



EAIE
2024

Toulouse

17-20 SEPTEMBER



ELEVATE YOUR ORGANISATION'S GLOBAL PROFILE AS AN #EAIE2024 SPONSOR



**SPONSORSHIP
OPPORTUNITIES**



Maximise your organisation's visibility at Europe's leading international higher education conference and exhibition





CONTENTS

WHY SPONSOR?

TOP REASONS TO SPONSOR #EAIE2024



Ensure your organisation is front-of-mind throughout the event



Reach your target market and connect with the broad EAIE network



Elevate your organisation's global profile & drive traffic to your website



Help support the internationalisation of higher education

The 2023 EAIE Conference and Exhibition in Rotterdam was our largest conference to date with over 6700 participants attending 4 days of 250+ sessions and activities.



CONFERENCE DATA

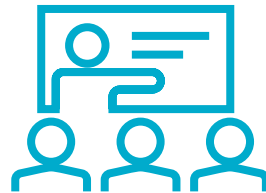
FIGURES



6700
attendees



17
networking events



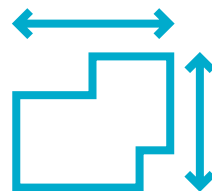
261
sessions & activities



100
nationalities represented

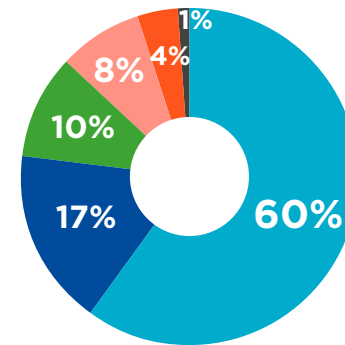


241
exhibition stands



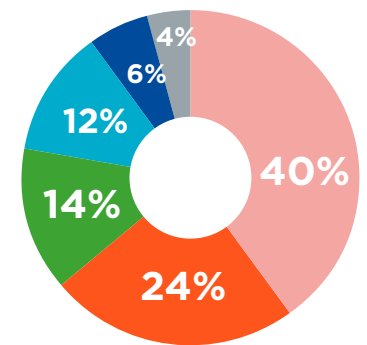
5018 m²
net sold exhibition space

ORGANISATION TYPE



- University
- University of Applied Sciences
- Private sector
- Governmental
- Non-governmental
- Self-employed

JOB TYPE



- Administrative staff
- Head of Office
- Project/Programme manager
- Academic staff
- Rector, Vice-rector, Dean
- Policy Advisor

TOP 20 COUNTRIES

**host country*

- | | | |
|---------------------|-----------------|--------------------|
| 1. The Netherlands* | 8. Finland | 15. Czech Republic |
| 2. France | 9. Türkiye | 16. Denmark |
| 3. Germany | 10. Sweden | 17. China |
| 4. United Kingdom | 11. Canada | 18. Korea (South) |
| 5. Spain | 12. Norway | 19. Poland |
| 6. USA | 13. Italy | 20. Romania |
| 7. Belgium | 14. Switzerland | |

HOW TO BECOME A SPONSOR

There are many opportunities to showcase your organisation by adding your brand to beloved conference items, digital products, events and much more. Build your sponsorship package by following these 4 steps.

1. Think of your intended reach and define your sponsorship budget.
2. Look at the items available within your budget.
3. Check which sponsorship level your items fall into and also the additional benefits of your chosen sponsorship level.
4. Contact the EAIE at promotions@eaie.org to request and confirm your sponsorship.

PLATINUM SPONSORSHIP ITEMS



OPENING RECEPTION

Grab participants' attention at the largest networking event of the week. Your brand will be prominently displayed around the Opening Reception area.

€35,000



OPENING PLENARY

Be in the spotlight at the conference kick-off and one of the most attended events of the programme. Garner interest with acknowledgment and a short video during the plenary.

€30,000



CONFERENCE BAGS

A conference favourite! Your organisation's logo on these sustainable and fair-trade conference collectibles.

€30,000



LANYARDS

Conference collectible! Put your logo close to the heart of every participant.

€30,000

PLATINUM SPONSORSHIP ITEMS

WHAT'S NEW AT SESSION

Secure your own session in the EAIE conference programme to share the latest news and trends from your organisation and drive more traffic to your stand.

Platinum sponsors have the unique chance to provide conference participants with the latest services and opportunities that your organisation offers.

What's included in your session package:

- A dedicated timeslot to share an update on higher education in your organisation to a global audience during a 45-minute session
- Your session featured in the conference programme accessible to all conference participants
- A session room including AV, chairs and a stage to present your session
- The opportunity to speak with key decision-makers in higher education, such as rectors, vice-rectors, international office directors, admissions officers and more

The 'What's new at' session package is priced at €5000 + VAT.

Sessions are only available for purchase to confirmed platinum sponsors of the conference. There are a limited number of timeslots available please email promotions@eaie.org to secure your slot.



GOLD SPONSORSHIP ITEMS



VEGETARIAN LUNCHES (Wednesday & Thursday)

Help fuel conference goers by supporting the locally-sourced, fully vegetarian lunches. Your logo and acknowledgment will be on signage around the lunch area of the conference venue.

€25,000



COFFEE CUPS

Let your brand fuel conference-goers by having your logo on these sustainably sourced and biodegradable coffee cups, available in the coffee break areas.

€22,500



CLOSING PLENARY AND LUNCHEON

Be in the spotlight at the conference closing event and help end the event on a high note. Your brand will be in a short video during the plenary and acknowledged during the luncheon.

€20,000



NOTEBOOKS

Grab the attention of participants as they take notes with your logo on the cover and lined pages of the notebook.

€20,000

GOLD SPONSORSHIP ITEMS



BOX CHAIRS

Be seen throughout the entire conference venue on these little seats – a participant favourite and souvenir for returning conference-goers.

€20,000



SUSTAINABLE EXHIBITION PARTNER

Become a catalyst for change and play a pivotal role in promoting sustainability in the sector as a Sustainable Exhibition Partner. Your brand will be acknowledged on the conference's Sustainability page, on signage at the venue, in the programme and on the items listed.

€20,000

SUSTAINABLE EXHIBITOR REPORT

The EAIE aims to reduce the footprint of the Exhibition and collect the data needed to track progress. Put your brand on the sustainability report that will measure the exhibitor's impact and provide advice for improvement.

SUSTAINABLE EXHIBITOR PLEDGE

Help our community of exhibitors be agents of change by supporting their commitment to be more sustainable. Your logo will be featured on the pledge.

SILVER SPONSORSHIP ITEMS



EAIE MEMBER LOUNGE

A full three-day exclusive, high-traffic area for EAIE members to meet, work, refresh themselves with drinks, snacks and extra meeting areas. Your brand will be prominently displayed within the exclusive member area.

€15,000



VEGETARIAN LUNCH (Wednesday or Thursday)

Help fuel conference goers by supporting the locally-sourced, fully vegetarian lunch. Your logo and acknowledgment will be on signage around the lunch area of the conference venue.

€15,000

PENS

Put your organisation's name and logo in the hands of every participant. The pens are included in every conference bag.

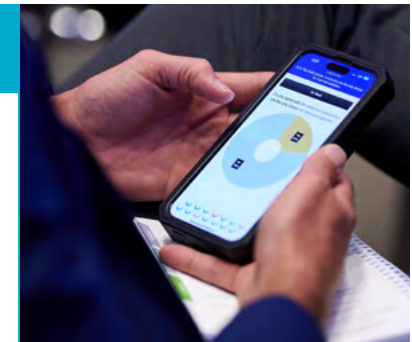
€12,500



ONLINE PLATFORM

Be visible on the online platform, everyone's digital home base during the conference. Your logo will be displayed on the platform homepage.

€10,000



NETWORKING AREA

Catch the attention of participants by presenting your brand on hanging signs in the high visibility networking areas in the Exhibition Hall.

€10,000



BRONZE SPONSORSHIP ITEMS



POSTER AREA

Align your brand with this popular knowledge sharing and networking area where speakers present a graphical update in a creative and colourful way. Your logo will be displayed in the poster area, in the programme and poster section of the virtual platform.

€7500



LIFE SKILLS SESSIONS

Put your organisation's stamp on the popular Life skill sessions where participants learn how to work more mindfully and efficiently. Your logo will be displayed in the session room and on a banner as well as in the digital programme.

€7500

CAMPFIRE

Add your brand to this high traffic spot in the conference venue where the Campfire sessions take place. Your logo will be displayed in the campfire area and the digital programme.

€7500



CHARGING STATIONS

Connect with participants as they keep their devices charged and connected during the busy programme. The stations will be branded with your logo.

€7500



NETWALKING EVENT

Connect with participants as they socialise during this unique sustainable networking experiences. Your organisation will feature in the promotion of these events and in the programme.

€5000



BRONZE SPONSORSHIP ITEMS

EAIE NETWORKING JOURNEYS

Showcase your organisation at one of the brand new EAIE Networking Journeys! Over the course of two evenings, the four themed evening receptions will bring together participants with shared interests as well as anyone wanting to expand their knowledge and network. Place your promotional materials and banner at the event. You will also be granted 2 tickets for you and 5 tickets to invite your management or partners. Choose the event(s) best tailored to your theme and targeted audience:



EMPOWER

EMPOWER invites participants for insightful discussions on marketing techniques, admissions policies, and strategies to enhance the student experience.

Date & location:

Wednesday 18 September at La Friche Gourmande, Toulouse

€5000

INSPIRE

INSPIRE invites participants to share their ideas and vision to shape the future and build a more inclusive and responsible global education community together.

Date & location:

Wednesday 18 September at MEETT conference centre

€5000

ENLIGHTEN

ENLIGHTEN is tailored for international education professionals leading the way through knowledge and research in our field.

Date & location:

Thursday 19 September at MEETT conference centre

€5000

IMPACT

IMPACT invited participants to discuss effective partnership strategies, exchange insights on navigating the intricacies of European funding programmes.

Date & location:

Thursday 19 September at La Friche Gourmande, Toulouse

€5000

SPONSORSHIP EXTRA BENEFITS

SPONSORSHIP LEVELS AND BENEFITS

Take a look at what additional benefits are included in your sponsorship level.

	PLATINUM €30,000+	GOLD €20,000+	SILVER €10,000+	BRONZE €5,000+
Early-access to stand selection and prominent location in exhibition (same in table under levels)	✓	✓	-	-
Acknowledgement on the EAIE conference website	Logo, description & link	Logo, description & link	Logo	Logo
Acknowledgement during the plenary slides	Logo	Logo	Logo	Logo
Acknowledgement in the online event platform (app)	Logo	Logo	Logo	Logo
Prominent acknowledgment on signage in the entrance of venue	Logo	Logo	Logo	Logo
Acknowledgement in selected marketing materials	Logo	Logo	-	-
Invitations to the President's VIP Reception	3	2	1	-
Conference fee waivers	3	2	1	-

For the full list of benefits and perks, please email promotions@eaie.org to learn more.

GET CREATIVE

Maximise your impact and visibility by bundling events and items together. [Contact us](#) to create your personalised sponsorship package.

LET YOUR BRAND SHINE: ADVERTISE WITH US

Grow the visibility of your brand and reach thousands of international higher education professionals through our tailored packages at our Conference.



ADVERTISING ON THE GO

TOILET MIRROR STICKERS

Everyone will eventually make a pitstop here at least once each day. Make sure that yours is the brand they see.

€10,000



ELEVATOR STICKERS

Increase your organisation's visibility with these stickers and make every vertical journey a memorable showcase of your brand.

€5000



STAIR STICKERS

Make an elevated expression with your branding and advert wowing participants in the high-traffic area between session rooms and exhibition.

€7500



FLOOR STICKERS

Place your graphics in the busiest areas to direct participants to your stand. Act fast, available to three exhibitors only, and maximum five stickers per exhibitor.

€750 per sticker



ADVERTISING – DIGITAL



**CONFERENCE
 HOMEPAGE**

Have your clickable banner visible on the conference page, the main source of information for conference participants and exhibitors leading up to the event.

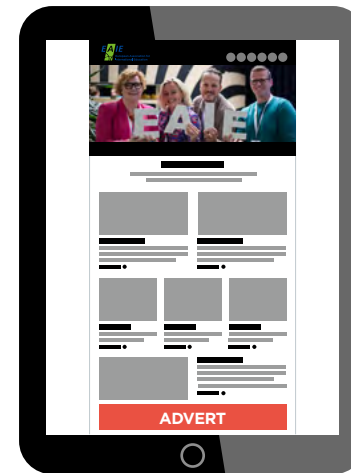
- Available May-September
- Price: €2500 per month



**CONFERENCE
 E-NEWSLETTER**

The conference newsletter is the main news source for the registered participants in the months leading up to the conference. As the exclusive advertiser, your clickable banner advert will have high visibility and will generate traffic to your website.

- Available July-September
- Sent second half of the month
- €1500 per month



**MEMBER
 E-NEWSLETTER**

Advertise in our monthly member newsletter, a content-rich online publication containing top industry news and EAIE news. As the exclusive advertiser, your clickable banner advert will have high exposure and will drive traffic to your website.

- Available January-November
- Sent last week of the month
- €1000 per month



**EAIE FORUM MAGAZINE
 (PRINT)**

Advertise in the EAIE's member magazine, published three times per year. Each issue explores an overarching theme from the sector from different perspectives.

- Available in spring (March), summer (May) and winter (November). Contact early to not miss the print deadlines.
- Published in print and digitally on the EAIE website.
- Printing run circa 3000
- Full page advert: €1000
- Half page advert: €700

**EAIE
2024**

Toulouse

17-20 SEPTEMBER

Have any questions, or interested in sponsoring something that's not listed? Please email promotions@eaie.org. We're happy to provide you more information and help you tailor a package to your needs

STAY CONNECTED

