



# INVITATION TO SPONSOR



THE  
**GDN**  
NETWORK

OCTOBER 7 - 9, 2024  
**SAN DIEGO**  
CONFERENCE

# OVERVIEW

Each year, representatives from around the world gather at the Groningen Declaration Network (GDN Network) Annual Meeting to share, learn and lead discussions on developing business and technical platforms to improve the policies, data interoperability, and exchange networks that support mobile learners sharing official credentials from formal, non-formal and informal learning experiences.

The GDN Network Annual Meeting is a unique opportunity to engage with a vibrant network of stakeholders. Sponsorship of the 2024 GDN Network Conference in San Diego will connect your organization with others who are guiding the global movement to increase respect and recognition of the currency of learning. In a rapidly expanding market, this opportunity offers a chance to strategically align your organization with the vanguard of cross-border mobility developments.

As an important contributor to the data ecosystem that fosters and supports the portability of academic credentials, **we invite you to join us** for this opportunity and **to position your organization where the critical conversations begin**. Connect and confer with a passionate group of world thought giants dedicated to collaboratively delivering learner data accessibility.

In 2024, the 13<sup>th</sup> Annual Meeting will take place from 7-9 October in the beautiful city of San Diego. The conference will be delivered in a hybrid format allowing those not able to join us in person, to participate virtually (online).

# ATTENDEE PROFILE

**The GDN Annual Meeting attracts a variety of stakeholders in the global digital mobility ecosystem including:**

- Government agency representatives and leaders
- Credential assessment and verification service providers
- Chief Executive Officers
- Chief Information /Technology Officers
- Senior higher education management
- University registrars and senior leaders, including those in IT and student affairs
- Researchers
- Product developers and industry partners
- Professors, Faculty staff
- Senior Advisors
- Program Directors
- International Education thought leaders

## WHY SPONSOR?

**Sponsoring the GDN Annual Meeting will:**

- Increase your organization's exposure through the event itself, event advertising and media coverage.
- Give you direct access to an audience interested and aligned with your organizational objectives.
- Provide outstanding networking opportunities and shared experiences for your staff.
- Increase your knowledge of (and potentially contribute to) the latest from top thought giants in the industry.
- Access data about attendees to inform your market intentions (within the consideration of privacy and consent).

# BACKGROUND BRIEFING

The GDN Network Annual meeting celebrated 10 years in 2022 and has held its annual meeting (AM) in cities around the globe, ranging from Beijing and Washington, D.C. to Málaga, Cape Town, Melbourne, Paris, Puebla, Ottawa, Groningen and Jordan. The meetings have been a key catalyst to the establishment of digital learner data depositories and exchange networks in and between China, the United States, Australia and New Zealand, Africa, Canada, and numerous countries in Europe.

Created in 2012 at a historic meeting in Groningen, the Netherlands, and established legally as a foundation in 2016, the Groningen Declaration Network (GDN) brings together key stakeholders to create an ethically centered Digital Learner Data Ecosystem. With a Board of Directors representing every continent, the GDN stands as the most inclusive global effort to date aimed at enabling digital learner data mobility.

The GDN Network is a diverse, global, and interconnected ecosystem which includes large digital learner data depositories, educational institutions, government bodies, third party academic data processors, and innovative companies, all seeking to facilitate educational and professional mobility. Its community is committed to learner privacy and data protection, transparent and responsible practices, and the recognition of digital learner data and qualifications. The GDN aims to ensure that citizens have access to secure digital records of their own educational achievements and can share them with whomever they choose, whenever they choose.

For those displaced by conflict, the loss of academic records presents major hurdles to relocation and pursuit of education and skills development. The GDN has thus supported initiatives dealing with migrant data mobility, resettlement, and access to services otherwise denied. Such initiatives include but are not limited to the European Qualification Passport for Refugees (EQPR), the Article 26 Backpack Initiative, the SAQA/WES Refugees Pilot Project, the African Qualifications Verification Network (AQVN), and Kiron Open Higher Education.

The goal of the GDN Network is a global, equitable, accessible Digital Learner Data Portability environment. One of the largest global issues to this end is a fundamental lack and imbalance of global data and digital capacity. The Annual Meeting of the GDN Network creates the opportunity to convene practitioners and supporters to continuously share digitalization development and use cases, strategies, and tactics that are working, expand the number of new projects moving forward globally where capacity is lacking, and continue to bring new ideas as technologies and methods evolve to the fore to help achieve the goal.

# SPONSORSHIP OPPORTUNITIES

We are offering a range of sponsorship opportunities to meet your business objectives and budgets.



## Platinum Sponsor (Exclusive)

### Investment €25,000

This category positions the sponsor as a champion of the GDN Network and affords the highest exposure and acknowledgment.



#### The GDN Annual Dinner

The annual dinner will be held at the Wine and Culinary Centre, San Diego on October 8. Align your organisation with the GDN Annual Dinner featuring the wine and culinary delights of San Diego. The organising committee will work with the dinner sponsor on all elements of the dinner to deliver an outstanding delegate experience.

**Optional** Sponsor Branded Tasting Station Add €5,000

## Benefits Package

- **Premium sponsorship of the Annual Gala Dinner**
- 30-minute speaking opportunity to a plenary audience in the Annual Meeting Program
- 2x Sponsor banners in main plenary conference room or Forum
- Exclusive networking opportunities with GDN Board and key stakeholders
- 3x complimentary registrations including social functions
- Premium logo placement before, during, and after the event on digital and physical signage for the event
- Social media posts on LinkedIn leading up to and after the event
- Live display table space where refreshment breaks are held in the conference venue
- Virtual exhibition booth on the Virtual Attendee Hub
- Digital feature sponsor banner on the Virtual Attendee Hub and mobile device app
- Access to the on-demand video of your presentation for distribution
- Premium opportunities for delegate engagement through feature articles on the GDN website and via promotional emails to the GDN Community for 12 months
- Delegate list (with consent)



# Diamond Sponsor

**Investment €15,000**



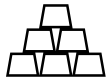
## Welcome Reception at the Sparks Gallery

The Welcome Reception is the first-time attendees come together, new friends are made, and people reconnect with international colleagues. The Welcome Reception will be held at Sparks Gallery on the evening of October 7.

**Optional:** Sponsor Branded Tasting Station add €2,500

## Benefits Package

- **Premium sponsorship of the Welcome Reception**
- 10 Minute speaking opportunity at the Welcome Reception
- Sponsor acknowledgment of the Welcome Reception to be held on 7 October at Sparks Gallery
- Opportunity to share physical signage in the beautiful gallery space
- 2 x complimentary registrations including social functions
- Logo placement before, during, and after the event on digital and physical signage
- Social media post on LinkedIn
- Live display table space where refreshment breaks are held in the conference venue
- Virtual exhibition booth on the Virtual Attendee Hub
- Delegate list (with consent)



# Gold Sponsor

## Investment €7,000

Gold Sponsors can reach the delegate group by sponsoring refreshment breaks. At a time when delegates get to network with each other, your organisation can gain brand recognition associated with the comfort of food and conversation.



### Refreshment Breaks

## Benefits Package

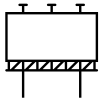
- Refreshment break of your choice. Choose from morning tea, lunch, afternoon teas.
- Opportunity to share physical signage at refreshment break and be formally acknowledged.
- 1 x complimentary registrations including social functions.
- Logo placement before, during, and after the event on digital conference platform
- Social media post on LinkedIn
- Virtual exhibition booth on the Virtual Attendee Hub
- Delegate list (with consent)



# San Diego Gaslamp District Scavenger Hunt

**Investment €10,000**

Your company will be remembered for bringing the GDN Community together with this unique cultural experience. Delegates will roam through the historic Gaslamp Quarter on this fun and knowledge-filled scavenger hunt in San Diego. Seek out clues, solve tricky trivia questions, and learn the ins and outs of this family-friendly neighborhood. The Scavenger Hunt will be held on the morning of 7 October



## Pop up Partner Stand

**Investment €5,000**

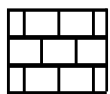
Like a mini exhibition stand, this opportunity allows your representatives to set up a in person pop-up table where you can add your signage and conduct discussions with clients and potential clients.

**Provided:** High top bar table and two stools located in the Forum, the main area for refreshment breaks during the conference. Limited spots available.

## Benefits Package

- In person pop-up table stand.
- Logo placement before, during and after the event on digital signage.
- Virtual exhibition booth on the Virtual Attendee Hub
- Delegate list (with consent)





## Silver Sponsor

**Investment €3,000 - 5,000**

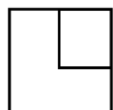
Silver sponsors can align themselves with Annual Meeting **Merchandise**. Extend your brand beyond the event with takeaways such as conference bags, lanyards, or delegate gifts.

**Conference Bags, notebooks or other options €5,000**

**Lanyards €3,000**

### Benefits Package

- Merchandise sponsor acknowledgement. Choose from lanyards and name badges, conference bag or delegate gifts.
- Logo placement before, during and after the event on digital signage
- Virtual exhibition booth on the Virtual Attendee Hub
- Delegate list (with consent)



## Bronze Sponsor

**Investment €1,000 - €3,000**

Bronze sponsors invest in the opportunity for brand recognition and reinforcement.

**Conference bag inserts**

**Bursary sponsorship for attendees including students (minimum €1,500)**

### Benefits Package

- Logo placement before, during and after the event on digital
- Virtual exhibition booth on the Virtual Attendee Hub
- Delegate list (with consent)

# KEY CONTACTS

If you have any questions or would like to discuss tailoring your sponsorship to your objectives, please contact our sponsorship coordinator, [outreach@groningendeclaration.org](mailto:outreach@groningendeclaration.org) or executive director, [execdir@groningendeclaration.org](mailto:execdir@groningendeclaration.org)

Logistical questions should be directed to [events@groningendeclaration.org](mailto:events@groningendeclaration.org)

# TERMS AND CONDITIONS

- A sponsorship agreement will be sent to sponsors detailing the benefits package associated with their sponsorship level.
- On return of the signed agreement, the organisation will be invoiced for the agreed sponsorship amount.
- Payment must be made within 30 days of the date of invoice.
- Sponsors will provide high resolution images of logos to the organisers well in advance of the event. (.eps, .png file format).
- If the event is postponed, no refund will be made.
- If the event is cancelled, a full refund will be made.