9th EDEN Research Workshop

SPONSORSHIP OPPORTUNITIES

European Distance and E-Learning Network
Oldenburg, 4-6 October 2016
The European Distance and E-Learning Network (EDEN) is a UK-based non-governmental educational association established in 1991. As a meeting place, EDEN assists a wide range of European institutions, networks and individuals to become involved in professional cooperation through

- comprehensive information and networking activities,
- the organisation of high standard European conferences, and
- the release of quality professional publications.

Currently EDEN has 174 institutional members. There are over 1000 members in the Network of Academics and Professionals (NAP) – the community of individuals within the Association. The 400+ institutions represented within the EDEN membership come from 51 countries in Europe and beyond.

In terms of the size, range and geographical representation of its members, EDEN is the most comprehensive European association of its kind. We invite you to read more about the diverse, dynamic and engaging activities of the Association on the EDEN website, which can be found at [http://www.eden-online.org](http://www.eden-online.org).

EDEN’s reputation and expertise in the field of ICT enhanced education is recognised by the European Commission - 3 members of the ET2020 working group for Digital Skills and Competences are affiliated to EDEN, one of whom holds a WG seat as an official EDEN nominee.
The EDEN Conferences

The internationally renowned EDEN Annual Conferences are organised in different countries every year since 1992 in June. The smaller thematic conferences, such as the Open Classroom Conferences, and Research Workshops are alternating bi-annually, taking place in the second half of October. The Annual Conferences attract a professional audience of 350-450 participants, while the Autumn events usually gather 100-200 people from worldwide. These events are often utilised by EDEN to present, pilot and/or promote project findings and progress.

EDEN’s reputation as a significant European Association has been acknowledged and underpinned by its involvement in leading EU projects and initiatives. The Association’s professional excellence and achievements in international collaboration is exemplified by the 60+ successfully completed EU projects with their 200+ partner institutes since 1997.

In the past years EDEN has introduced its own open badges scheme and has been participating in projects like D-TRANSFORM (supporting the modernisation of European universities), OpenPROF (to foster open professional collaboration for innovation), Open Badge Network (aiming to promote open badges) and eLene4work (aiming to analyse and develop digital skills).

EDEN’s Latest Projects
## EDEN Conferences since 2007

<table>
<thead>
<tr>
<th>Year</th>
<th>Type of Conference</th>
<th>Venue</th>
<th>Theme</th>
<th>No. of Delegates</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 2016</td>
<td>Annual Conference</td>
<td>Budapest, Hungary</td>
<td>Re-Imagining Learning Environments</td>
<td>314</td>
</tr>
<tr>
<td>November 2015</td>
<td>Open Classroom</td>
<td>Athens, Greece</td>
<td>Open Discovery Space: Transforming schools into innovative learning organisations</td>
<td>31</td>
</tr>
<tr>
<td>September 2015</td>
<td>Open Classroom</td>
<td>Aalborg, Denmark</td>
<td>D4Learning International Conference: Innovations with Digital Learning for Inclusion (D4L)</td>
<td>166</td>
</tr>
<tr>
<td>June 2015</td>
<td>Annual Conference</td>
<td>Barcelona, Spain</td>
<td>Expanding Learning Scenarios: Opening Out the Educational Landscape</td>
<td>400</td>
</tr>
<tr>
<td>October 2014</td>
<td>Research Workshop</td>
<td>Oxford, United Kingdom</td>
<td>Challenges for Research into Open &amp; Distance Learning: Doing Things Better: Doing Better Things</td>
<td>147</td>
</tr>
<tr>
<td>June 2014</td>
<td>Annual Conference</td>
<td>Zagreb, Croatia</td>
<td>E-Learning at Work and the Workplace From Education to Employment and Meaningful Work with ICTs</td>
<td>367</td>
</tr>
<tr>
<td>October 2013</td>
<td>Synergy Conference</td>
<td>Budapest, Hungary</td>
<td>Transnational Learning Forum for Exchanging Practices and Ideas</td>
<td>170</td>
</tr>
<tr>
<td>June 2013</td>
<td>Annual Conference</td>
<td>Oslo, Norway</td>
<td>The Joy of Learning Enhancing Learning Experience Improving Learning Quality</td>
<td>420</td>
</tr>
<tr>
<td>June 2012</td>
<td>Annual Conference</td>
<td>Porto, Portugal</td>
<td>Open Learning Generations Closing the gap from “Generation Y” to mature Lifelong Learners</td>
<td>400</td>
</tr>
</tbody>
</table>

## October 2011
- **Open Classroom**: Athens, Greece
  - **Theme**: Never Waste a Crisis! Inclusive Excellence, Innovative Technologies and Transformed Schools as Autonomous Learning Organisations
  - **No. of Delegates**: 220

## June 2011
- **Annual Conference**: Dublin, Ireland
  - **Theme**: Learning and Sustainability The New Ecosystem of Innovation and Knowledge
  - **No. of Delegates**: 430

## October 2010
- **Research Workshop**: Budapest, Hungary
  - **Theme**: User Generated Content Assessment in Learning Emerging Educational Technologies and Digital Assessment Methods
  - **No. of Delegates**: 180

## June 2010
- **Annual Conference**: Valencia, Spain
  - **Theme**: Media Inspirations for Learning. What makes the impact?
  - **No. of Delegates**: 370

## October 2009
- **Open Classroom**: Porto, Portugal
  - **Theme**: The European School 2.0 Creativity and the Capacity for Innovation
  - **No. of Delegates**: 120

## June 2009
- **Annual Conference**: Gdansk, Poland
  - **Theme**: Innovation in Learning Communities What did you invent for tomorrow?
  - **No. of Delegates**: 350

## October 2008
- **Research Workshop**: Paris, France
  - **Theme**: Researching and Promoting Access to Education and Training: The role of Distance Education and E-Learning Under the patronage of UNESCO
  - **No. of Delegates**: 190

## June 2008
- **Annual Conference**: Lisbon, Portugal
  - **Theme**: New Learning Cultures How do we learn? Where do we learn?
  - **No. of Delegates**: 570

## October 2007
- **Open Classroom**: Stockholm, Sweden
  - **Theme**: Real Learning in Virtual Worlds
  - **No. of Delegates**: 140

## June 2007
- **Annual Conference**: Naples, Italy
  - **Theme**: New Learning 2.0 Emerging digital territories: Developing continuities, New divides
  - **No. of Delegates**: 560
## EDEN Conference Sponsors and Partners

<table>
<thead>
<tr>
<th><strong>National Organisations</strong></th>
<th><strong>Companies</strong></th>
<th><strong>International Bodies</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Ministry of Education, France</td>
<td>Polycom</td>
<td>EPALE - Electronic Platform for Adult Learning in Europe</td>
</tr>
<tr>
<td>Ministere de la Culture et de la Communication, France</td>
<td>Microsoft</td>
<td>European Comission</td>
</tr>
<tr>
<td>Ministry of Education, Culture and Science, Austria</td>
<td>Ericsson</td>
<td>UNESCO</td>
</tr>
<tr>
<td>Ministero del Lavoro e Previdenza Sociale, Italy</td>
<td>Elluminate</td>
<td>Cedefop</td>
</tr>
<tr>
<td>CNED – National Centre for Distance Learning, France</td>
<td>Fronter</td>
<td>Erasmus+</td>
</tr>
<tr>
<td>Swedish Agency for Distance Education</td>
<td>Portugal Telecom</td>
<td>European Schoolnet</td>
</tr>
<tr>
<td>Forum Neue Medien</td>
<td>Blackboard</td>
<td>European Experts’ Network for Education and Technology</td>
</tr>
<tr>
<td>Austrian Computer Society</td>
<td>Pearson eCollege</td>
<td>European Pedagogical ICT Training Programme</td>
</tr>
<tr>
<td>Knowledge Foundation, Stockholm</td>
<td>WebCT</td>
<td>Elearningeuropa.info</td>
</tr>
<tr>
<td>Region Ile-de-France Organisation</td>
<td>Ibermática</td>
<td>eLearning Industry Group – eLIG</td>
</tr>
<tr>
<td>Internationale de la Francophonie</td>
<td>Asociacion Espanola de Formacion On-Line</td>
<td>European Foundation for Quality in E-Learning</td>
</tr>
<tr>
<td>Royal Institute of Technology, Sweden</td>
<td>ISFOL</td>
<td>International Council for Open and Distance Education</td>
</tr>
<tr>
<td>Universite Sorbonne Nouvelle Paris3</td>
<td>CONFORM</td>
<td>EFMD – European Foundation for Management Development</td>
</tr>
<tr>
<td>Gdansk University</td>
<td>Scienter</td>
<td>Norwegian Association for Distance and Flexible Education (NADE)</td>
</tr>
<tr>
<td>Helsinki University of Technology, TKK Dipoli</td>
<td>LOT – Polish Airlines</td>
<td>Flexible Education Norway (FuN)</td>
</tr>
<tr>
<td>Finnish Virtual University</td>
<td>Labor, Naples</td>
<td>University of Oslo, UiO</td>
</tr>
<tr>
<td>Open University of Catalonia, UOC</td>
<td>IMS Global Learning Consortium</td>
<td></td>
</tr>
<tr>
<td>Universidade Aberta, Portugal</td>
<td>Kryterion</td>
<td></td>
</tr>
<tr>
<td>Universidade Politecnica de Valencia</td>
<td>Universal Learning Systems</td>
<td></td>
</tr>
<tr>
<td>Dun Laoghaire Institute of Art, Design and Technology, Dublin</td>
<td>Taylor &amp; Francis</td>
<td></td>
</tr>
<tr>
<td>Agence Universitaire de la Francophonie</td>
<td>Routledge</td>
<td></td>
</tr>
<tr>
<td></td>
<td>Gatlin International LLC</td>
<td></td>
</tr>
</tbody>
</table>
The area of expertise/professional background of conference delegates

- Information & Communication Technology/Engineering: 122
- Assessment and Evaluation: 78
- Media & Communication: 63
- Science: 59
- Partnerships of Education and Business: 52
- Policies and Strategies: 51
- Management: 35
- Languages: 32
- Humanities and Arts: 19
- Health and Social Sciences: 16
- Business: 15
- Counselling: 13
- Career Development: 10
- Marketing: 9
- Library and Information Systems: 5
- Law

Commercial actor: 1%
Policy-maker: 6%
Teacher (including trainer, tutor, mentor, moderator): 31%
Manager: 20%
Researcher: 31%
Developer: 11%

Partnerships of Education and Business: 51
Science: 51
Sponsorship Opportunities

Sponsorship Packages – Our offers for your advantage

EDEN offers its sponsorship packages to companies, organisations, institutions and associations wishing to position themselves as supporters and active participants of the e-learning and distance education field. The sponsorship packages offer you not only visibility and prestige but also the direct channel to reach your target groups.

**Tailored solutions are possible.** Sponsorship fees include VAT.

<table>
<thead>
<tr>
<th>Type</th>
<th>Price (£)</th>
<th>Visibility</th>
<th>Conference</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Visiblity</strong></td>
<td>Mailing</td>
<td>Web</td>
<td>Location</td>
</tr>
<tr>
<td>Young Scholars Support</td>
<td>2</td>
<td>1000</td>
<td>+</td>
</tr>
<tr>
<td>Exhibition</td>
<td>3</td>
<td>1250</td>
<td>+</td>
</tr>
<tr>
<td>Principal Conference Sponsor</td>
<td>1</td>
<td>7500</td>
<td>+</td>
</tr>
<tr>
<td>Conference Sponsor</td>
<td>2</td>
<td>5000</td>
<td>+</td>
</tr>
<tr>
<td>Conference Publication Sponsor</td>
<td>1</td>
<td>3000</td>
<td>+</td>
</tr>
<tr>
<td>Conference Dinner Sponsor</td>
<td>1</td>
<td>3000</td>
<td>+</td>
</tr>
<tr>
<td>Welcome Reception Sponsor</td>
<td>1</td>
<td>2500</td>
<td>+</td>
</tr>
<tr>
<td>Internet Cafe Sponsor</td>
<td>1</td>
<td>1500</td>
<td>+</td>
</tr>
<tr>
<td>Coffee Break Sponsor</td>
<td>*</td>
<td>750</td>
<td>+</td>
</tr>
<tr>
<td>In-kind Service Providers</td>
<td>Upon Request, Followed by Negotiation</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Individual Combination</td>
<td>Upon Request, Followed by Negotiation</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* One sponsorship on each conference day
Description of sponsorship packages

**YOUNG SCHOLARS SUPPORT SPONSORSHIP**

**1000€**

EDEN wishes to make the Conference more easily available for young researchers and students thus offers grants to regular and PhD students under the age of 35. This sponsorship will reach students who deserve support for their efforts of having submitted a paper for the conference accepted for presentation and found by a Jury to be awarded as excellent scholarly work in their category. The grant covers the registration fee and provides contribution towards the receiver’s travel and subsistence costs.

**EDEN CONFERENCE WEBSITE**

- A logo with link to the company’s website on the main page of the Conference website

**CONFERENCE LOCATION**

- A logo on the printed Young Scholar’s award
- Invitation to the Conference Dinner, where the awards will be announced and the sponsor will be recognised

**CONFERENCE PUBLICATION**

- Acknowledgement in the impressum of Conference Publication

**CONFERENCE MATERIALS**

- Half-page black and white advert in the Conference Program Booklet

There are 2 Young Scholars Support Sponsorships offered

---

**EXHIBITION**

**1250€**

EDEN can offer you an exhibition package for the duration of the conference.

**CONFERENCE LOCATION**

- Sponsor’s exhibition area 5-6 sq m, with electricity, tables, tablecloths, chairs, set up
- Distribution of promotional materials within the Exhibition Area (provided by Sponsor)
- Participation at the EDEN Welcome Reception for 1 representative
- Access to catering and all conference materials for 1 representative

**CONFERENCE MATERIALS**

- Half-page black & white advert in the EDEN programme booklet (print ready content provided by Sponsor, details tbd.
- An EDEN Conference Bag

There are 3 exhibition sponsorships offered
Description of sponsorship packages

**PRINCIPAL CONFERENCE SPONSOR**

7.500 €

**CONFERENCE MAILINGS**
- Recognition of Principal Sponsorship in pre-conference electronic correspondence

**EDEN CONFERENCE WEBSITE**
- Logo with link to company/organisation/association’s website on the main page of the conference

**CONFERENCE LOCATION**
Visibility during the Conference programme
- Recognition of Principal Sponsorship during the Opening Plenary Session, including handing over a certificate
- Theme relevant contribution at a plenary session
- Organisation of a 90 min. workshop in the conference programme for the presentation of the company/organisation and its theme relevant activities

**VISIBILITY AT THE VENUE**
- Sponsor’s logo on all conference screens in plenary and parallel session rooms
- Premium exhibition space (costs of stand-building not included)
- Placement of a banner (provided by sponsor) with company logo in a central area
- Molino, poster or pamphlet

**CONFERENCE MATERIALS**

**Conference programme booklet**
- Sponsor’s logo on the front cover
- Full-page colour advert placed on the back page of the booklet
- Company description (1 page)

**Conference bag**
- Sponsor’s logo on the conference bag
- Insert of sponsor’s promotional literature in the conference bag

**CONFERENCE PUBLICATION**
- Acknowledgement in impressum of Conference publication
- Company logo on front page of Conference Publication
- Company logo on the opening page of the electronic Conference Proceedings

**CONFERENCE EXTRAS**
- Lanyard of the sponsor used at the conference (lanyard provided by sponsor)
- 3 complimentary conference registrations
- Invitation of max. 5 conference guests at a reduced fee of 200 €

There is 1 principal Sponsorship offered
## Description of sponsorship packages

### CONFERENCE SPONSOR 5.000 €

**CONFERENCE MAILINGS**
- Recognition of Conference Sponsorship in pre-conference electronic correspondence

**EDEN CONFERENCE WEBSITE**
- Logo with link to company’s website on the main page of the conference

**CONFERENCE LOCATION**
- Recognition of Conference Sponsorship during the Opening Plenary Session, including handing over a certificate
- Exhibition space in the conference area (costs of stand-building not included)
- Sponsor’s logo on all conference screens in plenary and parallel session rooms

**CONFERENCE MATERIALS**
- Conference programme booklet
  - Full-page black and white advert inside of the booklet
- Conference bag
  - Insert of sponsor’s promotional literature in the conference bag

**CONFERENCE EXTRAS**
- 2 complimentary conference registrations
- Customer invitations (max. 3) at a reduced price of 200 €

There are 2 Conference Sponsorships offered.

### CONFERENCE PUBLICATION SPONSOR 3.000 €

**EDEN CONFERENCE WEBSITE**
- Logo with link to company’s website on the main page of the conference

**CONFERENCE LOCATION**
- Sponsor’s logo on all conference screens in plenary and parallel session rooms

**CONFERENCE PUBLICATION**
- Acknowledgement in impressum of Conference publication
- Company logo on front page of the Conference publication
- Company advert inside the booklet

**CONFERENCE MATERIALS**
- Conference programme booklet
  - Sponsor’s logo on the front cover
  - Half-page advert inside the booklet
- Conference bag
  - Insert of sponsor’s promotional literature in the conference bag

**CONFERENCE EXTRAS**
- 1 complimentary conference registration
- Invitation of max. 2 conference guests at a reduced fee of 200 €

There is 1 publication Sponsorship offered.
### Description of sponsorship packages

<table>
<thead>
<tr>
<th>Welcome Reception Sponsor</th>
<th>Conference Dinner Sponsor</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>2.500 €</strong></td>
<td><strong>3.000 €</strong></td>
</tr>
</tbody>
</table>

**EDEN Conference Website**
- Logo with link to company’s website on the main page of the conference
- Logo with link to company’s website on the relevant page of the conference website

**Conference Location**
- Recognition of Sponsorship during the Welcome Reception
- Special display of promotional material at the Reception
- Welcome address of sponsor’s representative at the Welcome Reception

**Conference Materials**
- Conference programme booklet
  - Half-page black & white advert in the booklet
  - Company description (half-page)
- Conference bag
  - Insert of sponsor’s promotional literature in the conference bag

**Conference Extras**
- 1 complimentary conference registration
- Invitation of max. 2 conference guests at a reduced fee of 200 €

There is 1 Welcome reception Sponsorship offered

There is 1 Conference Dinner Sponsorship offered
## Description of sponsorship packages

### INTERNET CAFÉ SPONSOR

1,500 €

**EDEN CONFERENCE WEBSITE**
- Logo with link to company’s website on the main page of the conference

**CONFERENCE LOCATION**
- Sponsor’s banner at the Internet Café (provided by Sponsor)
- Distribution of promotional materials within the Internet Café Area

**CONFERENCE MATERIALS**
- Conference programme booklet
  - Half-page black & white advert in the booklet

**CONFERENCE EXTRAS**
- 1 complimentary conference pass

---

### COFFEE BREAK SPONSOR

750 €

**CONFERENCE LOCATION**
- Display of sponsorship on the tables in the breaks (one sponsorship on each conference day)

**CONFERENCE MATERIALS**
- Conference programme booklet
  - Quarter-page black & white advert in the booklet
- Conference bag
  - Insert of sponsor’s promotional literature in the conference bag

---

There is 1 Internet Café Sponsorship offered

There are Coffee break Sponsorships offered (one sponsorship on each conference day)
Please contact András Szűcs, Secretary General of EDEN to consult about the sponsorship possibilities and find the most suitable solution for your company.

andras.szucs@eden-online.org
www.eden-online.org
9th EDEN Research Workshop

SPONSORSHIP OPPORTUNITIES

European Distance and E-Learning Network
Oldenburg, 4-6 October 2016