



REIMAGINE
EDUCATION



THE ALFRED WEST JR.
LEARNING LAB



Sponsor & Exhibitor Prospectus

 1-3 DECEMBER 2019

 LONDON

www.reimagine-education.com





Turning today's learners into tomorrow's leaders: the Reimagine vision

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 – Learning Lab, to launch the Reimagine Education Awards & Conference.

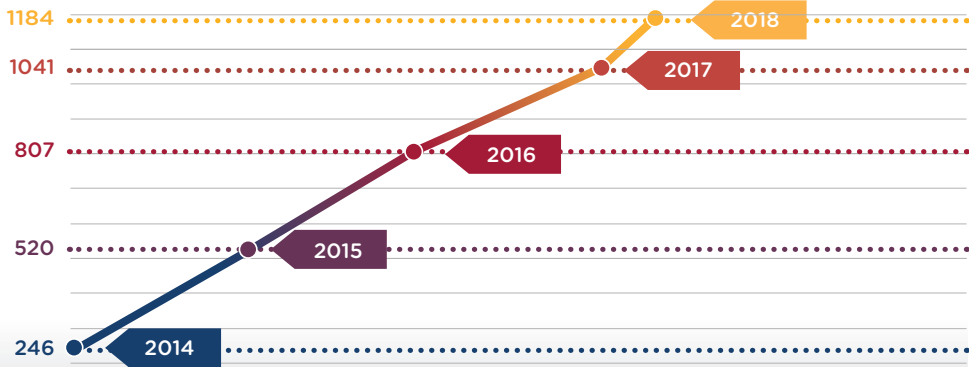
The Awards – the **“Oscars of Education”** - aim to identify and acknowledge those educational thought-leaders transforming teaching, learning, and employability outcomes; the conference provides an elite forum for these different but co-dependent parties to come together and reimagine education for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



A growing conference

Number of applicants year-on-year



The 2018 Reimagine Education Awards and Conference saw the initiative continue its rapid growth, more than doubling the number of completed applications, and increasing delegate numbers by 25% year-on-year. This year, we expect over 1200 applications, and 700 delegates.

Our program was led by numerous thought-leaders from across the educational world, including Google's Education Evangelist Jaime Casap, Microsoft's Vice-President for Global Education, Anthony Salcito; Harvard University's Director of Educational Research and Evaluation, Jenny Bergeron; IBM's Lin Zhou; and CEO of the Minerva Project, Ben Nelson. The ever-increasing reach of the competition – a truly global endeavor – and prestigious delegate cohort provide outstanding opportunities for you, as Reimagine Education Sponsor, to drive global brand visibility and forge transformative business partnerships.

Furthermore, 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 mission enters its sixth year, expecting rapidly-rising prestige and participant growth, we welcome sponsors who foster educational innovation.

Opportunities for sponsorship range from the general – online visibility and recognition in email communications – to the specific – sponsoring one of our 16 Category Awards, or one of our three Global Awards.



Awards sponsorship

Global Awards US\$50,000*

- Global Education Award
- Global EdTech Award
- Global Employability Award

Award Categories US\$15,000

- AI
- Best Distributed Program for Nurturing 21st-Century Skills
- Best University-Employer Partnership
- Blockchain Technology
- Cultivating Curiosity
- Educational App
- E-Learning
- Hybrid Learning
- ICT for Teaching, Learning & Support
- K12
- Learning Assessment
- Nurturing Employability
- Presence Learning & Teaching
- Science of Learning
- Sustainability Education
- VR/AR

Regional Awards US\$7,500

- Africa
- Asia
- Europe
- Latin America
- Middle East
- Oceania
- US & Canada

Discipline Awards US\$7,500

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

*50% of the sponsorship fee will be awarded to the winner



Brand visibility for award 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 runner-up certificates



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 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 Award Winners and conference delegates will convene at the Awards Ceremony & Gala Dinner.

The Gala Dinner offers an outstanding opportunity for **a single sponsor** to enjoy unparalleled premium visibility at Reimagine Education's most prestigious moment.

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:

	 Gold	 Silver	 Bronze
Price	US\$15,000	US\$10,000	US\$5,000
Delegate Passes	5	3	2
Logo on Website	✓	✓	✓
Logo on Printed Conference Program	✓	✓	✓
Logo on Emails to Delegates & Applicants	✓	✓	
Logo on Printed Signage	✓	✓	
Delegate Bag Insert	✓	✓	
Exhibit Table	✓	✓	
E-blast to Conference Delegates	✓		
Logo on Post Conference 'Thank You' Email to Delegates	✓		
Sponsored Social Media Post	✓		
Advanced Sponsor Profile on the Event App	✓		



Sponsoring Sessions

Sponsoring a Track US\$25,000



Sponsoring a track at Reimagine Education provides your organization with premium visibility, emphasizing your status as thought-leader and fosterer of educational innovation.

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

The Reimagine Education Conference is a multi-track event, allowing us to offer our delegates a comprehensive overview of educational innovation. This package will enable your institution or organization to present itself as the driving force behind either a morning or an afternoon track, and to lead prestigious global conversations about education’s future.

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

Depending on the selected track, the program will run from 9:00 am until 12:30 pm or from 14.00pm to 17.30pm.

The sponsorship also includes:

- The opportunity to co-create the program, suggest the format of your sessions and invite your preferred speakers.
- The opportunity to deliver a five-minute speech at the beginning of your track
- 5 conference passes (covering the two-day conference but excluding the gala dinner) that you can offer to your selection of guests
- 10 speaker passes (covering the two-day conference, including the gala dinner)*
- All the services included in the “Gold Sponsorship” package.
- An exhibit table with the opportunity to display two pull-up banners alongside your promotional material. This exhibit table will be placed in a prominent position, ensuring significant footfall from all delegates.
- Seat drop: marketing/promotional material placed on all delegate seats.
- Your logo will be featured prominently on the backdrop of the seminar room and in all relevant promotional material.
- Sponsored posts on Reimagine Education Twitter, LinkedIn and Facebook accounts.
- Your logo will enjoy comprehensive visibility on the online agenda, with each session in the sponsored track bearing your collateral.
- A premium profile on the Conference APP. This includes: Logo, company description, LinkedIn Facebook, and Twitter follow buttons, link to company

*The 10 speaker passes will be allocated only if the sponsor agrees to organize the program. Speakers shall be first approved by the Reimagine Education Steering Committee.

website and a prominent call to action. In addition, you can use the 'special offer' box to display unique offers to attendees which will be highlighted in the app. You will gain extra brand exposure, social media followers, and business leads through interactive profile pages.

- In the lead up to the conference, we will publish two interviews or articles in the Reimagine Education newsletter.

Sponsoring a Workshop



Sponsoring a workshop at Reimagine Education will provide your institution or organization with the opportunity to demonstrate your capacity for innovation and thought-leadership to a small, yet highly-pertinent, audience of senior educationalists: CEOs, Deans, department heads, and other executives. Our delegate list will be provided to you

in advance, and you will be able to tailor your audience to your preferences: size, seniority, and sector.

The workshop will be "Powered by" or "In association with" your organization.

Your organization will have the opportunity to either run the workshop directly or to delegate part of the organization to the Reimagine Education team.

The sponsorship also includes:

- The opportunity to co-create the workshop, suggest the format and invite your preferred speakers/moderators.
- 2 conference passes (covering the two-day conference but excluding the gala dinner) that you can offer to your selection of guests
- All the services included in the "Silver Sponsorship" package.
- An exhibit table with the opportunity to display two pull-up banners alongside your promotional material. This exhibit table will be placed in a prominent position, ensuring significant footfall from all delegates.
- Seat drop: marketing/promotional material placed on all workshop participants seats.
- Your logo will feature on the printed program and on the Online agenda.
- Your profile on the Conference APP. This includes: logo, company description, LinkedIn Facebook, and Twitter follow buttons, link to company website and a prominent call to action. In addition, you can use the 'special offer' box to display unique offers to attendees which will be highlighted in the app. You will gain extra brand exposure, social media followers, and business leads through interactive profile pages.
- In the lead up to the conference, we will publish one interview or articles in the Reimagine Education newsletter.
- Sponsored posts on Reimagine Education Twitter, LinkedIn and Facebook accounts.



Opening Reception Drinks US\$ 25,000

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



Networking Breaks Sponsor US\$ 5,000

As a sponsor of one of our coffee and networking breaks, your logo will adorn the signage at inter-session coffee and networking breaks. Your logo will be featured on the online program and on the event app. Delegates who have downloaded the conference app will receive a text and a push notification crafted by you, before and during the break. Your logo will feature on all the related collateral marketing material as well.



Delegate Badge & Lanyards US\$ 6,000

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



Delegate Bags US\$ 10,000

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



Exhibit Table US\$ 2,500

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 meter, 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 organization 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 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 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 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



Some of what our sponsors are saying...

We are proud to support Reimagine Education Awards, an initiative that goes a long way towards nurturing student learning outcomes and employability, by focussing on innovative and transformational educational projects.

University of Bristol

Sponsoring the Reimagine Education Awards proved to be a great opportunity for Ajman University. We were able to meet and greet the educators behind so many innovative ideas and from so many extraordinary institutions. We left a lasting impression on them as well by offering targeted promotional materials about AU at our table. We left Reimagine Education with the potential for a slew of new partnerships. We'll be back next year!

Ajman University

As an institution dedicated to educational innovation, sponsoring Reimagine Education was a perfect way to celebrate the reimagining of higher education occurring around the world at this transformative moment for our sector. This conference brings together leading research and educational institutions, educational entrepreneurs, start-ups and some of the giants of Silicon Valley – all to think about, argue about and be inspired by the educational re-imaginings of the future.

The University of Sydney

The University of Nicosia believes strongly that we are entering a period of tremendous technological innovation that will have huge societal impact. It is certain that new technologies like AI, blockchain, Augmented and Virtual Reality and others will also have a deep impact on higher education. In this light, we were honored to sponsor the Overall Award to support the organizations that are on the cutting edge of innovation in higher education.

University of Nicosia

We are proud to support Reimagine Education as an initiative that promotes innovation in education. We know that innovation does not happen in a vacuum, so through this initiative, we hope to be able to share our ideas with like-minded educators looking to reimagine teaching and learning, and to learn from others in order to, together, improve student learning outcomes and employability.



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