conference mobile app	✓	✓	✓	✓
Company name, description and logo in conference program	✓	✓	Logo only	Logo only
Logo on IB website	✓	✓	—	—
(1) Sponsored breakout session	✓	✓	—	—
Logo on conference tote bag and notebook	✓	—	—	—

*HST is the mandatory Harmonized Sales Tax. Companies can apply for a refund.

Registration deadlines

For Global sponsors, the deadline for registration is **20 December 2019**

For Platinum, Gold, and Silver sponsors, the deadline for registration is **1 June 2020**

Sponsors who **register after the deadline will not be included in the conference programme.**

If you have questions, please contact IB at iba.outreach@ibo.org.

REGISTER NOW





Exhibitor Opportunities and Benefits

What is included?

- ✓ One (1) complimentary full conference registration (a USD 1,095 value which includes access to all conference sessions, meals, opening reception and closing dinner)
- ✓ A 6-foot table and 2 chairs
- ✓ Inclusion in company mobile app scavenger hunt
- ✓ Listing in “Sponsors and Exhibitors” directory portion of the conference program
- ✓ Company’s name and website in conference mobile app
- ✓ Option to buy a full-page advertisement in conference program

Exhibitors

The cost to exhibit at the IB Global Conference is **USD 2,200** +HST. (HST is the mandatory Harmonized Sales Tax. Companies can apply for a refund.)





Deadline

The deadline for registering as an exhibitor with a guaranteed placement in the conference program is **1 June 2020**.

Exhibit Hall Schedule

Wednesday 22 July 2020	3.00pm–5.00pm (set-up)
Thursday 23 July 2020	8.00am–11.00am (set-up) 12.00pm–1.00pm (for pre-conference participants only) 1.00pm–3.00 pm (open to all attendees) 7.00pm–9.30pm
Friday 24 July 2020	10.30am–5.00pm
Saturday 25 July 2020	9.45am–3.00pm 3.00pm–5.00pm (hall breakdown)

No other event gives you more for your money

See how our peer events compare:	 Table and chairs	 Internet	 Conference meals	 Networking events
IB Global Conference – USD 2,200	✓	✓	✓	✓
ECIS – USD 2,500	✓	✗	✗	✗
NAIS – USD 2,500	✗	✗	✗	✓
NAFSA – USD 6,215	✗	✗	✓	✗

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