

The New Dynamics of
Higher Education and
Research for Societal Change
and Development

The World Conference on Higher Education 2009



Exhibition at the UNESCO World Conference on Higher Education 2009

5 - 8, July 2009

UNESCO Headquarters

Paris, France

The Exhibition

Under the theme "*The New Dynamics of Higher Education and Research for Societal Change and Development*" the accompanying exhibition to the World Conference on Higher Education 2009 offers an attractive space where participants can experience innovations, interact, share insights, and acquire relevant information on services and products in this sector. The exhibition aims at bringing specific added value to the Conference, by showcasing effective practices which outline the theme of the WCHE 2009 involving UN agencies, NGOs and other institutions of civil society as well as the private sector.

Target Audience

The World Conference on Higher Education 2009 will bring together main higher education stakeholder worldwide. The conference, which is by invitation only, will be targeting the following categories of participants:

- Representatives of Unesco Member States from all world regions,
- Representatives of intergovernmental and non governmental organisations (including student associations, higher education associations and other key education groups),
- Higher education experts from all Unesco World Regions.



Why exhibit?

The exhibition will present the most significant trends shaping higher education and research. It involves UN agencies, NGOs and institutions of civil society as well as the private sector.

By exhibiting or sponsoring, you will meet a select target group of high-level policy makers from governments from UNESCO Member States as well as decision makers from all levels of civil society.

The WCHE 2009 exhibition is your unique opportunity to enter a dialogue with this group. By showcasing your best practices, experience and services, your organisation gains access to the expert network that really matters in worldwide higher education. Participating in the WCHE 2009 exhibition means expanding your network!

More information on sponsoring and exhibition opportunities is available at:

<http://icwe.net/unesco-wche2009/exhibition> and

<http://www.unesco.org/education/hed/2009-worldconference>

The Conference

The 2009 World Conference on Higher Education will take place in Paris at UNESCO Headquarters from 5 to 8 July 2009 under the theme of *"The New Dynamics of Higher Education and Research for Societal Change and Development"*. The Conference - designed and conducted in synergy with the world higher education community and the fourth World Science Forum (Budapest, November 2009) - will bring together key stakeholders to forge a new commitment to the development of higher education.

As a global platform for innovative thinking, the WCHE 2009 will take stock of the changes in higher education and research since the last World Conference in 1998 and address the new dynamics shaping the strategic agenda for the development of higher education policies and institutions in the foreseeable future. The conference will also pay special attention to African higher education and propose a concrete action plan to support its revitalisation in cooperation with African and other partners.

The two overarching themes the Conference will deal with are: *Higher Education's Role in Addressing Major Global Challenges and Societal Commitment and Social Responsibility of Higher Education*. Three broad sub-themes will be addressed in parallel sessions: *Internationalisation, Regionalisation and Globalisation; Access and Quality; Learning, Research and Innovation*.

More information:

<http://www.unesco.org/education/hed/2009-worldconference>

Why 2009 World Conference?

The 2009 World Conference is being organised pursuant to a Resolution adopted at the 34th Session of UNESCO's General (Conference October 2007), requesting the Director-General "to convene a world conference on higher education in 2009 to take stock of developments since 1998 and to re-examine the Frameworks for Priority Action for Change and Development in Higher Education adopted in 1998 so it can provide a basis for UNESCO's activities to promote access to quality higher education.



The UNESCO Division of Higher Education

UNESCO, the only UN body with a mandate in higher education, supports governments and institutions worldwide in building and strengthening capacities and formulating policies and strategies, so that higher education fully contributes to sustainable national development. Main objective of the organization is to ensure equal opportunities and wider access to quality higher education.

Exhibiting & Sponsorship Opportunities

Our exhibition & sponsorship packages are available to institutions, organisations, companies and associations wishing to make or maintain contacts with conference participants and positioning themselves as leaders in the education industry. They offer you an important profile before and during the conference. Packages are limited to guarantee you a maximum exposure during the conference to all delegates.

Exhibiting Opportunities

Exhibition stands are available in different sizes.

Sample sizes:
11,25m² at € 4.162,50
8m² at € 2.960
4m² at € 1.480
(Price per m²: € 370
excl.VAT)

The stand equipment includes a stand identification sign, lighting and a standard **furniture package***. Additional furniture and AV equipment can be provided at extra cost. As an exhibitor you have the opportunity to send up to 4 members of stand personnel at no extra cost.

*Standard Furniture

Fascia boards, signage with short inscription, 1 plug and 1 extension cord with 3 outlets included:

Material	4m ²	8m ²	11,25 m ²
Table	1	1	1
Chair	2	3	3
Counter	1	1	1
Spots	2	3	3



Sponsorship Opportunities

A sponsorship package can be booked in addition to the exhibition stand of any of the above listed sizes. The sponsorship offers the following benefits:

- Your name as a sponsor in the Catalogue
- Your logo on the conference web-site
- Up to 2 of your organisation's representatives to attend the conference as visitors
- 4 persons of stand personnel

Price: € 1.500 excl. VAT

Contact

If you are interested in any of the above-mentioned exhibiting and sponsorship opportunities of the World Conference on Higher Education 2009 (WCHE 2009), please fill in the enclosed form or contact us at:

ICWE GmbH

Mrs Marjon Mul

Leibnizstrasse 32

10625 Berlin

Germany

Tel: + 49 (0)30 310 18 18-0

Fax: + 49 (0)30 324 98 33

Email: unesco-wche2009@icwe.net

<http://www.icwe.net>





United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture



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5 to 8 July 2009

UNESCO Headquarters, Paris, France

Organised by UNESCO and his partners

Please return before June 15, 2009 to:

ICWE GmbH
Leibnizstrasse 32
10625 Berlin
Germany

Fax: +49 (0)30 324 9833

Exhibition & Sponsorship Application and Contract Form

1 Personal Details

Name of Institution / Organisation _____

Person responsible for participation _____

Street or PO Box _____ City _____

ZIP / Postal Code _____ State / Province _____ Country _____

E-mail _____ Website _____

Tel (incl. Area code) _____ Fax _____

2 Exhibition & Sponsorship

We wish to reserve the following sponsorship package at the World Conference on Higher Education 2009:

Conference Sponsor Package*

Price: € 1.500 excl. of VAT

* Sponsorship package includes the following benefits:

- Your name as a sponsor in the Catalogue
- Your logo on the UNESCO's Conference website
- Up to 2 of your organisation's representatives to attend the conference as visitors
- 4 number of stand personnel

We wish to reserve an Exhibitor Package at € 370 per m² excl. of VAT:

4m² at € 1.480

8m² at € 2.960

11,25m² at € 4.162,50

Equipment includes: stand identification sign, lighting and standard furniture package. Additional furniture and AV equipment can be provided at extra cost. Detailed information will be sent to you after receipt of your booking.

This application is considered as binding and the contract becomes effective upon dispatch of the confirmation.

Place & date: _____ **Signature & stamp:** _____



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3 Name of person(s) attending the conference

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Terms & Conditions

1. General

Participation will be open to individual exhibitors as well as to groups of exhibitors in a position to make direct contributions to the subject matter. Groups of exhibitors are kindly requested to nominate a responsible representative authorised to sign, who will accept the responsibility and liability of the group towards the organisers. All applications must first be approved by UNESCO. Once approved, the exhibition management will be entitled to decide on the allocation of exhibition space, the execution of instructions concerning the building of stands and passages, and on safety measures required. Any exchange of space between two exhibitors will be subject to the approval of the exhibition management. Participation in the exhibition will be confirmed by the exhibition management and will be made definitive by forwarding the invoice and confirmation.

2. Rescission of contract

The exhibitor's application is considered as binding. The Exhibition contract becomes effective with the dispatch of the confirmation. Applicants having submitted a binding Application Form cannot be discharged from their contractual duties. Exhibitors cancelling their participation by registered mail up to 3 weeks prior to the first day of the World Conference on Higher Education 2009 are charged with 25% of the full stand rental charges. Thereafter the full amount is payable. If the exhibition management for whatever reason fails to fulfil its contractual obligation concerning the allocation of exhibition space, the exhibitor will be entitled to reimbursement of the full amount of rent paid.

3. Allocation of exhibition space

The organisers will allocate the stands and comply, as far as possible, with the wishes of the exhibitor.

4. Payment

All fees are payable in Euros. For rental charges please refer to [the exhibition details](#). Rent and additional charges are payable within 14 days after date of invoice, and should be transferred as specified on the invoice.

5. Transport and delivery of exhibits

Exhibitors are free to employ their own forwarding agent. The exhibition management shall not be held liable for loss or incorrect delivery. The storage of crates or any other kind of packing material in the stand and in the exhibition halls is not possible because of the regulations of the fire brigade.

6. Advertising during the exhibition

Any presentation exceeding the presentation of the registered exhibits will be subject to written approval of the exhibition management. Without special permission of the exhibition management, advertising material will not be distributed outside the allocated exhibition space. The exhibition management will be entitled to prohibit unauthorised advertising without judicial order.

7. Liability and insurance

Exhibitors should be insured against fire and theft. The organisers will not be held liable for any loss of or damage to exhibits or equipment as for instance through fire or theft, regardless of whether this damage or loss is sustained prior to, during, or after the exhibition. The exhibitors on their part will be held liable for any damage to persons or objects caused by them, their employees, their representatives or by exhibits or items of their equipment. The exhibitors also carry the whole risk for their stand and exhibits.

8. Guarding and cleaning

The exhibition area will be guarded on conference days between 18.00 and 09.00 hrs. However no liability will arise from this for the exhibition management. The daily cleaning of the passages in the exhibition halls will be arranged for by the management and is included in the rent.

9. Electricity

The cost of general lighting is included in the rent paid for the allocated exhibition space. Outlet boxes for special lighting and equipment can be installed by the staff at the expense of the exhibitor. Payment can be made on a lump sum basis according to the connected load.

10. Exhibition Staff

Exhibitors are entitled to unlimited number of stand personnel at no extra cost.

11. Concluding provisions

Without special permission of the exhibition management no exhibit will be removed from the exhibition premises prior to July 8, 2009 at 18.00 hrs. Oral agreements, in particular such agreements as concerning the modification of these conditions, will be subject to the written approval of the exhibition management. The contract is valid under German law. Venue is Berlin, Germany.

Contact

ICWE GmbH

Leibnizstrasse 32 • 10625 Berlin • Germany
Tel.: +49 (0)30 310 18 18-0 • Fax: +49 (0)30 324 98 33
E-Mail: info@icwe.net
www.icwe.net



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International Conferences,
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