



**IAFOR Education Conferences 2024
Sponsorship & Exhibition Prospectus**

About IAFOR

Founded in 2009, The International Academic Forum (IAFOR) is a politically independent, non-partisan, and non-profit interdisciplinary think tank, conference organiser, and publisher. Based in Japan, its main administrative office is located in Nagoya and its research centre is in the Osaka School of International Public Policy (OSIPP), a graduate school of Osaka University. IAFOR runs research programmes and events in Asia, Europe, and North America in partnership with universities and think tanks and has also worked on a number of multi-sector cooperative programs and events, including collaborations with the United Nations and the Government of Japan.

IAFOR is comprised of three entities:

The IAFOR General Incorporated Association (Japan) operates as a social enterprise, registered as a non-profit entity under the laws of Japan.

The IAFOR Research Foundation is a private nonprofit foundation, registered in the State of California and a 501(c)3 organisation under US tax code.

The IAFOR Research Centre is housed in the Osaka School of International Public Policy (OSIPP) at Osaka University and the Centre's funds are administered through Osaka University, a Japanese National University.

Conferences

Each year, IAFOR brings together thousands of academics and professionals worldwide through its interdisciplinary conferences, held both globally and online.

IAFOR has organised conferences in Tokyo, Osaka, Kobe, and Kyoto (Japan); London and Brighton (UK); Barcelona (Spain), Porto (Portugal), New York, Virginia, Rhode Island, and Hawaii (United States); Hong Kong (Hong Kong SAR), Singapore, Chiang Mai (Thailand), Bali (Indonesia), and Dubai (UAE).

For more details about our conferences, please follow: <https://iafor.org/conferences/>

Why Sponsor?

As a sponsor, your organisation will receive recognition for supporting the professional development of educators and academic researchers across the globe. Enhance your brand visibility among a far-reaching audience of academic researchers, education specialists, university deans, school heads, government officials from country ministries of education, and other academic researchers from around the world.

In this dynamic and globally connected world, our conferences, with a thematic focus encompassing Education, Arts, Media, and Culture, offer a unique opportunity to engage with a rich tapestry of ideas, cultures, and perspectives. It's an ideal setting to explore interdisciplinary themes and collaborate with scholars from around the world.

Conferences are about starting quality relationships, and IAFOR conferences are no different. As a network, IAFOR strives to make our conference spaces as much about quality interaction as they are about research, because we know that bringing together professionals from different backgrounds often leads to groundbreaking solutions. An IAFOR conference might just be the place your organisation finds its next great partnership.

Key Demographics

Our Website Visitors

145,000 unique website visitors per month:

Age Breakdown

18-24	19.27%
25-34	37.39%
35-44	19.57%
45-54	12.52%
55-64	7.18%
65+	4.06%

Gender Breakdown

Female	60.1%
Male	39.9%

By Location

Southeast Asia	25.21%
Northern America	18.00%
Eastern Asia	15.72%
Southern Asia	10.02%
Northern Europe	6.32%
Western Asia	4.79%
Australasia	3.46%
Western Africa	3.45%
Western Europe	3.04%
Southern Europe	2.34%

In Market Segment

Education/Post-Secondary Education	4.08%
Employment	3.06%
Travel/Hotels & Accommodations	3.04%
Education/Primary & Secondary Schools	2.96%
Travel/Air Travel	2.77%
Software/Business & Productivity Software	2.58%
Employment/Career Consulting Services	2.14%
Financial Services/Investment Services	1.94%
Education/Test Preparation & Tutoring	1.81%
Education/Foreign Language Study	1.76%

(Source: Google Analytics 2018-2019 data)

Who Attends IAFOR Conferences?

Education Level

Doctoral Degree	56.1%
Master's Degree	30.4%
Bachelor's Degree	10.8%
Other	2.7%

(Source: Abstract Submission Data 2018-21)

Position

Business

Business Employee	0.4%
Business Manager	0.4%
Business Owner/Executive	1.0%

Public Service

Civil Servant	0.9%
School Administrator	1.9%
School Teacher/Instructor	4.5%

University Faculty

University Administration	2.2%
University Assistant Professor/Lecturer	42.5%
University Postdoctoral Fellow or Instructor	3.5%
University Professor/Principal Lecturer	10.9%

Students

University Doctoral Student	14.2%
University Postgraduate Student	6.6%
University Undergraduate Student	3.2%

Independent Scholar 2.5%

Other 5.3%

(Source: Abstract Submission Data 2018-21)

I. Sponsorship Overview

We appreciate your support in making IAFOR conferences a success. With your sponsorship, you will receive outstanding advantages and recognition linked to your support level.

Sponsorship Item	Number Available	Price
Welcome Reception Sponsorship	1	\$10,000
Lunch Symposium Sponsorship	3	\$10,000
Conference Dinner Sponsorship	1	\$5,000
Special Panel Discussion Sponsorship	2	\$5,000
Conference Guide Book: Outside Back Cover	1	\$10,000
Delegate Lanyard Sponsor	1	\$5,000
Conference Bag Sponsor	1	\$10,000
Scholarship Sponsor (Onsite Presenter from Overseas)	10	\$3,000
Scholarship Sponsor (Online Presenter from Overseas)	10	\$500
Gold Sponsor	1	\$10,000
Silver Sponsor	3	\$6,000
Bronze Sponsor	5	\$4,000

All prices are in USD and include 10% Japanese Consumption Tax.

If you do not find a suitable sponsorship item, we are happy to work with you to develop a tailor-made benefits package.

I. SESSION SUPPORT OPPORTUNITIES

Welcome Reception Sponsorship: \$10,000 (Exclusive)

Supporters will have the opportunity to promote themselves through an evening networking reception to which all registered attendees are invited:

- Opportunity to provide attendees with items bearing the Sponsor's logo.
- Sponsor's logo will be displayed prominently on the Networking Reception signage
- Logo on conference website, in the conference guide, and Abstract Book

Lunch Symposium Sponsorship: \$3,000 + (lunch box cost x expected attendance)

Opportunity to organise a Lunch Symposium, up to 60 minutes (programme subject to the approval of the Conference Organising Committee):

- Includes hall rental, standard audio/visual equipment, display table, and access to the speakers' preparation room
- Permission to use the phrase: "Official Supporter of [IAFOR Conference]" in marketing materials
- Lunch Symposium title, schedule, and programme will be displayed at the entrance of the hall
- Lunch Symposium will be clearly indicated in the Conference Guide as "Sponsored Session"
- Table to display materials at the entrance of the hall during the session
- Logo on conference website, in the conference guide, and Abstract Book

Conference Dinner Sponsorship: \$5,000

Sponsors will have the opportunity to promote themselves through a Conference Dinner:

- Dominant placement of ONE (1) banner provided by the Sponsor at the Dinner
- Opportunity to distribute corporate souvenirs (subject to approval)
- Logo on conference website, in the conference guide, and Abstract Book

Terms and Conditions:

- Capacity of the restaurant is 50 - 150 pax.

Special Panel Discussion Sponsorship: \$5,000

Opportunity to organise a Special Panel Discussion, up to 90 minutes (programme subject to the approval of the Conference Organising Committee):

- Includes room rental, standard audio/visual equipment, display table, and access to the speakers' preparation room
- Permission to use the phrase: "Official Support to [IAFOR Conference]" in marketing materials
- The Panel Discussion title, schedule and programme will be displayed at the entrance of the room
- Clearly indicated in the Conference Guide as: "Special Panel Discussion"
- Table to display materials at the entrance of the room during the session
- Acknowledgement in the Exhibition section of the Conference Guide, Sponsors' Board on-site and on the Conference website with hyperlink to Sponsor's homepage
- Invited guests with Complimentary Tickets can only attend the Sponsored Panel Discussion
- Opportunity for a 5 minute address to introduce the panel
- Logo on session slides
- Logo on conference website, in the conference guide, and Abstract Book

Session Sponsorship: \$5,000

Opportunity to sponsor a keynote or featured speaker:

- Includes room rental, standard audio/visual equipment, display table, and access to the speakers' preparation room
- Permission to use the phrase: "Official Support to [IAFOR Conference]" in marketing materials
- The Panel Discussion title, schedule, and programme will be displayed at the entrance of the room
- Clearly indicated in the Conference Guide as: "Special Panel Discussion"
- Table to display materials at the entrance of the room during the session
- Acknowledgement in the Exhibition section of the Conference Guide, Sponsors' Board on-site and on the Conference website with hyperlink to Sponsor's homepage
- Invited guests with Complimentary Tickets can only attend the Sponsored Panel Discussion

II. Print Advertisement

Maximise your visibility in the **Conference Guide**, of which all attendees will receive a hard copy of. A PDF version will also be published on the Conference website and published on the Issuu publishing platform.

The Conference Guide is produced in a high quality print form and is given to all conference registrants and exhibitors at the time. The Guide is printed in full colour and contains all the important information attendees require at the conference.

All advertisements will also be published online in the **Conference Programme & Abstract Book** (ISSN: 2433-7544) which is archived on the conference website and on the issuu publications platform.

IAFOR puts a lot of investment into its publications, so they are well-conceived and professionally designed and produced, so as to be aesthetically pleasing, easy to navigate and practical.

Conference Guide Advertisement

Item	Colour	Width x Height	Price (USD)
Outside Back Cover	Full Colour	A4 (210mm x 297mm)	\$10,000

Ad Specifications:

- File formats: PDF, Illustrator, EPS with fonts outlined, any image format (JPG, GIF, etc.) in as high resolution as possible. Advertisements that require further work (damaged or corrupted files, missing linked files, wrong sizing, etc.) will be charged for

Full Page Ad:

- 210 mm (width) x 297 mm (height), plus 3 mm bleed all round (effectively 216 mm x 303 mm)
- Set critical elements, for example text, at least 10 mm in from the page edge

Delegate Lanyard Sponsorship (Exclusive)

Only one lanyard sponsor is available per conference

Every delegate must show their badge to access all academic sessions, making this a fantastic branding opportunity. The exposure also continues outside the conference with many images and videos showing delegates with their badges.

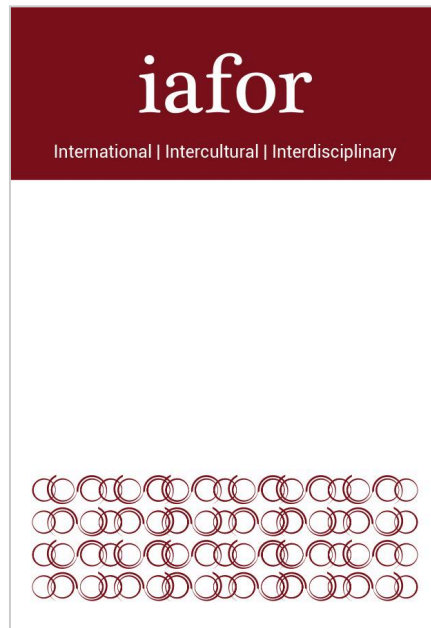
Item	Price (USD)
Delegate Lanyard Sponsor	\$5,000

Lanyard Sponsorship includes the following:

- Sponsor's logo on the Lanyards, recognition on the conference website and in the Conference Guide as a sponsor
- Supporters will be acknowledged with a hyperlink to the company's homepage
- Logo on conference website, in the conference guide, and Abstract Book

Note: Design to be negotiated with the organiser.

- Name space will occupy no less than 50% of the name tag design
- IAFOR branding space will occupy no less than 25% of the name tag design
- Sponsor branding space will occupy no less than 25% of the name tag design
- Lanyard size: W:100mm x H:148mm



Conference Bag Sponsorship (Exclusive)

Only one Bag Sponsor is available per conference

IAFOR will provide Conference bags which will be branded with the IAFOR logo, the conference logo, and the logo of one sponsor.

Item	Price (USD)
Conference Bag Sponsorship	\$10,000

Conference Bag Sponsorship includes the following:

- Your logo on the eco-bags
- Recognised on the conference website and in the Conference Guide as a sponsor
- Maximum of one printed insert in the conference eco-bags
- One complimentary registration to the conference
- Logo on conference website, in the conference guide, and Abstract Book

Notes

- Design to be negotiated between IAFOR and sponsor
- Price reflects single-colour design only.
- General size: W360xH370xD110mm, UK Conferences: W370xH420xD110mm
- Production and delivery of insert is the responsibility of the advertiser; shipping costs are not included
- Printed matter inserts (including but not limited to): flyers, postcards, magazines, brochures, and booklets



III. Scholarship Support

Scholarship Sponsor – Sponsor a Student or Early Career Academic

IAFOR is dedicated to helping young scholars from low- and middle-income countries achieve their research and academic goals, while also encouraging them to apply the principles of interdisciplinary study to their work.

Scholarship Sponsors help fund travel and accommodation grants and full or partial scholarships covering conference registration fees to PhD students and early career academics who might not otherwise have the financial resources to be able to attend our academic conferences.

The average cost of an **onsite** scholarship to support one presenter onsite is \$3,000 (USD) and covers airfare, visa fees, meals and accommodations, and conference registration fees.

The average cost of an **online** scholarship to support one presenter online is \$500 (USD) and covers conference registration fees.

Item	Price (USD)
Scholarship Sponsor (Onsite)	\$3,000
Scholarship Sponsor (Online)	\$500

Scholarship Sponsorship includes the following:

- Recognised on the conference website and in the Conference Guide as a scholarship sponsor
- Logo on conference website, in the conference guide, and Abstract Book

IV. Exhibitor Package

We appreciate your support in making IAFOR conferences a success. You will receive outstanding advantages in recognition of and linked to your support level. We have the following Exhibitor Packages:

Package	Gold \$10,000	Silver \$6000	Bronze \$3000
Availability	1	3	5
Exhibition Table	YES	YES	YES
Complimentary Registrations	5	2	2
Mention in Open Ceremony	YES	YES	-
Presentation time slot during the conference	50-minute	-	-
Email distribution to registered participants (distributed by the organiser)	YES	YES	-
Full Page Advertisement in Conference Guide	YES	YES	YES
Tickets to Conference Dinner	5	2	-
Logo on conference website, in the conference guide, and Abstract Book	Large	Medium	Small

- Sponsors will be given recognition according to the chosen sponsorship package
- Sponsorship packages are assigned on a first-come, first-served basis

Terms and Conditions

All advertisements and inserts submitted must comply with applicable laws.

Advertisements and inserts submitted shall not contain the following: any copyrighted material unless you are the copyright owner or have permission of the copyright owner to post it; any material that is considered discriminatory, obscene, defamatory, threatening, harassing, and/or abusive; and any material that contains verbiage or images that are sexually explicit.

The subject matter, form, wording, illustrations and typography of all advertising are subject to approval by the Conference Programme Committee. The Conference Programme Committee reserves the right to reject any advertisement or insert at its sole discretion.

Sponsors assume liability for all content of advertising printed and are responsible for all claims made against the Publisher arising from printed advertising.

Payment

Please settle your payment within 14 days of receiving the invoice. Payment can be made online with a credit card or by direct bank transfer. Advertisers are responsible for any bank charges.

<https://onlinestore.iafor.org/product/iafor-conference-sponsorship-exhibition-package/>

Cancellation Policy

Sponsors will be liable for all or part of the costs in accordance with the following scale.

Within 30 days of the conference: 100% payment of fees required.

30 to 60 days prior to the conference: 20% payment of fees required.

61 days or more prior to the conference: No payment of fees required.

Further Information

Mr Matthew Chima

The International Academic Forum (IAFOR)

Sakae 1-16-26 201,

Naka-ku, Nagoya,

Aichi 460-0008, Japan

Email: admin@iafor.org