Theme: Linking Open Education & eLearning Research to Practice

Dates: July 1-3, 2015
Venue: Crowne Plaza
City: Nairobi, Kenya
The African Virtual University (AVU) will hold its 2nd International Conference from the 1st to the 3rd of July, 2015 in Nairobi, Kenya.

This will be the second conference of the AVU and like the first conference in 2013, this conference will bring together researchers, policymakers and practitioners seeking to make sense of the challenges and explore emerging opportunities afforded by ICTs and open, distance and e-learning (ODeL) in addressing issues of access, equity and quality of higher education and training in Africa.

2013 participants came mainly from the AVU network of Partner Institutions in more than 30 African countries, and also from other African institutions and from institutions in Europe, Asia and America.

The AVU advisory committee made up of deputy-vice chancellors (DVCs), academics and national coordinators from member countries ministries of education were also part of the conference as well as AVU strategic partners.

Some of the speakers from the 2013 conference included: the AVU Rector, Ms. Fenny W. S. Mwakisha, the Director of Higher Education at the Ministry of Education, Kenya, Dr Beatrice Njenga from the African Union Commission (AUC), Daphne Koller, Stanford University Professor of Computer Science and Co-Founder and co-CEO of Coursera and Professor Chiedu Mafiana of the Nigerian University Commission. Stephan Muller represented the African Development Bank and the Board of the Open Education Consortium presented a high level panel on Open Education Initiatives.
SPONSORSHIP OPPORTUNITIES

The conference is an opportunity for you to showcase your products and services to leading scholars and academics in the area of ICT in Education by way of sponsorship or exhibition:

- **Enhanced Credibility**
  Being a sponsor at the conference will highlight you and your business with a captive audience. It will also demonstrate leadership by being a part of the latest research and discussion of the issues.

- **Highly Targeted Marketing**
  Access the best academics in your industry, collaborate with prospects and clients in a positive learning environment. Provides influence, through face-to-face opportunities to engage in dialogue with decision leaders.

- **Media Exposure**
  Benefit from our marketing plan to promote the conference.

- **Generate new Sales & Form new Business Partnerships**
  Create new professional relationships with the speakers, institutions, researchers, academics and other sponsors, connect with the thought leaders and gain insight into future trends.

- **Involvement and Giving Back**
  Contribute to helping expand access to quality higher education in Africa for future generations. AVU works to expand access and quality by leveraging innovations in ICT and open, distance and eLearning (ODeL).

- **Distribute Samples or Trial Offers**
  This event can be a great way to “test market” for some new products of yours. Consider giving trial offers to the attendees in exchange for honest feedback.
Sponsorship Benefits

**PLATNIUM**

$6,500

- Certificate of recognition as the conference sponsor in particular category
- Official recognition as a sponsor at the conference main plenary session
- Flyer, brochure or goodies on the delegate bags
- Logo and web link on conference website
- Logo on the conference banner
- Logo on the Brief Report
- A custom e-mail to promote your sponsorship of the conference
- On-site exhibit display opportunity
- Exhibition booth
- A branded reception at the event
- Speaking position at the event (not a keynote)
- Company profile in the conference program booklet
- Advert in conference program booklet
- Conference admissions

**GOLD**

$4,000

- Logo and web link on conference website
- Logo on the conference banner
- Logo on the Brief Report
- A custom e-mail to promote your sponsorship of the conference
- On-site exhibit display opportunity
- Exhibition booth
- A branded reception at the event
- Speaking position at the event (not a keynote)
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- Conference admissions

**SILVER**

$1,500

- Logo and web link on conference website
- Logo on the conference banner
- Logo on the Brief Report
- A branded reception at the event
- Speaking position at the event (not a keynote)
- Company profile in the conference program booklet
- Advert in conference program booklet
- Conference admissions

**BRONZE**

$1,000

- Logo on the Brief Report
- A branded reception at the event
- Speaking position at the event (not a keynote)
- Company profile in the conference program booklet
- Advert in conference program booklet
- Conference admissions
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For all information, assistance, bookings and questions, please contact:

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