



IAU 2024

INTERNATIONAL
CONFERENCE

22-24 November
Sophia University
Tokyo, Japan

*University Values in a
Changing World*

#IAUTokyo2024

Sponsorship Opportunities





Why become a sponsor?

Tokyo awaits you! Discover how the IAU 2024 International Conference can help you reach a global audience of higher education leaders and promote your work and initiatives. The IAU International Conference is a flagship event that brings together IAU Members from all around the world to discuss current issues in higher education. Sponsor the IAU 2024 International Conference and build the visibility of your organisation and brand at this important global meeting of university leaders.

We are here to work with you to position your organisation alongside keynote sessions, networking events, and business development opportunities. Our flexible sponsorship package easily adapts to your needs!

Brand Awareness

Promote your organisation directly to the audience on a variety of channels

Business Opportunities

Expand your network and develop new opportunities through targeted and informal meetings with participants

Productive Encounters

Interact with our participants during one of our social or cultural activities to explain your organisation and services

What previous participants say

The topics and speakers of IAU are outstanding and innovative.

We thank IAU for choosing 'Higher Education Partnerships for Societal Impact' as the theme for this year's conference. This choice reflects the foresight and forward-looking vision and reminds us that in the fast-changing world of today, in which we face many challenges, the focus needs to be on building partnerships to enhance our societal, impact, as we cannot do it alone.

Networking opportunities were excellent, beyond expectations!

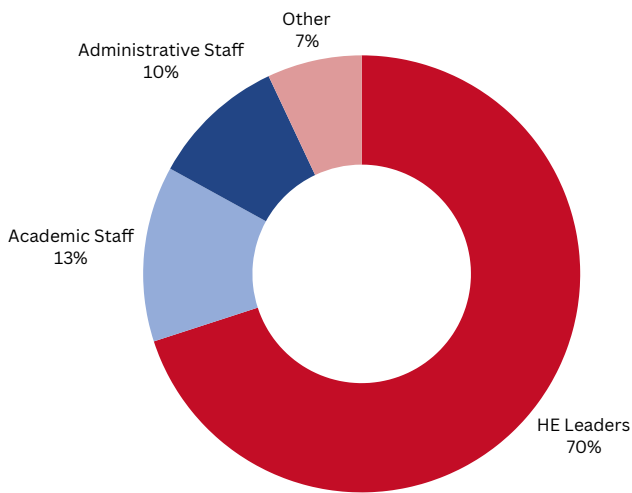
IAU always manages to engage the audience in a meaningful conversation, which brings out the best in people and contributes to brainstorming and self-reflection about what we do in our daily lives.

IAU events provide excellent 'speed dating' opportunities to meet with people from around the world!



IAU Conference in Numbers

Who attends IAU International Conferences?



80+ Countries



300+ Participants



220+ HEIs



30+ HE Organisations

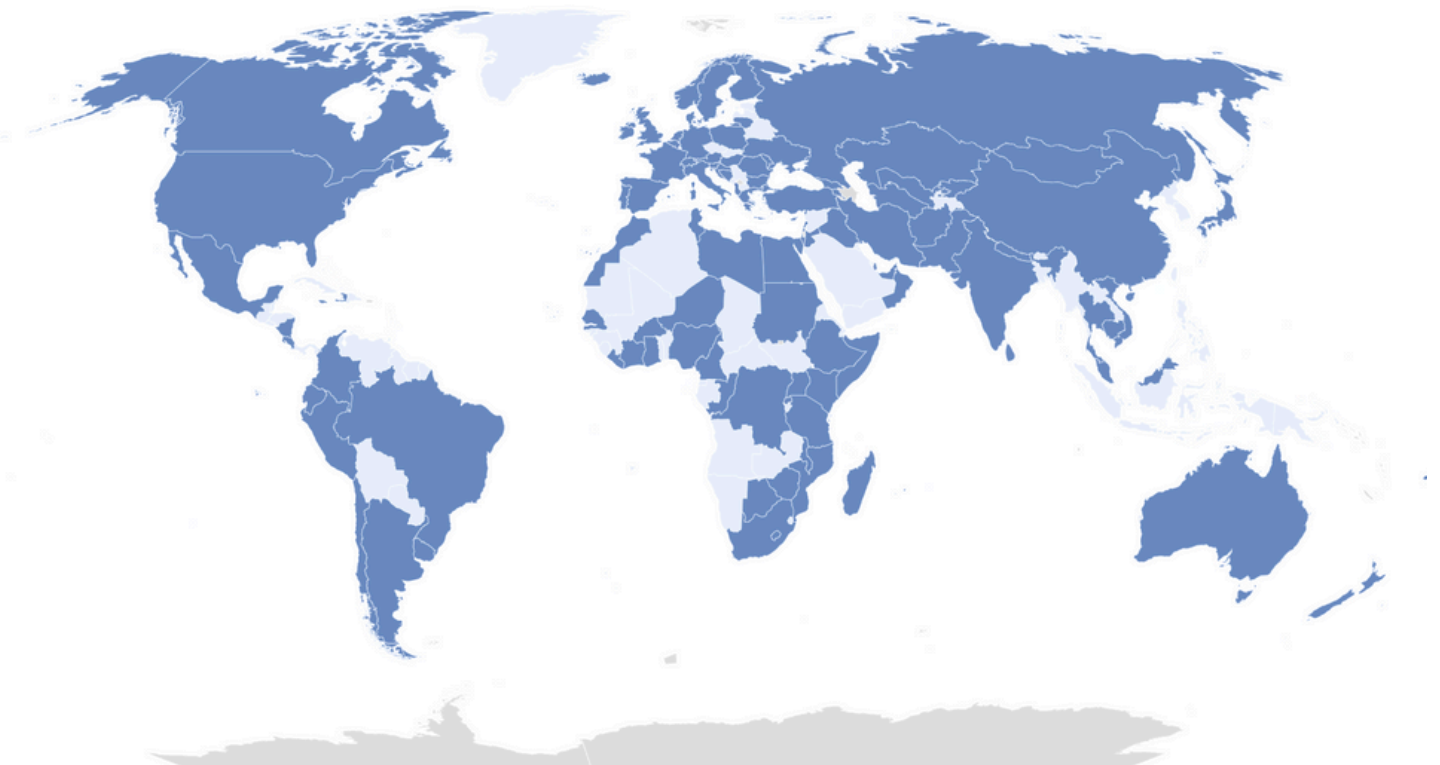




Photo Credit: © TCVB

Table Sponsor

Within the main conference venue, you can network with conference attendees to showcase your services and promote your brand.



Conference Bag & Badge Sponsor

Create a high-impact presence with your logo on the conference bag. You can also add branded promotional items to the conference bags.



Promotional Items

Provide a gift to build goodwill and brand recognition. Your logo will travel with participants from around the world, promoting brand visibility long after the conference ends.



Advertisement in the programme book

Advertise in the Conference programme book and promote your brand and products. We offer full- and half-page advertising space. Ads must be received by the IAU prior to 1 October 2024.



Support the bigger picture

Sponsor leadership and academics from least developed countries, enabling them to participate in this global dialogue. You will gain brand recognition and contribute to the reduction of global inequality. Your sponsorship will be recognized during the opening and closing ceremony.



Other marketing ideas?
*Contact IAU Deputy Secretary General
Andreas Corcoran to discuss
personalised sponsorship packages.*



Photo Credit: © TCVB

	Platinum Sponsor	Gold Sponsor	Silver Sponsor
	€ 25.000	€ 15.000	€ 7.500
Logo and URL on conference website	✓	✓	✓
Recognition as sponsor in programme book	Large Logo	Small Logo	Brand / Company Name
Conference fee waivers	4	3	2
Table	✓	✓	✓
Logo in conference mailings	✓	✓	✓
Advertisement in conference programme book	Full Page (A4 vertical)	Half Page (A5 horizontal)	
Recognition as sponsor during opening and closing ceremony	✓	✓	
Recognition as sponsor during one of the conference meals	✓	✓	
Inclusion of logo in next issue of <i>IAU Horizons</i> magazine (5000 subscribers)	✓		
Corporate flyer included in conference bag	✓		
Discounted registration for additional staff	✓		

The IAU in Brief

Founded in 1950, under the auspices of UNESCO, the International Association of Universities (IAU) is a Member-led organisation that strives to advance higher education and promote its important role in the development of our society. IAU is an independent, non-governmental organisation and official partner of UNESCO (Association Status). It also has consultative status at the UN Economic and Social Council (ECOSOC) and participatory status with the Council of Europe.

As the global voice of higher education, IAU convenes and connects over 600 Members from more than 130 countries to identify, reflect, and act on common priorities. The association works principally in four priority areas: Values-Based Leadership, Digital Transformation, Internationalization, and Higher Education and Research for Sustainable Development.

Through the lens of these priority areas, the association serves as a forum for higher education leaders and international stakeholders. Members benefit from a wide range of services, including networking events, research, training, and advisory services.

IAU is funded primarily through its Membership fees to carry out its wide portfolio of activities: maintaining the World Higher Education Database, hosting webinars and thematic debates, events and conferences, conducting research and surveys, and generating publications, projects and other initiatives.

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