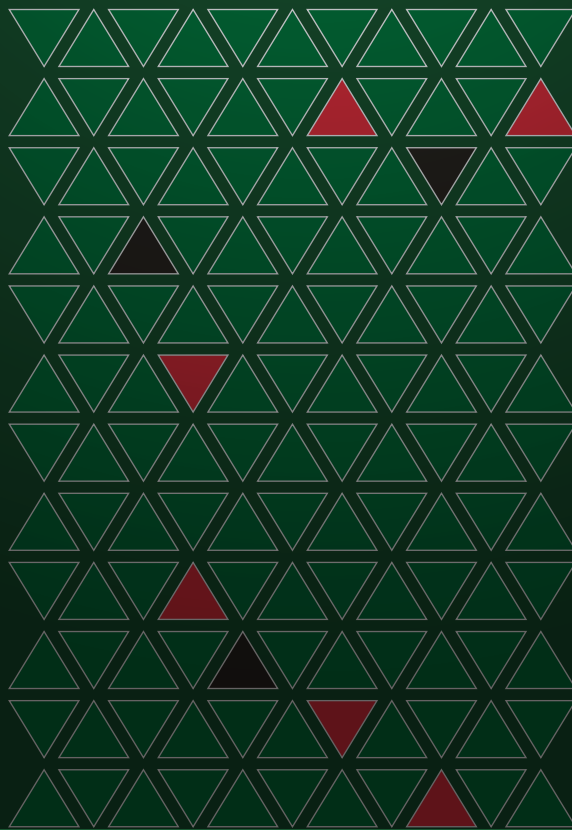


Libya Higher Education and Development Forum

Vision for the Future

Sponsorship Brochure

5-6 June 2014



Conference organised by



Welcome to the Libya Higher Education and Development Forum

We are delighted to invite you to join us in London for the Libya Higher Education and Development Forum 2014. In its first year, this innovative two-day forum and exhibition is dedicated to the development of education and the facilitation of international partnerships between Libya and Europe, with particular emphasis on the UK.

Recognising the high calibre of education providers, facilities and services within the UK, policymakers from Libya are meeting with key members of the UK academic community with a view to raising the level of education offered in Libya, assisting them to plan, create and implement an enhanced and superior education infrastructure. The event will also assist the Libyan Ministry of Education to form strong partnerships with UK universities and vocational training centres, assisting them to implement the 17,000 student placements for Libyan students that are available due to Government sponsorship.

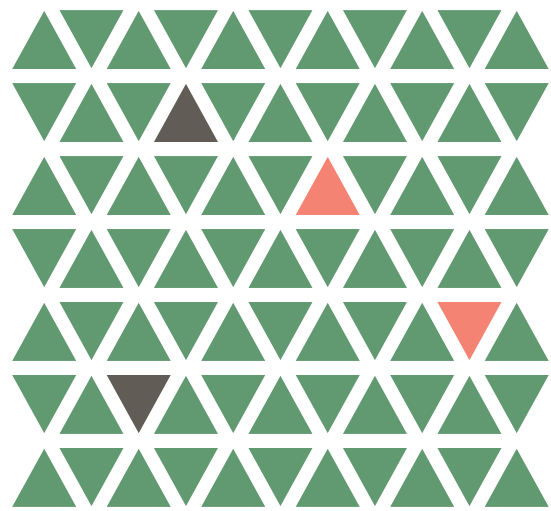
With solid resources and a drive to create a superior infrastructure of education provision and workforce development, the Libyan education sector is seeking to invest in a number of education sectors with specific focus being given to the educational sectors of Oil & Gas, Scientific Research, Medicine and English Language.

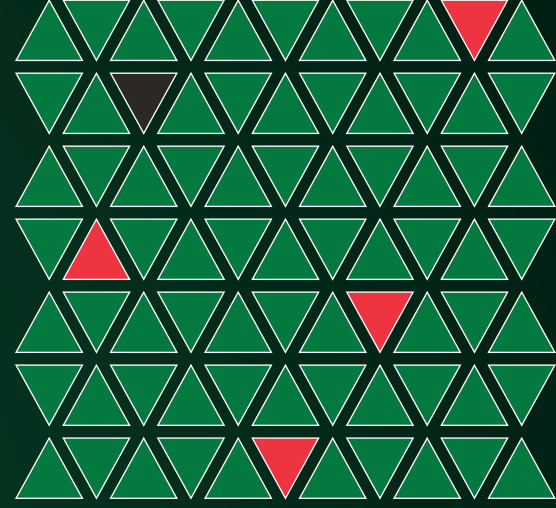
From engaging keynote addresses, panel discussions to interactive workshops where we will hear first-hand accounts from Libyan students and professors currently studying at home and overseas, the Forum provides a dynamic hub for UK education professionals to meet, discuss, inspire and forge partnerships with key leaders in Libyan education and decision makers.

Why Attend?

Our mission is to provide a meeting place for the creation of innovative partnerships and lasting alliances between the academic communities of Libya and the UK. Our focus is to continue to bring together those committed to advancing the provision and excellence of education worldwide.

With commitment and endorsement from the policy makers of Libya, and European and UK based chancellors, international institutes and universities, we aim to open discussion, identify opportunities and support the Libyan Ministry of Education in their path to education excellence, growth and development.





Our Partners

We are proud to be supported and endorsed by our partnerships and work closely with;

- » UK Higher International Education Unit (IU)
- » British Council
- » Times Higher Education
- » The Leadership Foundation
- » Middle East Association
- » Arab University Association
- » Arab Bureau of Education for the Gulf States

Sponsorship Opportunities

For this event we have created a good mix of dynamic and bespoke sponsorship and participation opportunities, designed to provide a strong vehicle with which to heighten the profile of your company, highlighting your key messages to a focused and high calibre audience.

The two day programme will run in parallel to interactive exhibition showcasing the leading education suppliers. We bring together a high profile database of key figures, organisations and potential investors, offering our sponsors unparalleled access to negotiating and purchasing power from a unique and relevant audience.

Key Attendees

- » Ministerial presence from the Ministry of Higher Education, Libya.
- » Senior Libyan Government Officials responsible for procurement and international partnerships.
- » UK & international faculties, education & training institutions
- » Academic research & development communities
- » Educational infrastructure; Scientific Research, Medicine, Engineering, Oil & Gas
- » Technology & E-learning programme providers
- » Overseas programme managers & education specialists
- » Educational facilities and programme management specialists



Sponsorship packages

Lead Sponsorship

£40,000

As lead sponsor, your organisation will receive an exclusive mix of event and media promotional opportunities strongly highlighting the profile of your organisation and services throughout the event and onwards. Putting you in direct contact with key representatives throughout the event, and gaining you full access to the event database for onward promotional activity.

Platinum Sponsorship

£30,000

This role provides a number of premium promotional platforms within the event, promoting your organisation as an education leader at the event. Includes 4 complimentary delegate passes with invitation to our prestigious Gala Award Dinner.

Gold Sponsorship

£18,000

A comprehensive package of excellent promotional opportunities. The package includes 2 complimentary delegate passes, with 2 invitations to our Gala Award Dinner and up to 5 discounted day passes..

Silver Sponsorship

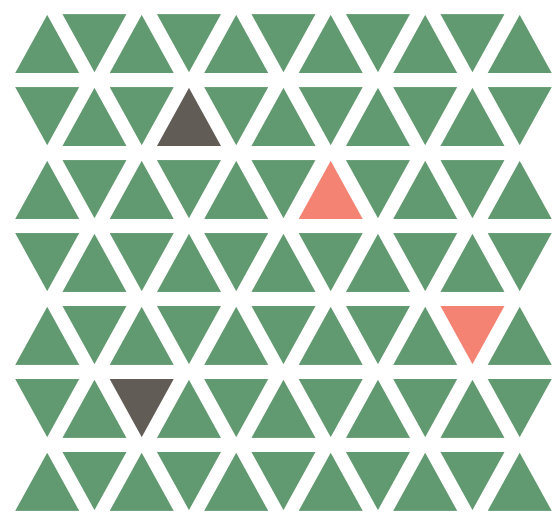
£12,000

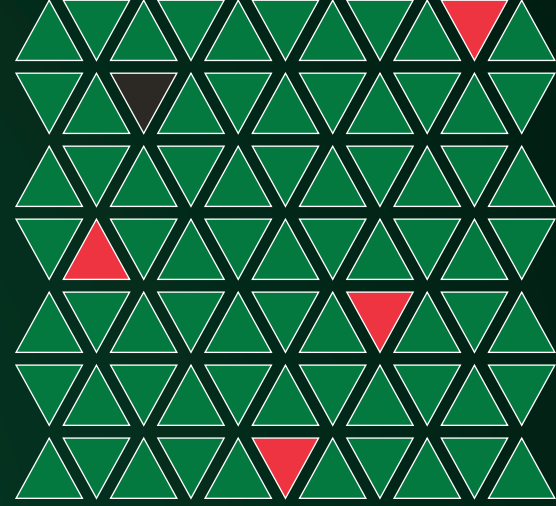
A full exhibition package with extended media coverage and fantastic networking opportunities. Includes branding integration across all direct and digital marketing, 2 complimentary delegate passes with invitation to our Gala Award Dinner and up to 5 additional discounted passes.

Airline Sponsorship

£20,000

An opportunity to support our delegates, partners and sponsor at an international level. This package highlights you as our official conference Airline which will be promoted at the event, on our website and on all correspondence with our partners, exhibitors and sponsors.





Exhibition & Advertising packages

- Exhibitor's package** **£5,000**
 3 x 2 m shell scheme booth and exhibitor's package plus 2 complimentary delegate passes. For full package details please see our sponsorship chart.
- Delegate bag sponsor** **£5,000**
 Provision of the events official delegate bag, branded with your company's and the event's logo and title. Includes a 100 word profile in our conference brochure and one complimentary delegate pass.
- Lanyards** **£5,000**
 Sponsorship of the conference's lanyards; branded with your company logo and to be worn with all delegate passes throughout the event. Includes a 100 word profile in our conference brochure and one complimentary delegate pass.
- Stationery** **£3,000**
 Each delegate will receive a conference notepad and pen featuring the sponsor's logo within their delegate bags (provided by the sponsor).
- Gifts** **£2,500**
 An ideal opportunity to promote your company to delegates via a small branded gift (provided by the sponsor). This will be included in all delegate bags or can be distributed at key locations throughout the event. Includes one complimentary delegate pass.

Advertising Opportunities

A valuable reference tool for delegates, sponsors and exhibitors; our website, brochure and delegate bags are a valuable way to ensure your company gains the maximum contact with our participants and partners.

To discuss any advertising opportunities or for further information please contact the advertising team:

Tel: + 44 (0) 203 597 7034

Email: info@libyaed.com

	Exhibition Booth £5,000	Lanyard £5,000	Delegate bags £5,000	Stationery £3,000	Gift £2,500
One 3x2m Shell Scheme exhibition booth	Yes	No	No	No	No
Your company branding applied to delegate and participant lanyards	No	Yes	No	No	No
Inclusion of your company logo within the Libya Higher Education and Development Forum website	Yes	Yes	Yes	Yes	Yes
Full company profile listed within the conference programme	50 words	50 words	50 words	50 words	50 words
The opportunity to provide gifts to attendees	No	No	No	No	Yes
Complimentary delegate all-access passes for members of your team	2	2	1	No	No

Terms and Conditions

1. To complete your sponsorship and exhibition package, you will be required to complete and submit a signed Sponsorship Booking Form to the organisers. An email will be sent to you to confirm your booking along with an invoice issued by Gulf Conferences
2. The Organisers reserve the right to reject a sponsorship, exhibition or other package request at its discretion
3. The Organisers reserve the right to change dates or venue giving at least 4 weeks prior notice to all signed participants
4. All sponsorship and exhibition prices are exclusive of VAT, which will be included in your invoice
5. In completing and submitting a signed Sponsorship Booking Form to Gulf Conferences you accept responsibility for the prompt payment of all issued invoices and liability for their payment
6. A 100% payment is required within 30 days of booking
7. All monies payable must be received and cleared by the due dates
8. All cancellations must be made in writing to the Organisers. A fee of 50% applies to sponsorship packages cancelled prior to 1 May 2014
9. No refunds will be made. A fee of 100% applies to sponsorship packages cancelled after 1 May 2014
10. Non-attendance at Gulf Education 2014 will not qualify as a booking cancellation and 100% of fees will apply
11. Sponsorship and exhibition branding, sessions, bespoke structures and exhibition stand placement will be allocated only on receipt of a 100% payment,
12. All monies payable must be received and cleared before your organisation is granted access to the venue for set-up
13. Sponsors must comply with all briefing instructions given by the Organisers for set-up, live event and take-down.
14. The Organisers reserves the right to rearrange the venue floor plan and relocate any sponsorship and exhibition branding, sessions, bespoke structures and exhibition stand placement at any point
15. Sponsors are responsible for take up of insurance coverage for their own protection and indemnity
16. Sponsors must not paint or otherwise alter the floor, ceiling, pillars or walls of the venue, including the area of and around sponsorship and exhibition branding, sessions, bespoke structures and exhibition stand placements
17. Sponsors/Exhibitors will be liable for any damage caused by them or their employees, contractors, agents and invitees, to other sponsors or any common property or property of any third party within the venue
18. Sponsors/Exhibitors are responsible for the transportation of their own staff, materials and equipment to and from the venue, and their own accommodation including all related expenses
19. The Organisers will not be responsible for any loss or theft of sponsor materials and equipment or other property at the venue at any time or any materials and equipment of any of their respective employees, contractors, agents and invitees
20. The Organisers will not be responsible for any damage arising out of, and shall not be in breach of the agreement arising out of an application for sponsorship, if the conference is cancelled, suspended, or reduced due to failure of services or other force majeure events outside of the Organiser's reasonable control
21. Sponsor/Exhibitor staff passes are restricted to one per named person, names must be provided to the Organising team in writing. Name additions and changes will incur an administration charge of £10 per person if not notified in writing. No complimentary passes can be organised on-site and new arrivals will be charged at the standard all-access pass rate
22. In completing and submitting a signed Sponsorship Booking Form to the Organisers of Libya Higher Education and Development Forum 2014 you indicate your awareness and acceptance of these Terms and Conditions

Gulf Conferences

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