

AN INVITATION TO SPONSOR

On September 17-19, 2009, Hong Kong will host a conference bringing together teachers, librarians, technology teachers, school administrators to hear some of the **world's best speakers and workshop presenters** to discuss the **challenges of "schooling"** students for the changing world of the 21st Century.

The conference will attract educators from all parts of Asia and beyond. There is already significant **interest** from International Schools in Mainland China, Japan, Thailand, Australia.

The 21C Learning@HK conference is particularly **targeting Senior Management of Schools** by bringing speakers that address issues of school leadership and organisational shifts that technological changes bring.

The venue for the conference is the Hong Kong International School Tai Tam Campus, located on the Southern side of Hong Kong Island. It is a **beautiful, modern and spacious campus** suitable for up to 500 delegates and it is likely that this number of registrations will be received, given that there is strong interest from schools now for pre sales.

The conference program will address all relevant facets of 21st Century Learning with conference sessions covering such diverse topics as:

- Digital Citizenship and Cybersafety
- Video and Podcasting Technologies
- Leadership in 21st Century Schools
- One – to – one learning
- Information Literacies
- Web 2.0 technologies
- Innovative uses of technology
- Mobile technologies
- Managing information in schools
- Managing digital content



<http://21c-learning.hk/>



Invited Keynotes

Wesley Fryer (USA), Bruce Dixon (Australia/USA), Robyn Treyvaud (Australia), Andrew Thompson, Canada, Others such as Stephen Heppell via interactive video-conference links.

Opportunity to Sponsor the Event

As a sponsor of the conference you will have an opportunity to profile your company and services in highly visible ways. The conference website will be updated with sessions and a program for more detail soon but rest assured, if your company markets anything to do with learning supported by technology, then this conference is the best chance you will have to market to regional schools this year!

In addition to being able to have an area to display your products and services, you may choose to conduct sessions on the programme at Hong Kong International School. This can provide you with the chance to show decision-makers how your products will benefit their schools.

Nature and Size of the Conference

It is expected that we will attract 500 delegates to this event. This is based on the recent Shanghai “Learning 2.0” Conferences. The delegate group will comprise current and potential school leaders all of whom will have considerable influence in leading their digital schools and making decisions about the digital technology/resources that their schools will need to purchase.

The sponsorship opportunities are all based at the Hong Kong International Tai Tam Campus. We are ensuring that the vendors exhibition area is in a very prominent part of the venue to maximize visits to your booth. We will also provide incentives for teachers to visit including passport stamps and draw prizes.

Platinum Sponsorship Opportunity!

As a very high profile event in the region, the organizers realize that this would be a great opportunity to showcase a product that a vendor might like to “launch” onto the Asian Education market. We are very willing to work with you to achieve this during the conference. We can provide you with the appropriate space, the AV equipment, the audience and any and all other aspects of back-up support to make this successful for you. We welcome contact from you about how we might support you to make your mark on the community at this event. Depending upon your requirements, it is anticipated that the Platinum sponsorship will cost around US\$10,000. Contact us to discuss further



Sponsorship Levels

Please note that some changes to the original offerings were made as a result of feedback from Vendors.

Premium Sponsor

- Opportunity to conduct up to 3 workshops included on the conference programme linked to your key products and services.
- Advertising of your session(s) to delegates via website and on in-house conference program at HK International School Venue.
- First choice of prominent display opportunity near to where sessions are to be conducted.
- Display of supplied logo during keynote speeches.
- Designated vendor room in which you can demo products in a private setting.
- Additional assistance with getting your message out to delegates as outlined in the sponsorship contract.
- **Cost US\$5000**

Exhibitor Sponsorship

- Display opportunity at main conference venue.
- Opportunity to network with conference attendees allowing for gathering of market intelligence.
- Logo and short description in the printed conference programme.
- **Cost - US\$1,500.00**

Sponsored Workshops

- An exhibitor who is not interested in the premium sponsorship but would like to conduct workshops to demonstrate products and services is welcome to offer these at an additional fee
- **Cost – US\$250 per sponsored workshop.**

We would appreciate confirmation of your participation and package choice by Wednesday, July 31, 2009.

Note: All sponsorships include distribution of your hardcopy material (special offers etc.) via a conference “showbag” given out to all teachers who register!