

NEXT LEADERS - NEW FUTURE



INTERNATIONAL
Aspiring School Leaders
CONVENTION

CAPE TOWN, SOUTH AFRICA
11 - 13 JUNE 2020



ICP PRESIDENT Alta van Heerden cris@sunlands.co.za | SAPA WC PRESIDENT Bronwyn Fisher bronwynfisher59@gmail.com | CONFERENCE COMPANY Linda Benwell sponsors@icpcapetown2020

Dear Sponsor

To commemorate the International Confederation of Principals' (ICP) 30th Anniversary, the association will be hosting its first ever **ASPIRING LEADERS CONVENTION** at **CENTURY CITY CONFERENCE CENTRE** in **CAPE TOWN** from **11 to 13 JUNE 2020**.

As the impact of the 4th Industrial Revolution is felt in schools, school leaders will require new skill sets as they endeavour to prepare students for jobs that do not exist yet. At this Convention, education experts and practicing school principals will invest in the participants' professional growth by sharing their wisdom and experience. They will guide them in the 'right direction', as you negotiate some new and exciting ongoing changes in education, as the decade unfolds, through the Convention theme:

'NEXT LEADERS, NEW FUTURE'

This convention will grant our sponsors and exhibitors the ability and opportunity to connect and network with aspiring leaders from many different countries, with forecasting a delegate total of 800 delegates worldwide.

We would like to invite you to be part of this exciting event as a sponsor or exhibitor of the Convention. As ICP is a non-profit organisation, it depends on companies, who are passionate about education or those who recognize the importance of their social responsibility to assist us financially. With your support we can ensure the success of this convention and in so doing contribute to bringing about the change needed in schools across the world and in particular on the African continent.

Please review the following exhibitor and sponsor packages and inform us if you would like to participate in this exciting International Convention as an exhibitor or sponsor.

Looking forward to a positive response and working with you.

Kind regards

A handwritten signature in black ink, appearing to read 'Alta van Heerden'.

Alta van Heerden

ICP President

Principal: Sunlands Primary School

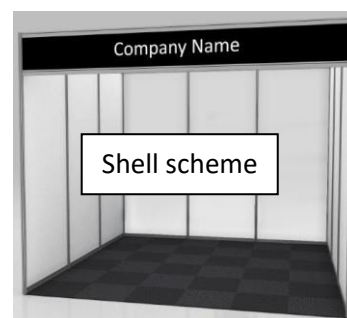
Exhibition Packages	Cost	Free Stand reps, incl meals	Exhibition space size	Shell scheme	Marketing Material and Samples in Convention Bag	Banners in foyer of auditorium	Advert in Convention book	Speaker slot in the Plenary
Platinum +	R120, 000	Up to 4	6mx4m	✓	✓	✓	✓ Full page	✓ 10 min
Platinum	R95, 000	Up to 4	6mx4m	✗	✓	✓	✓ Full page	✓ 10 min
Gold +	R95, 000	Up to 3	5mx3m	✓	✓	✓	✓ ½ page	✗
Gold	R60, 000	Up to 3	5mx3m	✗	✓	✓	✓ ½ page	✗
Silver +	R60, 000	Up to 3	4mx3m	✓	✓	✓	✓ ¼ page	✗
Silver	R45, 000	Up to 3	4mx3m	✗	✓	✓	✗	✗
Bronze +	R45, 000	2	4mx2m	✓	✓	✓	✗	✗
Bronze	R35, 000	2	4mx2m	✗	✓	✗	✗	✗
Standard +	R35, 000	2	3mx2m	✓	✓	✗	✗	✗
Standard	R30, 000	2	3mx2m	✗	✗	✗	✗	✗

All exhibition packages include

- Exhibition space
- 1 x Trestle table, 2 chairs + 1 plug point
- Rolling advert before breaks/during/after breaks
- Meals and Convention passes for stand representatives
- Database of delegates AFTER the convention

The shell schemes include

- Shell Structure (white panels)
- Black Header Board with Company Name
- 01 x Plug Point
- 01 x Fluorescent Light
- Shared Distribution Board



Printing	Valued at	Description
Convention printing	R120 000	Printing of Convention programme/ book as well as Convention printing at the venue. In exchange, company will receive complimentary 6m x 4m exhibition space; Access for 4 stand representatives, including meals; Full page advert in Convention programme/ book; Rolling advert before breaks/during/after breaks; Database of delegates AFTER the Convention.

Convention Collateral	Cost	Description
Convention Bags	R25 000	Sponsors logo printed on Convention Bag, along with Convention branding. Bag type (size, colour, branding, etc) to be approved by Convention Organising Committee.
Lanyards	R20 000	Sponsors logo printed on lanyards, along with Convention branding. Lanyard type (size, colour, branding, etc) to be approved by Convention Organising Committee.

Advertising	Cost	Description
Advertising on Convention website	R6 500	A hyperlink banner on the Home page of the website.
Marketing material in Convention Bag	R9 000	Pamphlets and samples only (we require 800).
Advertising in Convention Programme	R5 000	Full page – Material to be provided by advertiser.
	R3 500	Half page – Material to be provided by advertiser.
	R3 000	Quarter page – Material to be provided by advertiser.

Sponsorship is also requested for the following:

- Convention bags, lanyards, pens, notepads, bottles of water, anything novel and useful for principals.

For more information on the Convention, please visit www.icpcapetown2020.com.