



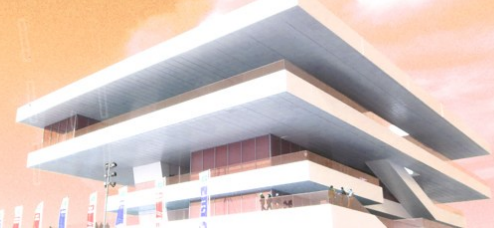
UNIVERSITAT
POLITÈCNICA
DE VALÈNCIA

> HEAd'15

1st International Conference on
Higher Education Advances
Valencia, June 24-26, 2015



**Sponsorship
Opportunities**



About HEAd'15

Information and communication technologies together with new teaching paradigms are reshaping the learning environment. The First International Conference on Higher Education Advances (HEAd'15) aims to become a forum for researchers and practitioners to exchange ideas, experiences, opinions and research results relating to the preparation of students and the organization of educational systems.

More than 200 participants from all over the world are expected to present their latest and unpublished research findings. The program committee encourages the submission of articles that communicate applied and empirical findings of interest to higher education professionals.

The HEAd'15 conference will be held on June 24-26, 2015 at the School of Business Administration and Management of the Universitat Politècnica de València (UPV), which has been recently ranked as the best technical university in Spain by the Academic Ranking of World Universities (ARWU) 2014.

Sponsorship opportunities

HEAd'15 offers you a number of ways to leverage your company's investment in a strategically significant community. A comprehensive, integrated suite of sponsorship opportunities allows you to choose the option best suited to your purpose.





The Audience

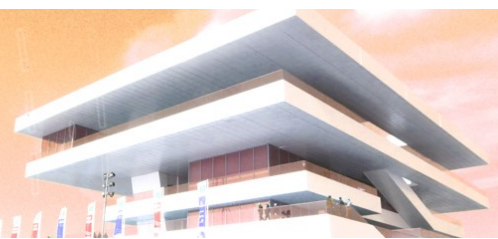
The main target audience for the conference is higher education leaders, managers, educators, ICT professionals and researchers. This demographic represents a niche market of consumers and decision makers.

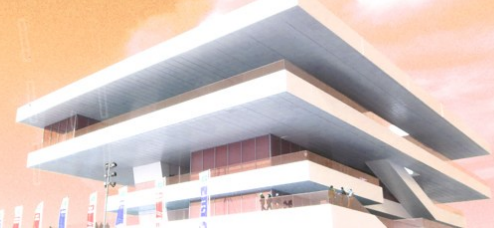
Typical attendance profiles include:

- Academics and University Managers seeking up-to-date information and new ideas on strategies and products for educational innovation;
- Academics at all levels of appointment who are successful in their field and seek to share knowledge and strategies to further develop their career in the university and training sectors;
- Training professionals from the corporate, government and business sectors;
- Academics from specific areas who feel the need for more interaction with other university community members in examining the options for e-learning innovation;
- University central service providers charged with responsibility for Teaching Development, IT Management and Information and Knowledge Management.

> HEAd'15

June 24-26, 2015
Valencia, Spain





Sponsorship types

Below we list our advertising and sponsorship packages. All pricing assumes that the HEAd'15 organizers will receive full payment and all materials, such as signs, logos, and other materials, from the client company prior to May 15, 2015.

Sponsorship type

Cost
(excluding taxes)

1. Gold Conference Sponsorship

2,400 €

Includes:

- A sign at the conference indicating your company sponsorship
- A table throughout the conference at the reception area or placement of a brochure or flyer on a table at the conference registration desk
- Your logo in the conference program
- Your logo and link on the conference website
- Sponsorship of award for best conference paper
- Your logo and link in HEAd'15 e-mails, sent to all registrants and speakers
- The opportunity to include an item, such as flyer or a keychain, into attendees' conference bags
- 2 full conference registrations (including the conference dinner), plus 2 additional conference registrations (excluding conference dinner)
- A thank you in the opening session

2. Silver Conference Sponsorship

1,700 €

Includes:

- A sign at the conference indicating your company sponsorship
- Placement of a brochure or flyer on a table at the conference registration desk
- Your logo in the conference program
- Your logo and link on the conference website
- Sponsorship of award for best conference paper presented by a student
- The opportunity to include an item, such as flyer or a keychain, into attendees' conference bags
- 1 full conference registration (including the conference dinner), plus 1 additional conference registration (excluding conference dinner)
- A thank you in the opening session





Sponsorship type

Cost
(excluding taxes)

3. Conference Lunch Sponsorship (2 available)

900 €
per lunch

Includes:

- Your sign in the dining room during the conference lunch that you sponsor
- A small display table in the dining room
- The opportunity to distribute your company's literature and gifts at each sitting or at a display table
- Your logo in the conference program
- Your logo and link on the conference website
- The opportunity to give away something in a raffle (prize must be provided by your company and approved by the organizers)

4. Conference Coffee Break Sponsorship (5 available)

400 €
per break

Includes:

- A sign at the coffee break area during the break you sponsor
- A small display table at the coffee break
- The opportunity to distribute your company's literature and gifts at coffee break tables
- Your logo in the conference program
- Your logo and link on the conference website
- The opportunity to include your company logo in the napkins (must be provided by your company)

5. Conference Dinner Sponsorship

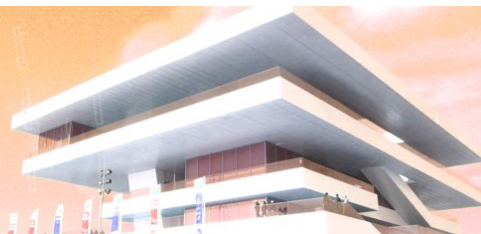
1,600 €

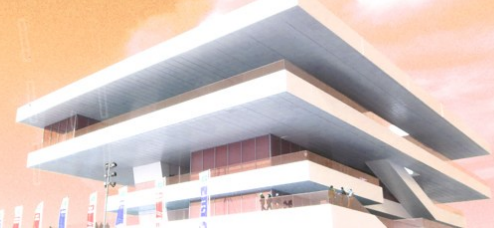
Includes:

- Dinner sponsorship of the conference dinner at a luxury restaurant in Valencia
- 2 dinner seats
- Your sign in the dinner venue during the conference dinner, and at the conference the afternoon prior to the dinner
- The opportunity to distribute your company's literature and gifts at the conference bags, or at the dinner
- Your logo in the conference program
- Your logo and link on the conference website
- The opportunity to give away something in a raffle (prize must be provided by your company and approved by the organizers)
- Your company name and sponsorship mention on the menu
- Your company name on guests' dinner vouchers
- The opportunity to provide a takeaway gift such as branded cookies or sweets (must be provided by your company and approved by the organizers)

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Sponsorship type

Cost
(excluding taxes)

6. Conference Bag Sponsorship

900 €

Includes:

- Your logo on the conference bag provided to each conference attendee

7. Conference Bag Insert

200 €

Includes:

- Insertion of a brochure or item, such as a keychain, into attendees' conference bags

8. Flyer or Brochure placement

150 €

Includes:

- Placement of a brochure or flyer on a table at the conference registration desk

9. Lanyard Sponsorship

300 €

Includes:

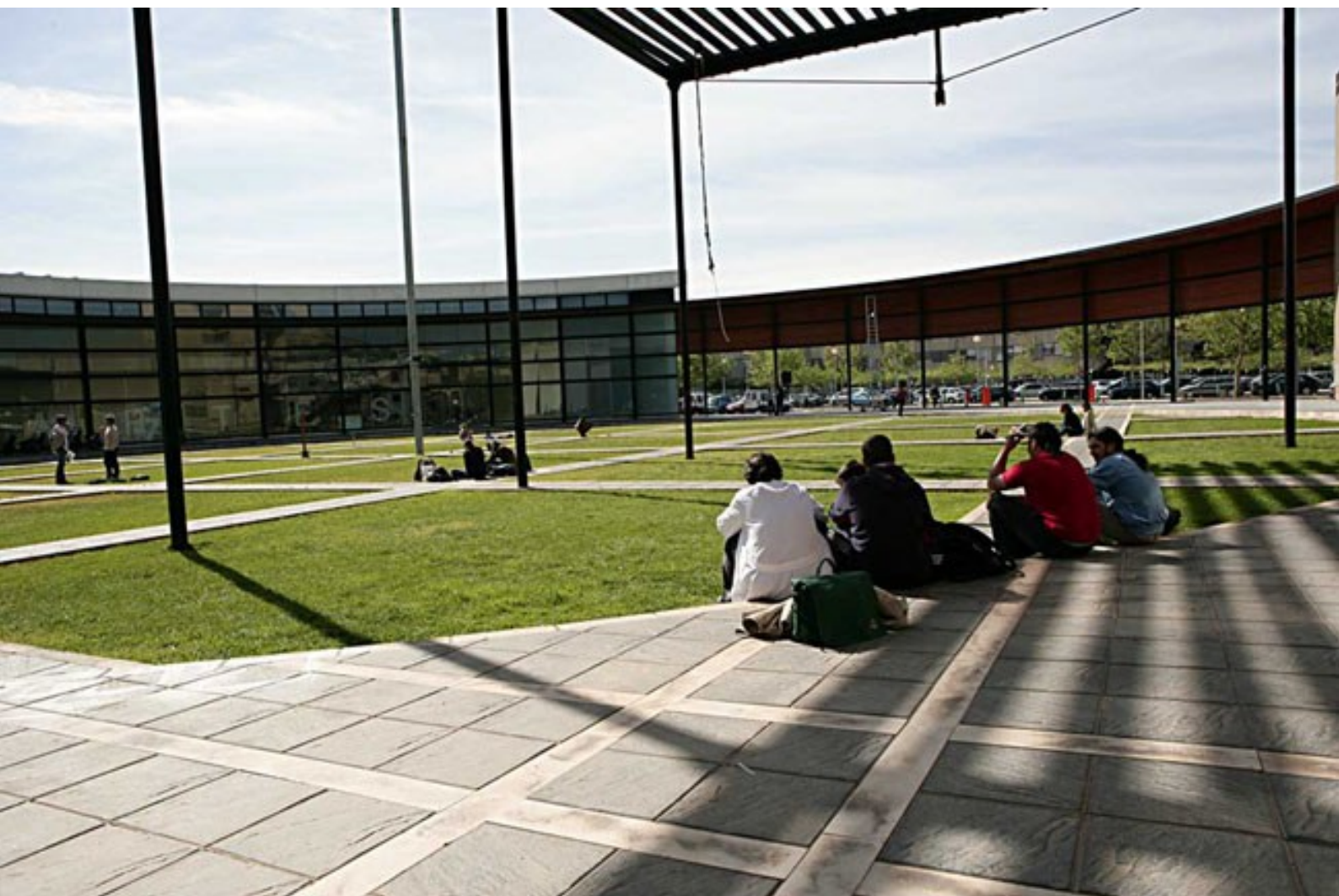
- Have your company name or logo printed on the attendees lanyard

10. Conference Proceedings Sponsorship

400 €

Includes:

- Your company name and logo on the conference proceedings CD or USB drive
- A folder or file with your marketing materials on the CD or USB drive





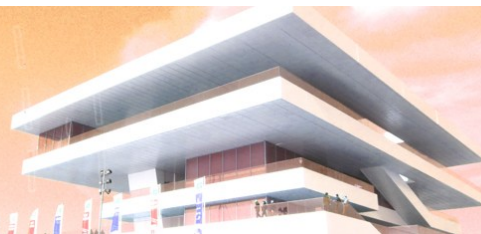
Summary of sponsorship types

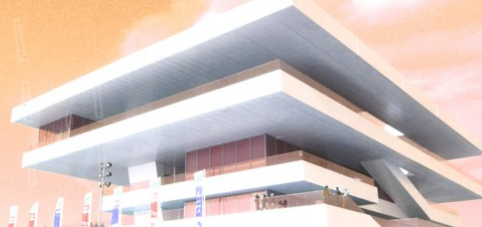
	1	2	3	4	5	6	7	8	9	10
Sign at the conference	X	X	*	*	*					
Display table	X		*	*						
Logo on the program	X	X	X	X	X					
Logo on the website	X	X	X	X	X					
Award sponsorship	X	X								
Logo in official communications	X									
Registrations/seats	X	X			*					
Thank you in opening	X	X								
Brochure at registration desk	X	X					X	X		
Distribution of an item	X	X	X	X	X		X			
Raffle			*		*					
Logo on conference bag						X				
Logo on lanyard									X	
Material on proceedings										X

* only during the selected events

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Sponsorship Booking Form

Please complete this form and return with full payment details for the requested Sponsorship opportunity. The sponsorship is confirmed once payment is received by UPV. No refunds will be due except as otherwise expressly provided.

HEAd'15 Conference
Att. Josep Domenech
Dept. Economics and Social Sciences
Universitat Politècnica de València
Camí de Vera, s/n
46022 València (Spain)

Sponsorship type: _____
Contact Name: _____
Company: _____
VAT number: _____
Address: _____
Telephone: _____
Email: _____

We are open to advertising and sponsorship opportunities that are not listed here. Feel free to contact us by email at head15@upv.es, or by phone at +34 96 387 7007 (ext. 74749).

