SPONSORSHIP & EXHIBIT PROSPECTUS
Welcome to APAIE 2020

Bridging Oceans - Internationalization and Higher Education in the Asia Pacific

The Asia-Pacific Association for International Education (APAIE) was established in 2004 by a Founding Committee consisting of thirteen university representatives from across the Asia Pacific region, and has since expanded to become a thriving association. APAIE aims to encourage greater cooperation between institutions, to enrich and support international programmes, activities and exchanges, and to promote the value of international education across the region and beyond. In doing so, APAIE devotes itself to the principles of mutual respect, diversity and collective progress.

The APAIE Conference and Exhibition brings together international education policy-makers, practitioners and experts from across the globe to the Asia-Pacific region to network, improve professional skills and learn about new developments in international education. It is anticipated that APAIE 2020 will attract well over 2,500 delegates representing countries from around the world.
Conference Hosts

Conference Lead Host

SFU
Simon Fraser University

Conference Co-hosts

Royal Roads University
Thompson Rivers University
UBC
The University of British Columbia
UNBC
University of Northern British Columbia
University of Victoria

2020 Organizer

BCCIE
BC Council for International Education

Supported By

ÉduCanada
British Columbia
Vancouver
About Vancouver
Vancouver is an exceptional location for the Conference. It is renowned as one of the world’s most outstanding convention cities, with the sparkling Pacific Ocean and towering Coast Mountains providing a unique and spectacular setting. Home to vibrant Asian diaspora communities and a truly multicultural city, Vancouver is a well-positioned to host discussions about higher education in Asia, the Pacific and the Americas.

Vancouver Convention Centre
The Conference will take place at the Vancouver Convention Centre, East Building. Located in the heart of downtown Vancouver, the venue is just minutes away from exquisite amenities and world-class hotels. With over 133,000 square feet of floor space, the East Building provides an outstanding and spacious venue for the Conference, with plenty of room for both scientific presentations and a technical exhibition.
APAIE is an excellent opportunity to interact with a diverse group of professionals:

- Presidents, Vice Chancellors and Directors in higher education
- Officers responsible for international mobility of students, faculty and staff
- Government representatives and policy makers
- National and regional international education organizations and associations
- Leaders in interculturalism, internationalization, and the student experience
- Leaders in advancing opportunities for indigenous and newcomer communities in international education
Past Sponsors & Exhibitors

Please follow these links to see lists of APAIE past sponsors and exhibitors:

**APAIE 2019 Sponsors:**
https://bit.ly/2Yw4B3Y

**APAIE 2019 Exhibitors:**
https://bit.ly/2SP72sp

**APAIE 2018 Sponsors:**

**APAIE 2018 Exhibitors:**
https://bit.ly/2My5D8L
Exhibit Opportunities

The exhibition is a vital part of APAIE 2020. Every effort will be made to ensure that all exhibitors receive prime exposure and direct marketing opportunities with key players and decision makers in the field. With over 350 booth spaces available and over 2,500 delegates expected from all over the world, the APAIE 2020 Exhibition is the perfect event to showcase your organization and connect with fellow industry experts.

STANDARD SHELL SCHEME

Package Entitlements:

- 3m x 2m exhibition booth, carpet included
- System panels (3m length x 2.5m height)
- One (1) fascia board with organization name and booth number
- One (1) 1.8m x 0.6m skirted table
- Two (2) chairs
- One (1) wastepaper basket
- One (1) power socket
- Two (2) complimentary Conference passes

USD 3,850

SPACE ONLY FOR CUSTOM-BUILT BOOTHS

Package Entitlements:

- 3m x 2m space
- Customize your own booth
- Two (2) complimentary Conference passes

USD 3,500
There are additional benefits for booking an exhibition space of 15+ booths. You will receive the additional benefits listed below depending on the number of booths you purchase.

### Exhibitor Levels

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND EXHIBITOR</th>
<th>PLATINUM EXHIBITOR</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>NUMBER OF BOOTH</strong></td>
<td>20+</td>
<td>15 - 19</td>
</tr>
<tr>
<td><strong>LOGO ON APAIE WEBSITE WITH LINK TO EXHIBITOR WEBSITE</strong></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>LISTING IN CONFERENCE MOBILE APP</strong></td>
<td>Full corporate profile (Logo, profile, stand number, website link, meeting request link)</td>
<td>Brief corporate profile (Logo, brief profile, stand number, website link)</td>
</tr>
<tr>
<td><strong>NAME/LOGO ON SPONSOR BOARD AT VENUE</strong></td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td><strong>RECOGNITION IN RELEVANT MARKETING MATERIALS LEADING UP TO CONFERENCE</strong></td>
<td>✔️</td>
<td>-</td>
</tr>
</tbody>
</table>

* Subject to the latest printing date

**Interested in exhibiting at APAIE 2020?**
Please fill out the Exhibition Request Form on our website: [www.apaie2020.org](http://www.apaie2020.org)
# Sponsorship Levels

The Sponsorship Levels can be reached by a direct investment of the required amount for each level.

<table>
<thead>
<tr>
<th></th>
<th>DIAMOND USD 20,000</th>
<th>PLATINUM USD 15,000</th>
<th>GOLD USD 10,000</th>
<th>SILVER USD 5,000</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>LOGO ON APAIE WEBSITE WITH LINK TO SPONSOR WEBSITE</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>LOGO ON COVER AND/OR ACKNOWLEDGEMENT PAGE OF CONFERENCE BOOKLET</strong></td>
<td>Logo on cover &amp; acknowledgement page</td>
<td>Logo on cover &amp; acknowledgement page</td>
<td>Logo on acknowledgement page</td>
<td>Logo on acknowledgement page</td>
</tr>
<tr>
<td><strong>LISTING IN CONFERENCE MOBILE APP</strong></td>
<td>Full corporate profile (Logo, profile, stand number, website link)</td>
<td>Full corporate profile (Logo, profile, stand number, website link)</td>
<td>Brief corporate profile (Logo, brief profile, stand number, website link)</td>
<td>Logo, stand number, website link</td>
</tr>
<tr>
<td><strong>LOGO ON BACKDROP BANNERS AT VENUE</strong>*</td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>NAME/LOGO ON SPONSOR BOARD AT VENUE</strong>*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>RECOGNITION IN RELEVANT MARKETING MATERIALS LEADING UP TO CONFERENCE</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>ACKNOWLEDGEMENT ON SCREEN AT PARALLEL SESSIONS</strong></td>
<td>✓</td>
<td>✓</td>
<td>-</td>
<td>-</td>
</tr>
<tr>
<td><strong>RECOGNITION ON SPONSOR’S NAME BADGE &amp; BOOTH (IF APPLICABLE)</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>COMPLIMENTARY CONFERENCE REGISTRATION(S)</strong></td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td><strong>ENVIRONMENTALLY-FRIENDLY SATCHEL ITEM</strong></td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td><strong>PROGRAM BOOK</strong></td>
<td>Front or back inside cover</td>
<td>Full page</td>
<td>Half page</td>
<td>-</td>
</tr>
</tbody>
</table>

* Subject to the latest printing date
**Sponsorship Opportunities**

**STUDENT ASSISTANT/VOLUNTEER T-SHIRTS**  
SOLD  
Student Assistants are necessary to ensure the Conference runs smoothly. All students will wear shirts for clear identification.  
As the sponsor of the Student Assistant Shirts, you will have your logo on the shirts (provided by the Conference organizers) along with the Conference logo.

**LANYARDS**  
SOLD  
All delegates will receive a name badge and lanyard to be worn for identification during the Conference.  
As the sponsor of the Lanyards, you will have your logo branded on all lanyards alongside the Conference logo (badges provided by Conference organizers).

**CONFERENCE MOBILE APP**  
SOLD  
The mobile app will include the full Conference program, exhibit floor plan with exhibitor biographies, venue and local city information.  
As the sponsor of the Conference Mobile App, you will have your custom graphic/banner displayed on the access page of the Mobile App.

**HOTEL KEY CARD BRANDING**  
USD 7,500  
per hotel  
Conference hotels (The Pan Pacific and the Pinnacle hotels) offer the opportunity to custom brand their key cards. This is a unique opportunity to put your branding in the hands of delegates. Please note that the sponsorship price does not include the production of the key cards. As the sponsor of the hotel key cards, you will have the key cards branded with your logo / custom design.
HOSPITALITY LOUNGE - MEETING ROOM LEVEL (3 AVAILABLE - 3 RESERVED)  
USD 8,000 each

The Hospitality Lounge in the foyer area of the session rooms will provide delegates with a comfortable seating area to conduct meetings, check emails or simply study the Conference program.  
As the sponsor of the Hospitality Lounge, you will have the Lounge branded with your logo / custom design.

HOSPITALITY LOUNGE - EXHIBIT HALL  
SOLD OUT

The Hospitality Lounge in the exhibit hall will provide delegates with a comfortable seating area to conduct meetings, check emails or simply study the Conference program.  
As the sponsor of the Hospitality Lounge, you will have the Lounge branded with your logo / custom design.

NETWORKING FOOD SERVICE AREA (TUESDAY OR WEDNESDAY)  
USD 10,000 each

A section of the exhibition hall will be dedicated to daily food service (tea/ coffee breaks & lunches) and networking (tables & chairs).  
As one of the sponsors of the Networking Food Service Area, you will:
• Have signage at the entrance of the Area on Tuesday or Wednesday  
• Have tabletop cards with your logo at all food stations and tables

CHARGING LOUNGE (2 AVAILABLE)  
USD 12,500 each

The Charging Lounge will allow attendees to power up their mobile phones, tablets, laptops, and other electronic devices for free, while providing a comfortable seating area.  
As the sponsor of the Charging Lounge, you will have the Charging Lounge branded with your logo / custom design.
<table>
<thead>
<tr>
<th>Event</th>
<th>Sponsorship Level</th>
<th>Details</th>
</tr>
</thead>
<tbody>
<tr>
<td>Welcome Lunch</td>
<td>USD 15,000</td>
<td>The Welcome Lunch will take place on Monday in the exhibition hall. All delegates are invited to attend this event free of charge.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>As the sponsor of the Welcome Lunch, you will:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Have signage at the entrance of the Food Service Area on Monday</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Be recognized as the Welcome Lunch sponsor on marketing materials</td>
</tr>
<tr>
<td>Digital Info Wall</td>
<td>USD 20,000</td>
<td>A digital board will serve as a social media wall, keeping track of posts &amp; interactions through Facebook, Twitter and the official mobile app, as well as providing Program updates.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>As the sponsor of the Digital Info Wall, you will:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Have the Digital Info Wall branded with your logo / custom design</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Have the opportunity to publish two (2) Promoted Messages on the Wall every day</td>
</tr>
<tr>
<td>Gala Networking Dinner</td>
<td>SOLD</td>
<td>The Gala Networking Dinner will take place on Tuesday evening. All delegates are invited to attend this event at a charge.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>As the sponsor of the Gala Networking Dinner, you will:</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Have signage at the entrance of the Dinner room</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Have your logo placed on the tickets and menu cards on tables</td>
</tr>
<tr>
<td></td>
<td></td>
<td>• Be recognized as the Gala Networking Dinner sponsor on marketing materials</td>
</tr>
<tr>
<td>Water Bottles</td>
<td>SOLD</td>
<td>Re-usable water bottles will be provided to delegates in their satchel to allow a quick refresh as they move about all day.</td>
</tr>
<tr>
<td></td>
<td></td>
<td>As the sponsor of the Water Bottles, you will have the Water Bottles branded with your logo / custom design (bottles provided by Conference organizers).</td>
</tr>
</tbody>
</table>

By purchasing any of the items above you will also receive these additional benefits:

1. Listed as “Silver/Gold/Platinum/Diamond Sponsor”, according to sponsorship level
2. Logo on APAIE website with link to sponsor website
3. Logo on acknowledgement page of conference booklet
4. Name/logo on Sponsor Board at venue
5. Sponsor recognition on name badges
6. Listing in the conference app with logo, booth number, website link

Other entitlements may be added, depending on the total value of the sponsorship package. Please contact the Conference organizers for opportunities not listed.
Onsite Advertising

FLOOR DECALS

USD 1,500 per decal

Floor decals located in the exhibition hall.
Sponsor will be responsible for providing the artwork as per specifications to be communicated by the Conference organizers.

PRE-FUNCTION AREA SIGNS

USD 5,000 per screen

Pre-funcation area signs are located in the foyer area of the venue.
Sponsor will be responsible for providing the artwork as per specifications to be communicated by the Conference organizers.

GLASS DECALS

USD 7,500 per glass decal

Glass decals can be located in the foyer area of the exhibition hall and meeting room level.
Sponsor will be responsible for providing the artwork as per specifications to be communicated by the Conference organizers.
**COLUMN WRAP (15 AVAILABLE)**

USD 8,000 per column

Column wraps can be located in the foyer area of the exhibition hall and meeting room level.

Sponsor will be responsible for providing the artwork as per specifications to be communicated by the Conference organizers.

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**ESCALATOR BRANDING (EXCLUSIVE)**

SOLD

Escalators in the exhibition foyer area to the meeting room level can be branded. Please note that handrails cannot be branded.

Sponsor will be responsible for providing the artwork as per specifications to be communicated by the Conference organizers.

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**ALL MEETING ROOM SIGNAGE**

USD 12,000

Digital signage is available outside the entryway to each meeting room, ballroom and the exhibition hall.

Sponsor will be responsible for providing the artwork as per specifications to be communicated by the Conference organizers.
Advertising Opportunities

Digital Advertising

<table>
<thead>
<tr>
<th>Service</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Banner Ad in Pre-Conference E-Blast*</td>
<td>USD 1,000 per e-blast</td>
</tr>
<tr>
<td>Banner Ad on Conference Website</td>
<td>USD 1,000 per month</td>
</tr>
<tr>
<td>Banner Ad in Initial Registration Email**</td>
<td>USD 3,000</td>
</tr>
<tr>
<td>(Exclusive)</td>
<td></td>
</tr>
<tr>
<td>Banner Ad in Final Confirmation Email**</td>
<td>SOLD</td>
</tr>
<tr>
<td>(Exclusive)</td>
<td></td>
</tr>
</tbody>
</table>

Program Book

<table>
<thead>
<tr>
<th>Format</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half Page***</td>
<td>USD 650</td>
</tr>
<tr>
<td>Full Page***</td>
<td>USD 1,100</td>
</tr>
</tbody>
</table>

*The Conference organizers will send e-blasts to interested parties on a regular basis prior to the event to update on newest developments about the Conference. Your custom banner will be displayed in the body of the e-blast.

**Each delegate will receive an initial confirmation email at time of registration. All confirmed delegates will receive a final confirmation email a few days before the Conference. Your custom banner will be displayed in the body of the email.

***Sponsor will be responsible for providing the artwork as per specifications to be communicated by the Conference organizers.

See You Soon!

With over 2,500 attendees expected, APAIE 2020 is an excellent opportunity to interact with a diverse group of presidents, vice chancellors, directors and principals in higher education; government representatives and policy makers; national and regional international education peak bodies; leaders in interculturalism, internationalization, and student experience initiatives; and leaders in advancing indigenous and newcomer communities in international education. Increase your brand’s strength and increase your company’s exposure to national and international markets by supporting the Conference!

Contact

For any inquiries, or for additional information, please contact:

**APAIE 2020**
Ms. Cali (Carine) Vindeirinho, B.Eng., M.Sc.
Sponsorship & Exhibit Sales

c/o International Conference Services
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Vancouver, BC Canada V6E 2V2
Phone: [+1] 604 639 3919
Email: APAIE2020-Outreach@icsevents.com

See You Soon!