



**Groningen
Declaration
Network**
ANNUAL MEETING

Creating the **New World** for
Academic and Professional **Mobility**



UPAEP, Puebla, Mexico
April 24-26, 2019

SPONSORSHIP PROSPECTUS

The Groningen Declaration Network (GDN) was formally established in 2012 to develop best practices and globally accepted standards for the secure, citizen centred consultation of educational data – allowing globally mobile citizens to share their authentic educational data with whomever they want, whenever they want, wherever they want.

Each year, representatives from more than 80 signatories and participants gather at the GDN Annual Meeting to share, learn and lead discussion on developing business and technical platforms to improve the data from learning experiences and the credentials attained via formal and informal learning environments.

In 2019 the GDN Annual Meeting will take place between the **24-26 April** hosted by the University UPAEP in Puebla, Mexico. Reflecting the GDN's swift growth and successful engagement, this event will take place in Mexico for the first time, after events in Groningen (2012), Beijing (2013), Washington DC (2014), Malaga (2015), Cape Town (2016), Melbourne (2017) and Paris (2018). With over 150 participants in 2018, the Annual Meeting is a unique opportunity to engage with a vibrant network of senior executives from around the world.

As an important contributor to the data ecosystem that fosters and supports the portability of academic credentials, we invite you to join us for this exclusive opportunity and position your organisation where the critical conversations begin. Connect and confer with a passionate group of leaders dedicated to collaboratively delivering student data accessibility.

Sponsorship of the 2019 GDN Annual Meeting is now open and will connect your organisation with others who are guiding the global movement to increase respect and recognition of the currency of learning. In a rapidly expanding market, this opportunity offers a chance to strategically align your organisation with the vanguard of cross-border human capital mobility development.

Sponsorship opportunities are available for the 2019 Annual Meeting in the following categories:

Premier Sponsor	Annual Meeting, Dinner	18,000 Euro	SOLD
Gold Sponsor	Keynote Speaker Session	9,000 Euro	Two packages available
Gold Sponsor	Annual Meeting, Lunch	9,000 Euro	Two packages available
Silver Sponsor	Annual Meeting, Reception	7,000 Euro	SOLD

Silver Sponsor	First Timer Event	6,000 Euro	SOLD
Silver Sponsor	Satchel	6,000 Euro	SOLD
Silver Sponsor	Lanyards	6,000 Euro	SOLD
Bronze Sponsor	Annual Meeting Hospitality	4,000 Euro	Four packages available
Bronze Sponsor	Annual Meeting Bursaries	4,000 Euro	Two packages available

All sponsorship packages are listed in Euros and charged in the country where the GDN is registered - The Netherlands.

In addition, the Board of the Groningen Declaration Network would be delighted to discuss tailoring a sponsorship package that meets the needs and interests of your organisation and profile. Your generous sponsorship will be acknowledged and highlighted as described in the packages as outlined in the following pages.

CONTACT DETAILS (on behalf of the GDN Board of Directors):

Mr Herman de Leeuw – ed@groningendeclaration.org
Ms Janie Barnett – barnettj@aacrao.org

ANNUAL MEETING, DINNER

Premier Sponsorship

The Groningen Declaration Dinner is the highlight event of the Annual Meeting. The Dinner is an opportunity for members and guests to engage in important networking, consolidate relationships, share stories of projects, and make new connections. As an international event, this is also an opportunity to showcase local customs and culture.

ANNUAL MEETING – KEYNOTE SPEAKER (two Keynote Speaker packages are available)

Gold Sponsorship

The keynote speakers are one of the key drawcards of any international conference. There will be two Keynote Speaker sponsorship opportunities 2019 (names and organisations to be Determined).

ANNUAL MEETING – LUNCH (two Lunch packages are available)

Gold Sponsorship

The Annual Meeting lunch break has become a traditional time for networking and catching-up with colleagues from around the globe. There will be two Annual Meeting Lunch sponsorship opportunities in 2019.

Date: Thursday 25th April and Friday 26th April

ANNUAL MEETING, RECEPTION

Silver Sponsorship

The Welcome Reception is the official opening of the three-day international annual meeting. This reception will introduce participants to the networking and capacity-building nature of the Annual Meeting and its theme.

Date: 24 April 2019

FIRST TIMER EVENT

Silver sponsorship

The First Timer Event has been a key feature of GDN Annual Meetings. It is an opportunity for those new to the Annual Meeting and/or to the Network to meet with other GDN Participants and Supporters. The First Timer Event is the Orientation Event all new GDN AM attendees are encouraged to attend.

Date: TBC

ANNUAL MEETING – SACHELS

Silver sponsorship

The Satchels provide delegates with an easy way of transporting and collecting promotional literature, PowerPoints and handouts throughout the conference and are a key visual in promoting the annual meeting to onlookers. Satchels provide a clear brand opportunity for your business and direct promotion to participants throughout the three days.

ANNUAL MEETING – LANYARDS

Silver sponsorship

The Annual Meeting Lanyards provide attendees with clear identification and conference acknowledgment and are a key visual in promoting conference participation. Lanyards provide a clear branding opportunity, add cohesion to the event and offer easy recognition of participants throughout the three days.

ANNUAL MEETING – HOSPITALITY

Bronze Sponsorship

Throughout the three-day event, morning and afternoon refreshments will be provided that will showcase the best of local produce to sustain and energise our participants. Each sponsor will sponsor one networking break during morning or afternoon Annual Meeting sessions.

Dates: Wednesday 24th Thursday 25th and Friday 26th April – timing to be confirmed

ANNUAL MEETING – BURSARIES

Bronze sponsorship

As the Network grows and we seek to increase credential access at scale, so we seek to increase accessibility of the meeting to those who may otherwise be not able to attend but have their institutional endorsement and great value to add. Join us in creating regional bursaries, which will bring the important voices and activity from developing countries to the Annual Meeting's global platform.

Two bursaries will be created that include registration fee, accommodation and travel stipend.

2019 GDN ANNUAL MEETING SPONSORSHIP OPPORTUNITIES								
Benefits	Premier (Dinner) 18,000	Silver (Reception) 7,000	Gold (Speaker) 9,000ea	Gold (Lunch) 9,000ea	Silver (First Timer) 6,000	Silver Lanyard /Satchel 6,000ea	Bronze (Refresh) 4,000ea	Bronze Bursary 4,000ea
			2 available	2 available		Lanyard or Satchel	4 available	2 available
Exclusive recognition as the Premier Sponsor	✓							
Exclusive opportunity to address delegates at the Annual Meeting Dinner (5 mins)	✓							
Exclusive recognition as the Platinum, sponsor		✓						
Exclusive opportunity to welcome delegates at the Opening Reception		✓						
Exclusive recognition as a Gold Sponsor			✓	✓				
Exclusive opportunity to introduce Keynote Speaker			✓					
Exclusive opportunity to address delegates prior to lunch				✓				
Exclusive Recognition as Silver Sponsor at First Timer Event					✓			
Verbal acknowledgment by President at Annual Meeting	✓	✓	✓	✓	✓	✓	✓	✓
Promotion opportunity (banner or similar) at: dinner; reception; First Timer event; refreshment or lunch break	✓	✓		✓	✓	✓	✓	
Company logo on Delegates Satchels						✓		
Company logo on Lanyards						✓		
Acknowledgement as GDN AM Bursary Sponsor at Annual Meeting Opening Session								✓
Attendance at Welcome Reception	✓	✓	✓	✓	✓	✓	✓	✓
Annual Meeting free registration	3	2	1	1	1	1		

Attendance at Annual Meeting Dinner	✓	✓	✓	✓	✓	✓		
Company logo on Program	✓	✓	✓	✓	✓	✓	✓	✓
Acknowledgment as an Annual Meeting sponsor in GDN member newsletter (pre) Annual Meeting report (post)	✓	✓	✓	✓	✓	✓	✓	✓
Company logo on the conference website	✓	✓	✓	✓	✓	✓	✓	✓
Company logo on key presentation slides			✓					
Promotional collateral placed in Delegates Satchels (as supplied by sponsor by deadline)	✓	✓	✓	✓	✓	✓	✓	✓
Exclusive consideration of Annual Meeting Paper/Presentation proposals	✓	✓	✓	✓	✓	✓	✓	✓

PAYMENT AND CONDITIONS

All prices listed are in Euros. All payments must be made in Euros. Wire transfers and credit card payments will be accepted. All amounts exclude Goods and Services Tax (VAT) as applies in The Netherlands.

Once your preferred sponsorship package has been negotiated, a sponsor form and invoice for the transaction will be sent to the named contact.

Sponsorship Cancellation Policy

Sponsorship cancellations must be made in writing. Please note that cancellation may incur part payment if they occur within 30 days of the Annual Meeting, subject to conditions.

DISCLAIMER

The entitlements listed in this document are offered on the basis that confirmation of a sponsor's involvement is received prior to the deadline specified by the Executive Director (e.g. production of promotional material).

The Board of the GDN reserves the right to amend these packages subject to change in the program format.

RESPONSIBILITIES OF SPONSORS

Those companies which get the most out of their sponsorships are those who actively promote their presence at the Annual Meeting and provide photographs, text and any other materials in a timely manner to the organisers. It is a responsibility of sponsors to provide names and contact details for their guests and meet deadlines.