



THE OBSERVATORY
on Borderless Higher Education

THE GLOBAL FORUM 2016 Sponsorship Opportunities

Brain Gain Charting the Impact & Future of TNE

Dinner: Wednesday 9th November

Global Forum: Thursday 10th & Friday 11th November

The Royale Chulan Hotel, Kuala Lumpur, Malaysia

In partnership with:



The OBHE Global Forum 2016

Our forum will be held in the global city of Kuala Lumpur, Malaysia, a country among the pioneers of TNE, and home to multiple international branch campuses and other cross-border higher education partnerships. TNE has been central to the growth of higher education in Malaysia, making Kuala Lumpur the perfect setting for our event.

Our Global Forum will attract delegates from Malaysia, South East Asia and around the world, representing universities and colleges, governments and education companies. This is your opportunity to raise awareness among key decision makers in the higher education sector regionally and globally.

KEYNOTE SPEAKER

We are delighted to announce YB Dato Dr Mary Yap, Deputy Minister of Higher Education in Malaysia as our keynote speaker. She will explore Malaysia's ambitious Higher Education Blueprint which lays out a programme of activity over a ten year period, with TNE in a leading role, to create an internationalised and globally competitive HE system.

WHY SPONSOR?

- Showcase your organisation
- Increase awareness of your products and services
- Develop new partnerships with decision makers and influencers from across the higher education sector
- Maximise your brand's visibility



Key opportunities for sponsorship

We have put together a range of sponsorship opportunities to help you get the most out of the Global Forum.

SOLD

HEADLINE GLOBAL FORUM SPONSOR £6,500

Be the lead sponsor at our Global Forum

- Listed as headline sponsor on the OBHE website and on the front page of the programme
- Announcement of sponsor status and display of logo in pre-event mailings
- Exhibition stand at the Global Forum (10th & 11th November)
- Full page company profile with logo in the programme
- One page advert in the programme
- Inclusion of promotional flyer in the delegate pack
- Opportunity to provide a flyer to be placed on each delegates chair on 10th & 11th November
- Recognition in the welcome speech as headline sponsor of the Global Forum
- Host the drinks reception on Thursday 10th November and provide a short speech
- Opportunity for pre or post-event email to our OBHE mailing list
- Four complimentary places to the dinner and Global Forum
- Accommodation at the Royale Chulan hotel for all four delegates on 9th & 10th November

GLOBAL FORUM DINNER £5,000

Sponsor our Global Forum dinner on Wednesday 9th November

- Opportunity to provide a speech to delegates during our pre-dinner drinks reception
- Display corporate signage during the pre-dinner drinks and Global Forum
- Select from the attending delegates who will be on your table at the dinner
- Logo included on a small box of chocolates for each dinner guest
- Display of your logo on the OBHE website and on the front page of the programme
- Announcement of sponsor status and display of logo in pre-event mailings
- Inclusion of promotional flyer in the delegate pack
- Opportunity to have an exhibition stand at the dinner and Global Forum
- Half page company profile with logo in the programme
- One page advert in the programme
- Three complimentary places to the dinner and Global Forum
- Accommodation at the Royale Chulan hotel for all three delegates on 9th & 10th November

LANYARDS PACKAGE £3,000

Highlight your organisation to all Global Forum delegates

- Your logo to be included on the lanyards which delegates will wear at the dinner and Global Forum
- Display of your logo on the OBHE website and on the front page of the programme
- Announcement of sponsor status and display of logo in pre-event mailings
- Inclusion of promotional flyer in the delegate pack
- Exhibition stand at the Global Forum (10th & 11th November)
- Company profile and logo included in the programme (max. 50 words)
- Two complimentary places to the dinner and Global Forum

DELEGATE BAGS PACKAGE £3,000

Display your logo on one of the most prominent items at the Global Forum

- Display of your logo on the front of the delegate bags
- Inclusion of promotional flyer in the delegate pack
- Your logo will be included on the OBHE website and on the front page of the programme
- Announcement of sponsor status and display of logo in pre-event mailings
- Exhibition stand at the Global Forum (10th & 11th November)
- Company profile and logo included in the programme (max. 50 words)
- Two complimentary places to the dinner and Global Forum

Key opportunities for sponsorship

Only 3 stands left

REFRESHMENT BREAKS £2,000

Sponsor the tea/coffee breaks during our Global Forum

- Your branding to be included on the tea/coffee table during each refreshment break
- Opportunity to provide promotional material to be included on the tea/coffee table during each refreshment break
- Announcement of sponsor status and display of logo in pre-event mailings
- Exhibition stand at the Global Forum (10th & 11th November)
- Display of your logo on the OBHE website and on the front page of the programme
- Company profile and logo included in the programme (max. 50 words)
- Two complimentary places to the Global Forum (10th & 11th November)

EXHIBITION STAND £1,500

Showcase your products and services with an exhibition stand at the Global Forum

- Exhibition stand at the Global Forum (10th & 11th November)
- Your stand will include 6ft table, two chairs and free Wi-Fi
- Display of your logo on the OBHE website and on the front page of the programme
- Announcement of sponsor status and display of logo in pre-event mailings
- Inclusion of promotional flyer in the delegate pack
- Company profile and logo included in the programme (max. 50 words)
- Two complimentary places to the Global Forum (10th & 11th November)

DELEGATE PACK INSERTS £500

Increase awareness of your products with a flyer in our Global Forum delegate packs

- Inclusion of promotional flyer in the delegate pack
- Display of your logo on the OBHE website and on the front page of the programme
- Your company logo will be included in pre-event mailings

PROGRAMME ADVERT £500

Include an advert in our programme

- Full page advert for your organisation in our programme
- Display of your logo on the OBHE website and on the front page of the programme
- Inclusion of your logo in pre-event mailings

For further information on sponsoring our Global Forum please contact **Laura Dicken**:
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