Join us in celebrating the IB’s 50th Anniversary at the IB Global Conference, Singapore 2018! 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, Singapore will take place at SUNTEC Singapore. Suntec Singapore is the World’s Leading Meetings & Conference Centre, located at the heart of Asia's most integrated meetings, conventions and exhibitions hub. With great versatility featuring 42,000m² of flexible customisable space, free WiFi, digital signage, an excellent range of culinary choices and a dedicated team of service experts, our award-winning facility can cater to events from 10 to 10,000 persons.
Delegates across Asia Pacific and Rest of the World

- 30% Greater China
- 20% Southeast Asia
- 20% Australasia
- 10% India
- 10% Japan
- 10% Others (New Zealand, Hong Kong, U.S, U.K etc)

Reach over 1000 leaders and key decision makers in education

- 80% Schools Leaders & Teachers
- 10% Universities Delegates
- 10% Others (school board members, government etc)
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 March 2017, there have been 6,068 programmes offered worldwide, across 4,655 schools. In Asia Pacific, there are over 750 schools offering more than 1,100 IB Programmes. For further information on the IB, please visit http://ibo.org/about-the-ib/
The IB Global Conference is the largest annual gathering of the IB community for each region. The 3-day conference from 25th to 27th 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 1000 leaders and key decisions makers from over 750 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 Heads World Conference 2018 together with the IB Global Conference, Singapore 2018 at Suntec Singapore. The IB Heads World Conference is held at a different region every 2 years. The Heads World Conference brings together exceptional school leaders from around the world to connect, learn and share best practices. Take this unique opportunity to introduce your organization to more than 300 key school leaders from around the world.

Maximize your company’s presence and build brand recognition in the field of education by exhibiting or sponsoring at the IB Global Conference, Singapore 2018. For the first time, there will be an opportunity for your organization to sponsor the IB Heads World Conference 2018 taking place concurrently with the IB Global Conference in Singapore. 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:
## IB GLOBAL CONFERENCE AND IB HEADS WORLD CONFERENCE SPONSORSHIP AND EXHIBITOR PACKAGES

<table>
<thead>
<tr>
<th></th>
<th>Global</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>IB Global Conference and IB Heads World Conference 2018 from 25 to 27 March</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>IB Global Conference 2018 from 25 to 27 March</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>No. of Packages</td>
<td>6</td>
<td>2</td>
<td>6</td>
<td>22</td>
<td>10</td>
</tr>
<tr>
<td>Cost for <strong>NEW</strong> Sponsors (in <strong>Singapore Dollar</strong>)</td>
<td>As per agreement</td>
<td>SGD27,350.00</td>
<td>SGD19,300.00</td>
<td>SGD9,300.00</td>
<td>SGD3,800.00</td>
</tr>
<tr>
<td>Cost for <strong>Returning</strong> Sponsors (in <strong>Singapore Dollar</strong>)</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td><strong>20% discount on cost</strong></td>
</tr>
<tr>
<td>Privileged exhibition location (optimized visibility and networking opportunities)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Area of workspace includes:</td>
<td>3 tables 4 chairs (2 table at concourse and 1 table at foyer)</td>
<td>3 tables 4 chairs (2 table at concourse and 1 table at foyer)</td>
<td>3 tables 4 chairs (2 table at concourse and 1 table at foyer)</td>
<td>1 table 2 chairs</td>
<td>1 table 2 chairs</td>
</tr>
<tr>
<td>Complimentary Exhibitor/Sponsor Pass</td>
<td>As per agreement</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td><strong>SOLD OUT!</strong></td>
</tr>
<tr>
<td>i) Lunch on Conference Day 1, 2 and 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ii) Coffee/tea break on Conference Day 1, 2 &amp; 3</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>iii) Welcome Reception on Day 1</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Note: Only delegates holding exhibitor/sponsor pass are allowed to stay at the booth. Additional pass purchase is available, please refer to the next page for more details.</em></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

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<table>
<thead>
<tr>
<th>Package includes:</th>
<th>Global</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banners to be placed at one of the Conference's breakout session rooms (Sponsors to provide)</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Brochures and/or Merchandise to be placed in Conference bag (Sponsors to provide)</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Access to Heads’ Conference cocktail on Day 3</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Access to attend Heads’ Conference breakout sessions</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Advertisement on Heads’ Conference programme booklet</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Company’s logo and URL on Heads’ Conference website</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
<tr>
<td>Company’s name, logo and description in Heads’ Conference programme booklet</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
</tr>
</tbody>
</table>

*Continue next page for IB Global Conference 2018 sponsorship and exhibition features......*
<table>
<thead>
<tr>
<th>Package includes:</th>
<th>Global</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Exhibitor</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary access pass to keynote sessions</td>
<td>As per agreement</td>
<td>3</td>
<td>3</td>
<td>2</td>
<td></td>
</tr>
<tr>
<td>Complimentary access pass to breakout sessions</td>
<td>As per agreement</td>
<td>3</td>
<td>3</td>
<td></td>
<td>(Available as add-on)</td>
</tr>
<tr>
<td>Conference Dinner Pass on Day 2</td>
<td>As per agreement</td>
<td>3</td>
<td>3</td>
<td>(Available as add-on)</td>
<td></td>
</tr>
<tr>
<td>Brochures and/or Merchandise to be placed in Conference bag (Sponsors to provide)</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1 page special feature on company's article/bio in conference programme booklet</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on digital backdrop at conference opening/closing session</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company's logo on final conference logistics email sent to all participants</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Expo Session - 1 session on 25 and 27 March (Worth $1350) (30 mins)</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
<td>(Available as add-on)</td>
<td></td>
</tr>
<tr>
<td>Company's logo on conference website</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
<td></td>
<td>(Available as add-on)</td>
</tr>
<tr>
<td>Company's logo in conference programme booklet</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Company's name in conference programme booklet</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
<td></td>
<td>(Available as add-on)</td>
</tr>
<tr>
<td>Advertisement in conference programme booklet (Worth $2200)</td>
<td>Full page</td>
<td>Full page</td>
<td>Full page</td>
<td>Half page</td>
<td>(Available as add-on)</td>
</tr>
<tr>
<td>Company's profile, URL and booth locator in conference app (Worth $700)</td>
<td>✓</td>
<td>✓</td>
<td>✔</td>
<td>(Available as add-on)</td>
<td>(Available as add-on)</td>
</tr>
</tbody>
</table>
ADDITIONAL OPPORTUNITIES

EXHIBITOR/SPONSOR/CONFERENCE DINNER PASS

- Exhibitors are limited to purchasing 1 additional pass at SGD900 (without access to keynote, breakout session and conference dinner)
- Silver Sponsors are limited to purchasing 1 additional pass at SGD1,050 (with access to keynote but NO access to breakout session and conference dinner)
- Platinum and Gold Sponsor are limited to purchasing 1 additional Sponsor pass at SGD1,375 (with access to keynote and breakout session but NO conference dinner pass)
- Conference Dinner pass at SGD200 each:
  - Silver Sponsor are limited to purchasing 3 conference dinner passes
  - Platinum and Gold Sponsor are limited to purchasing 1 conference dinner pass

ADVERTISING OPPORTUNITIES THROUGH CONFERENCE APP

The conference mobile app will be the primary communication platform for updates on breakout session information, conference updates and notifications, communication and social media tool at the IB Global Conference, Singapore 2018. Take this opportunity to increase visibility and reach out to participants over the 3-day Conference through our official mobile app. Please find below for attractive options in maximizing your interaction with participants:

(Note: there are limited spaces available for each option; first come first serve basis)

SPONSORS & EXHIBITORS PROFILE AND BOOTH LOCATOR  SGD700

Available to Exhibitors and Silver/Gold Sponsors

In-app profiles appear for each sponsor with potential for enhanced info, collateral, photos, and video. Be more than just a name.

Map pins help users find sessions, expo halls, sponsor booths, and other landmarks. A sponsor’s name is highlighted along with pins on the map to link to the sponsor’s in-app profile.
PUSH NOTIFICATION

SGD300

Available to Silver/Gold/Platinum/Global Sponsors ONLY

Send a message directly to all attendees' mobile devices. Schedule sending 1 message at a time of your choice (morning, tea break, lunch, or coffee break - first come first serve basis). Limited to 4 sponsors per day.

GAMIFICATION – ‘CLICK’

SGD400

Available to Silver/Gold/Platinum Sponsors ONLY

Interactive in-app game sets up attendees for discovery through a photo-sharing scavenger hunt that drives traffic to the booth. Attendees take a photo after completing a challenge at your booth. Sponsors will be featured over the 3-day conference. Prizes, sponsored by the IB, will be awarded to the top 10 contestants.

LOGO-ON-BANNER

SGD500

Available to Silver/Gold/Platinum/Global Sponsors ONLY

App sponsors have their logos on rotating banners that appear at the top the home screen and serve as a cost-effective way to create brand awareness and visibility. Limited to 8 sponsors.
SESSION SPONSORSHIP SGD200

Available to Silver/Gold/Platinum/Global Sponsors ONLY

Reach your target audience or segment. Sponsor a session and have your logo displayed at the top of a breakout session page. Sponsors will get to rank their preferred session theme (6 theme in total). We will place your banner at a breakout session page that is relevant to the session theme. Visible to all attendees attending the breakout session.

EXPO SESSIONS

Available to Silver Sponsors only:
The session will be held on Tuesday, 27th March. Each session will be 30 minutes. The session provides sponsors with an opportunity to share the company’s products/services. As there are limited slots, sessions will be offered on a first-come, first-served basis.
One session priced at SGD1,350.

SPONSOR FOR MORNING/ AFTERNOON TEA SESSION

Available to all category of participating sponsors/exhibitors:
- Special announcement will be made during the conference to acknowledge the sponsor/exhibitor
- Feature to drive participants to the company’s exhibition booth at afternoon/morning tea session (to be decided by sponsor/exhibitor)

Each afternoon or morning tea session is priced at SGD8,000.

ADVERTISEMENT ON CONFERENCE BOOKLET

i. Directory option open to any interested schools/companies/universities/organizations. Non-exhibitors/sponsors are welcome to advertise:
   - Full page colour at SGD2,200 (advertisement, bio or article)

i. Premium option for Platinum Sponsors only
   - Outside Back Cover - additional cost at SGD2,300
   - Inside Front Cover - additional cost at SGD1,700
   - Inside Back Cover - additional cost at SGD1,300
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 leonor.chiarella@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 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 at https://www.surveymonkey.com/r/GC2018interestform. The IB Conference Committee will get in touch with you to provide further guidance on registration.

IMPORTANT DATES

**Sponsorship booking deadline**: 1 Nov 2017 (or earlier based on availability)

**Advertising booking deadline**: 1 Nov 2017

**Final artwork (including text and graphics) submission deadline**: 17 Nov 2017

*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.
Questions?
About Sponsorship & Exhibition, contact
The IB Conference Committee
ibap.arc@ibo.org

IB Global Centre, Singapore
600 North Beach Road
Parkview Square 21-01
Singapore 188778
Tel : +65 6579 5000
Fax : +65 6579 5003
Email : ibid@ibo.org