2018 WERA World Congress: Cape Town
Reimagining Worldwide Education Research
3 August – 5 August 2018
The Westin Grand, CTICC, Cape Town, South Africa

EXHIBIT, ADVERTISEMENT AND SPONSORSHIP OPPORTUNITIES

WERA World Congress - A global platform for education research.

#wera2018 | www.wera2018.co.za | admin@wera2018.co.za
The World Education Research Association (WERA) is an association of major national, regional, and international specialty research associations dedicated to advancing education research as a scientific and scholarly field. Founded in 2009, WERA undertakes initiatives that are global in nature and thus transcend what any one association can accomplish in its own country, region, or area of specialization. WERA conducts outreach to education research associations and groups of scholars worldwide, particularly from developing nations and the Global South. In 2014, WERA introduced individual membership. Individuals may join at www.weraonline.org.

About WERA

WERA programmatic activities focus on sharing scholarship, developing networks, mutually supporting capacity building, and promoting collaboration in education research on an international scale. They include:

Focal Meetings:
Each year, WERA holds a Focal Meeting in conjunction with the Annual Meeting of a WERA member association. Research that is comparative, cross-cultural, international, or transnational in conceptualization, scope, or design is emphasized.

International Research Networks (IRNs):
IRNs are temporary collaborative groups of scholars working on specific research topics. IRNs synthesize knowledge, examine the state of research, and stimulate collaborations or otherwise identify promising directions in research areas of worldwide significance.

Symposia at Member Meetings:
WERA sponsors symposia and keynote addresses at the annual meetings of member associations.

Publications:
WERA publishes an annual volume on World Education Research that aims to feature studies that are comparative, international and worldwide in significance across a breadth of topics related to education and learning.

Capacity Building:
WERA offers capacity building workshops especially directed to emerging scholars worldwide.

The Doctoral and Early Career Network (DECs):
DECs provide doctoral and early career scholars with an opportunity to network with and meet each other, as well as to build relationships with expert researchers in the field of education.

Website:
The WERA website (www.weraonline.org) is an information resource on education research worldwide and the member associations that constitute WERA.

For more information contact the WERA Secretariat at wera@aera.net
ABOUT THE CONFERENCE
The WERA 2018 World Congress is the first stand-alone WERA conference and will consist of a program of paper and symposia sessions on topics of world-wide scope. In general, the WERA World Congress seeks to feature research that includes more than one country or is comparative, cross-cultural, international, or transnational in conceptualization, scope, or design.

This sponsorship package outlines the numerous partnership and sponsorship opportunities available to organisations and individuals wishing to help us realise this vision. It also comprises several strategic partnership packages; excellence in science partnership options; and numerous other sponsorship opportunities.

CONFERENCE THEME AND OBJECTIVES
Around the world, education research across contexts of learning addresses strikingly similar issues and aims to be relevant to policy and practice. Whatever the topic—access and equity, language diversities, STEM learning, teaching effectiveness, policy impacts, or workforce preparation, to name but a few—common questions and concerns drive inquiry. Over the past decade, scholars and students alike have been increasingly drawn to connecting their work to research in other countries, cultures, and contexts.

There is also growing interest in building cumulative knowledge and critiquing the strengths of findings and inferences through the lens of multiple perspectives enriched by studies in the global North and South. Yet, despite these transformations, single-site or within-country studies continue to dominate even when research is situated within a broader literature or when comparisons are drawn.

SUBMISSIONS
The World Education Research Association (WERA) invites submissions for papers, symposia, and posters for the 2018 WERA World Congress. WERA is an association of major national, regional, and specialty education research associations dedicated to sharing scholarship, developing networks, mutually supporting capacity building, and promoting the use and application of education research around the world. WERA aims to undertake initiatives that are global in nature and thus transcend what any one association can accomplish in its own country, region, or area of specialization. WERA also includes individual and institutional member affiliates.

STRATEGIC PARTNERSHIP SPONSORSHIP OPTIONS
The partnership options are strategic agreements entered between the conference organisers and institutions seeking to leverage the conference to fulfil strategic objectives. They provide a high degree of flexibility, combining several traditional branding elements with added-value opportunities for addressing the partners’ needs.

Reserve your sponsorship online at www.wera2018.co.za and click on sponsors and follow links for exhibitions and sponsorships.

The following partnership packages are available on a first-come-first-served basis, assuming 300 delegates.
**GOLD**

**SPONSORSHIP PACKAGE:**
USD 13000 / R150 000
(Limited to one sponsor only)
This partnership opportunity will support the actual costs of an official welcome reception and will provide the sponsor an opportunity to brand the event accordingly.

**Benefits include:**
- Partner may place banners in conference welcome reception venue.
- Sponsor will receive 5 complimentary VIP invitations to the reception.
- The sponsor may nominate a delegated representative to give a short speech at the welcome reception.
- A link from conference website and partner's logo on website.
- One free exhibition space and one complimentary exhibitor registration.
- A slide with partner’s name, logo and wording of choice to be shown in the conference holding slides in between sessions throughout the conference.
- A full-page, advertisement in the printed material.
- Partner may supply a pull-up banner to be placed on stage in the plenary venue throughout the conference.
- Two free delegate registrations in addition to exhibition staff member.
- Thanked publicly from the podium during both the Opening and the Closing session.
- Partner to include corporate material in delegate bag.

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**SILVER**

**SPONSORSHIP PACKAGE:**
USD 8700 / R100 000
(Limited to one sponsor only)
This partnership opportunity will support quality audio-visual functionality. A professional audio-visual organisation will be appointed for the duration of the conference.

**Benefits include:**
- Partial sponsorship of the AV equipment and technicians throughout the conference.
- Partner may place banners on the stage or next to the screen in all parallel session venues for the duration of the conference stating “Audio-visual sponsored by ….”
- A slide with partner’s name and logo proclaiming them to be the AV sponsor may be shown in the conference holding slides in between sessions throughout the conference.
- AV technicians can be asked to wear partner’s T-shirts.
- A link from conference website and partner’s logo on website.
- Logo & profile included in the official printed programme.
- One (1) Insert into delegate bags (sponsor to provide inserts)
- One free exhibition space
**BRONZE SPONSORSHIP PACKAGE: USD 7000 / R80 000**  
*(Limited to one sponsor only)*
This is a high profile, and much sought-after sponsorship package to sponsor the branded conference bags as well as a branded uniform (e.g. t-shirts) for the conference staff. The sponsor may supply the company logo and artwork. The organising committee will source and supply bags and uniform, and manage final production.

**Benefits include:**
- Sponsors logo to be branded on all conference bags in addition to the WERA logo.
- Partner may place banners on the stage, or next to the screen in all parallel session venues for the duration of the conference.
- A slide with partner’s name and logo may be shown in the conference holding slides in between sessions throughout the conference.
- Sponsor’s logo and company website link will be placed on the official conference website.
- Logo & profile included in the official printed programme
- One (1) Insert into delegate bags *(sponsor to provide inserts)*.
- One free exhibition space.
- Sponsor’s name and logo on the specially-made t-shirts for staff to wear on the first day of the conference.

**LUNCH SPONSOR:**  
**USD 4000 / R45 000 per lunch**  
*(three sponsorship opportunities available)*
This sponsorship will entitle each delegate to lunch on either day 1, day 2 or day 3.

**Benefits include:**
- Exclusive branding rights of all lunch stations / tables etc. – per daily sponsorship (serviettes, pull up banners etc) *(sponsor to supply branded material)*.
- Acknowledgement in the programme.
- Logo and link on conference website.

**KEYNOTE SPEAKER SPONSORSHIP PACKAGE: USD 6500 / R75 000**  
*(Limited to one sponsor only)*
This sponsorship will cover costs incurred for the Keynote Speakers accommodation, flights and meals

**Benefits include:**
- Sponsorship acknowledgement on official conference programme.
- Logo on website.
- Sponsor will have the opportunity to invite 5 guests to a private lunch with the Keynote speaker during one of the conference lunches.

**NAMING RIGHTS OF PLENARY CONFERENCE VENUE SPONSOR USD 500 / R50 000**  
*(Limited to one sponsor only)*
This sponsorship will cover costs for naming rights of plenary conference venue for the duration of the conference

**Benefits include:**
- Sponsor’s name next to the venue in the printed itemized programme.
- Sign on door of venue includes sponsors’ name and logo.
- Sponsor’s name on every alternate slide in venue’s holding slides.
- Banners can be displayed in the venue for duration of conference *(sponsor to supply branded material)*.
Sponsorship Packages Available

★ PRE-CONFERENCE WORKSHOP SPONSOR
USD 3000 / R35 000 per workshop
(three sponsorship opportunities available)
Benefits include:
• Sponsor’s name next to the venue in the printed itemized programme.
• Sponsor’s name linked to the workshop in all communication pre-and during the conference.
• Sign on door of venue includes sponsors’ name and logo.
• Sponsor’s name on every alternate slide in venue’s holding slides.
• Banners can be displayed in the venue for duration of conference (sponsor to provide banners).
• The sponsor may nominate a delegated representative to give a short presentation at the beginning of the workshop.

★ THE DOCTORAL AND EARLY CAREER NETWORK (DEC’s) SESSIONS SPONSOR
USD 3000 / R35 000
(Limited to one sponsor only)
DECs provide doctoral and early career scholars with an opportunity to network with and meet each other, as well as to build relationships with expert researchers in the field of education.
Benefits include:
• Sponsor’s name next to the venue in the printed itemized programme.
• Sponsor’s name linked to the session in all communication pre-and during the conference.
• Sign on door of venue includes sponsors’ name and logo.
• Sponsor’s name on every alternate slide in venue’s holding slides.
• Banners can be displayed in the venue for duration of conference (sponsor to provide banners).
• The sponsor may nominate a delegated representative to give a short presentation at the beginning of the workshop.

★ PHOTOGRAPHER SPONSOR
USD 3000 / R35 000
(Limited to one sponsor only)
Benefits include:
• Sponsorship acknowledgement on official conference programme.
• Logo on website.
• Copy of complete set of conference photographs.

★ INTERNATIONAL RESEARCH NETWORKS (IRN’s) SESSIONS SPONSOR
USD 3000 / R30 000 for the session
(limited to one sponsor only)
IRNs are temporary collaborative groups of scholars working on specific research topics. IRNs synthesize knowledge, examine the state of research, and stimulate collaborations or otherwise identify promising directions in research areas of worldwide significance.
Benefits include:
• Sponsor’s name next to the venue in the printed itemized programme.
• Sponsor’s name linked to the session in all communication pre-and during the conference.
• Sign on door of venue includes sponsors’ name and logo.
• Sponsor’s name on every alternate slide in venue’s holding slides.
• Banners can be displayed in the venue for duration of conference (sponsor to provide banners).
• The sponsor may nominate a delegated representative to give a short presentation at the beginning of the workshop.
**DELEGATE LANYARDS**

**USD 2200 / R25 000 for the session**  
(limitated to one sponsor only)

**Benefits include:**
- Sponsorship acknowledgement on official conference programme.
- Logo on website.
- Copy of complete set of conference photographs.

**TEA-BREAK SPONSOR**

**USD 2200 / R25 000 per day**  
(three sponsorship opportunities available)

Your sponsorship will entitle each delegate to tea and coffee on one day of the conference.

**Benefits include:**
- Exclusive branding rights of all tea stations etc. – per daily sponsorship (serviettes, pull up banners etc)  
  *(Sponsor to supply branded material)*.
- Acknowledgement in the programme.

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**STUDENT SUPPORT**

**USD 2000 / R22 000 per student**  
( unlimited number of sponsors)

Sponsorship includes the registration fees for one student who otherwise would not be able to attend and accommodation for 4 nights. Requirement – full time students only. Sponsor may send a representative (at their own cost) to meet the students they have supported.

**Benefits include:**
- Sponsor to be acknowledged in conference holding slides and mentioned during plenary sessions.
- Sponsor’s logo to appear on conference website.

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**EXHIBITION STAND**

<table>
<thead>
<tr>
<th>USD 1000 / R10 000</th>
<th>for local commercial organizations and government departments and entities</th>
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<tbody>
<tr>
<td>USD 800 / R 8 000</td>
<td>for local academic institutions, non-profit organisations, and NGOs</td>
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<tr>
<td>USD 1500 / R15 000</td>
<td>for international commercial organizations and government departments and entities</td>
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<tr>
<td>USD 1200 / R12 000</td>
<td>for international academic institutions, non-profit organisations, and NGOs</td>
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**Benefits include:**
- TBC

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**ALTERNATIVE SPONSORSHIPS**

The organisers also welcome funding towards the general running of the conference – without designating it to a specific aspect/item. Such funding organisations would be called "OFFICIAL CONFERENCE PARTNERS" and are welcome to liaise with the organisers regarding any specific promotional benefits they would like at the conference.