

Going Global 2019

**The conference for leaders
of international education**

Berlin Congress Centre

Germany

13–15 May 2019



Sponsorship and exhibition opportunities

#GoingGlobal2019

@HEGoingGlobal

www.britishcouncil.org/going-global

Supporting partner:

DAAD

Sponsorship and exhibition opportunities

Going Global is the British Council's annual conference for international leaders of non-compulsory education.

Going Global conferences attract ministerial officials, leaders of universities and colleges, top-level vocational figures, senior academic staff, directors of non-governmental organisations, business leaders, policymakers and impassioned visionaries from more than 80 countries across the globe.

Since 2004 it has grown from a biennial event in the UK to an annual event hosted around the globe.

In addition to the platform for education world leaders to debate international higher and further education issues and to discuss collaborative solutions, Going Global provides an unrivalled opportunity for networking and has become a fixture on the global education calendar.

More than 900 registered delegates from across the tertiary education sector and various other sectors with perspectives on international education attend each year.

Going Global 2019 will take place on 13–15 May 2019 at the Berlin Congress Centre in Germany. This two and a half day conference offers you the opportunity to build your profile with leaders in international education while they debate the extent to which internationalisation affects nations, communities and cultures around the world.

900 +
participants

80 +
countries

91%

of attendees say Going Global has a positive impact on their knowledge and skills around policymaking

90%

of attendees say Going Global has a positive impact on their international networks

96%

of attendees say Going Global has given them a better sense of the challenges facing the sector internationally

89%

of attendees say Going Global offers them new ideas or solutions to challenges

How to get involved

Sponsorship and supporter benefit packages

Benefit packages offer you the opportunity to build your profile with leaders in international education.

Full details of Platinum, Gold, Silver and Digital sponsorship packages are available – see pages 6–7.

Exhibition

Reach new audiences and consolidate existing relationships through the exhibition at Going Global. This promises to be a vibrant marketplace strategically located within the heart of the conference venue.

Stand fee

Stand fee per m²*

Early bird £425**

Regular Fee £500

*Stand fee rates listed above are applicable for stands 6m² and above.

**Early bird prices available until Friday 22 February 2019.

All exhibition stand prices are exclusive of VAT.

Capture leads

Scan delegates' contact information through the Going Global app. Ensure that newly formed business relationships are maintained beyond the conference.

Advertisements

Promote your organisation by including a flyer or a promotional item in our conference delegate bags. Limited availability.

Flyer £1,750

Promotional item £2,000

Pens £3,000 + production costs

Notepads £2,000 + production cost

News feature in the newsletter – targeted email to Going Global database of 15,000, (limited to two exhibitors) £2,000

**Colour advertisement
Going Global printed
conference programme***

• Inside front cover £2,000

• Full page £1,500

• Half page £900

*Exhibitors are entitled to a ten per cent discount on colour advertisements.

E-Insert on the conference app £350

Additional sponsorship items

Conference bags £10,500 + production costs

Conference t-shirts £9,500 + production costs

Branded water stations £9,500 + production costs

WiFi £8,000

Coffee break sponsorship £3,000

Branded catering area £5,000



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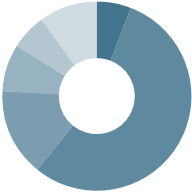
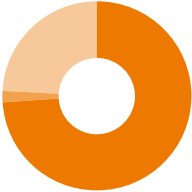
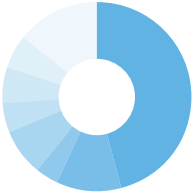
The perfect opportunity to network with those who also believe in the importance of delivering quality, international education fit for the 21st century.



Andrew Colin, Chairman, INTO University Partnerships

Sponsoring and exhibiting at Going Global allows you to:

- build and develop relationships with influential high-level educators, business figures and government bodies
- forge partnerships with education institutions, industry and government bodies
- build awareness and maximise exposure of your organisation, products and services to all participants
- observe and discuss the latest data, market trends and research findings on international education
- present your product, company or self on a global level from one location.

	Going Global 2018 Kuala Lumpur	Going Global 2017 London	Going Global 2016 Cape Town	Going Global 2015 London	Going Global 2014 Miami	
Sector representation						
	Business/industry	3%	6%	4.6%	5%	7%
	Education providers (TVET and HE)	54%	55%	44%	47%	43%
	Ministries and government bodies	21%	15%	12%	10%	14%
	International organisations, NGOs, associations and membership bodies	15%	8%	28.3%	26%	29%
	Media	3%	6%	3.3%	5%	2%
	Other	4%	10%	7.8%	7%	5%
Education sector representation						
	Higher education	82%	74%	58%	44%	72%
	TVET	12%	2%	4.3%	4%	4%
	Other	6%	24%	37.7%	52%	24%
Regional representation						
	United Kingdom	23%	46%	32%	54%	32%
	European Union	3%	11%	5%	4%	2%
	Wider Europe	1%	4%	3.6%	4%	4%
	Americas	3%	8%	6.6%	5%	28%
	Sub-Saharan Africa	10%	5%	31.4%	6%	6%
	Middle East and North Africa	5%	6%	10.9%	6%	7%
	South Asia	5%	6%	3.5%	9%	9%
	East Asia	50%	14%	7%	12%	12%

Sponsor packages

Platinum sponsor

Gold sponsor

Silver sponsor

Digital sponsor

£25,000 (maximum of one platinum sponsor)

£20,000 (maximum of four packages)

£12,500 (unlimited packages available)

£15,000 (maximum of one digital sponsor)

Sponsoring Going Global offers high-visibility branding to the decision makers of the international education sector.

The benefits

- high-visibility branding
- discounted exhibition stand
- prime positioning of exhibition stand (subject to availability, stand price not included)
- a special mention in the opening plenary
- complimentary conference tickets.

Your logo featured

- Going Global website www.britishcouncil.org/going-global
- email newsletters sent to the 15,000+ Going Global mailing list
- screen backdrops and conference signage
- conference programme
- conference app.



Sponsors gain maximum exposure for their organisation and the unique opportunity to be associated with Going Global in its entirety.

	Platinum £25,000	Gold £20,000	Silver £12,500	Digital £15,000
Deliver a theme-relevant conference session	🟢	🔴	🔴	🔴
Deliver a theme-relevant breakfast session	🔴	🟢	🔴	🔴
App sponsorship	🔴	🔴	🔴	🟢
Branded lanyards for all delegates with Going Global 2018 event logo sponsor corporate logo*	🟡 £8,000	🟡 £9,000	🟡 £10,500	🟡 £10,000
Advert on outside back cover of conference programme	🟢	🔴	🔴	🔴
Branding opportunities across the conference centre*	🟢	🔴	🔴	🔴
Flyer on every chair for the opening plenary	🟢 at cost	🔴	🔴	🔴
Discount on exhibition stand	🟢 25%	🟢 20%	🟢 15%	🟢 17%
Inclusion of your promotional items in the conference delegate bags	🟢	🟢	🟢	🟢
A feature in one edition of the Going Global newsletter (maximum 150 words)	🟢	🟢	🟢	🟢
Send one message to all delegates via the conference app (maximum 150 words)	🟢	🟢	🟢	🟢
A mention in the opening plenary	🟢	🟢	🟢	🟢
Corporate logo on the plenary stage holding screen and backdrop	🟢	🟢	🟢	🟢
Corporate logo on event holding slides	🟢	🟢	🟢	🟢
Corporate logo, extended message and contact details on the sponsor section of the conference website (maximum 50 words)	🟢	🟢	🟢	🟢
Corporate logo on front page of the conference app hosting the digital programme	🟢	🟢	🟢	🟢
Corporate logo, 50-word message and web link in the conference programme	🟢	🟢	🟢	🟢
Corporate logo in relevant press releases	🟢	🟢	🟢	🟢
Use of the Going Global logo in your organisation's marketing materials	🟢	🟢	🟢	🟢
Complimentary conference tickets (value £995 each)	6	4	2	3

🟢 = Available 🟡 = Available to purchase as an extra 🔴 = Unavailable

*Production costs for items are to be covered by the sponsor.

All sponsor package prices are exclusive of VAT.

Conference sponsorships*

Theme-relevant conference session

Design and deliver a session included in the main conference programme that speaks to the conference themes. A unique opportunity to explore a subject in depth with conference delegates.

Lanyard

A high-impact product, all delegates, speakers, exhibitors and conference staff are required to wear a lanyard. Sponsor's company logo/visual identity on every lanyard distributed. Lanyard printing is double-sided for maximum impact (lanyards produced at cost to sponsor).

Conference bag

With your logo on every conference bag that is handed out to participants, this sponsorship item is an effective way of promoting your organisation during the conference and also of raising your visibility long after the event is over. Conference bags are made of environmentally friendly materials for minimum impact to the environment.

Staff t-shirts

Opportunity to provide conference staff t-shirts with Going Global 2019 event logo and sponsor corporate logo. The t-shirts will be worn by staff working throughout the venue.

Coffee break sponsorship**

Refreshment breaks will be listed as powered by sponsor (name or logo) in both the printed programme and conference app.

Branded catering area

Opportunity to brand the catering areas where delegates meet for coffee and lunch breaks throughout the conference.

Colour advertisement on programme

Prominent position for your brand on the outside back cover of the printed conference programme. All delegates receive a copy as they arrive.

Conference app

- as participants download the Going Global app the sponsors artwork will appear for 10–30 seconds
- Beacon interactivity allows the digital sponsor to send a push notification welcome message to each attendee as they walk through the conference doors for the first time
- continuous banner advert at the top of the Going Global app
- during the live voting in the closing plenary and ongoing parallel sessions, sponsors logo appears as participants interact with the conference app.

Water stations and bottles

Be the life source of the conference by keeping delegates sustained throughout the event. Branded water bottles to be provided to all delegates and branded water stations throughout the venue for delegates ensuring that the sponsor brand is on delegates' minds during the conference and beyond.

Breakfast session

Kick off the day with delegates by providing additional content for delegates to enjoy. An opportunity to share knowledge and leave a lasting impression on delegates' minds as they continue their conference journey.

Conference WiFi

- recognition as the official Going Global 2019 WiFi sponsor
- sponsor logo included on the WiFi portal log in page with welcome message.

* All exhibitors receive a 10% discount on additional sponsorship packages purchased

**Coffee break sponsorship - branding is at cost to the sponsor

Sponsor the opening reception

Going Global 2019 officially launches with an Opening Reception attended by all conference participants.

The Opening Reception offers a unique, high-profile branding opportunity among the international key decision makers and influencers in attendance at Going Global.

The benefits

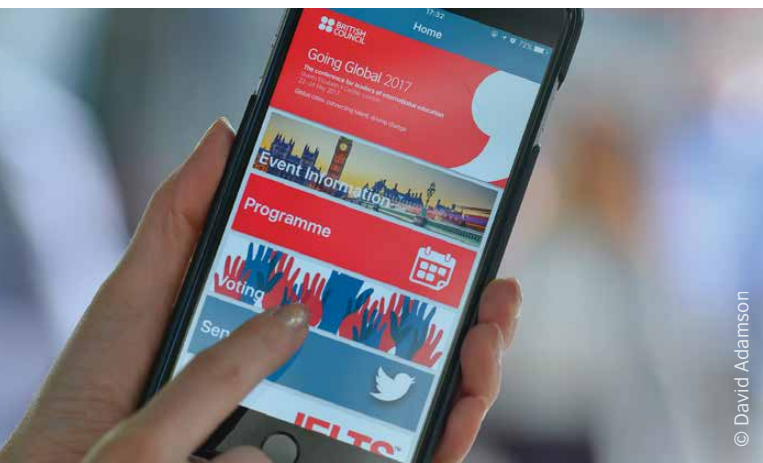
- opportunity to connect with delegates and share your organisation's key messages with a welcome address to the Going Global audience*
- exclusive sponsorship rights of the event
- high-visibility branding privileges; including branding throughout the venue
- the opportunity to provide guests at the event with a corporate gift
- the integration of your organisation in Going Global newsletters where the appropriate fringe event appears
- access to the Going Global 2019 participant list for business-to-business opportunities (contact details not provided due to data protection laws)
- your corporate logo featured on event collateral.

*Welcome address should be provided by a member of the organisation's senior management team





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Contact us

If you are interested in any exhibition, sponsorship or advertising opportunities, or to discuss a tailored package, please contact us.

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For full details of Going Global 2019 and to subscribe to our newsletter, visit:
www.britishcouncil.org/going-global

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