

27th EDEN ANNUAL CONFERENCE

SPONSORSHIP OPPORTUNITIES



European Distance and E-Learning Network
Genova, 17-20 June 2018



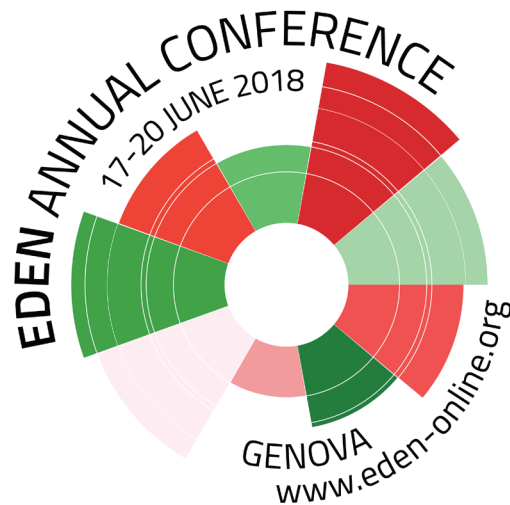
About EDEN

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 173 institutional members. There are over 1100 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 38 European and 27 non-European countries.

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>.





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) **eLene4work** (aiming to analyse and develop digital skills) and **ReOPEN** (Recognition of Valid and Open Learning)

EDEN's Latest Projects





The 27th EDEN ANNUAL CONFERENCE

Exploring the Micro, Meso and Macro

The demand for people with new, enhanced skills is growing. The volume of information produced and shared in all fields is overwhelming. Building the data economy became part of the EU Digital Single Market. Powerful and sophisticated ICT is part of everyday life, and the world of learning is not an exception. Pressure is on all players of the online education community to keep up with new learning solutions, and better supply the skills currently demanded by growing economies.

Open Education continues its success, providing radical advances in knowledge acquisition, sharing, distribution, and improving business models. Digital credentials and open badges are the new currencies which are beginning to transform the economic models in education.

Social and economic tensions continue to raise the issues of scalability, the micro-credentialling of education, training and skill development processes. Practitioners and stakeholders are eagerly seeking right approaches to providing learning opportunities, and many scholars are researching holistic answers.

Micro, meso and macro aspects provide an interesting range of lenses for considering the problem. These aspects may be applied in a general sense, distinguishing between the learning of individuals (e.g through mobile learning), learning at the institutional or group levels through a meso lens, and the learning of organizations or societies directed through policies through the macro lens.

Navigating these dimensions are the reshaping of digital pedagogy and online instructional design; the social elements including digital societal mechanisms and the position of the individual in our new era.

We have need of systematic awareness and research in the critical are of sustainable socio-cultural aspects as they relate to learning.

EU initiatives emphasize solutions to emerging needs, and seek to improve competitiveness and professional development; enhance cross-sectional skills; and fuel the engines of social innovation – creativity, entrepreneurship, critical thinking and problem solving.

There is a natural curiosity to investigate and propose solutions for emerging needs, and a need for solutions. But it is very complicated; proposed, solid formulas are often either overly complicated or become useless.

EDEN 2018 is the forum that offers a chance to gain further insight into these core questions. The conference themes include (among others):

- instructional design
- open badges
- data - gaining, analysing, structuring
- university modernisation
- attention management
- open learning
- digital credentials
- cognitive synthesis
- digital strategy
- action learning
- corporate training
- distributed learning
- knowledge nuggets
- skill elements
- granularity
- mental models
- learner attitudes
- self-directed learning
- instrucional design
- interoperability
- content integration
- augmented reality
- digital refelctions
- curriculum setting
- intermediality
- research projects
- informal learning
- peer learning



EDEN Conferences since 2007

Year	Type of Conference	Venue	Theme	No. of Delegates
November 2017	Open Classroom	Kaunas, Lithuania	Open Professional Collaboration for Open Classroom	182
October 2017	Open Classroom	Athens, Greece	Open Schools for Open Societies	118
June 2017	Annual Conference	Jönköping, Sweden	Diversity Matters!	196
October 2016	Research Workshop	Oldenburg, Germany	Forging new pathways of research and innovation in open and distance learning: Reaching from the roots	76
June 2016	Annual Conference	Budapest, Hungary	Re-Imagining Learning Environments	314
November 2015	Open Classroom	Athens, Greece	Open Discovery Space: Transforming schools into innovative learning organisations	182
September 2015	Open Classroom	Aalborg, Denmark	D4Learning International Conference: Innovations with Digital Learning for Inclusion (D4L)	51
June 2015	Annual Conference	Barcelona, Spain	Expanding Learning Scenarios: Opening Out the Educational Landscape	400
October 2014	Research Workshop	Oxford, United Kingdom	Challenges for Research into Open & Distance Learning: Doing Things Better: Doing Better Things	147
June 2014	Annual Conference	Zagreb, Croatia	E-Learning at Work and the Workplace From Education to Employment and Meaningful Work with ICTs	367
October 2013	Synergy Conference	Budapest, Hungary	Transnational Learning Forum for Exchanging Practices and Ideas	170
June 2013	Annual Conference	Oslo, Norway	The Joy of Learning Enhancing Learning Experience Improving Learning Quality	420
October 2012	Research Workshop	Leuven, Belgium	Learners in the Driving Seat Users? – Partners? – Consumers? – Peers? Where are we heading to?	100

June 2012	Annual Conference	Porto, Portugal	Open Learning Generations Closing the gap from "Generation Y" to themature Lifelong Learners	400
October 2011	Open Classroom	Athens, Greece	Never Waste a Crisis! Inclusive Excellence, Innovative Technologies and Transformed Schools as Autonomous Learning Organisations	220
June 2011	Annual Conference	Dublin, Ireland	Learning and Sustainability The New Ecosystem of Innovation and Knowledge	430
October 2010	Research Workshop	Budapest, Hungary	User Generated Content Assessment in Learning Emerging Educational Technologies and Digital Assessment Methods	130
June 2010	Annual Conference	Valencia, Spain	Media Inspirations for Learning. What makes the impact?	370
October 2009	Open Classroom	Porto, Portugal	The European School 2.0 Creativity and the Capacity for Innovation	120
June 2009	Annual Conference	Gdansk, Poland	Innovation in Learning Communities What did you invent for tomorrow?	350
October 2008	Research Workshop	Paris, France	Researching and Promoting Access to Education and Training: The role of Distance Education and E-Learning Under the patronage of UNESCO	190
June 2008	Annual Conference	Lisbon, Portugal	New Learning Cultures How do we learn? Where do we learn?	570
October 2007	Open Classroom	Stockholm, Sweden	Real Learning in Virtual Worlds	140
June 2007	Annual Conference	Naples, Italy	New Learning 2.0 Emerging digital territories: Developing continuities, New divides	560



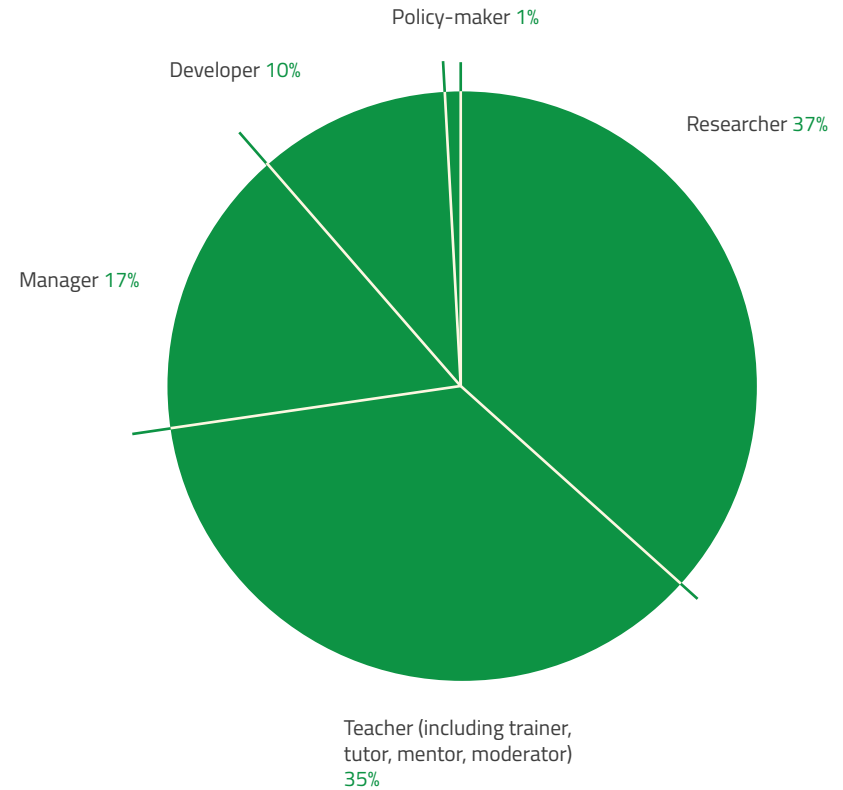
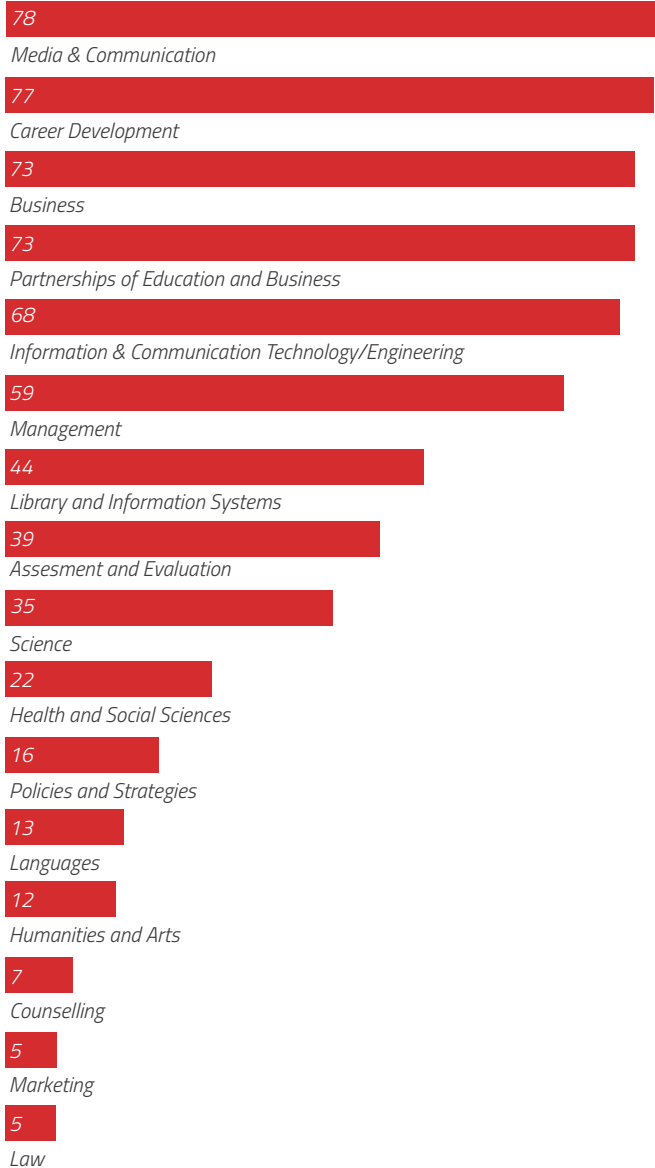
EDEN Conference Sponsors and Partners

Universities	National Organisations	Companies	International Bodies
Budapest University of Technology and Economics	Ministry of Education, France	Polycom	EPALE - Electronic Platform for Adult Learning in Europe
Aalborg University	Ministere de la Culture et de la Communication, France	Microsoft	European Commission
University of Oslo, UiO	Ministry of Education, Culture and Science, Austria	Ericsson	UNESCO
Universite Sorbonne Nouvelle Paris3	Ministero del Lavoro e Previdenza Sociale, Italy	Illuminate	CEDEFOP
Gdansk University	CNED – National Centre for Distance Learning, France	Fronter	Erasmus+
Helsinki University of Technology, TKK	Swedish Agency for Distance Education	Portugal Telecom	European Schoolnet
Dipoli	Forum Neue Medien	Blackboard	European Experts' Network for Education and Technology
Finnish Virtual University	Austrian Computer Society	Pearson eCollege	European Pedagogical ICT Training Programme
Royal Institute of Technology, Sweden	Knowledge Foundation, Stockholm	WebCT	Elearningeuropa.info
Dun Laoghaire Institute of Art, Design and Technology, Dublin	Region Ile-de-France	Ibermática	eLearning Industry Group – eLIG
Open University of Catalonia, UOC	Norwegian Association for Distance and Flexible Education (NADE)	Asociacion Espanola de Formacion On-Line	European Foundation for Quality in E-Learning
Srce Zagreb	Flexible Education Norway (FuN)	ISFOL	International Council for Open and Distance Education
Universidade Aberta, Portugal	Destination Jönköping	CONFORM	EFMD – European Foundation for Management Development
Universidad Politecnica de Valencia	Ellinogermaniki Agogi	Scienter	Agence Universitaire de la Francophonie
Jönköping University	United States Distance Learning Association - USDLA	LOT – Polish Airlines	Organisation Internationale de la Francophonie
	D4Learning Research group	Lufthansa	European Journal of Open, Distance and E-Learning (EURODL)
	Swedish Association for Distance Education (SADE)	Labfor, Naples	Foundation for Research in Open and Distance Learning (FRODL)
		IMS Global Learning Consortium	
		Kryterion	
		Universal Learning Systems	
		Taylor & Francis	
		Routledge	
		Gatlin International LLC	
		Destination Jönköping	
		CHECK.point eLearning	





The area of expertise/professional background of conference delegates





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.

Type			Visibility				Conference		
Category	Offered	Price (€)	Mailing	Web	Location	On site	Materials	Publication	Extras
Young Scholars Support Sponsorship	2	1.000		+	+		+	+	
Exhibition	3	1.500			+		+		+
Principal Conference Sponsor	1	9.000	+	+	+	+	+	+	+
Conference Sponsor	2	5.000	+	+	+		+		+
Conference Publication Sponsor	1	3.000		+	+		+	+	+
Conference Dinner Sponsor	1	3.000		+	+		+		+
Welcome Reception Sponsor	1	2.500		+	+		+		+
Internet Café Sponsor	1	2.000		+	+		+		+
Coffee Break Sponsor	*	750		+	+		+		
In-kind Service Providers	<i>Upon Request, Followed by Negotiation</i>								
Individual Combination	<i>Upon Request, Followed by Negotiation</i>								

* One sponsorship on each conference day



Description of sponsorship packages

YOUNG SCHOLAR'S 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 the Conference Publication

CONFERENCE MATERIALS

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

There are 2 Young Scholar's Support Sponsorships offered

EXHIBITION

1.500€

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

9.000 €

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
- Invitation to the Conference Dinner for 2 representatives of the sponsor

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
- Invitation to the Conference Dinner for 2 representatives of the sponsor

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

CONFERENCE DINNER SPONSOR

3.000 €

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 Conference Dinner
- Speech of sponsor's representative at the Conference Dinner
- Invitation to the Conference Dinner for 2 representatives of the sponsor

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 Conference Dinner Sponsorship offered

WELCOME RECEPTION SPONSOR

2.500 €

EDEN CONFERENCE WEBSITE

- Logo with link to company's website on the main page of the conference

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

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



Description of sponsorship packages

INTERNET CAFÉ SPONSOR

2.000 €

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 bag

- Insert of sponsor's promotional literature in the conference bag

CONFERENCE EXTRAS

- 1 complimentary conference pass

There is 1 Internet Café Sponsorship offered

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

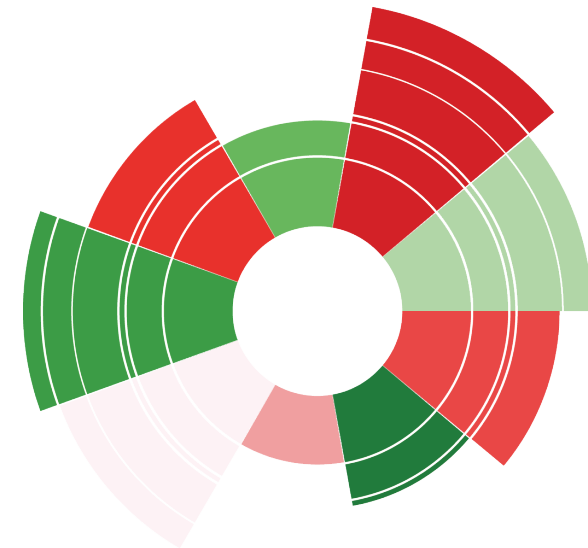
**There are Coffee break Sponsorships offered
(one sponsorship on each conference day)**

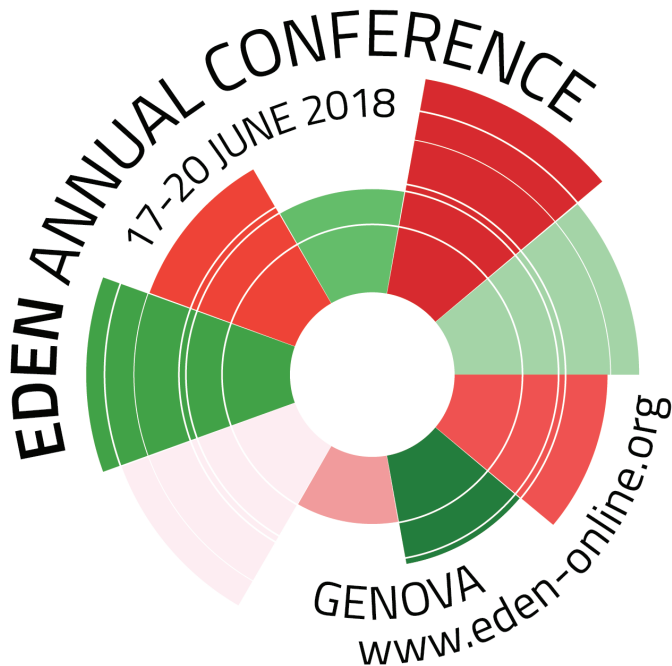


Please contact András Szűcs,
Secretary General of EDEN to consult
about the sponsorship possibilities
and find the most suitable
solution for your company.



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