WHY NOT MAXIMISE YOUR VISIBILITY AND BECOME AN #EAIE2020 SPONSOR?

Forging creative pathways
CONFERENCE DATA

FIGURES

6200 attendees
22 networking events
240 sessions & workshops
240 exhibition stands
95 nationalities represented
4640 m² net sold exhibition space

AREAS OF ACTIVITY

- Admission/Credential evaluation
- Alumni relations
- Career service/Placements
- Development cooperation
- Guidance and counselling
- Inclusion/Diversity
- Intercultural competencies and languages
- Internationalisation of the curriculum
- Management of an international office
- Marketing
- Policy advising
- Programme management
- Research in internationalisation
- Strategic partnerships and networks
- Student services
- Summer schools

ORGANISATION TYPE

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

JOB TYPE

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

TOP 20 COUNTRIES

1. Netherlands
2. France
3. Germany
4. Finland
5. UK
6. USA
7. Spain
8. Sweden
9. Turkey
10. Belgium
11. Canada
12. Norway
13. Italy
14. Japan
15. Denmark
16. Switzerland
17. China
18. Australia
19. South Korea
20. Czech Republic
EVENTS

TECHNOLOGY
(APP & SOCIAL)

CREATE YOUR IDEAL SPONSORSHIP PACKAGE

ADVERTISING
(PRINT & DIGITAL)

BRANDED PRODUCTS
CHOOSE FROM A MIX OF HIGH-VISIBILITY EVENTS AND LOCATIONS

OPENING PLENARY

OPENING RECEPTION

15 EXPERT COMMUNITY RECEPTIONS

MEMBER LOUNGE

CLOSING PLENARY

MORNING RUN
EVENT SPONSORSHIP
PLACE YOUR BRAND AT THE FOREFRONT OF OUR KEY EVENTS

OPENING RECEPTION
- Branded signage at the reception.
- Personalise the reception with branded napkins, staff t-shirts, etc (to be provided by the sponsor).
- Promotional table with branded items.
- Opportunity to hand out a small giveaway to more than 2500 international participants and organise a prize draw.

OPENING PLENARY
- The EAIE President will give your brand a special mention during the welcome address.
- Opportunity to deliver a short welcome speech.
- Display your corporate logo on the digital slideshow at the beginning and end of the Opening Plenary.
- Flexible options for exclusive branding (e.g., flyer on every chair/corporate gift - provided by sponsor).

CLOSING PLENARY
- The EAIE President will give your brand a special mention during the Closing Plenary.
- Opportunity to deliver a short speech.
- Display your corporate logo on the digital slideshow at the beginning and end of the Closing Plenary.
- Flexible options for exclusive branding (e.g., flyer on every chair/corporate gift - provided by sponsor).
EVENT SPONSORSHIP
PLACE YOUR BRAND AT THE FOREFRONT OF OUR KEY EVENTS

EXPERT COMMUNITY RECEPTIONS
- Receive public acknowledgment of corporate sponsorship at the reception.
- Display your logo on the reception invitation.
- Display literature and promotional materials at the Expert Community table during the reception.
- Organise a draw or other activities and provide the prize.

MEMBER LOUNGE
- Engage with EAIE members.
- Position your brand in an exclusive and sought-after area.
- Provide a giveaway to more than 3000 members.
- Branded signage and video options within the Member Lounge available.

MORNING RUN
- Display your logo and URL on the runners’ t-shirts.
- Additional sponsor mention on social media when winner is announced.
- Opportunity to provide a small gift to the winners of the run.
BRANDED PRODUCTS

SPONSOR ONE OF OUR PROMOTIONAL GIFTS AND PLACE YOUR BRAND IN THE HANDS OF 6200 ENGAGED PARTICIPANTS

PENS  LANYARDS  COFFEE CUPS  FOLDERS

BAGS  CONFERENCES ASSISTANTS T-SHIRT

NOTEPADS  STOOLS

SOLD  SOLD  SOLD
TECHNOLOGY SPONSORSHIP (APP & SOCIAL)
SHOWCASE YOUR BRAND ON SOME OF THE MOST VITAL CONFERENCE SERVICES
PRINT SPONSORSHIP
SAY A LITTLE MORE ABOUT YOUR BRAND

CONFERENCE BAG INSERT
Print run circa 6000

- Flyer €2500
- Brochure Price on request

CONFERENCE COMPANION
Print run circa 6000

- Outside back cover €5500
- Inside front cover €4250
- Full page €2000
- Half page €1200

Combine with sponsorship & save
DIGITAL ADVERTISING
INCREASE TRAFFIC TO YOUR WEBSITE

CONFERENCE HOMEPAGE
€1100 per month
- Available May–October
- Up to 51,000 page views/month
- www.eaie.org/barcelona

CONF. E-NEWSLETTER
€850 per month
- Available July–September
- Sent second half of the month
- 3000–6000 recipients

MEMBER E-NEWSLETTER
€700 per month
- Available January–November
- Sent last week of the month
- Up to 3000 recipients
## Sponsorship Levels

**Sponsorship Levels and Benefits**

<table>
<thead>
<tr>
<th>Prominent location of Exhibition stand</th>
<th>PLATINUM</th>
<th>GOLD</th>
<th>SILVER</th>
<th>BRONZE</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgment on the conference website sponsor page</td>
<td>Logo, description &amp; link</td>
<td>Logo, description &amp; link</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Acknowledgment in the Conference Companion</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Acknowledgment during the plenary sessions</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Standard on-site acknowledgment (signage)</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Prominent acknowledgment in entrance foyer of venue (signage)</td>
<td>Logo</td>
<td>-</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Invitations to the President’s VIP Reception</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>-</td>
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<tr>
<td>Conference fee waivers</td>
<td>2</td>
<td>1</td>
<td>1</td>
<td>-</td>
</tr>
<tr>
<td><strong>€25,000+</strong></td>
<td><strong>€15,000+</strong></td>
<td><strong>€10,000+</strong></td>
<td><strong>€2500+</strong></td>
<td></td>
</tr>
</tbody>
</table>
# ARTWORK GUIDELINES

## HOW TO DELIVER YOUR CREATIVE TO US

### PRINT ARTWORK

<table>
<thead>
<tr>
<th>Artwork Type</th>
<th>Dimensions (w x h)</th>
<th>Bleed</th>
<th>Format</th>
<th>Resolutions</th>
<th>File size</th>
<th>URL link</th>
<th>Reservation</th>
<th>Delivery</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Companion</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>Full page</strong></td>
<td>160 mm x 230 mm</td>
<td>None</td>
<td>PDF</td>
<td>300 dpi</td>
<td>-</td>
<td>-</td>
<td>Mid-June 2020</td>
<td>End of June 2020</td>
</tr>
<tr>
<td><strong>1/2 page</strong></td>
<td>160 mm x 112,5 mm</td>
<td>None</td>
<td>PDF</td>
<td>300 dpi</td>
<td>-</td>
<td>-</td>
<td>Mid-June 2020</td>
<td>End of June 2020</td>
</tr>
<tr>
<td>Conference folder &amp; bag insert</td>
<td>213 mm x 313 mm</td>
<td>5 mm</td>
<td>PDF</td>
<td>300 dpi</td>
<td>-</td>
<td>-</td>
<td>Mid-June 2020</td>
<td>End of June 2020</td>
</tr>
</tbody>
</table>

### DIGITAL ARTWORK

<table>
<thead>
<tr>
<th>Artwork Type</th>
<th>Dimensions (w x h)</th>
<th>Format</th>
<th>Resolutions</th>
<th>File size</th>
<th>URL link</th>
<th>WHEN?</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference homepage</td>
<td>310 px x 270 px</td>
<td>JPG, PNG, GIF</td>
<td>72 dpi</td>
<td>Max. 50 kb</td>
<td>Yes</td>
<td>2 weeks before publishing date</td>
</tr>
<tr>
<td>E-newsletter</td>
<td>650 px x 139 px</td>
<td>JPG, PNG</td>
<td>72 dpi</td>
<td>Max. 25 kb</td>
<td>Yes</td>
<td>2 weeks before publishing date</td>
</tr>
</tbody>
</table>

### NAMING YOUR ARTWORK

The file name of your advertisement should include:
- Your company name
- The dimensions of your artwork
- The channel it will appear in (eg mycompany_160x230_EAIEConferenceCompanion.pdf)

### REPORTING

To track the success of your banner, you will receive a report with the following information:
- Impressions (number of times your banner has appeared on someone’s screen)
- Banner clicks (number of times your banner was clicked on)
- Clickthroughs (ratio between times viewed and times clicked)
To find out more about creating your ideal sponsorship package, please contact promotions@eaie.org or visit our website: www.eaie.org/barcelona/sponsorship