

WORLD CONFERENCE ON ONLINE LEARNING icde2017

THE WORLD CONFERENCE ON ONLINE LEARNING:
TEACHING IN A DIGITAL AGE - RE-THINKING TEACHING & LEARNING
27TH INTERNATIONAL COUNCIL FOR OPEN AND DISTANCE EDUCATION (ICDE) WORLD CONFERENCE

OCTOBER 16-19, 2017
SHERATON CENTRE TORONTO
TORONTO, ONTARIO, CANADA

2017 CONFERENCE EXHIBITOR PROSPECTUS

Exhibit at the The World Conference on Online Learning and promote your products and services to decision makers in the global world of online learning. For more information, please contact Chuck Nervick at 1-416-512-8186 ext. 227 or chuckn@mediaedge.ca

WWW.ONLINELEARNING2017.CA

Proudly Hosted by:

CONTACT **NORTH**
NORD Online Learning
Apprentissage en ligne



INTERNATIONAL
COUNCIL FOR OPEN AND
DISTANCE EDUCATION

ABOUT THE WORLD CONFERENCE ON ONLINE LEARNING, OCTOBER 2017

The World Conference on Online Learning: Teaching in The Digital Age – Re-Thinking Teaching & Learning provides an excellent opportunity for delegates to connect, engage, and exchange with colleagues from around the world to focus on how online, open, and flexible learning is being used to respond to the current and future needs of students and the challenge of meeting the United Nations sustainable development goal of quality education for all.

Conference Highlights:

- 1,000+ Faculty & Instructors, Practitioners, Experts, Instructional Technology and Media Professionals, Training Providers, Researchers, Consultants, Start-Ups, Policy Makers, Academic Decision-Makers and Educational Technology Industry Leaders
- 300 Plenaries, Practical Workshops, Interactive Panels, Hands-On Demonstrations, Academic Paper Presentations, and Labs
- 95 Countries
- 5 Continents
- An Impressive Array of Recognized Industry Vendors that are Supporting the Conference as Sponsors and Exhibitors offering Next-Generation Innovation, New Educational Technologies, Latest Online Learning Platforms, Software, and Solutions

The World Conference on Online Learning is the 27th edition of the International Council for Open and Distance Education (ICDE) World Conference, which is proudly organized and hosted by Contact North | Contact Nord. The 26th edition of the ICDE World Conference was organized and hosted by the University of South Africa (UNISA) in October 2015 in Sun City, South Africa.

The World Conference on Online Learning: Teaching in The Digital Age – Re-Thinking Teaching & Learning is designed to be highly interactive, challenging and, yes, fun!

WHY YOUR ORGANIZATION SHOULD EXHIBIT AT THE 2017 WORLD CONFERENCE ON ONLINE LEARNING?

- First time the ICDE World Conference is held in Canada since the 1980s
- Excellent opportunity to showcase or launch new products and services to senior decision makers
- Create goodwill and be recognized as a key supplier to the online learning sector
- Have conversations with and demonstrate your offerings to current and prospective clients
- Generate qualified sales leads
- Close existing business opportunities
- Enjoy numerous opportunities to interact with professionals at Conference social events
- Take advantage of complimentary exhibitor admittance to the World Conference on Online Learning breakfasts, luncheons, sessions, plenaries, and networking receptions
- Unlimited, complimentary exhibition floor delegate passes for your customers
- Unlimited, complimentary staff exhibitor badges
- Your free hyperlinked company listing on Conference website, and free company listing in the Conference Guide distributed, on-site, to all show delegates
- Complimentary booth perimeter drapes
- Your company's exhibit space is backed by and promoted through a comprehensive event marketing program to ensure maximum industry awareness and delegate recognition

All Conference exhibitors and their staff are entitled to receive, at no additional charge, complimentary access to the following World Conference on Online Learning events:

- Tuesday Luncheon
- Tuesday evening Opening Reception
- Tuesday Breakfast and Luncheon
- Thursday Breakfast and Closing Ceremony Luncheon
- All Conference Plenaries and Educational Sessions



THE 2017 ICDE WORLD CONFERENCE ON ONLINE LEARNING SCHEDULE OF EVENTS (TENTATIVE)

SUNDAY, OCTOBER 15, 2017

8:00 pm – 12:00 am Trade floor mark-up, carpet, rigging, etc.

MONDAY, OCTOBER 16, 2017

8:00 am – 10:00 pm Exhibitor set up/move in

10:00 am – 12:00 pm Delegate Pre-Conference Workshops

12:00 pm – 1:00 pm Lunch

1:00 pm – 4:30 pm Delegate Pre-Conference Workshops

6:00 pm – 8:00 pm Dine-Around Dinner Receptions

TUESDAY, OCTOBER 17, 2017

7:30 am – 8:30 am Booth Visitation and Breakfast

8:30 am – 10:00 am Opening Ceremony, Remarks and Plenary Session

10:00 am – 10:30 am Booth Visitation and Coffee Break

10:30 am – 12:45 pm Delegate Workshop Sessions

12:45 pm – 1:45 pm Booth Visitation and Lunch

1:45 pm – 2:45 pm Delegate Workshop Session

2:45 pm – 3:15 pm Booth Visitation and Coffee Break

3:15 pm – 4:15 pm Delegate Workshop Session

6:30 pm – 8:30 pm Opening Reception

WEDNESDAY, OCTOBER 18, 2017

7:30 am – 8:30 am Booth Visitation and Breakfast

8:30 am – 9:30 am Plenary Session

9:45 am – 12:00 pm Delegate Workshop Sessions

12:00 pm – 1:00 pm Booth Visitation and Lunch

1:00 pm – 2:00 pm Delegate Workshop Session

2:00 pm – 2:30 pm Booth Visitation and Coffee Break

2:30 pm – 4:30 pm Delegate Workshop Sessions

8:00 pm – 10:00 pm Pub Crawl

THURSDAY, OCTOBER 19, 2017

7:30 am – 8:30 am Booth Visitation and Breakfast

8:30 am – 9:30 am Plenary Session

9:45 am – 12:00 pm Delegate Workshop Sessions

12:00 pm – 1:00 pm Closing Ceremony Luncheon

ENHANCE YOUR IMPACT AND SUCCESS BY BOOKING AN ADVERTISEMENT IN OUR OFFICIAL ICDE WORLD CONFERENCE ON ONLINE LEARNING CONFERENCE GUIDE:

- The Conference Guide is a full-sized, full-colour publication distributed to each delegate upon arrival at Conference Registration, containing key details about the Conference's sessions, speakers, special events, its exhibitors and the floor plan.
- Increase your brand retention and corporate visibility while driving delegate traffic to your booth.
- The Conference Guide has an excellent post-Conference shelf life as many delegates keep it as a handy source guide for the year.

Ad Rates

Sizes	Rate
Full page	\$1,850
2/3 vertical	\$1,650
1/2 island	\$1,475

Sizes	Rate
1/2 horizontal or vertical	\$1,350
1/3 square or vertical	\$1,025
1/4 vertical	\$700



THE WORLD CONFERENCE ON ONLINE LEARNING PROGRAM

The program for the World Conference on Online Learning integrates concepts such as applications of technology, quality assurance, and presentations of new applications and models as central components of the conference.

Five tracks highlight the key areas in which the Conference seeks to explore:

1. Emerging Pedagogies and Designs for Online Learning
2. Expanding Access, Openness and Flexibility
3. Changing Models of Assessment
4. New Delivery Tools and Resources for Learning
5. Re-designed Institutional Business Models

Throughout the four days of this World Conference, you will participate in focused discussions, breakthrough technology showcases, interactive panel presentations, innovation labs, workshops, research sharing, hands-on demonstrations, ideas exchanges, presentations of academic papers, as well as plenaries featuring world-renowned experts.

To discover best practices from around the world, find out about transformative developments and new trends, tackle cutting edge topics, exchange with international colleagues, and dialogue with provocative thinkers in the world of online, open and flexible learning all focused on Re-thinking Teaching & Learning in the context of Teaching in a Digital Age, this is the conference to attend.

ABOUT THE ICDE

The International Council for Open and Distance Education (ICDE) is the leading global membership organization for open, distance, flexible and online education, including e-learning, and draws its membership from institutions, educational authorities, commercial actors, and individuals.



ICDE has consultative partner status with UNESCO and shares UNESCO's key value – the universal right to education for all. ICDE further derives its position from the unique knowledge and experience of its members throughout the world in the development and use of new methodologies and emerging technologies.

ICDE was founded in 1938 in Canada as the International Council for Correspondence Education and today has members from over 60 countries worldwide.

ICDE's Permanent Secretariat is in Oslo, Norway, and has been hosted by this country on a permanent basis since 1988. ICDE is supported by the Norwegian Ministry of Education and Research and by membership fees.

More on the ICDE

- Enabling change to technology enhanced quality education across the globe.
- Advocating for access, equity and quality learning through online, open and flexible learning.
- A dynamic platform for cooperation on innovation and development, featuring key regional actors and leading experts.
- Access to thousands of higher education institutions, networks and systems.
- A key partner for UNESCO.
- Part-funded by the Government of Norway.

ABOUT CONTACT NORTH | CONTACT NORD

Canada's Contact North | Contact Nord is the organizer and host of **The World Conference on Online Learning: Teaching in a Digital Age - Re-Thinking Teaching & Learning**.



Contact North | Contact Nord provides five core services for Ontario's students, faculty & instructors, colleges, universities, literacy and basic skills and training providers.

1. Supporting 4 million Ontarians

Over 4 million Ontarians in 600 small, remote, rural, Aboriginal and Francophone communities across the province can participate in online and distance programs and courses from Ontario's 24 public colleges, 22 public universities and 250 literacy and basic skills and training providers at 112 local online learning centres without having to leave their community by accessing the services available from Contact North | Contact Nord. Students have free use of computers with high-speed Internet at local centres to connect to their online courses and complete their course work.

2. www.studyonline.ca

Information on available online and distance programs and courses and student support services from Ontario's public colleges, universities and literacy and basic skills and training providers is available 24/7 at www.studyonline.ca.

Studyonline.ca supports 256,000 visitors and growing.

3. e-Channel Portal

Information on available literacy and basic skills training and student support services from public literacy and basic skills providers is available 24/7 on the e-Channel Portal at e-channel.ca. e-Channel.ca supports 5,000 visitors and growing.

4. teachonline.ca

Teachonline.ca provides up-to-date information for faculty and instructors teaching online and at a distance with trends and directions, tips and tools, information on training and professional development programs, game changers in online and distance learning and the Pockets of Innovation Series that showcases 125 examples of innovations and developments taking place at Ontario's public colleges and universities. teachonline.ca supports more than 250,000 visitors and growing.

5. Student Information Hotline

Students and prospective students can connect live via phone, e-mail or chat with staff who provide information on online and distance programs and courses, assistance with the registration process and other student services via Contact North | Contact Nord's **Student Information Hotline at 1-877-999-9149**.

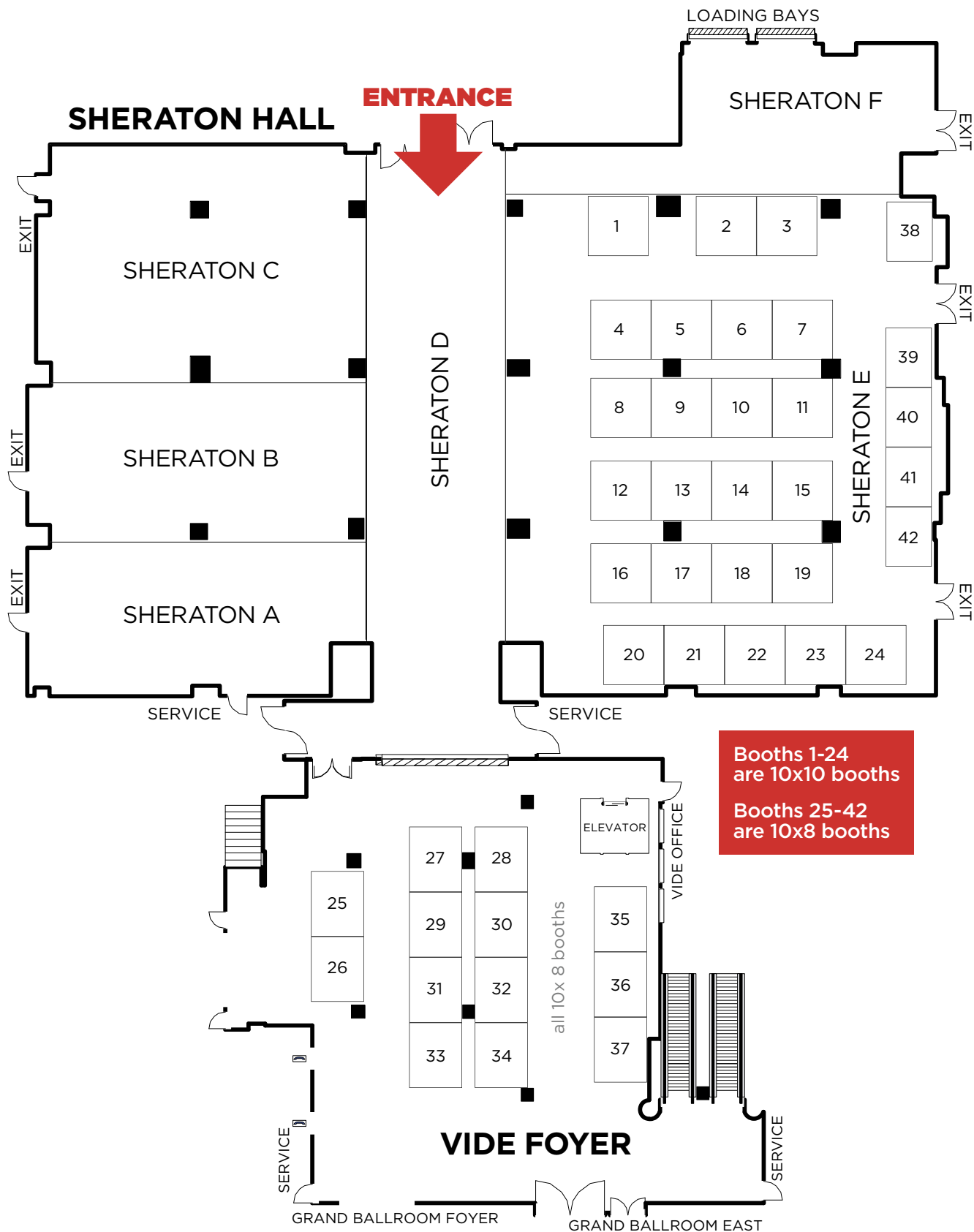
Contact North | Contact Nord Outcomes

Since its creation in 1986, Contact North | Contact Nord has delivered significant outcomes for Ontario's students/prospective students, Ontario's 24 public colleges, 22 public universities, and 250 literacy and basic skills and training providers, 600 small, remote, rural, Aboriginal and Francophone communities and the Government of Ontario.



SHERATON CENTRE TORONTO

TORONTO, ONTARIO, CANADA



October 16 - 19, 2017
Sheraton Centre Toronto
Toronto, Ontario

For Office Use

Booth(s) Assigned: _____
Square Ft: _____
Booth Cost: \$ _____
HST (13%): \$ _____
Total (Cdn.): \$ _____

This Agreement for exhibit space at the event ("Show") is made between the World Conference on Online Learning World Conference on Online Learning (The Organizers) and the company listed below ("Exhibitor"):

Exhibiting Company Name (EXACTLY AS IT IS TO APPEAR IN GUIDE & WEBSITE LISTINGS):

Address 1 _____

Address 2 _____

City _____ Province/State _____ Postal/Zip Code _____

Phone _____ Fax _____ Website _____

Key Contact _____ Direct Phone _____

Title _____ Email _____ Cell _____

Booth Choice #1 _____ #2 _____ #3 _____ Booth Size _____

PAYMENT INFORMATION

- Cheque Credit Card
 VISA MASTERCARD AMERICAN EXPRESS

Card Number _____

Expiry Date _____

Name of Cardholder _____

Amount (Cdn.) \$ _____

Signature _____

SEND CHEQUES PAYABLE TO:

MediaEdge Communications Inc.
5255 Yonge St. Suite 1000, Toronto, ON M2N 6P4
Phone: 416-512-8186 Fax: 416-512-8344

EXHIBIT SPACE RATES (CDN. DOLLARS PLUS TAX):

	10 x 8 Booth	10 x 10 Booth
1 booth	\$3,450	\$3,950
2-3 booths	\$3,350/booth	\$3,850/booth
4-7 booths	\$3,300/booth	\$3,800/booth
8+ booths	\$3,200/booth	\$3,700/booth

PAYMENT SCHEDULE:

50% due with this Contract
Balance of 50% due by June 30, 2017
100% due if booking after June 30, 2017

EXHIBIT DESIGN GUIDELINES:

In order to maintain high quality exhibits and the overall appearance of the Conference, all exhibits must feature backwalls of a "hardwall" or "pop-up" nature. Curtains only exist for masking purposes. Hanging banners from the curtains or otherwise relying on the drape for your backdrop is prohibited. Your backwall and its contents must not exceed 8 ft. Sidewalls may be up to 8 ft., but only if located 3 ft. from the backwall - after which they must taper or drop to 3 ft. Do not obstruct your neighbours! Please note there is an 8 ft. height limitation on the display and equipment for all single and double in-line booths, unless authorized prior to the Conference by the organizers. Display rules for multiple and perimeter booths will be included in the Exhibitor Service Manual.

I accept the terms and conditions herein and acknowledge this shall become a binding contract upon acceptance and co-signature by MediaEdge Communications Inc.:

Authorized Signature _____

Print Name _____

Company Name _____

Date _____

TERMS AND CONDITIONS:

Should the exhibitor cancel or otherwise breach the terms of this agreement, all payments received by MediaEdge Communications Inc. are non-refundable and the total space fees remain due in full. The exhibitor accepts and will comply with the rules and regulations in this agreement and in the Exhibitor Service Manual. The organizers reserves the right to relocate the assigned exhibitor booth(s) to an alternate space, or to relocate the Conference to an alternate location than designated herein. Such relocations shall not relieve the exhibitor obligations. The exhibitor agrees to carry a minimum of \$5,000,000 commercial general liability insurance, naming MediaEdge Communications Inc. as additional insureds for the duration of the Conference from move-in through move-out. The exhibitor agrees to conduct all business at the Conference in accordance with the Occupational Health and Safety Act as outlined by the Ontario Ministry of Labour.

Questions? Please contact Chuck Nervick at chuckn@mediaedge.ca or 416-512-8186 x227

Accepted by MediaEdge Communications Inc. _____ Date _____