

RESEARCH AND INNOVATION HYBRID CONFERENCE

15 -17 August 2023

Emperors Palace, Kempton Park, South Africa

ODeL in the Global South

Opportunities in times of volatility,
uncertainty, complexity, and
ambiguity (VUCA)

Define tomorrow.



Unisa joint hosts

Research, Postgraduate Studies, Innovation and Commercialisation
UNESCO Chair on Open Distance Learning

Sponsorship packages

2023 Open Distance and eLearning Virtual Conference

15-17 August 2023

The Unisa Open Distance and eLearning hybrid Conference takes place from 15–17 August 2023 at Emperors Palace, Kempton Park, South Africa. It is preceded by a series of pre-conference workshops on 14 August. The aim of the conference is to encourage debate on contemporary and new opportunities, challenges, and models facing open, distance, and e-learning (ODeL) in a globally connected digital era.

This hybrid conference (onsite and broadcast) is targeted at 350–500 academics, administrative, and student support staff, researchers, as well as governmental and non-governmental stakeholders from South Africa, the rest of the African continent, and overseas countries, thus affording your brand greater exposure post COVID.

Your positive support could:

- build your brand's positioning through association with Africa's leading open, distance and e-learning institution
- help you to gain organisational visibility and community goodwill as a supporter of open, distance and e-learning in times of crisis, such as the COVID-19 pandemic
- help you to reach a wider demographic audience
- generate fresh marketing and promotional material to expand your content strategy on social media
- enable you to gain valuable on site and screen branding as a sponsor at hybrid conference

Why should you exhibit?

- Engage with 500 delegates on a one-on-one basis
- Provide product and service demonstrations
- Present your products and services to a broad range of attendees
- Run advertisements on screen within the conference area

We are offering five conference and two wine sponsorship packages, which we believe could benefit your organisation.

Platinum sponsorship packages (2 available)

Onsite opportunities

- **1x 2m² x 2m² Exhibition space.** Includes table, 2x chairs and tablecloth. Sponsors are welcome to erect their own promotional stand in the space allocated. An additional space can be negotiated. Sponsors to provide all exhibition material and be set-up by 14 August 2023
- **8x pull-up banners** (to be used in foyer outside venue and in plenary sessions). To be delivered to the venue by 14 August 2023
- **2x Promotional items** for delegate conference bag. To be delivered to the venue by 14 August 2023
- **Co-branding** on delegate name tags
- **4x 2-day conference delegate passes**
- **4x Passes** to icebreaker and networking evening event (Tuesday, 15 August)
- **4x Formal dinner seats** (Wednesday, 16 August)

Broadcast opportunities

- **In-Stream video adverts** can play before or after a session, at the beginning of the day's proceedings and before or after the coffee break and lunch. The sponsor can decide where in the programme they want their video or advertisement placed (not longer than 2 mins). Three per day – beginning, middle, and end of day x3 days.
- **In-Chat promo offers** with click-throughs to sponsor links. This appears in the chat box as a pop-up during the session. Twice per session – sponsor to select the sessions.
- **On-screen logo** placements as in top or bottom corners during the session as well as sponsored bar at the bottom of the screen. Pre-recorded sessions only. The logo will appear at the bottom of the screen for the duration of the session. All sessions x3 days. Logos will be replaced with other logos in pre-recorded edited sessions.
- **Sponsor segments** – video segment as part of the programme 3x per day.

- **Sound bites and music** of the sponsor's choice which can be played before or at the end of a session or day. Three times per day at the beginning, middle and end of day.
- **Images or pictures included in pre-recorded sessions** – if the sponsor does not have a video but a still picture or advert – this can be added into the session at a convenient part of the session. In place of video option 3x per day.
- **Logo promotion** on virtual conference website landing page (run-up and during).
- **Company “blurb”** on sponsorship page (load-ready content to be provided by sponsor).
- **Mention** in any media coverage (not guaranteed).

R250 000.00 ex VAT @ 15%

Gold sponsorship packages (2 available)

Onsite opportunities

- **1x 2m² x 2m^m exhibition space.** Includes table, 2x chairs and tablecloth. Sponsors are welcome to erect their own promotional stand in the space allocated. Exhibitions are to be supplied by sponsors and set-up by 14 August 2023
- **4x Pull-up banners** (to be used in foyer and plenary sessions). Sponsor to provide banners by 14 August 2023
- **1x Promotional item** for delegate conference bag. To be delivered to the venue by 14 August 2023
- **Co-branding** on delegate name tags
- **2x 2-day conference delegate passes**
- **2x Passes to icebreaker and networking event** (Tuesday, 15 August)
- **2x Formal dinner seats** (Wednesday, 16 August)

Broadcast opportunities

- **Flighting of short promotional clip** during breaks (broadcast-standard clip to be provided by sponsor) 1x per day at the end of the plenary sessions (2).
- **In-Chat promo offers** with click-throughs to sponsor links. This appears in the chat box as a pop-up during the session. Twice per session.
- **Sound bites and music** of the sponsor's choice which can be played before or at the end of a session or day 2x in a pre-recorded session at the beginning and end. Sponsor to select either a breakaway or a workshop session.
- **Logo promotion** on conference website landing page (run-up and during). Load-ready content to be provided by sponsor.
- **Mention** in any media coverage (not guaranteed).

R100 000.00 ex VAT @ 15%

Silver sponsorship packages (2 available)

Onsite opportunities

- **1x 2m² x 2m^m exhibition space.** Includes table, 2x chairs and tablecloth. Sponsors are welcome to erect their own promotional stand in the space allocated. Sponsor to provide exhibition material and be set-up by 14 August 2023
- **2x Pull-up banners** (to be used in plenary sessions). Sponsor to provide banners by 14 August 2023
- **1x Promotional item** for delegate conference bag. To be delivered to the venue by 14 August 2023
- **1x 2-day conference delegate pass**
- **2x Guest passes** to icebreaker and networking event (Tuesday, 15 August)
- **2x Formal dinner seats** (Wednesday, 16 August)

Broadcast opportunities

- **On-screen logo placements** as in top or bottom corners during the session as well as sponsored bar at the bottom of the screen – 1x predetermined session. On screen for a predetermined length of time.
- **Logo promotion** on virtual conference website landing page (run-up and during).
- **Company “blurb”** on sponsorship page (load-ready content to be provided by sponsor).
- **Mention** in any media coverage (not guaranteed).

R50 000.00 ea. excluding VAT @ 15%

Bronze sponsorship packages

Wine sponsorship (2 packages available)

Icebreaker wines (Tuesday, 15 August).

Onsite opportunities

- **3-minute speaking opportunity** at icebreaker and networking session
- **2x Pull-up banners** in icebreaker venue. Sponsor to provide banners by 14 August 2023
- **2x Guest passes** to icebreaker and networking event
- **2x Formal dinner seats**
- **4x Promotional pieces** on beverage tables. To be delivered by 14 August 2023
- **Promotion** on conference website as sponsor (load-ready content to be provided by sponsor).

R15 000,00 excluding VAT @ 15%

Formal dinner wines (Wednesday, 16 August)

Onsite opportunities

- **5-minute speaking opportunity** at dinner
- **4x Pull up banners** in dinner venue. Sponsor to provide banners by 14 August 2023

- **4x Formal dinner seats**
- **2x Promotional pieces** on each table. To be delivered to venue by 14 August 2023
- **Promotion** on conference website as sponsor (load-ready content to be provided by sponsor).

R25 000,00 excluding VAT @ 15%

Purchase of onsite exhibition space only

- **1x 2m² x 2m^m exhibition space.** Includes table, 2x chairs and tablecloth. Exhibitors are welcome to erect their own promotional stand in the space allocated.
- **Promotion** on website as exhibitor (load-ready content to be provided by sponsor).

R10 000,00 excluding VAT @ 15%

For more information

Ms Lynette van Niekerk
Department of Institutional Advancement
Tel: 012 441 5830 | Cell: 082 599 7266