ELEVATE YOUR ORGANISATION’S GLOBAL PROFILE AS AN #EAIE2024 SPONSOR
Maximise your organisation’s visibility at Europe’s leading international higher education conference and exhibition.
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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.

**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

**WHY SPONSOR?**
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** (17%)
- **University of Applied Sciences** (8%)
- **Private sector** (4%)
- **Governmental** (10%)
- **Non-governmental** (12%)
- **Self-employed** (6%)

JOB TYPE

- **Administrative staff** (17%)
- **Head of Office** (10%)
- **Project/Programme manager** (14%)
- **Academic staff** (8%)
- **Rector, Vice-rector, Dean** (6%)

TOP 20 COUNTRIES

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

*host country

Source: 2023 EAIE Conference and Exhibition in Rotterdam, the Netherlands
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
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

<table>
<thead>
<tr>
<th>Sponsorship Levels and Benefits</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Take a look at what additional benefits are included in your sponsorship level.</td>
<td>€30,000+</td>
<td>€20,000+</td>
<td>€10,000+</td>
<td>€5,000+</td>
</tr>
<tr>
<td>Early-access to stand selection and prominent location in exhibition (same in table under levels)</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td>Acknowledgement on the EAIE conference website</td>
<td>Logo, description &amp; link</td>
<td>Logo, description &amp; link</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Acknowledgement during the plenary slides</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Acknowledgement in the online event platform (app)</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Prominent acknowledgment on signage in the entrance of venue</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
<td>Logo</td>
</tr>
<tr>
<td>Acknowledgement in selected marketing materials</td>
<td>Logo</td>
<td>Logo</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>
</tr>
<tr>
<td>Conference fee waivers</td>
<td>3</td>
<td>2</td>
<td>1</td>
<td>-</td>
</tr>
</tbody>
</table>

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

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**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

STAIR STICKERS
Make an elevated expression with your branding and advert wowing participants in the high-traffic area between session rooms and exhibition.
€7500

ELEVATOR STICKERS
Increase your organisation’s visibility with these stickers and make every vertical journey a memorable showcase of your brand.
€5000

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
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

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

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

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
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.