



iafor

IAFOR Conferences Sponsorship Kit

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 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) is a social enterprise and non-profit entity registered 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

Since 2009, The International Academic Forum (IAFOR) has welcomed over 20,000 academics to its interdisciplinary conferences held around the world. IAFOR hosts conferences in Tokyo, Osaka and Kobe (Japan), London and Brighton (UK), Barcelona (Spain), New York and Hawaii (USA), Hong Kong (Hong Kong SAR), and Dubai (UAE).

We hold 18 annual conferences. For more details about our conferences, please follow:

<https://iafor.org/conferences/>

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%
Masters Degree	30.4%
Bachelors Degree	10.8%
Other	2.7%

(Source: Abstract Submission Data 2018-19)

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 2018-19)

ACE2019

ACE is now in its eleventh year and is held annually. In 2018, ACE attracted 416 attendees representing 39 countries – a truly international event. This diversity serves as a wonderful comparative and contrastive resource.

Over the years, the Asian Conference on Education (ACE) has brought together thousands of passionate scholars and educators from around the globe to discuss ideas critical to the development of education in Asia and beyond, making it one of the most respected, and longest running annual conferences focused on all levels of education in Asia.

The conference is organised by IAFOR in association with the IAFOR Research Centre at the Osaka School of International Public Policy (OSIPP) in Osaka University, Japan.

Venue & Location: Toshi Center Hotel, Tokyo, Japan

Dates: Thursday, October 31, 2019 to Sunday, November 03, 2019

Conference Theme: "Independence & Interdependence"

Delegate Demographics at a Glance

- 416 attendees
- 39 countries
- 64% female / 36% male
- 51% faculty members
- 22% PhD or postgraduate students

Position

- University Faculty (52%)
- Postgraduate & Doctoral Students (23%)
- Public Sector & NGOs (12%)
- Other (10%)
- Independent (2%)
- Business (1%)

Registration Type

- Presenter (76.1%)
- Audience (8.1%)
- Virtual Presenter (6.8%)

Country

- Japan (14%)
- Philippines (12%)
- Taiwan (9%)
- Singapore (7%)
- Hong Kong (7%)
- China (6%)
- Australia (5%)
- United States (5%)
- Indonesia (4%)
- Other (22%)

Gender

- Female (63.7%)
- Male (36.3%)

(Source: ACE 2018 Conference Registration Data)

Further reading: <https://ace.iafor.org/who-attends-ace/>

IICEHawaii2020

The IAFOR International Conference on Education (IICEHawaii) is now in its fifth year and is held annually. In 2019, IICEHawaii attracted 304 attendees representing 38 countries – a truly international event.

Held in partnership with the University of Hawai'i at Mānoa, this international conference encourages academics and scholars to meet and exchange ideas and views in a forum stimulating respectful dialogue, by bringing together university scholars working throughout Hawai'i, the United States, Asia, and beyond to share ideas and research at the intersection of education and sustainability. Last year the conference brought together the President of the University of Hawai'i, CEO of the East-West Center, and Superintendent of the Hawai'i State Board of Education, as well as representatives of the World Bank and UNESCO. This year promises to build on the great energy and support and be even bigger and better.

Venue & Location: The Hawai'i Convention Center, Honolulu, Hawaii, USA

Dates: Friday, January 10, 2020 to Sunday, January 12, 2020

Delegate Demographics at a Glance

- 304 attendees
- 38 countries
- 66% female / 34% male
- 59% faculty members
- 24% PhD or postgraduate student

Position

- University Faculty (58.9%)
- Postgraduate & Doctoral Students (23.9%)
- Public Sector & NGOs (7.32%)
- Independent (2.5%)
- Business (1.8%)
- Other (5.58%)

Country

- United States (39.1%)
- Canada (12.5%)
- Japan (12.5%)
- South Korea (7.9%)
- Australia (4.2%)
- Philippines (2.6%)
- Taiwan (2.6%)
- Other (18.4%)

Registration Type

- Presenter (85.8.4%)
- Audience (11%)

Gender

- Female (66.3%)
- Male (33.7%)

(Source: IICEHawaii 2019 Conference Registration Data)

Further reading: <https://iicehawaii.iafor.org/who-attends-iicehawaii>

Sponsorship Opportunities

The following sponsorship opportunities are available for IAFOR conferences in 2019. These rates may be subject to change.

If you do not find any sponsorship options suitable for you, we will be happy to hear your ideas and develop with you a tailor-made benefits package.

Conference Programme and Abstract Book Sponsor

ISSN: 2433-7544 (Online) ISSN: 2433-7587 (Print)

The conference programme is produced in a high quality print form and is given to all conference registrants and exhibitors at the time, and is used thereafter for publicity purposes. Programmes are also permanently archived on the IAFOR site as part of the research archive, and on the issue publications site.

IAFOR puts a lot of investment into its conference programmes, so they are well-conceived and professionally designed and produced, so as to be aesthetically pleasing, easy to navigate and practical. In print form, the covers and inside covers are in full colour, and the interior is in high quality black and white. Cover adverts will be reproduced in full colour both in the printed programme and in online form. If originally in colour, Inside adverts will be rendered in black and white in the printed programme, and in full colour in the online version.

Item	Code	Colour	Width x Height	Price*
Inside Front Cover	IFC	Full Colour	A4 (210mm x 297mm)	\$1000
Inside Back Cover	IBC	Full Colour	A4 (210mm x 297mm)	\$1000
Outside Back Cover	OBC	Full Colour	A4 (210mm x 297mm)	\$1500
Inside Full Page	IFP	monochrome	A4 (210mm x 297mm)	\$800

*Prices include 8% consumption tax.

Conference Programme and Abstract Book sponsorship includes:

Your advert in the book

Recognised on the conference website and in the Conference Programme as a sponsor

Maximum of one printer matter insert in the conference eco-bags

Notes:

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.

Conference Programme and Abstract Book: Technical Information

Preferable Formats

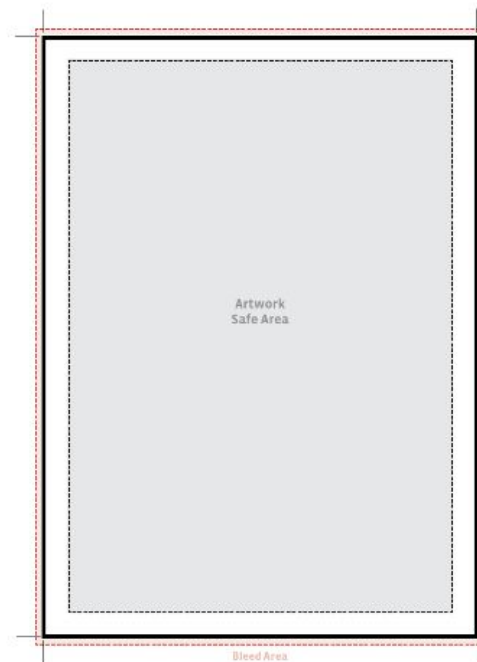
PDF, Illustrator, EPS with fonts outlined, any image format (JPG, GIF, etc.) in as high resolution as possible.

Advertisement data that requires further work (damaged or corrupted files, missing linked files, wrong sizing, etc.) will be charged for. IAFOR will contact you in advance before making any changes.

Full Page Advert

- 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.

- page size 210 x 297 mm
- - - - - bleed size 216 x 303 mm (3mm bleed)
- - - - - type area 190 x 277 mm (10mm margins)



Scholarship Sponsor – Sponsor a Student or Early Career Academic

IAFOR is dedicated to helping young scholars 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.

Item	Code	Price*
Scholarship Sponsor	SCH	\$1000

*Prices include 8% consumption tax.

Scholarship Sponsorship includes the following:

Recognised on the conference website and in the Conference Programme as a scholarship sponsor
Maximum of one printer matter insert in the conference eco-bags

Notes:

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.

Scholarship winners are selected by the Conference Organising Committee

Delegate Lanyard Sponsor

Only one lanyard sponsor is available per conference

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

Item	Code	Price*
Delegate Lanyard Sponsor	LAN	\$2000

*Prices include 8% consumption tax.

Lanyard sponsorship includes the following:

Your logo on the Lanyards

Recognised on the conference website and in the Conference Programme as a sponsor

Maximum of one printer matter insert in the conference eco-bags

One complimentary registration to conference

Notes

Design to be negotiated between IAFOR and sponsor

Overall advertising on name tags will be governed by the following:

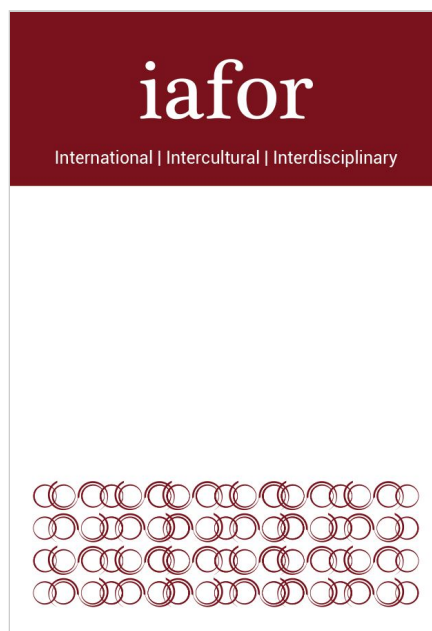
Name space will occupy no less than 50% of the name tag design

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

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.



Delegate Eco-bag Sponsor

Only one eco-bag sponsor is available per conference

Offered to all delegates, the delegate bags are a great give-away and can be utilised long after the conference, extending your brand exposure.

Item	Code	Price*
Delegate Eco-bag Sponsor	EBG	\$2000

*Prices include 8% consumption tax.

Eco-bag sponsorship includes the following:

Your logo on the eco-bags

Recognised on the conference website and in the Conference Programme as a sponsor

Maximum of one printer matter insert in the conference eco-bags

One complimentary registration to conference

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.



Conference Notebook & Pen Sponsor

Only one conference pen sponsor is available per conference

Included in conference bags, the pen and A4 notebooks are a great give-away and can be utilised long after the conference, extending your brand exposure.

Item	Code	Price*
Conference Notebook & Pen Sponsor	NBP	\$2000

*Prices include 8% consumption tax.

Conference Notebook & Pen sponsorship includes the following:

Your logo on the conference pens

Your design on the cover of the conference notebooks

Recognised on the conference website and in the Conference Programme as a sponsor

Maximum of one printer matter insert in the conference eco-bags

One complimentary registration to conference

Notes

Design to be negotiated between IAFOR and sponsor

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.

Conference Basic Sponsor

Support

Item	Code	Price*
Conference Basic Sponsor	PMI	\$400

*Prices include 8% consumption tax.

Conference Eco-bag Insert includes the following:

Recognised on the conference website and in the Conference Programme as a sponsor

Maximum of one printer matter insert in the conference eco-bags

Notes

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.

Delivery

The quantity required varies from year to year. IAFOR will provide the quantities required and delivery instructions 1-month prior to the conference. Items should arrive at the Conference Venue between 3-7 days before the start of the conference.

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 IAFOR. IAFOR 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 seven 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.

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



The International Academic Forum (IAFOR)
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