



# QS Conferences

Partnership and Exhibition Prospectus 2024



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# Bridging digital and physical experiences

All QS Quacquarelli Symonds conferences are live streamed on a highly engaging digital platform which makes our events accessible to attendees from across the globe.

The platform allows delegates to:

- Connect before and during the conference with fellow attendees, speakers and sponsors
- Schedule 1-to-1 meetings and video calls
- Explore videos, PDFs and links uploaded by the exhibitors in their virtual booths
- Enjoy high-resolution live-streaming of all sessions and engage with the in-person audience by participating in live Q&A
- Access to all session's recordings and virtual exhibit hall for 30 days after the conference



# Why sponsor QS Conferences?



The visibility QS can offer to your institution is unparalleled

QS's flagship website was viewed over **147 million times** in 2021, and over **96,000 media clippings** pertaining to QS were published by media outlets across the world in 2021. The expert QS Event team will ensure maximum exposure of your institution's brand before, during, and after the event.



Build strategic international partnerships

QS provides multiple opportunities for sponsors to find their perfect matches. From organising ad-hoc **1-to-1 meetings** and attracting to your sessions your target audiences of interest, to providing you with full access to booth engagement statistics, visitors details, and your sessions' attendees you will bring back to your institution a briefcase **full of leads!**



Strengthen your academic reputation

Sponsoring universities can work in partnership with the QS team to create bespoke activities, sessions, themed roundtables or networking breaks strategically **aligning with their institution's goals and mission**. The proceedings from these sessions will be shared with the wider **30,000 QS community members** and in blog articles and whitepapers produced by the QS editorial team.

**10000+**  
Delegates

**3910**  
Institutions attending



**38k**

Twitter followers



**47k**

LinkedIn followers



**410k**

Facebook followers

# Maximising your exposure with our marketing strategy

Your thought leadership and branding will be showcased on each piece of summit promotion, through an extensive marketing campaign streamed on all QS Channels.

**Social Media Campaign**  
on our official QS  
LinkedIn and Twitter  
accounts - over 72k  
followers



**Paid advertising**  
**campaigns** on  
Facebook



**Targeted emails** to  
our rankings and  
event database of  
higher education  
contacts



**Personalised**  
**invitation letters** to  
senior university  
leaders



Pre & post Summit  
**Blog articles** on  
**qs.com** with global experts  
writing about the summit  
theme for  
our worldwide  
audience of HE  
professionals



Summit's learning  
takeaways **White Paper**  
**written by our QS**  
**Insights team** and  
distributed to  
our 30,000 QS  
Community



**Press Release** shared by  
our Rankings PR team to  
announce the conference's  
theme and invitations to  
members of the  
local press to  
attend the event



Event mentioned on  
**QS Thought-**  
**Leadership**  
**Publications**



# Spotlight speakers in 2023



HRH Princess Sumaya bint El Hassan  
President of the RSS, Chairman of the PSUT



H.E. Dr Haifa Al Najjar  
Senator, Upper House of the Jordanian Parliament



H.E. Prof Khaled Abdel-Ghaffar  
Minister of Higher Education and Scientific Research, Egypt



Dr Hakima El Haité  
President of Liberal International and Mouvement Populaire, Morocco



Dr Driss Ouauicha  
Minister Delegate of Higher Education and Scientific Research, Morocco



Haifa Al Kaylani  
President and Founder, Arab International Women's Forum



Sophia the Robot  
World First Social Humanoid Robot, Hanson Robotics



Inderpal Bhandari  
Global Chief Data Officer, IBM



Dr Allan Goodman  
President and CEO, IIE  
Institute of International Education



Anshul Sonak  
Senior Director – Global AI Readiness, Intel Corporation



H.E. YB Datuk Seri Noraini Ahmad  
Minister, Ministry of Higher Education, Malaysia



Anant Agarwal  
CEO, edX



John Solomon  
VP and GM of Chrome OS, Google



Dr Jonathan Schwarz  
Director of Institutional Research, MIT



Prof Daniella Tilbury  
Commissioner, Sustainable Development and Future Generations, HMGOG



Prof Vladimir M. Filippov  
Chairman of Committee for Educational Program, UNESCO and President, RUDN



Betty Vandenbosch  
Chief Content Officer, Coursera



Dr Natascha Eckert  
Head of University Relations, Siemens AG

# Spotlight speakers in 2022



Stefania Giannini  
Assistant Director-General of  
Education, UNESCO



Daniel Quintero Calle  
Mayor of Medellín, Colombia



Dr Victoria Galan Muros  
Chief of Research and  
Analysis, UNESCO  
International Institute for  
Higher Education



André Dua  
Senior Partner, McKinsey &  
Company



Prof Tieniu Tan  
Vice Minister, Liaison Office of  
the Central People's  
Government, HK S.A.R.



Sir Keith O'Nions  
Former President and Rector,  
Imperial College London



Prof Fernando M. Reimers  
Ford Foundation Professor,  
Practice in International  
Education, Harvard University



Maria Spies  
Co-CEO, HolonIQ



Dr J. Prospero E. De Vera III  
Chairman, Commission on  
Higher Education



Dr Huey-Jen Jenny Su  
President, National Cheng  
Kung university



Shanna Crumley  
Director Impact Data Science,  
Mastercard Center for  
Inclusive Growth



Cally Chan  
General Manager (Hong Kong  
and Macau), Microsoft



Prof Lily Kong  
President, Singapore  
Management University



Dr Jerry Wind  
Professor Emeritus, The  
Wharton School



Anthony Salcito  
Vice President – Worldwide  
Education, Microsoft



YS Chi  
Chairman, Elsevier



Lukman Ramsey  
Global Head of Solutions,  
Google



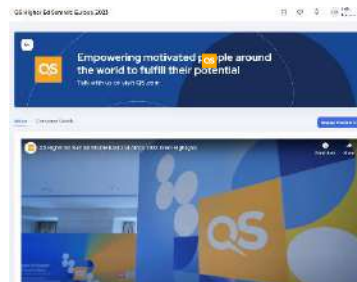
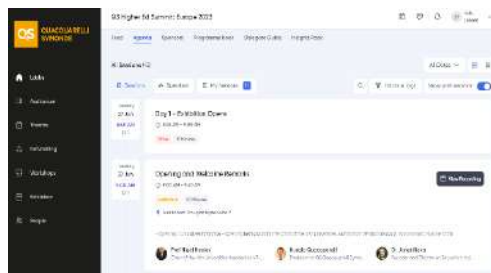
Keith Grossman  
President, TIME

## Among our partners





# Our virtual platform



# QS Conference calendar 2024



## [QS India Summit](#)

8-11 Feb | Chennai,  
India



## [QS Higher Ed Summit: Middle East](#)

27-29 Feb | Ras Al  
Khaimah, United Arab  
Emirates



## [QS China Summit](#)

17-18 Apr | Shanghai,  
China



## [EduData Summit](#)

4-5 Jun | Washington DC,  
United States



## [QS Higher Ed Summit: Europe](#)

11-12 Jul (Europe) & 10-11  
(QS MoveON Conference)  
| Meliá Sitges, Barcelona,  
Spain



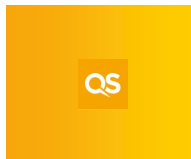
## [QS Africa Forum](#)

9-10 Sept | Sub-Saharan,  
Africa



## [QS Higher Ed Summit: Americas](#)

2-3 Oct | Bogota, Colombia



QS Arab Forum  
9-10 Oct



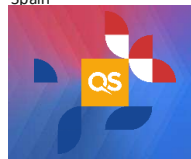
## [QS Higher Ed Pre- Summit: Asia Pacific](#)

1 Nov | Al-Farabi,  
Kazakhstan



## [QS Higher Ed Summit: Asia Pacific](#)

5-7 Nov | Macau, SAR  
China



## [QS Higher Ed Post- Summit: Asia Pacific](#)

8 Nov | Hong Kong, SAR  
China



## [Reimagine Education Awards & Conference](#)

4-5 Dec | London, United  
Kingdom



*\*Please visit our website at [qshesummits.com](https://qshesummits.com) for the latest information*



# QS China Summit (April 2024, Shanghai)

Join us for QS China Summit 2024 – where leading minds meet.

Celebrating its third year of thought-leadership, collaboration and connection, April 2024's summit will once again unite pioneering academics, industry experts and decision-makers to explore the new era of higher education in China.

From inspiring keynotes to engaging workshops, dynamic panel discussions to enriching networking sessions, this year's hybrid event provides a platform for **more than 250 global educators** to delve into the trends, challenges and high-impact opportunities faced by institutions within the region and beyond.

We're known as the undisputed authority in higher education in Asia. Take this chance to improve your brand visibility and reputation, positioning your institution as a leader by partnering with QS and aligning your brand with ours. Connect with a targeted audience of higher education professionals and forge powerful partnerships. **Join us** in shaping the future of China's higher education landscape.



## 2024 theme and tracks

# Remaining distinct in global higher ed: China's place in the new world of education

Together, we'll explore the strategies Chinese universities can employ to maintain their global distinctiveness in the ever-evolving higher education landscape. Covering the state of higher education in the region, international engagement, research and innovation, student employability, technology and knowledge transfer, and student mobility, we will answer today's most pertinent questions. Gain insight and inspiration to help your institution contribute to the region's continued development and influence.



# QS China Summit 2022 Statistics



**493**

Total number of  
attendees



**42**

Total number of  
countries

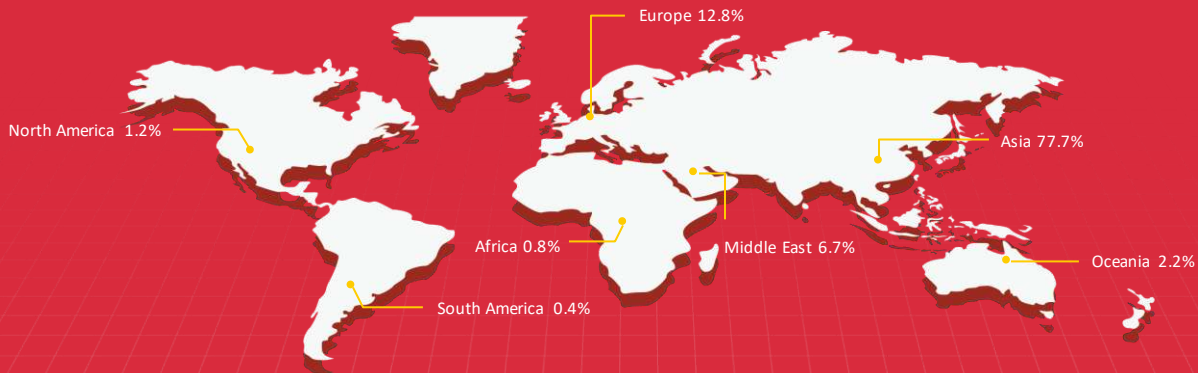


**45**

Total number  
of speakers

## Audience Profile

Directors and Advisors	26%
Professors and Lecturers	24%
Executives and Coordinators	23%
Deans and Heads	11%
Managers and Consultants	10%
Chancellors, Rectors and Dignitaries	6%



# QS India Summit

The theme of QS India Summit 2024 is “Empowering Excellence: Unleashing the Potential of Partnerships and Collaboration in Indian Higher Education” and it will bring together leaders from Asia, the Middle East, and the rest of the world, with focus on forging collaboration and partnerships. The summit will take place at **Chennai, India** from **8-11 February**.

India’s higher education landscape is rapidly evolving, propelled by the need for quality education, innovation, and global competitiveness. To achieve excellence in this dynamic environment, fostering partnerships and collaborations has become indispensable. The summit aims to bring together stakeholders from academia, industry, government, and civil society to explore the transformative power of collaboration in shaping the future of Indian higher education.

Come, [join us in 2024 in Chennai!](#)



# Building on 2023's success



**330**

Total number of  
attendees (266  
onsite, 64 virtual)



**16**

Total number of  
countries

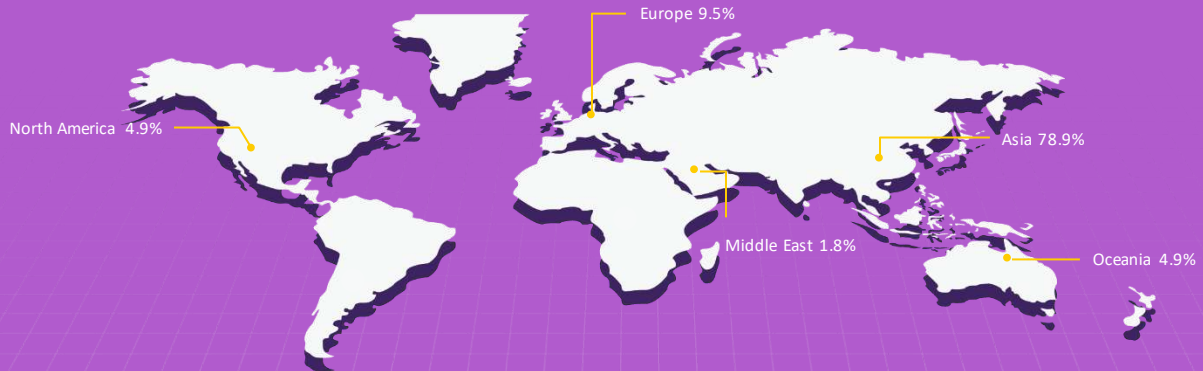


**64**

Total number  
of speakers

## Audience Profile

Directors and Advisors	43%
Executives and Coordinators	15%
Managers and Consultants	14%
Deans and Heads	12%
Chancellors, Rectors and Dignitaries	9%
Professors and Lecturers	7%



# QS Higher Ed Summit: Middle East

The QS Higher Ed Summit: Middle East will take place in the 'nature Emirate' of the UAE – Ras Al Khaimah – from **27-29 February 2024**.

Join us in a rich atmosphere of nature and history as we connect industry experts, educators and policymakers in a series of panels and workshops. This summit will help leaders and professionals in higher education understand the current landscape of the Middle East, and foster opportunities for collaboration and growth regionally and globally.

If you are interested in attending the **QS Higher Ed Summit: Middle East 2024**, register your interest here.

Watch the [highlight video](#) here

Register your interest here:



<https://insights.qs.com/registerqshesme2024>





# QS Higher Ed Summit: Middle East & Africa 2023 Statistics



**380**

Total number of  
attendees (300  
onsite, 80 virtual)



**40**

Total number of  
countries

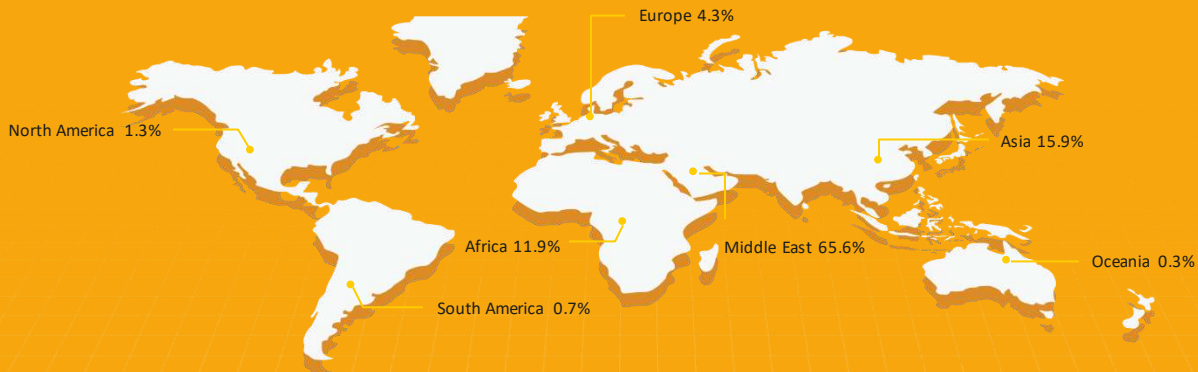


**90**

Total number  
of speakers

## Audience Profile

Directors and Advisors	42%
Deans and Heads	20%
Managers and Consultants	14%
Executives and Coordinators	11%
Professors and Lecturers	10%
Chancellors, Rectors and Dignitaries	3%



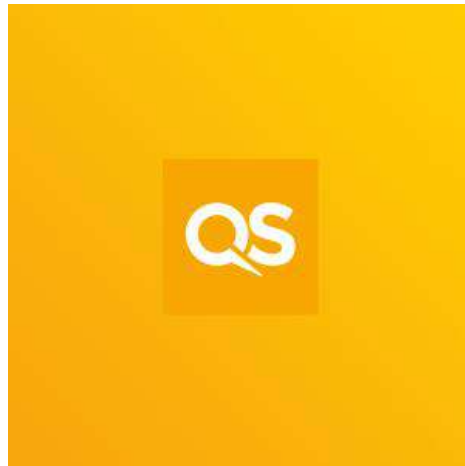
# QS Africa Forum

QS is proud to announce its inaugural Higher Ed Summit for Africa. The conference will take place in Sub-Saharan, Africa from 9-10 September 2024.

The consolidation of higher education in Africa is crucial for the continent's development. Participation in this event will enable a deeper understanding of the region and clarify how to collaborate with local universities to reach common goals.

We look forward to your participation in discussions and workshops with key stakeholders about the challenges regional institutions face, as well as the possible creative solutions and partnerships within the higher education community.

If you are interested in attending the QS Higher Ed Summit: Africa 2024, [register your interest here](#).



# QS Higher Ed Summit: Europe

The QS Higher Ed Summit: Europe 2024 will focus on '**Changemakers in Sustainability: New visions of Europe higher ed by empowering young minds**', with a focus on modern challenges, embracing sustainability, data recruitment, AI research, and nurturing future leaders for a volatile, diverse, and inclusive world.

QS Higher Ed Summit: Europe is an unmissable event for Chancellors, Faculty, Higher education providers and employers interested in Europe's higher education sector, and European Universities' leaders.

QS Higher Ed Summit: Europe 2024, will be a hybrid event held in **11 – 12 July, Barcelona, Spain**. We look forward to building upon the previous edition conversations and outcomes.

Register your interest here:

<https://insights.qs.com/registerqsheseurope2024>



# QS MoveON Conference

The 19th edition of the MoveON Conference took place from 29-30 June 2023 in the Dublin Royal Convention Centre and saw 280 MoveON users from Higher Education institutions worldwide come together to exchange experiences and best practice in international partnership and mobility management.

For the very first time, the MoveON Conference was part of QS Higher Ed Summit: Europe 2023 providing a thought-provoking and engaging platform for learning, professional development and networking.

The wide range of sessions offered, focused on user best practices, new product features, practical tips and tricks and hands-on training. Our speaker community included a mix of industry and product experts, committed to providing innovative views, best practices, opportunities for sharing experiences and open discussion during their user sessions.

We are already looking forward to next year's event from **10–11 July 2024, Barcelona, Spain.**



# Building on 2023's success



**469**

Total number of attendees (369 onsite, 100 virtual)



**49**

Total number of countries

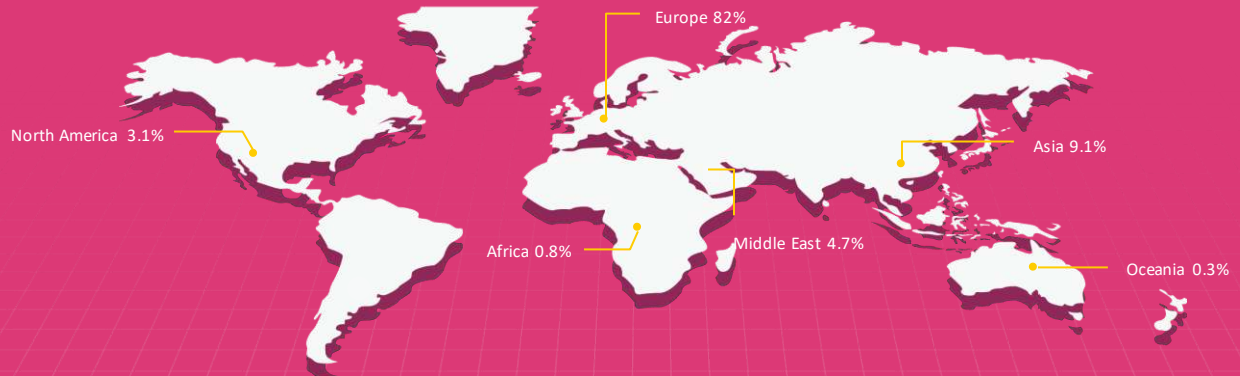


**89**

Total number of speakers

## Audience Profile

Directors and Advisors	35%
Managers and Consultants	24%
Deans and Heads	16%
Executives and Coordinators	15%
Professors and Lecturers	5%
Chancellors, Rectors and Dignitaries	5%



—

**This conference was key  
to bring all these schools  
together**

—

Rachel Maguire, Insead



# QS Higher Ed Summit: Americas

After years of significant advancement in the provision of education, the Americas is now positioning itself as a destination of choice for international students.

QS Higher Ed Summit: Americas 2023 aims to create a global network of expert higher education professionals with interests in growing their connections in the region, learning and sharing the best pedagogical approaches with their peers.

The event will be held as a hybrid event on **2 - 3 October 2023**, online and **Santo Domingo, Dominican Republic**.



# Building on 2023's success



**353**

Total number of attendees



**45**

Total number of countries



**49**

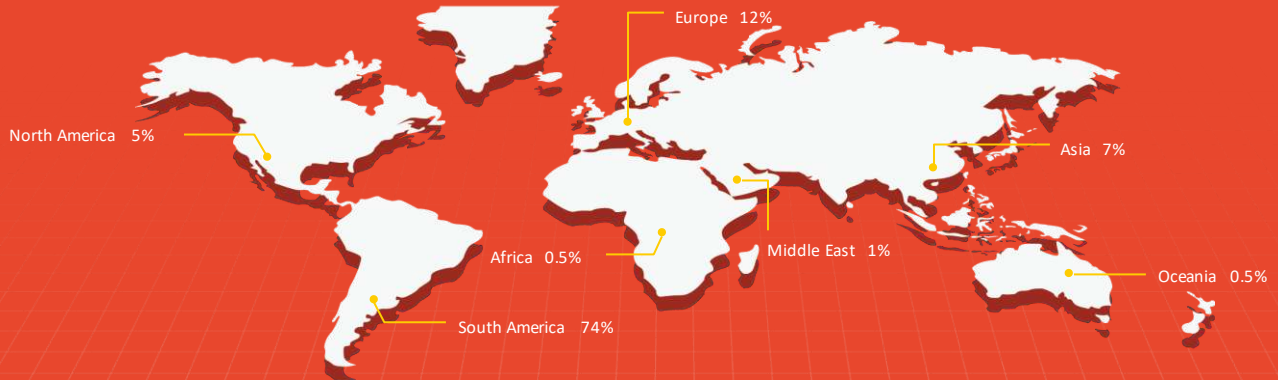
Total number of speakers

## Exhibition Data

Total Unique Video Viewers	131
Total Booth Visit	720
Total Links Clicked	166
Total Leads Collected	101

## Audience Profile

Leadership	39%
Teaching faculty	16%
Strategy and Planning	15%
International Office	10%
Admissions and Marketing	6%
Other University Staff	14%





# Pavilion Booths

**Partner with QS and grow your academic and professional network across the globe**

Want to showcase the strengths of your institution but aren't sure how to reach the global higher education community?

We can help. At QS, we have over 30 years of experience partnering with universities worldwide and we can work with you to achieve your strategic goals.

By partnering with us, you'll ensure your brand is at the forefront of our conferences, improving your brand visibility and helping you to make valuable connections.

Check out our pavilion flyers here.

We are expecting 150 booths, 1,000+ delegates from 39 countries at the summit this year.



# QS Higher Ed Summit: Asia Pacific

QS Higher Ed Summit: Asia Pacific 2024, will explore what the next big thing for higher education is in the region, what lessons were learnt from and despite of the pandemic, strategies for dealing with and pre-empting unknowns, addressing new and pre-existing challenges and shifting perceptions away from oversimplified generalisations.

Unpacking several opportunities to build strong relationships and strategic partnerships, the three-day event will feature keynotes, debates, panel discussions, and case studies.

The 2024 edition will take place in **KHong Kong SAR, China**, on **16-17 November 2023**.

Watch the [highlight video](#) here





# Building on 2023's success



**1200**

Total number of attendees



**40**

Total number of countries

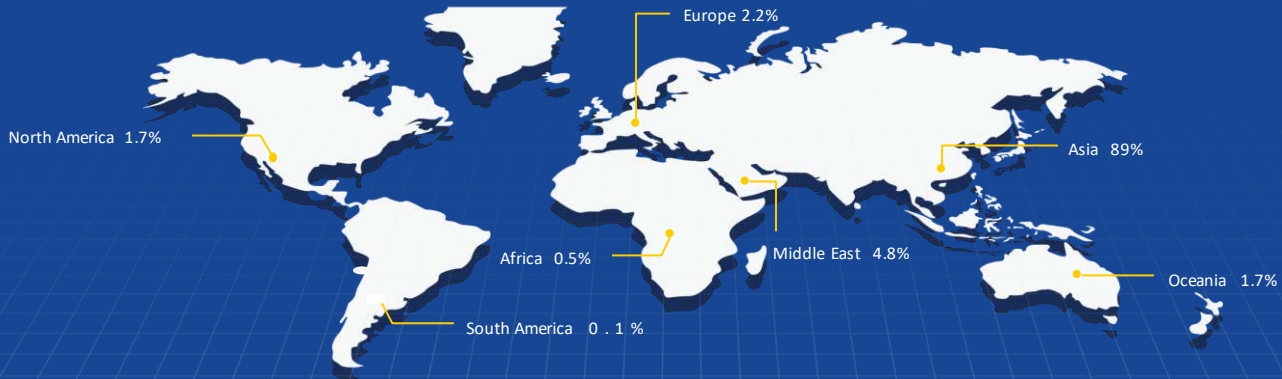


**168**

Total number of speakers

## Audience Profile

Executives and Coordinators	18.8%
Chancellors, Rectors and Dignitaries	9.9%
Deans and Heads	16.6%
Professors and Lecturers	12.6%
Managers and Consultants	17.5%
Directors and Advisors	24.6%



# EduData Summit

EduData Summit is a premium conference at the forefront of education change, that fosters the sharing of latest trends and best practices and learn the plaudits and pitfalls on institutional data management and usage.

The 8th edition of EDS, themed 'Data Inc: Driving reputation through edudata', explores topics ranging from rankings to accreditations, quality assurance to key performance indicators, performance management to bibliometrics.

EduData Summit 2024 will be a 2-days hybrid event, held at the Washington DC, USA, 4 -6 June 2024.

Watch the 2023 [highlight video](#) here







# Objective

EduData Summit is a premium conference at the forefront of educational change, that fosters sharing the latest trends and best practices, and learn the plaudits and pitfalls on institutional data management and usage.



## Share & Learn Best Practices

Meet speakers from world-class universities who will be sharing their expertise on the best practices on institutional data management and usage to make universities more efficient, effective, innovative and competitive.



## Network & Connect

Forge new professional relationships with over 300 delegates from 42 countries and 120 institutions.



## Get Inspired with the Latest Trends

Keep updated with the latest trends in data and analytics and learn how to these trends can get your organizations refined to the extensive advantages of data analytics.

# Building on 2023's success



**465**

Total number of attendees



**50**

Total number of countries

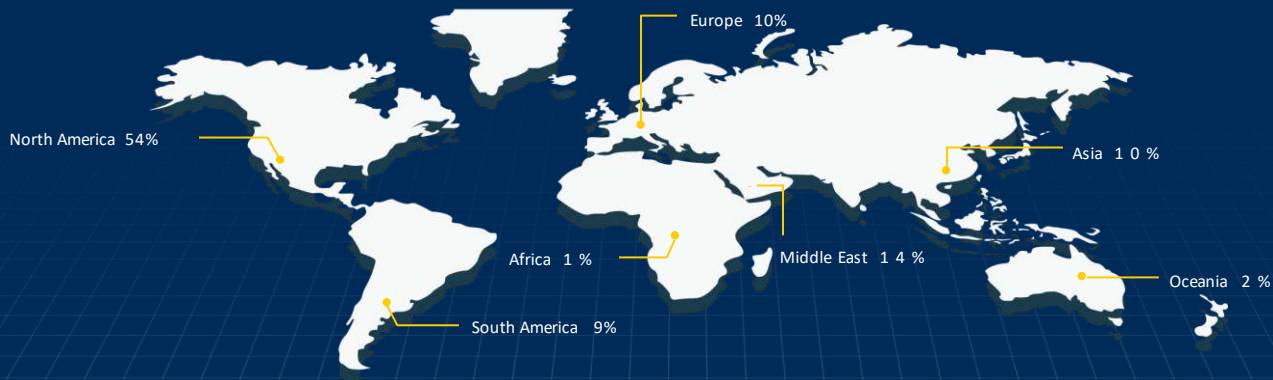


**84**

Total number of speakers

## Audience Profile

Directors and Advisors	37.5%
Executives and Coordinators	26.4%
Managers and Consultants	12.7%
Deans and Heads	11.9%
Professors and Lecturers	8%
Chancellors, Rectors and Dignitaries	3.6%





—

# The EduData Summit should be a priority for anyone wishing to learn from data innovators and forward-thinkers

—

Dr Sam Nielsen, Queensland University of Technology



# Reimagine Education

The Reimagine Education Awards – **the ‘Oscars’ of education** – is a **global competition and conference** for universities and edtech companies rewarding the most effective and innovative pedagogical approaches enhancing student learning outcomes, employability and sustainability education.

The conference, heading into its eleventh year, **connects 3,000 education professionals** – including those from academia, government policy influencers, employers and ed tech companies – to discuss topics ranging from how we might better measure learning gain to novel applications of neuroscience and artificial intelligence to the teaching and learning process.

The conference also features the culmination of the Reimagine Education Awards, which attracts **over 1,500 applications each year across 18 award categories**, with \$25,000 in funding offered to both our Global Education Winner and Global EdTech Winner.

The strongest applications in each category will be given the opportunity to showcase their work amongst fellow educators, ensuring that Reimagine Education provides a unique forum for academics and edtech professionals alike to share and foster pedagogical best practice.

The next **Reimagine Education Conference and Awards Ceremony** will take place using a cutting-edge hybrid format, on the **4-5 December 2024**, online, and in **London, UK**.

Watch the [highlight video](#) here



**REIMAGINE  
EDUCATION**



**Wharton**  
UNIVERSITY of PENNSYLVANIA



**“Well organised event that enabled us to  
network with our peers across the globe  
and exchange different ideas on  
imparting education”**



SMR Institute of Science and Technology



Safiya Elbedwini, Co-Founder and Chief Strategy Officer, Prostate  
 Sally Jeffery, Leader, Global Education & Skills Network, PwC  
 Nanda Helmy, Incubation & Acceleration Program Manager, EdVenture

# Building on 2023's success



**680**

Delegates  
registrations



**53**

Speakers



**787**

International  
judges

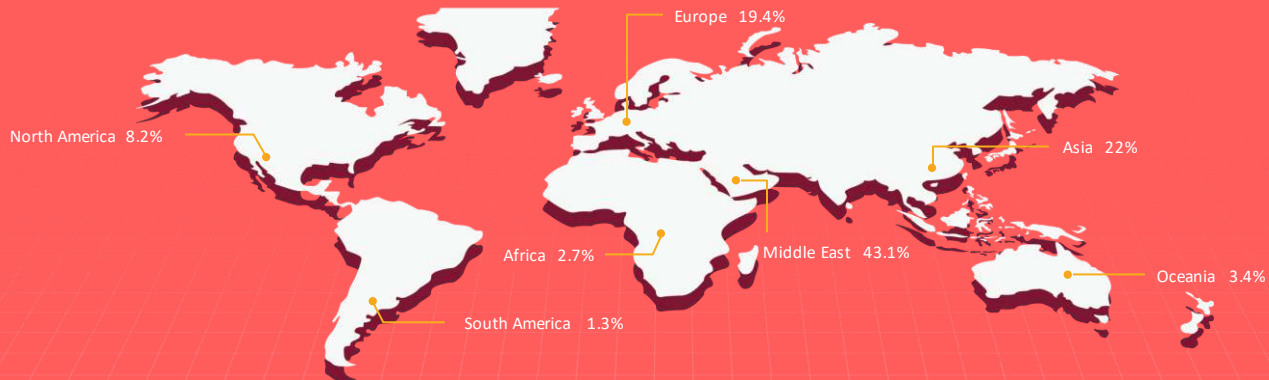


**59**

Countries

## Audience Profile

Directors and Advisors	36%
Professors and Lecturers	20%
Executives and Coordinators	17%
Managers and Consultants	12%
Deans and Heads	12%
Chancellors, Rectors and Dignitaries	3%





**Sponsoring the Reimagine Education Awards proved to be a great opportunity for Ajman University. We left with the potential for a slew of new partnerships. We'll be back next year!**



Ajman University

# RATE CARD

# Physical sponsorship opportunities

SPONSORSHIP PACKAGES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Sponsor price (USD)	\$60,500	\$48,500	\$30,500	\$18,500	\$9,000
Complimentary delegate registrations	20	10	8	6	4
Exhibition booth/counter	12 Sqm	12 Sqm	12 Sqm	6 Sqm	×
Delegate bag insert (A4 size, 2-page leaflet supplied by sponsor)	✓	✓	✓	✓	✓
Institution profile in event app	✓	✓	✓	✓	✓
Logo on sponsor acknowledgement board	✓	✓	✓	✓	✓
Acknowledgement in e-conference program book	✓	✓	✓	✓	✓
Logo on conference website with URL link to sponsor's website	✓	✓	✓	✓	✓
Logo in sponsored or plenary session (to be advised by organiser)	✓	×	×	×	×
Video and advertisement on social media wall (if any)	✓	✓	×	×	×
1-2-1 focused meetings arrange prior/during/after event	10	×	×	×	×
Participation tickets to other QS events (virtual or onsite)	5	3	×	×	×
Event app push notifications shout outs to visit your booth	3 times	1 time	×	×	×



# Virtual sponsorship opportunities

SPONSORSHIP PACKAGES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Sponsor price (USD)	\$45,000	\$35,000	\$20,000	\$10,000	\$5,000
Corporate video link with event website	✓	✓	✓	✗	✗
Social media promotion on LinkedIn, Twitter or Facebook	✓	✓	✓	✓	✓
Logo on sponsors' page in event website	✓	✓	✓	✓	✓
Logo on pre and post event emails	✓	✓	✓	✓	✓
Logo on sponsor acknowledgement in e-program book	✓	✓	✓	✓	✓
Advertisement in the e-program book	Double Page	Double Page	Full Page	Full Page	Half Page
Complimentary virtual delegate registration	80	50	35	20	10
Corporate video link on virtual platform	✓	✓	✓	✗	✗
2 mins video prior to start of conference	✓	✓	✗	✗	✗
Mention on welcome speech	✓	✓	✗	✗	✗
Virtual exhibition booth	Diamond-tier	Platinum-tier	Gold-tier	Silver-tier	✗
Logo in Sponsored or Plenary session (to be advised by organiser)	✓	✗	✗	✗	✗
1-2-1 focused meetings arrange prior/during/after event	15	10	8	5	2

# Unique physical sponsorship opportunities

## CONFERENCE LANYARD (logo will be placed with host/s & event logo): USD\$15,000

- 2 complimentary delegate registrations
- Logo on lanyard (1C printing)
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

## EVENT APP : USD\$11,000

- 2 complimentary delegate registrations
- Institution profile in event app
- Logo on home screen of event app
- Logo in event app promotional materials
- Logo on event app banner
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

## BREAKOUT / SINGLE TRACK SPONSORSHIP (FOR NON-ACADEMIC INSTITUTIONS): USD\$11,000

- 2 complimentary delegate registrations
- Logo prominently displayed on screen during sessions in breakout venue/room
- Delegate bag insert (1 x A4 size, 2-page leaflet supplied by sponsor)
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

## STATIONERY: USD\$11,000

- 2 complimentary delegate registrations
- Stationery item with sponsor's logo in delegate bag
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

## PLENARY SPONSORSHIP: USD\$11,000

- 2 complimentary delegate registrations
  - Logo prominently displayed on screen during all sessions in plenary
  - Delegate bag insert (1 x A4 size, 2-page leaflet supplied by sponsor)
  - Institution profile in event app
  - Logo on sponsor acknowledgement board
  - Acknowledgement in e-conference programme book
  - Logo on conference website with link to sponsor's website
- USD\$11,000 - 1 day
  - USD\$16,000 - 2 day
  - USD\$20,000 - 3 day

## NETWORKING RECEPTION (if any): USD\$11,000

- 2 complimentary delegate registrations
- Branded lounge area with sponsor's logo
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

## STANDING BANNER (EXHIBITION ROOM ENTRANCE): USD\$2,800

- 1 pull-up banner or equivalent

## E-CONFERENCE PROGRAMME BOOK ADVERTISING:

- USD\$4,500 - Double Spread
- USD\$3,800 - Inside Front
- USD\$3,200 - Next to Content Page
- USD\$2,500 - Full Page

## SOCIAL MEDIA WALL: USD\$11,000

- 2 complimentary delegate registrations
- Video clip (max 2 minutes) on rotation / loop on screen throughout conference
- Advertisement on rotation and loop on screen throughout conference
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

## GALA / WELCOME DINNER (if any): USD\$50,000

- 10 complimentary delegate registrations
- 2-mins welcome speech by Institution rep before dinner commences
- Branded dinner venue with sponsor's logo
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

## DELEGATE BAG INSERT: USD\$1,000

- Delegate bag insert (1 x A4 size, 2-page leaflet supplied by sponsor)

NOTE: Items above are non-exclusive and not limited to this range; contact [event.ops@qs.com](mailto:event.ops@qs.com) if you would like to discuss further ad-hoc options

# Additional items

## Virtual booth: USD\$4,500

- Institution/Corporate Logo
- 1x Main video
- PDF brochures
- Linkages to videos
- 2x Complimentary delegate registration

## Physical booth: USD\$10,500

- Physical booth of 6sqm or counter top provided
- 1x information desk
- 2x chairs
- 1x dustbin
- 2x lighting in booth (to be confirmed)
- 2x complimentary delegate registration

## Virtual + Physical booths: USD\$13,000

As per entitlements of both Virtual & Physical booth options but with 5x comp tickets instead (mix of physical & virtual tickets)

### Physical Panel/Roundtable

SPONSORSHIP PACKAGE	PANEL/ROUNDTABLE
Sponsor Price (USD)	\$50,000
Logo on QS event website in relevant pages	3 months
Advertisement in the e-program book	Double Page
Logo on sponsor acknowledgement in e-program book	yes
Choice of onsite exhibition booth for 3 days or virtual booth for 30 days	Onsite/Virtual
Complimentary delegate registration (mix of virtual & physical tickets)	30
Branding exposure at event onsite as "Sponsor"	yes
Logo on event app	yes
Round table / Panel session (60 mins session) detail as below:	
- provide discussion topic aligned to event's theme	yes
- select own moderator and speakers	yes
- work with QS to incorporate into overall program	yes

### Virtual Panel/Roundtable

SPONSORSHIP PACKAGE	PANEL/ROUNDTABLE
Sponsor Price (USD)	\$40,000
Logo on QS event website in relevant pages	3 months
Advertisement in the e-program book	Single Page
Logo on sponsor acknowledgement in e-program book	yes
Virtual booth for 30 days on platform	Virtual
Complimentary delegate registration (mix of virtual & physical tickets)	30
Branding exposure at event onsite as "Sponsor"	yes
1-2-1 focused meetings arrange prior/during/after event	10
Round table / Panel session (60 mins session); details as below:	
- provide discussion topic aligned to event's theme	yes
- select own moderator and speakers	yes
- work with QS to incorporate into overall program	yes

# Awards sponsorship opportunities

Applies to Reimagine Education only

Sponsoring one of the Reimagine Education Awards allows organisations and institutions to showcase their commitment to foster educational innovation, more equitable access to quality learning, and student employability by supporting those innovators who were chosen to win one of education's most prestigious awards.

Award Sponsors will enjoy a year long branding campaign that will reach students, universities, schools and edtech companies from all corners of the globe.

If you are interested in a detailed breakdown of the benefits of sponsoring, please contact [reimagine@qs.com](mailto:reimagine@qs.com).

## Overall Awards (\$60,500)

### Award Categories (\$15,000)

- |  |   |  |
|--|---|--|
| <ul style="list-style-type: none"><li>• LIFELONG LEARNING</li><li>• DEVELOPING EMERGING SKILLS AND COMPETENCIES</li><li>• SUSTAINABILITY EDUCATION</li><li>• NURTURING VALUES AND ETHICS</li><li>• NURTURING WELLBEING AND PURPOSE</li><li>• ACCESS, DIVERSITY AND INCLUSION</li></ul> | <ul style="list-style-type: none"><li>• IMMERSIVE EXPERIENTIAL LEARNING (XR INCLUDING AR/VR/MIXED REALITIES, GAMING, THE METAVERSE AND BEYOND)</li><li>• INNOVATION IN BUSINESS EDUCATION</li><li>• THE POWER OF PARTNERSHIPS</li><li>• NURTURING EMPLOYABILITY</li><li>• BEST USE OF GENERATIVE AI</li></ul> | <ul style="list-style-type: none"><li>• SCIENCE OF LEARNING</li><li>• LEARNING ASSESSMENT</li><li>• BLENDED &amp; PRESENCE LEARNING</li><li>• E-LEARNING</li><li>• AI IN EDUCATION</li><li>• BREAKTHROUGH TECHNOLOGY INNOVATION IN EDUCATION (ICT TOOLS, EDU APPS, INSTRUCTIONAL TECHNOLOGIES)</li></ul> |
|--|---|--|

### Discipline Awards (\$7,500)

- ARTS & HUMANITIES
- ENGINEERING & IT
- LIFE SCIENCES
- NATURAL SCIENCES
- SOCIAL SCIENCES & MANAGEMENT

### Regional Awards (\$7,500)

- |  |  |
|--|--|
| <ul style="list-style-type: none"><li>• AFRICA</li><li>• ASIA</li><li>• EUROPE</li><li>• LATIN AMERICA</li></ul> | <ul style="list-style-type: none"><li>• MIDDLE EAST</li><li>• OCEANIA</li><li>• USA &amp; CANADA</li></ul> |
|--|--|

# About QS



QS Quacquarelli Symonds is the world's leading provider of services, analytics, and insight to the global higher education sector, whose mission is to enable motivated people anywhere in the world to fulfil their potential through educational achievement, international mobility and career development.

From enterprising beginnings as the student project of our founder and President Nunzio Quacquarelli, QS has grown to become the established world leader in higher education performance and insights. Our unrivalled insights and expertise enable our university partners to take a data-driven approach, to underpin their strategic thinking with the billions of data points generated through our global network of employers, academics and prospective students. Whatever their strategic ambitions, we partner with universities and business schools to establish and achieve their goals.

Through our global connections in higher education, we have developed a programme of [global conferences](#), featuring keynotes and panels from inspirational leaders and innovators with a passion for education. Delegates – whether they attend as a participant, speaker or conference partner – benefit from exclusive and actionable insights from QS analysts and sector experts. Our conferences include: the [Wharton-QS Reimagine Education Conference & Awards](#), the [QS EduData Summit](#) and our series of regional [QS Higher Ed Summits](#).

If you would like to stay up-to-date with the latest insights and sector trends, read our [insights blog](#), [register for email alerts](#) and connect with QS on [LinkedIn](#) and [Twitter](#).





# Thank You!

| Info is accurate as of September 2023 |

Please contact [ask@qs.com](mailto:ask@qs.com) to find out how you can get involved

