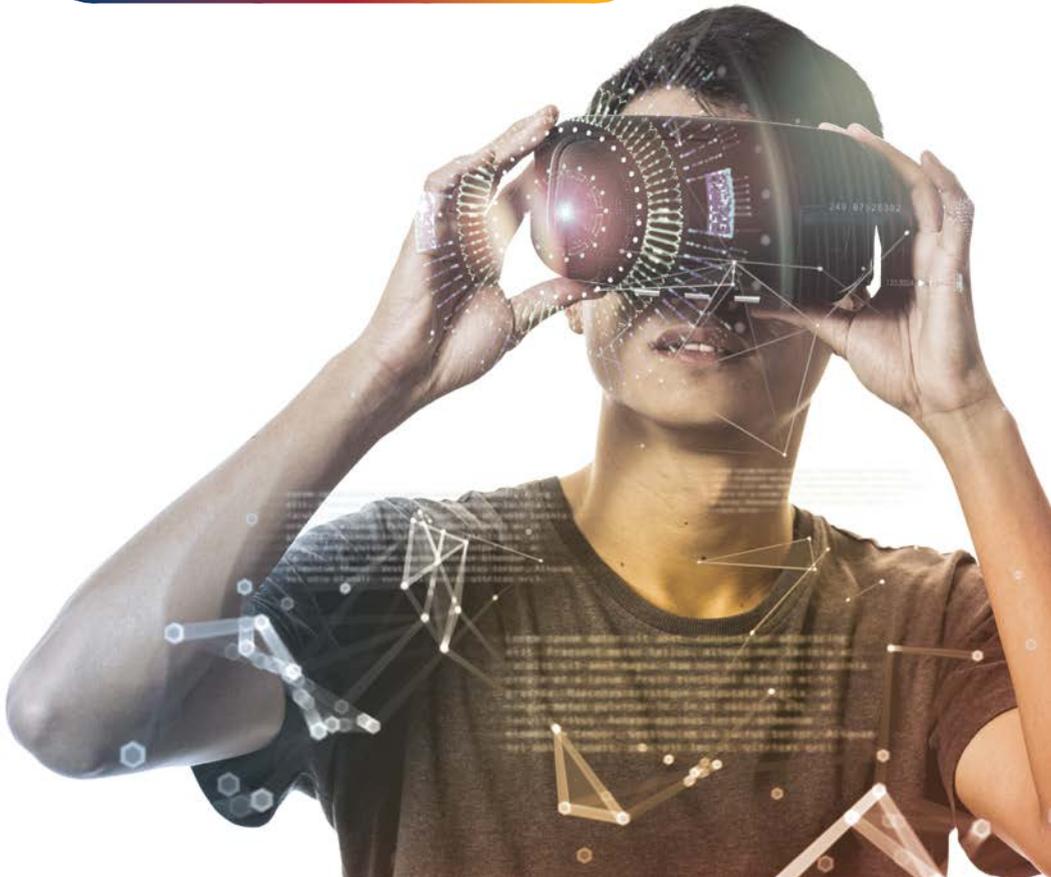




● SPONSORSHIP
● & EXHIBITION
● PROSPECTUS

29-30 NOVEMBER 2018
SAN FRANCISCO GRAND HYATT

We're reimagining education
Join us: www.reimagine-education.com





THE TIME IS RIGHT TO REIMAGINE EDUCATION

Current pedagogical approaches are insufficient for preparing the millions of students pursuing higher education globally to be the type of leaders, entrepreneurs and thinkers that we need for the 21st century. The impending threat of automation-induced unemployment is another incentive for progress. Opportunities are also being created by the relentless advances in technology that permit the personalization of education, allowing pedagogy to be adapted for individual learning styles and learner commitments, group learning, collaborative knowledge-creation, and real-world employer projects.

About Reimagine Education

To encourage experts from the fields of academia, education technology, government policy, and venture capital to come together and catalyse change, QS Quacquarelli Symonds entered into collaboration with The Wharton School - SEI Centre and Penn GSE, to launch the Reimagine Education Awards & Conference.

The Awards – the ***“Oscars of Higher Education”*** - aim to identify and acknowledge those educational thought-leaders transforming teaching, learning, and employability outcomes; the conference provides an elite forum for these different but co-dependent parties to come together and reimagine education for the world’s students and teachers.

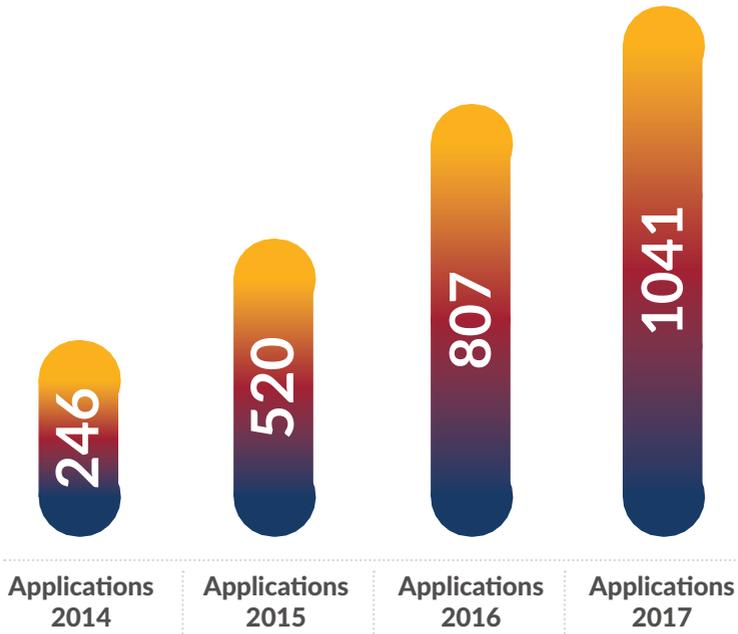
The conference also provides the competition’s finest entries with both the visibility and networking opportunities necessary to expand and improve their initiatives, featuring unrivalled showcasing opportunities.

A GROWING CONFERENCE

The 2017 Reimagine Education Awards and Conference saw the initiative enjoy rapid growth, more than doubling the number of completed applications, and increasing delegate numbers by 25% year-on-year. This year, we expect over 1500 applications, and over 500 delegates. The latter figure represents projected year-on-year growth of approximately 20%.

Our program was attended by numerous thought-leaders from across the educational world, including Google's Jonathan Rochelle and Microsoft's Larry Nelson, 42 CEO Brittany Bir, Chief Innovation Officer for the State of Rhode Island Richard Culatta, and CEO of the Minerva Project, Ben Nelson. The ever-increasing reach of the competition – a truly global endeavour – and prestigious delegate cohort provide outstanding opportunities for you, as Reimagine Education Sponsor, to improve brand visibility and forge transformative business partnerships.

However, sponsors also benefit from the relative intimacy of the conference, which permits high-quality engagement opportunities with all delegates and speakers.





SPONSORSHIP OPPORTUNITIES

As the Reimagine Education project moves into its fifth year, expecting rapidly-rising prestige and participant growth, we seek a series of sponsors seeking to emphasise that educational transformation is at the heart of their brand identity.

Opportunities for sponsorship range from the general – online visibility and recognition in email communications – to the specific – sponsoring one of our 18 Awards



AWARDS SPONSORSHIP

Overall Awards *US\$25-50,000*

- Overall Winner
- Overall EdTech Winner

Award Categories *US\$15,000*

- E-Learning
- Hybrid Learning
- Presence Learning
- Nurturing Employability
- Learning Assessment
- ICT Support & Services
- ICT for Teaching & Learning
- Educational App
- Virtual Reality/
Augmented Reality
- K12
- Cultivating Curiosity

- Sustainability
- Business Education
- Best University-
Employer Partnership
- Best Employer for
Nurturing 21st-Century
Skills
- Best Innovation in
Cloud Studies
- Best Innovation in
Blockchain Technology

Regional Awards *US\$7,500*

- Africa
- Asia-Pacific
- Europe
- Latin America
- North America
- Middle East

Discipline Awards *US\$5,000*

- Arts & Humanities
- Engineering & IT
- Life Sciences
- Social Sciences
- Natural Sciences

BRAND VISIBILITY FOR AWARDS SPONSORS

Sponsoring an award will provide some of the following brand visibility options, depending on the level of sponsorship:



Trophy

Sponsor's Logo on Award Trophy



Trophy Presentation

Sponsor to present the Award trophy to the Winner at the Awards Ceremony



Speech

2-minute address to audience during the Awards Ceremony



Screen

Sponsor's Logo on the Awards Ceremony screen at the Gala Dinner



Website

Sponsor's logo on reimagine-education.com



Certificate

Sponsor's Logo on Winner and Runners-up Certificates



E-book

Sponsor's Logo in post-Awards e-Book



Branding Exposure In Communications

Logo in Reimagine Education's Social Media Promotional Material Online



E-blast to Delegates

One email on the Sponsor's behalf to all Reimagine Education Awards delegates



Marketing Collateral

Sponsor's Logo on print materials promoting the competition



Social Media Visibility

Sponsor's logo included in selected and award-related social media posts on the Reimagine Education channels (Twitter, FB, LinkedIn) prior, during and post conference

AWARDS CEREMONY & GALA DINNER SPONSORSHIP

US\$50,000

In December, all shortlisted entrants and conference delegates gather at the Awards Ceremony & Gala Dinner for the announcement of global winners.

The Gala Dinner offers a great opportunity for a single sponsor to acquire full branding rights.

These include:



Menu

(Logo on Gala Dinner menu)



Signage

(Logo on Awards Ceremony & Gala Dinner signage)



Website

(Logo on reimagine-education.com)



Podium and Speech

(3-minute address to audience during the Awards Ceremony)



Sponsor Thanks

(Acknowledgement from Master of Ceremony)



CONFERENCE SPONSORSHIP & EXHIBITION OPPORTUNITIES

Throughout the conference, exhibitors and sponsors will be offered the following opportunities according to their chosen package:

	Bronze	Silver	Gold
Price	US\$5,000	US\$10,000	US\$15,000
Delegate Passes	2	3	5
Logo on Website	✓	✓	✓
Logo on Printed Conference Program	✓	✓	✓
Logo on Post-Conference White Paper(s)	Logo on 1 White Paper	Logo on 2 White Paper	✓
Logo on Emails to Delegates & Applicants	✓	✓	✓
Logo on Printed Signage		✓	✓
Delegate Bag Insert		✓	✓
Exhibit Table		✓	✓
Sponsor a Facebook Live Session		1 Facebook Live Session	1 Facebook Live Session
E-blast to Conference Delegates			✓
Logo on Post Conference 'Thank You' Email to Delegates			✓



À LA CARTE



Sponsoring a Conference Track US\$100,000

Sponsoring a track at Reimagine Education provides your organization with premium visibility before 500 delegates, emphasizing your role as thought leaders and promoters of educational debate.

The track will be “ Powered by ” or “ In association with ” your organization.

The track will be held on Friday 30th November at the Grand Hyatt Hotel in San Francisco.

The seminar room will have a capacity of 150 pax theater style, equipped with the necessary AV tools and with a dedicated AV manager.

Your organization will have the opportunity to either manage the entire track or to delegate part of the organization to the Reimagine Education team.

The program of your track will run from 9:00 am until 5:00 pm.

Breakfast will be served prior to the track, there will be a mid-morning and mid-afternoon coffee break and a networking lunch.

If you choose to manage your track, you will be creating the program, decide on the format of your sessions and invite your preferred experts/speakers.

The sponsorship also includes:

- 30 conference passes (covering the two-day conference but excluding the gala dinner) that you can offer to your selection of guests
- 20 speakers passes (covering the two-day conference, including the gala dinner).

Reimagine Education will not cover any travel, accommodation or honorarium for the speakers invited by the sponsor.

The Reimagine Education team will promote your track and will assist with the publication of all relevant information on the www.reimagine-education.com website.

You will receive all the services included in the “Gold Sponsorship” package plus all the services illustrated below.

Your logo will be featured prominently on the backdrop of the seminar room and in all relevant promotional material.

Additionally, your organization will have an information point consisting of a table, chairs and the opportunity to display two pull-up banners as well as your promotional material.

The information point will be situated in the foyer of the conference, adjacent the registration desk.

All of our pre-conference communications will include your logo.

In the lead up to the conference, we will publish two interviews or articles in the Reimagine Education newsletter, to be distributed to our audience of 30,000 + education professionals.



Welcome Dinner US\$25,000

As headline sponsor for the conference 'Welcome Dinner' gain prime visibility with logo placement on program web page, menus, food stands, signage and welcome holding screen, as well as four banners within the dinner venue (sponsor provides). Receive acknowledgement during the welcome speech and enjoy the opportunity to address the full conference audience during a three minute speech.



Opening Reception Drinks US\$ 10,000

Exclusive sponsorship of the conference 'Opening Reception', which includes logo on program web page, four banners within the reception space (sponsor provides), logo on canapé trays, as well as an sponsor acknowledgement in the welcome speech.



Delegate Badge & Lanyards US\$3,000

This offers high visibility with your organisation's logo on the delegate names badges, as well as on the lanyard itself.



Delegate Bags US\$3,000

Exclusive sponsorship that includes your organisation's logo on the conference delegate bag.



Exhibit Table US\$1,500

The exhibition will offer prime positioning for sponsors to showcase their offerings and network with delegates throughout the event. The table top will consist of 1 metre, including the use of table cloth and one chair. This space is sufficient to accommodate the use of 2 regular sized pull-up banners (exhibitor to provide).



Leaflet Insert US\$800

Highlight your organisation by providing marketing collateral to be included as inserts in every delegate bag.

REIMAGINE EDUCATION IS SUPPORTED BY



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TESTIMONIALS FROM HIGHER EDUCATION INSTITUTIONS

LSE - We are honored and humbled by receiving the Overall Gold Award and the Hybrid Learning Award at this year's Reimagine Educations Awards. These awards add to the increasing international and national recognition for the work of the LSE in delivering innovative approaches to pedagogy. LTI continue to support and work with colleagues who seek to make the experience of their students an engaged and collaborative one. We hope that this award will encourage others to participate in what is truly a transformative and inspirational initiative.

Peter Bryant - London School of Economics

MIT - The Experimental Innovation Lab has been very pleased to be part of the Reimagine Education Awards. As a new initiative, the recognition provided by our award win will help us continue to grow in the future.

Neil Thompson - Massachusetts Institute of Technology

Arizona State University - The Sanford Inspire Program, of Arizona State University's Center for the Art and Science of Teaching, is humbled and honored to have received the Gold USA & Canada Regional Award and the Silver E-Learning Award at Reimagine Education 2016. This program brought together so many diverse organizations to focus on the future of education; as a first year participant, we found the event to be very educational and inspiring. Thank you for including us and allowing us to be a part of such a tremendous group; we are eager to put our learnings and connections to work.

Brian Nethero - Sanford Inspire Program, Center for the Art and Science of Teaching, Arizona State University

UNSW - Over the last 3 years, Reimagine 2016 has established itself as a fantastic platform for disseminating the most advanced, transformative and inspirational initiatives in education, at the forefront of innovation across multiple networks in all disciplines, bringing together small and large classes experiences, in online and/or face-to-face environments from countries all over the world. It has been a real pleasure and a great privilege and learning experience to be part of the event this year!

Isabella Dobrescu and **Alberto Motta** - University of New South Wales and LionsHeart Studios



TESTIMONIALS FROM EDTECH COMPANIES

Labster - The Labster team is greatly honored and humbled to receive the Reimagine Education award. The 2016 Reimagine Education Conference was an eye opening experience and an inspiration to the Labster team and our collaborators, reinforcing our desire to revolutionize science education. Reimagine Education is a fantastic forum for the sharing of ideas on how to improve education and the Labster team is already exploring new collaborations with some of the brilliant educators and innovators who attended the conference.'

Samuel Butcher Labster

Coursera - The Reimagine Education Conference brought together a community of people working to improve education in a variety of ways. It was a great opportunity to hear many perspectives and to appreciate each other's work as we all strive towards common goals.

Deanna Raineri Coursera

Voscreen - It has been a pleasure to be a part of such an inspirational event. The projects that were presented during the conference were all very interesting and some of them encouraged me to really "reimagine" some of the aspects of our own project. Being rewarded with the Bronze Award under the Best Educational App category, out of so many interesting projects was a proud moment for Voscreen.

Erben Ozturk Voscreen

Edorable - Being awarded by Reimagine Education was a humbling, motivating experience for us. We are proud to be included on the list of other 2016 awardees, all of whom are doing great work leveraging technology to improve the lives of teachers and students around the world. The ed-tech space is quickly moving, but beyond staying on top of it, Reimagine Education is driving it forward. We can't wait to see how Reimagine continues to shape the space and play a role in recognizing the accomplishments and offering growth opportunities for education organizations around the world

Gabe Baker Edorable

