



Sponsorship Opportunities

IAU 2017 International Conference and Global Meeting of Associations (GMA)

- *An interesting and timely thematic programme on an **issue of global importance** in higher education*
- *A **unique global networking platform** among the world's higher education leaders*
- *An opportunity to compare and discuss the changing **public private higher education funding landscape***

Target audience and participants

The **IAU 2017 International Conference** will attract some **300 higher education leaders**, decision-makers in university organizations and governments as well as scholars of higher education from **all over the world**.

Focus

The conference will focus on the role, responsibilities, expectations and needs of higher education leaders – rectors, presidents, but also deans and department heads in higher education in this new and shifting landscape when faced with the changing nature of higher education that comes with a more blurred notion of public and private.

Speakers will be drawn from both mostly public and mostly or wholly private higher education institutions.

In addition, IAU will draw on institutions where the shift from predominantly one side of the spectrum (either public or private) to the other has taken place to learn about these transitions and transformations.

Sponsorship benefits

- **Visibility** among an international and global audience of senior higher education leaders;
- **Visibility** among higher education stakeholders at government level and society at large;
- **Collaboration** with IAU - an international organisation of prestige;
- **Recognition** of the contribution made;
- **Cost-effective promotion** in Africa and globally

The **International Association of Universities (IAU)** brings together institutions and organizations from around the world for reflection and action on common concerns in higher education.

IAU is a UNESCO-based, non-governmental, global organisation.

For more information:
www.iau-aiu.net

Three levels of sponsorship

Silver sponsor	Gold sponsor	Platinum sponsor
€ 5.000	€ 10.000	€ 20.000
<ul style="list-style-type: none"> ▸ Your logo and link on the Conference Website ▸ Exhibition table placed near the coffee breaks ▸ Recognition as Silver sponsor in programme book ▸ Possibility of being a unique breakout session sponsor ▸ One Conference fee waiver 	<ul style="list-style-type: none"> ▸ Your logo and link on the Conference Website ▸ Exhibition table placed near the coffee breaks ▸ Possibility of being a unique breakout session sponsor ▸ Possibility to sponsor participation of speakers and delegates ▸ Recognition as Gold sponsor during one of the Conference meals ▸ Recognition as Gold sponsor in programme book ▸ Half page advertisement in the Conference Programme book ▸ Your logo on Plenary Room Sign ▸ Your corporate flyer included in conference bag ▸ Two Conference fee waivers 	<ul style="list-style-type: none"> ▸ Recognition as Platinum sponsor during the opening/closing ceremony ▸ Recognition as Platinum sponsor in programme book ▸ Possibility to speak for 5 to 10 minutes in one of the plenary sessions ▸ Exhibition table placed near the coffee breaks ▸ Full page advertisement in the Conference Programme book ▸ Possibility of being a unique workshop sponsor ▸ Your logo and link on the Conference Website and all signs related to the Conference on site ▸ Your corporate flyer included in conference bag ▸ Three Conference fee waivers

Other options

To be visible at the Conference without being a Sponsor and without benefitting from Sponsorship visibility as described above, it is possible to rent a booth (table + two chairs and a back drop) in the Fair section.

Price for this is a non-negotiable flat fee of 2500 € and includes one fee waiver.

For more information contact:

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Please note that only sponsors whose work and activities are of interest and/or related to higher education will be considered; IAU retains the right of refusal of sponsorship.