



QS Higher Ed Summit:
Asia Pacific 2022

The Next Big Thing: Addressing new
opportunities and existing challenges
in APAC higher ed

#2022qshighered

QS

ASU



QS Conferences

Partnership and Exhibition Prospectus 2024/2025

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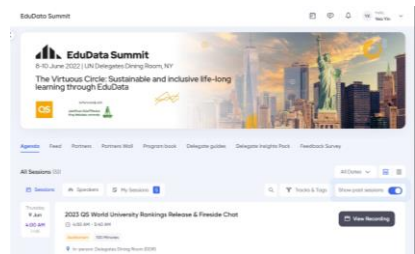
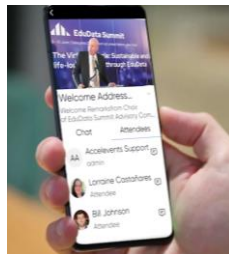


Bridging digital and physical experiences

All QS Quacquarelli Symonds conferences are live streamed on a highly engaging digital platform which makes our events accessible to attendees from across the globe.

The platform allows delegates to:

- Connect before and during the conference with fellow attendees, speakers and sponsors
- Schedule 1-to-1 meetings and video calls
- Explore videos, PDFs and links uploaded by the exhibitors in their virtual booths
- Enjoy high-resolution live-streaming of all sessions and engage with the in-person audience by participating in live Q&A
- Access to all session's recordings and virtual exhibit hall for 30 days after the conference



Why sponsor QS Conferences



The visibility QS can offer to your institution is unparalleled

QS's flagship website was viewed over 147 million times in 2023, and over 124,000 media clippings pertaining to QS were published by media outlets across the world in 2023. The expert QS Event team will ensure maximum exposure of your institution's brand before, during, and after the event.



Build strategic international partnerships

QS provides multiple opportunities for sponsors to find their perfect matches. From organising ad-hoc 1-to-1 meetings and attracting to your sessions your target audiences of interest, to providing you with full access to booth engagement statistics, visitors details, and your sessions' attendees you will bring back to your institution a briefcase full of leads!



Strengthen your academic reputation

Sponsoring universities can work in partnership with the QS team to create bespoke activities, sessions, themed roundtables or networking breaks strategically aligning with their institution's goals and mission. The proceedings from these sessions will be shared with the wider 30,000 QS community members and in blog articles and whitepapers produced by the QS editorial team.

10000+
Delegates

3910
Institutions attending

 38k
Twitter followers

 58k
LinkedIn followers

 392k
Facebook followers

Maximising your exposure with our marketing strategy

Your thought leadership and branding will be showcased on each piece of summit promotion, through an extensive marketing campaign streamed on all QS Channels.

Social Media
Campaign on our
official QS LinkedIn
and Twitter accounts
- over 72k followers



Paid advertising
campaigns on
Facebook



Targeted emails
to our rankings and
event database of
higher education
contacts



Personalised
invitation letters
to senior university
leaders



Pre & post Summit
Blog articles on
qs.com with global
experts writing about the
summit theme for
our worldwide
audience of HE
professionals



Summit's learning
takeaways White
Paper written by
our QS Insights team
and distributed to
our 30,000 QS
Community



Press Release shared
by our Rankings PR team
to announce the
conference's theme
and invitations to
members of the
local press to
attend the event



Event mentioned
on QS Thought-
Leadership
Publications



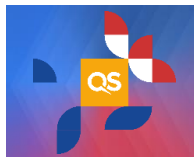
Among our partners



QS Conference Calendar 2024/2025



[QS Arab Forum](#)
16-17 October 2024 |
Four Seasons Hotel
Amman, Jordan



[QS Higher Ed Pre-Summit: Asia Pacific](#)
1 November 2024 | Al-Farabi, Kazakhstan



[QS Higher Ed Summit: Asia Pacific](#)
5-7 November 2024 |
Macau, SAR China



[QS Higher Ed Post-Summit: Asia Pacific](#)
8 November 2024 |
Hong Kong, SAR
China



[Reimagine Education Awards & Conference](#)
9-11 December 2024 |
London, United
Kingdom



[QS India Summit](#)
27-29 January 2025 |
Goa, India



[QS China Summit](#)
9-10 April 2025 | Beijing,
China



[QS Higher Ed Summit: Middle East](#)
22-24 April 2025 |
Kuwait, United Arab
Emirates



[EduData Summit](#)
4-5 June 2025 |
Singapore



[QS Higher Ed Summit: Europe](#)
24-26 June
2025 | Lisbon Portugal



[QS Africa Forum](#)
September 2025



[QS Higher Ed Summit: Americas](#)
October 2025 | Ecuador



**Please visit our website at qshesummits.com for the latest information*

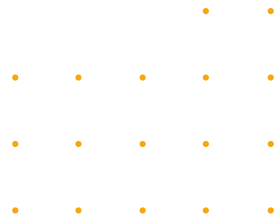
QS Arab Forum

QS is proud to announce its QS Arab Forum. The forum will take place in Four Seasons Hotel Amman, Jordan from 16-17 October 2024.

The consolidation of higher education in the Arab region is crucial for the continent's development. Participation in this event will enable a deeper understanding of the region and clarify how to collaborate with local universities to reach common goals.

We look forward to your participation in discussions and workshops with key stakeholders about the challenges regional institutions face, as well as the possible creative solutions and partnerships within the higher education community.

Find out more information about the QS Arab Forum 2024 [here](#).



QS Higher Ed Summit: Asia Pacific

The QS Higher Ed Summit: Asia Pacific marks its 20th anniversary in 2024, solidifying its position as the region's leading platform for innovation and collaboration in higher education.

Over two decades, we've convened thousands of university leaders and government delegates from across Asia Pacific, fostering thought leadership and driving positive change.

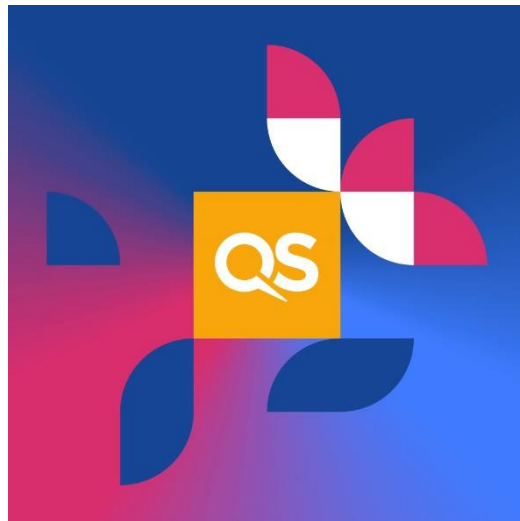
The QS Higher Ed Summit: Asia Pacific 2024, will be held on 5-7 November in Macau SAR, China.

Unpacking several opportunities to build strong relationships and strategic partnerships, the three-day event will feature keynotes, debates, panel discussions, and case studies.

The 2024 edition will be nestled between two side events:

- A "Pre-Summit" day, on November 1, in Al-Farabi, Kazakhstan;
- A "Post-Summit" on 8 November at Lingnan University, Hong Kong

If you are interested in attending the QS Higher Ed Summit: Asia Pacific 2024, [register here](#).



Spotlight speakers in QS HES APAC 2024



Prof Joseph Hun-wei Lee
President and Vice
Chancellor, Macau
University of Science
and Technology
(M.U.S.T.)



Dr William Chong Hang
Chao
Secretary-General of
the Talent Development
Committee, Macau SAR



Prof Joe Qin
President, Lingnan
University



Mei Mei Ng
General Manager,
LinkedIn Talent
Solutions, Hong Kong
and Taiwan, LinkedIn



Susannah Morley
Director - Hong
Kong, British Council



Charles Jeffery Sun
Founder and Managing
Director, China Education
International



Dr John Fong
Founder & CEO, JF &
Associates Global
Consultancy



Dr Shang Gao
Global Education Asia
Pacific Director,
Amazon Web
Services (AWS)



Samuel Chan
Group CEO and
Co-Founder,
Britannia



Prof V Ramgopal
Rao
Vice Chancellor,
BIRLA Institute of
Technology &
Science Pilani (BITS
Pilani)



Prof Peter Ho
Vice Provost
(Undergraduate Studies
& Technology-
Enhanced Learning),
National University of
Singapore (NUS)



Prof Sang Kee Song
Vice President for
International Affairs,
Korea University



Pavilion Booths

Partner with QS and grow your academic and professional network across the globe
Want to showcase the strengths of your institution but aren't sure how to reach the global higher education community?

We can help. At QS, we have over 30 years of experience partnering with universities worldwide and we can work with you to achieve your strategic goals.

By partnering with us, you'll ensure your brand is at the forefront of our conferences, improving your brand visibility and helping you to make valuable connections.

Check out our pavilion flyers here.

We are expecting 150 booths, 1,000+ delegates from 39 countries at the summit this year.



Building on 2023's success



1200

Total number of attendees



40

Total number of countries

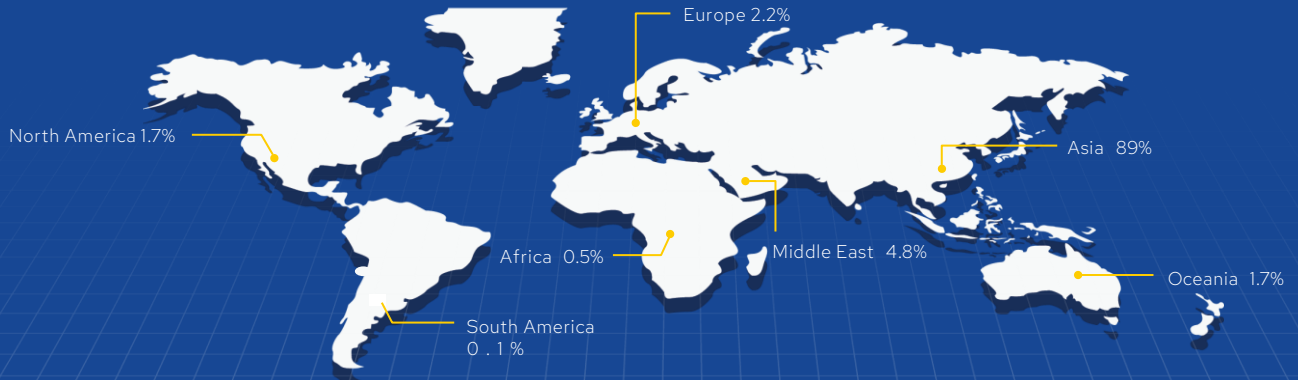


168

Total number of speakers

Audience Profile

Executives and Coordinators	18.8%
Chancellors, Rectors and Dignitaries	9.9%
Deans and Heads	16.6%
Professors and Lecturers	12.6%
Managers and Consultants	17.5%
Directors and Advisors	24.6%





“It’s amazing. We attended the THE event in New York. The buzz here at QS Higher Ed Summit: Asia Pacific is 10x”



Professor Chris Rudd James Cook University

Reimagine Education

The Reimagine Education Awards – the ‘Oscars’ of education – is a global competition and conference for universities and edtech companies rewarding the most effective and innovative pedagogical approaches enhancing student learning outcomes, employability and sustainability education.

The conference, heading into its eleventh year, connects 3,000 education professionals – including those from academia, government policy influencers, employers and ed tech companies – to discuss topics ranging from how we might better measure learning gain to novel applications of neuroscience and artificial intelligence to the teaching and learning process.

The conference also features the culmination of the Reimagine Education Awards, which attracts over 1,500 applications each year across 18 award categories, with \$25,000 in funding offered to both our Global Education Winner and Global EdTech Winner.

The strongest applications in each category will be given the opportunity to showcase their work amongst fellow educators, ensuring that Reimagine Education provides a unique forum for academics and edtech professionals alike to share and foster pedagogical best practice.

The next Reimagine Education Conference and Awards Ceremony will take place using a cutting-edge hybrid format, on the 9–11 December 2024, online, and in London, UK at the Queen Elizabeth II Convention Centre



Watch the [highlight video](#) here





Safiya Elbedwihy, Co-Founder and Chief Strategy Officer, Praxilabs
 Sally Jeffery, Leader, Global Education & Skills Network, PwC
 Nada Helmy, Incubation & Acceleration Program Manager, EdVentures

Building on 2023's success



680

Delegates
registrations



53

Speakers



900

International
judges

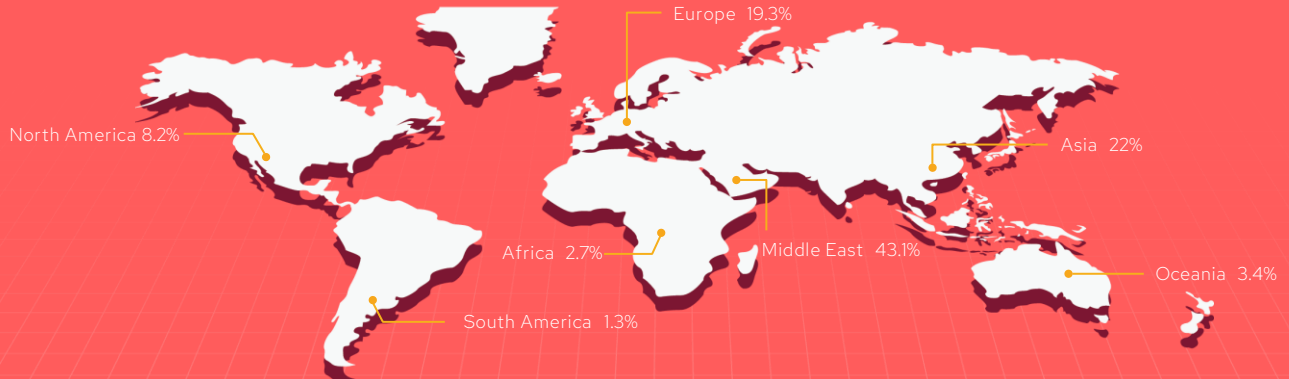


59

Countries

Audience Profile

Directors and Advisors	36%
Professors and Lecturers	20%
Executives and Coordinators	17%
Managers and Consultants	12%
Deans and Heads	12%
Chancellors, Rectors and Dignitaries	3%





Sponsoring the Reimagine Education Awards proved to be a great opportunity for Ajman University. We left with the potential for a slew of new partnerships. We'll be back next year!



Ajman University

QS India Summit 2025

QS India Summit 2025 will bring together leaders from Asia, the Middle East, and the rest of the world, with focus on forging collaboration and partnerships. The summit will take place at Goa, India in February 2025.

India's higher education landscape is rapidly evolving, propelled by the need for quality education, innovation, and global competitiveness. To achieve excellence in this dynamic environment, fostering partnerships and collaborations has become indispensable. The summit aims to bring together stakeholders from academia, industry, government, and civil society to explore the transformative power of collaboration in shaping the future of Indian higher education.

Register your interest here:

<https://insights.qs.com/registeryourinterestqsindiasummit2025>



QS India Summit 2024

Featured Speakers



His Excellency
Shri R.N Ravi
**Honourable
Governor of
Tamil Nadu**



His Excellency Dr
Subhas
Sarkar
Minister of State
for Education
**Government of
India**



The Lord Kamlesh Patel
OBE
**House of Lords &
Chairman of
India Business Group**



Prof Achutya Samanta
**Member of
Parliament,
Lok Sabha & Founder
KIIT & KISS
University**



Dr V Kamakoti
Director
**Indian Institute of
Technology
Madras (IITM)**



Prof Mark E Smith
Vice Chancellor
**University of
Southampton**



Prof Rajita Kulkarni
President
Sri Sri University



Prof Raj Kumar
Founding Vice Chancellor
**O P Jindal Global
University**

Building on 2024's success



385

Total number of attendees



16

Total number of countries

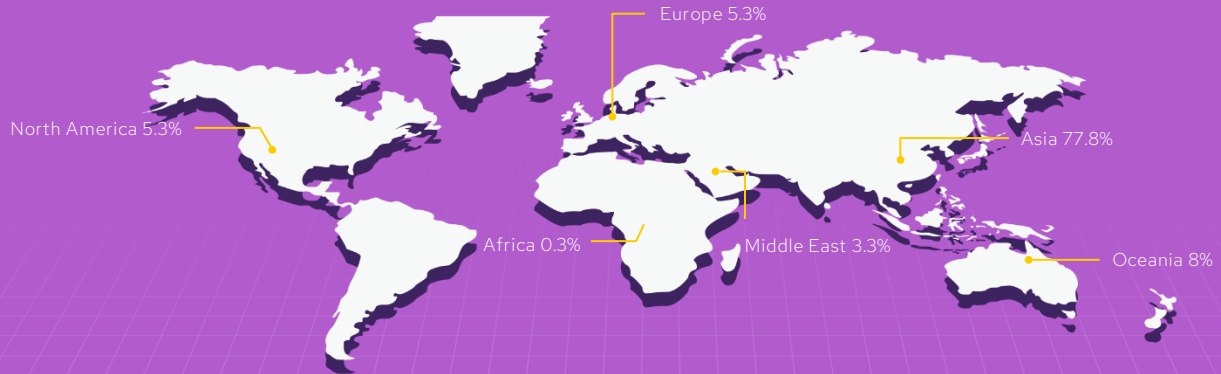


47

Total number of speakers

Audience Profile

Directors and Advisors	47%
Executives and Coordinators	8.3%
Managers and Consultants	9.9%
Deans and Heads	11.7%
Chancellors, Rectors and Dignitaries	14%
Professors and Lecturers	9.1%



QS China Summit 2025

Join us in Beijing for the 4th annual QS China Summit.

- April 9-10, 2025
- Connect and partner with 500+ global education leaders
- Explore the future of higher education in China
- Enhance your brand visibility and reputation

QS is known as the undisputed authority in higher education in Asia. By partnering with the QS China Summit and aligning your brand with ours you have a unique chance to raise your organisation's profile and reputation in the region.

[Register your interest to shaping the future of China's higher education landscape.](#)



QS China Summit 2024 Post Event Video

QS China Summit 2024

17-18 April | Conrad Shanghai, China

Remaining distinct in global higher ed:
China's place in the new world of education

Co-host



INTI
International University



QS China Summit 2024

Featured Speakers



Long Qin
Senior Expert
Alibaba Cloud



Prof Joe Qin
President
Lingnan University



Prof Dr Jun Li
President | University
Senator & Professor
Comparative & International Education Society (CIES) | Western University



Dr Young Joon Park
Associate Dean and Associate Professor
Peking University HSBC Business School (PHBS)



Greg Au-Yeung
Managing Director,
Head of China
Ingenico



Prof Cecilia Chan
Director, Teaching and Learning Innovation Centre (TALIC)
The University of Hong Kong



Joanna Waley-Cohen
Provost
NYU Shanghai



Dr Cheryl Yu
Co-Founder
Higher Education Connected: International Education



QS China Summit 2024 Statistics



578

Total number
of attendees



28

Total number of
countries

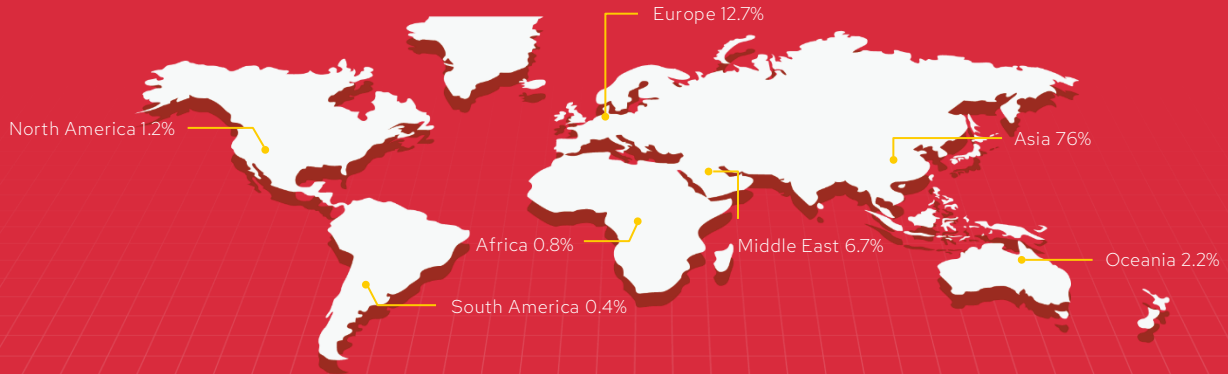


51

Total number
of speakers

Audience Profile

Directors and Advisors	33.4%
Professors and Lecturers	17.6%
Executives and Coordinators	23.6%
Deans and Heads	10%
Managers and Consultants	3%
Chancellors, Rectors and Dignitaries	12.3%



QS Higher Ed Summit: Middle East 2025

The QS Higher Ed Summit: Middle East will take place in the Kuwait, UAE from 22-24 April 2025.

Join us in a rich atmosphere of nature and history as we connect industry experts, educators and policymakers in a series of panels and workshops. This summit will help leaders and professionals in higher education understand the current landscape of the Middle East, and foster opportunities for collaboration and growth regionally and globally.

If you are interested in attending the QS Higher Ed Summit: Middle East 2025, register your interest here: <https://insights.qs.com/registerqshesme2025>



QS Higher Ed Summit: Middle East 2024

Featured Speakers



H.H. Sheikh
Saud bin Saqr Al
Qasimi
**Ruler of Ras Al
Khaimah and
UAE Supreme
Council Member**



His Excellency Dr
Ahmad Belhoul
Al Falasi
**Minister of
Education at
United Arab
Emirates**



Prof Dr Mohamed Yousif
Baniyas
**Director, Commission
for Academic
Accreditation (CAA) at
Ministry of Education,
United Arab Emirates**



Dr David Schmidt
**President at
American University
of Ras Al Khaimah**



Dr Rana Sawaya
**President at
University College
of Bahrain**



Prof Khalid El-Salem
**President at Jordan
University of Science &
Technology**



Prof Randa Mahmoud Rezk
**Head of Educational Media
Department, Cairo
University and President,
Arab Network for
Universities of Social
Responsibility (ANUSR)**



Prof Thafer Assaraira
**President,
Accreditation and
Quality Assurance at
Commission for Higher
Education Institutions -
Jordan**

QS Higher Ed Summit: Middle East 2024 Statistics



500

Total number of attendees



34

Total number of countries

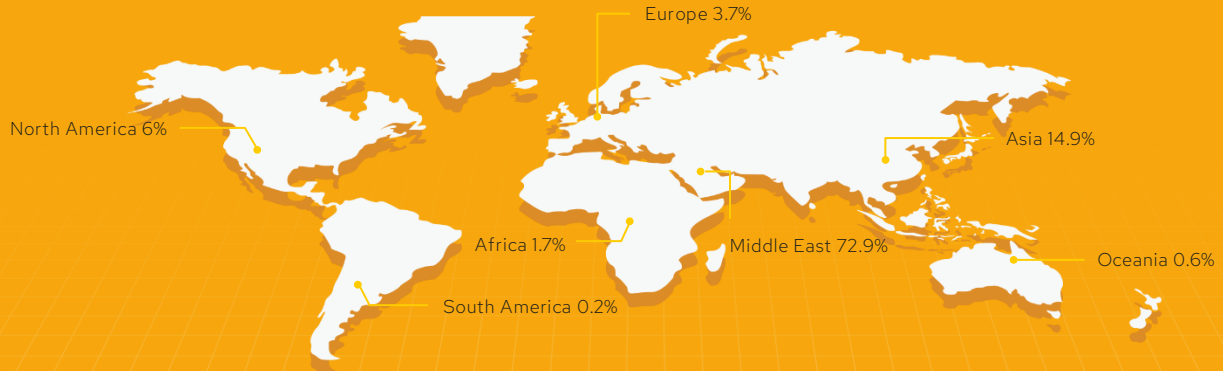


78

Total number of speakers

Audience Profile

Directors and Advisors	25.9%
Deans and Heads	13.3%
Managers and Consultants	17.6%
Executives and Coordinators	13.5%
Professors and Lecturers	10.1%
Chancellors, Rectors and Dignitaries	19.6%



— —

It was a great event where universities and other interested parties interacted, participated, acquiring and exchanging knowleges. It truly helped us see the future of higher education in the region from different perspectives.

— —

Universidad INCE
Sponsor

EduData Summit 2025

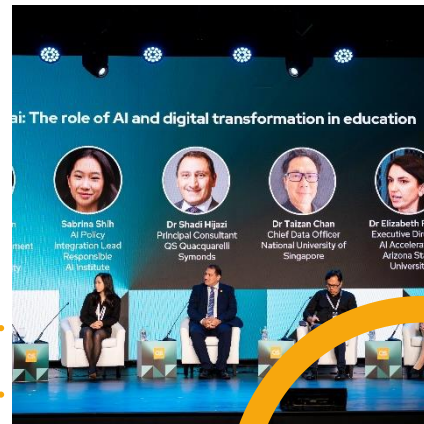
EduData Summit is a premium conference at the forefront of education change, that fosters the sharing of latest trends and best practices and learn the plaudits and pitfalls on institutional data management and usage.

EDS explores topics ranging from rankings to accreditations, quality assurance to key performance indicators, performance management to bibliometrics.

EduData Summit 2025 will be a 2-days hybrid event, held at the Singapore, 4 -5 June 2025.

Register your interest here:

<https://insights.qs.com/registeredudatasummit2025>



QS EduData Summit 2024

Featured Speakers



Jaime Saavedra
Human
Development
Regional Director,
Latin America and
Caribbean, World
Bank



Dr Paul
Thurman
Professor of
Management and
Analytics,
Columbia
University



Dr Georges Yahchouchi
President, American
University of the Middle
East



Dr Chan Taizan
Chief Data Officer,
National University of
Singapore



Cameron Mirza
Chief of Party,
International
Research and
Exchange Board



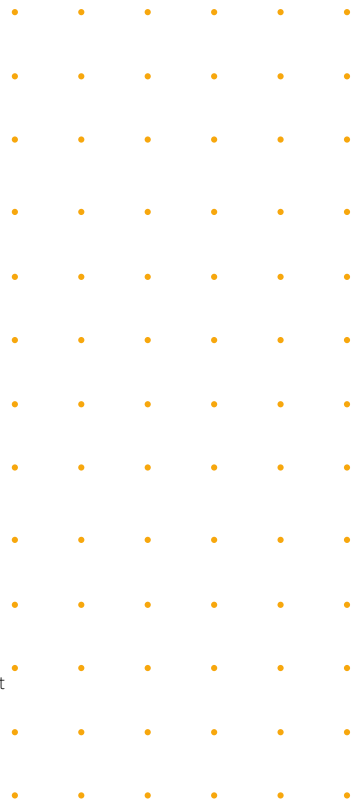
Johnson Poh
Group Chief Data Officer,
VPBank



Prof Raj Kumar
Founding Vice Chancellor,
O.P. Jindal Global University



Ann Gabriel
Senior Vice President
Global Strategic
Networks, Elsevier





Objective

EduData Summit is a premium conference at the forefront of educational change, that fosters sharing the latest trends and best practices, and learn the plaudits and pitfalls on institutional data management and usage.



Share & Learn Best Practices

Meet speakers from world-class universities who will be sharing their expertise on the best practices on institutional data management and usage to make universities more efficient, effective, innovative and competitive.



Network & Connect

Forge new professional relationships with over 300 delegates from 42 countries and 120 institutions.



Get Inspired with the Latest Trends

Keep updated with the latest trends in data and analytics and learn how to these trends can get your organizations refined to the extensive advantages of data analytics.

Building on 2024's success



269

Total number of attendees



41

Total number of countries

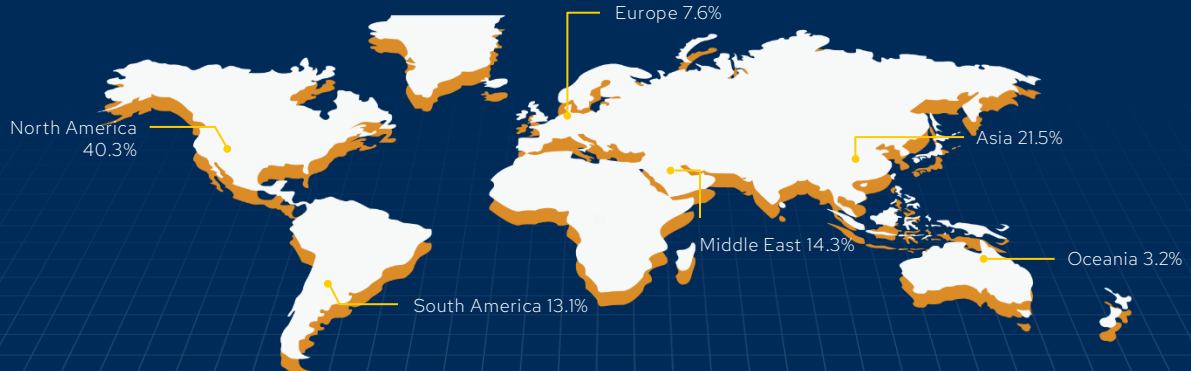


54

Total number of speakers

Audience Profile

Directors and Advisors	28.7%
Executives and Coordinators	21.8%
Managers and Consultants	19.5%
Deans and Heads	12.6%
Professors and Lecturers	10%
Chancellors, Rectors and Dignitaries	7.2%



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The EduData Summit should be a priority for anyone wishing to learn from data innovators and forward-thinkers

—

Dr Sam Nielsen, Queensland University of Technology



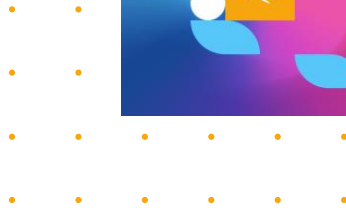
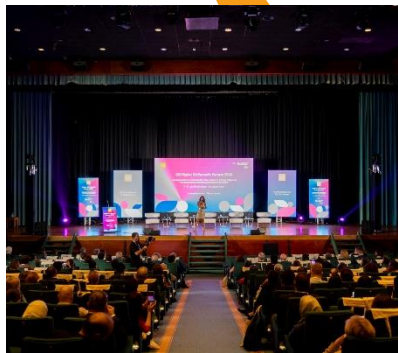
QS Higher Ed Summit: Europe

QS Higher Ed Summit: Europe is an unmissable event for Chancellors, Faculty, Higher education providers and employers interested in Europe's higher education sector, and European Universities' leaders.

QS Higher Ed Summit: Europe 2025, will be a hybrid event held in 24-26 June, in Lisbon Portugal. We look forward to building upon the previous edition conversations and outcomes.

Register your interest here:

<https://insights.qs.com/registeredyourinterestqsheseurope2025>



QS Higher Ed Summit: Europe 2024 Post Event Video



QS MoveON Conference

The 20th edition of the MoveON Conference took place from 10-11 July 2024 and saw 300 MoveON users from Higher Education institutions worldwide come together to exchange experiences and best practice in international partnership and mobility management.

The MoveON Conference was part of QS Higher Ed Summit: Europe 2024 providing a thought-provoking and engaging platform for learning, professional development and networking.

The wide range of sessions offered, focused on user best practices, new product features, practical tips and tricks and hands-on training. Our speaker community included a mix of industry and product experts, committed to providing innovative views, best practices, opportunities for sharing experiences and open discussion during their user sessions.

We are already looking forward to next year's event!



Building on 2024's success



478

Total number of attendees



48

Total number of countries

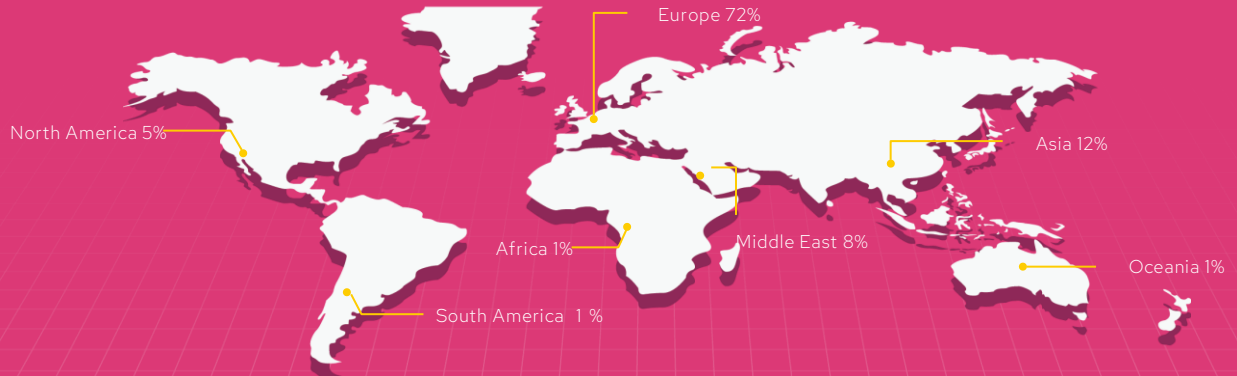


98

Total number of speakers

Audience Profile

Directors and Advisors	29%
Managers and Consultants	29%
Deans and Heads	15%
Executives and Coordinators	14%
Professors and Lecturers	6%
Chancellors, Rectors and Dignitaries	7%



QS Africa Forum

The QS Africa Forum 2025 is focused on addressing the challenges and opportunities facing Africa through education.

Key areas of focus:

Entrepreneurship: Promoting entrepreneurial mindset and skills among students.

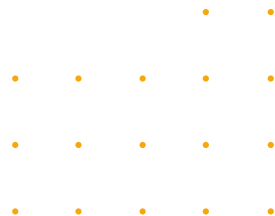
Future Skills: Equipping students with skills relevant for the modern workforce.

AI and Technology: Leveraging AI and technology to enhance education and innovation.

Sustainability: Integrating sustainability principles into all aspects of education.

The forum aims to bring together educators, policymakers, industry leaders, and innovators to discuss strategies for developing Africa's youth into skilled, entrepreneurial, and environmentally conscious citizens. It will explore ways to integrate these elements into education, foster collaboration, and drive sustainable development in Africa.

If you are interested in attending the QS Africa Forum 2025, [register here](#).



Spotlight speakers in QS Africa Forum 2024



Dr José Celso Freire Junior
President, Brazilian Association for International Education - FAUBAI



Eng Mohamed Mohamud
President, Jamhuriya University of Science and Technology



Prof Abednego F.O. Amartey
Vice Chancellor, University of Professional Studies, Accra (UPSA)



Prof Abiodun H. Adebayo
Vice-Chancellor, Covenant University



Prof Kayode Ijadunola
Professor of Public Health/Community Medicine & Vice-Chancellor, Elizade University



Prof Kolawole Ajanaku
Vice-Chancellor, Landmark University



Prof Robert Gateru
Vice Chancellor, Riara University



Prof David Norris
Vice Chancellor, University of Botswana



Prof Lloyd Conley
Executive Dean of the Faculty of Education Sciences, North-West University



Prof Frederick Ato Armah
Director of Research and Programs, Association of African Universities



Marina Larrea
Senior Coordinator Higher Education Policy, OBREAL



Prof Nelson Ijumba
International Research and Innovation Programme Manager, Coventry University Africa Hub



**This conference was key
to bring all these schools
together**



Rachel Maguire, Insead



QS Higher Ed Summit: Americas

Higher education in the Americas is at a crossroads. Join us at the QS Higher Ed Summit to explore innovative solutions to pressing challenges. From student mental health to sustainability and employability, we'll delve deep into topics shaping the future of the region. Network with peers, learn from experts, and contribute to building a brighter future.

The event will be held as a hybrid event in October 2025, online and in Ecuador

If you are interested in attending the QS Higher Ed Summit: Americas 2025, [register your interest here](#).



Spotlight speakers in QS HES Americas 2024



Dra. Mercedes Mateo Diaz
Education Division
Chief, Inter-American
Development Bank



Dr. Arturo Reyes Sandoval
General Director,
Instituto Politécnico
Nacional



Mrs. Anabella María Giracca Méndez
Minister of Education of
the Republic of
Guatemala, Ministry of
Education



Dr. Carlos Ortega-
Maldonado
Chancellor, Universidad
Espíritu Santo UEES



Barbara Klompenhouwer
Counsellor
(Education and
Research), Australian
Embassy Mexico



Craig Ford
Trade & Investment
Commissioner, The
Australian Trade and
Investment Commission
(Austrade)



Michele Roulbet
Public Diplomacy,
Educational and Cultural
Affairs Officer, U.S.
Embassy in Mexico



Dr. Fernando León
García
Rector, CETYS,
President,
International
Association of
University Presidents



Dra. Zoraima
Cuello
CEO, Luxor
Consulting



Prof. Waldenor
Barros Moraes Filho
Vice President,
FAUBAI



Dra. Ximena Córdova
President, CACES -
Higher Education
Quality Assurance
Coordination



Dr. Paul W. Thurman
Professor of
Management and
Analytics, Columbia
University

Building on 2024's success



407

Total number of attendees



31

Total number of countries

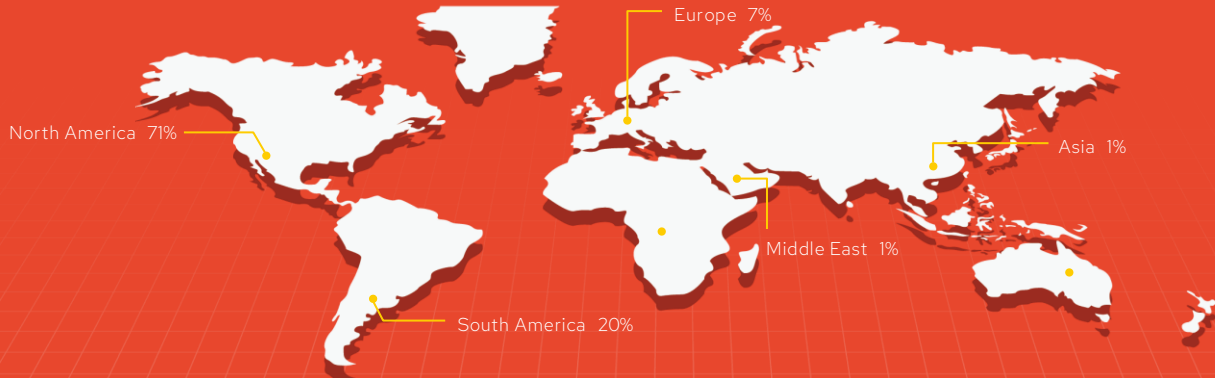


76

Total number of speakers

Audience Profile

Directors and Advisors	20%
Executives and Coordinators	23%
Managers and Consultants	14%
Deans and Heads	18%
Chancellors, Rectors and Dignitaries	12%
Professors and Lecturers	13%



—

“Supporting QS Higher Ed Summit: Americas has allowed us to showcase the University of Lima state-of-the-art infrastructure and academic proposal through our representatives and the virtual stand. We increased our network of international peers and learned about success stories from other universities.”

—

Rosa María Melero Lozano, Institutional Image Bureau , Universidad de Lima

RATE CARD 2024



Physical sponsorship opportunities

SPONSORSHIP PACKAGES	DIAMOND PLUS+	PLATINUM PLUS+	GOLD PLUS+	SILVER PLUS+	BRONZE PLUS+
Sponsor price (USD)	\$69,000	\$51,000	\$33,000	\$21,000	\$11,500
Complimentary delegate registrations	20	10	8	6	4
Exhibition booth/counter	12 Sqm	12 Sqm	12 Sqm	6 Sqm	✗
Delegate bag insert (A4 size, 2-page leaflet supplied by sponsor)	✓	✓	✓	✓	✓
Institution profile in virtual platform	✓	✓	✓	✓	✓
Logo on sponsor acknowledgement board	✓	✓	✓	✓	✓
Acknowledgement in e-conference program book	✓	✓	✓	✓	✓
Logo on conference website with URL link to sponsor's website	✓	✓	✓	✓	✓
Logo in sponsored or plenary session (to be advised by organiser)	✓	✗	✗	✗	✗
Video and advertisement on social media wall (if any)	✓	✓	✗	✗	✗
1-2-1 focused meetings arrange prior/during/after event	10	✗	✗	✗	✗
Participation tickets to other QS events (virtual or onsite)	5	3	✗	✗	✗
Event app push notifications shout outs to visit your booth	3 times	1 time	✗	✗	✗
Full-page ad in QS Insights Magazine	✓	✓	✓	✓	✓

Virtual sponsorship opportunities

SPONSORSHIP PACKAGES	DIAMOND	PLATINUM	GOLD	SILVER	BRONZE
Sponsor price (USD)	\$45,000	\$35,000	\$20,000	\$10,000	\$5,000
Corporate video link with event website	✓	✓	✓	✗	✗
Social media promotion on LinkedIn, Twitter or Facebook	✓	✓	✓	✓	✓
Logo on sponsors' page in event website	✓	✓	✓	✓	✓
Logo on pre and post event emails	✓	✓	✓	✓	✓
Logo on sponsor acknowledgement in e-program book	✓	✓	✓	✓	✓
Advertisement in the e-program book	Double Page	Double Page	Full Page	Full Page	Half Page
Complimentary virtual delegate registration	80	50	35	20	10
Corporate video link on virtual platform	✓	✓	✓	✗	✗
2 mins video prior to start of conference	✓	✓	✗	✗	✗
Mention on welcome speech	✓	✓	✗	✗	✗
Virtual exhibition booth	Diamond-tier	Platinum-tier	Gold-tier	Silver-tier	✗
Logo in Sponsored or Plenary session (to be advised by organiser)	✓	✗	✗	✗	✗
1-2-1 focused meetings arrange prior/during/after event	15	10	8	5	2

Unique physical sponsorship opportunities

CONFERENCE LANYARD (logo will be placed with host/s & event logo): USD\$15,000

- 2 complimentary delegate registrations
- Logo on lanyard (1C printing)
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

EVENT APP : USD\$11,000

- 2 complimentary delegate registrations
- Institution profile in event app
- Logo on home screen of event app
- Logo in event app promotional materials
- Logo on event app banner
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

BREAKOUT / SINGLE TRACK SPONSORSHIP (FOR NON-ACADEMIC INSTITUTIONS): USD\$11,000

- 2 complimentary delegate registrations
- Logo prominently displayed on screen during sessions in breakout venue/room
- Delegate bag insert (1 x A4 size, 2-page leaflet supplied by sponsor)
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

STATIONERY: USD\$11,000

- 2 complimentary delegate registrations
- Stationery item with sponsor's logo in delegate bag
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

PLENARY SPONSORSHIP: USD\$11,000

- 2 complimentary delegate registrations
- Logo prominently displayed on screen during all sessions in plenary
- Delegate bag insert (1 x A4 size, 2-page leaflet supplied by sponsor)
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website
 - USD\$11,000 - 1 day
 - USD\$16,000 - 2 day
 - USD\$20,000 - 3 day

NETWORKING RECEPTION (if any): USD\$11,000

- 2 complimentary delegate registrations
- Branded lounge area with sponsor's logo
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

STANDING BANNER (EXHIBITION ROOM ENTRANCE): USD\$2,800

- 1 pull-up banner or equivalent

E-CONFERENCE PROGRAMME BOOK ADVERTISING:

- USD\$4,500 - Double Spread
- USD\$3,800 - Inside Front
- USD\$3,200 - Next to Content Page
- USD\$2,500 - Full Page

SOCIAL MEDIA WALL: USD\$11,000

- 2 complimentary delegate registrations
- Video clip (max 2 minutes) on rotation / loop on screen throughout conference
- Advertisement on rotation and loop on screen throughout conference
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

GALA / WELCOME DINNER (if any): USD\$50,000

- 10 complimentary delegate registrations
- 2-mins welcome speech by Institution rep before dinner commences
- Branded dinner venue with sponsor's logo
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

DELEGATE BAG INSERT: USD\$1,000

- Delegate bag insert (1 x A4 size, 2-page leaflet supplied by sponsor)

NOTE: Items above are non-exclusive and not limited to this range; contact event.ops@qs.com if you would like to discuss further ad-hoc options

Additional items

Physical Panel/Roundtable

SPONSORSHIP PACKAGE	PANEL/ROUNDTABLE
Sponsor Price (USD)	\$50,000
Logo on QS event website in relevant pages	3 months
Advertisement in the e-program book	Double Page
Logo on sponsor acknowledgement in e-program book	yes
Choice of onsite exhibition booth for 3 days or virtual booth for 30 days	Onsite/Virtual
Complimentary delegate registration (mix of virtual & physical tickets)	30
Branding exposure at event onsite as "Sponsor"	yes
Logo on event app	yes
Round table / Panel session (60 mins session) detail as below:	
- provide discussion topic aligned to event's theme	yes
- select own moderator and speakers	yes
- work with QS to incorporate into overall program	yes

Virtual Panel/Roundtable

SPONSORSHIP PACKAGE	PANEL/ROUNDTABLE
Sponsor Price (USD)	\$40,000
Logo on QS event website in relevant pages	3 months
Advertisement in the e-program book	Single Page
Logo on sponsor acknowledgement in e-program book	yes
Virtual booth for 30 days on platform	Virtual
Complimentary delegate registration (mix of virtual & physical tickets)	30
Branding exposure at event onsite as "Sponsor"	yes
1-2-1 focused meetings arrange prior/during/after event	10
Round table / Panel session (60 mins session); details as below:	
- provide discussion topic aligned to event's theme	yes
- select own moderator and speakers	yes
- work with QS to incorporate into overall program	yes

Awards sponsorship opportunities

Applies to Reimagine Education only

Sponsoring one of the Reimagine Education Awards allows organisations and institutions to showcase their commitment to foster educational innovation, more equitable access to quality learning, and student employability by supporting those innovators who were chosen to win one of education's most prestigious awards.

Award Sponsors will enjoy a year long branding campaign that will reach students, universities, schools and edtech companies from all corners of the globe.

If you are interested in a detailed breakdown of the benefits of sponsoring, please contact reimagine@qs.com.

Overall Awards (\$60,500)

Award Categories (\$15,000)

- ACCESS, DIVERSITY & INCLUSION
- AI IN EDUCATION
- SUSTAINABILITY EDUCATION
- BEST USE OF GENERATIVE AI
- BLENDED & PRESENCE LEARNING
- DEVELOPING EMERGING SKILLS & COMPETENCIES
- E-LEARNING
- IMMERSIVE EXPERIENTIAL LEARNING (XR, METAVERSE, GAMING)
- INNOVATION IN BUSINESS EDUCATION
- LEARNING ASSESSMENT
- LIFELONG LEARNING
- NEUROSCIENCE FOR LEARNING
- NURTURING EMPLOYABILITY
- NURTURING VALUES AND ETHICS
- NURTURING WELLBEING & PURPOSE
- SMART OMNICHANNEL CAMPUS
- SUSTAINABILITY EDUCATION: ACTION (SOLD OUT)
- SUSTAINABILITY EDUCATION: LITERACY
- THE POWER OF PARTNERSHIPS

Discipline Awards (\$7,500)

- ARTS & HUMANITIES
- ENGINEERING & IT
- LIFE SCIENCES
- NATURAL SCIENCES
- SOCIAL SCIENCES & MANAGEMENT

Regional Awards (\$7,500)

- AFRICA
- ASIA
- EUROPE
- LATIN AMERICA
- MIDDLE EAST
- OCEANIA
- USA & CANADA

RATE CARD 2025



Hybrid/Physical sponsorship opportunities

SPONSORSHIP PACKAGES	DIAMOND PLUS+	PLATINUM PLUS+	GOLD PLUS+	SILVER PLUS+	BRONZE PLUS+
Sponsor price (USD)	\$69,500	\$56,000	\$36,500	\$23,000	\$12,500
Complimentary delegate registrations	20	10	8	6	4
Exhibition booth/counter	12 Sqm	12 Sqm	12 Sqm	6 Sqm	✗
Delegate bag insert (A4 size, 2-page leaflet supplied by sponsor)	✓	✓	✓	✓	✓
Institution profile in virtual platform	✓	✓	✓	✓	✓
Logo on sponsor acknowledgement board	✓	✓	✓	✓	✓
Acknowledgement in e-conference program book	✓	✓	✓	✓	✓
Logo on conference website with URL link to sponsor's website	✓	✓	✓	✓	✓
Logo in sponsored or plenary session (to be advised by organiser)	✓	✗	✗	✗	✗
Video and advertisement on social media wall (if any)	✓	✓	✗	✗	✗
1-2-1 focused meetings arrange prior/during/after event	10	✗	✗	✗	✗
Participation tickets to other QS events (virtual or onsite)	5	3	✗	✗	✗
Event app push notifications shout outs to visit your booth	3 times	1 time	✗	✗	✗
Full-page ad in QS Insights Magazine	✓	✓	✓	✓	✓

Unique physical sponsorship opportunities

CONFERENCE LANYARD (logo will be placed with host/s & event logo): USD\$15,000

- 2 complimentary delegate registrations
- Logo on lanyard (1C printing)
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

EVENT APP : USD\$11,000

- 2 complimentary delegate registrations
- Institution profile in event app
- Logo on home screen of event app
- Logo in event app promotional materials
- Logo on event app banner
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

BREAKOUT / SINGLE TRACK SPONSORSHIP (FOR NON-ACADEMIC INSTITUTIONS): USD\$11,000

- 2 complimentary delegate registrations
- Logo prominently displayed on screen during sessions in breakout venue/room
- Delegate bag insert (1 x A4 size, 2-page leaflet supplied by sponsor)
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

STATIONERY: USD\$11,000

- 2 complimentary delegate registrations
- Stationery item with sponsor's logo in delegate bag
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

PLENARY SPONSORSHIP: USD\$11,000

- 2 complimentary delegate registrations
- Logo prominently displayed on screen during all sessions in plenary
- Delegate bag insert (1 x A4 size, 2-page leaflet supplied by sponsor)
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website
 - USD\$11,000 - 1 day
 - USD\$16,000 - 2 day
 - USD\$20,000 - 3 day

NETWORKING RECEPTION (if any): USD\$11,000 (drinks and finger food must be paid separately by sponsor)

- 2 complimentary delegate registrations
- Branded lounge area with sponsor's logo
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

STANDING BANNER (EXHIBITION ROOM ENTRANCE): USD\$2,800

- 1 pull-up banner or equivalent

E-CONFERENCE PROGRAMME BOOK

ADVERTISING:
USD\$4,500 - Double Spread
USD\$3,800 - Inside Front
USD\$3,200 - Next to Content Page
USD\$2,500 - Full Page

SOCIAL MEDIA WALL: USD\$11,000

- 2 complimentary delegate registrations
- Video clip (max 2 minutes) on rotation / loop on screen throughout conference
- Advertisement on rotation and loop on screen throughout conference
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

GALA / WELCOME DINNER (if any): USD\$50,000 (F&B must be paid separately by sponsor)

- 10 complimentary delegate registrations
- 2-mins welcome speech by Institution rep before dinner commences
- Branded dinner venue with sponsor's logo
- Institution profile in event app
- Logo on sponsor acknowledgement board
- Acknowledgement in e-conference programme book
- Logo on conference website with link to sponsor's website

DELEGATE BAG INSERT: USD\$1,000

- Delegate bag insert (1 x A4 size, 2-page leaflet supplied by sponsor)

NOTE: Items above are non-exclusive and not limited to this range; contact event.ops@qs.com if you would like to discuss further ad-hoc options

Additional items

Physical Panel/Roundtable

SPONSORSHIP PACKAGE	PANEL/ROUNDTABLE
Sponsor Price (USD)	\$55,000
Logo on QS event website in relevant pages	3 months
Advertisement in the e-program book	Double Page
Logo on sponsor acknowledgement in e-program book	yes
Choice of onsite exhibition booth for 3 days or virtual booth for 30 days	Onsite/Virtual
Complimentary delegate registration (mix of virtual & physical tickets)	30
Branding exposure at event onsite as "Sponsor"	yes
Logo on event app	yes
Round table / Panel session (60 mins session) detail as below:	
- provide discussion topic aligned to event's theme	yes
- select own moderator and speakers	yes
- work with QS to incorporate into overall program	yes

Virtual Panel/Roundtable

SPONSORSHIP PACKAGE	PANEL/ROUNDTABLE
Sponsor Price (USD)	\$45,000
Logo on QS event website in relevant pages	3 months
Advertisement in the e-program book	Single Page
Logo on sponsor acknowledgement in e-program book	yes
Virtual booth for 30 days on platform	Virtual
Complimentary delegate registration (mix of virtual & physical tickets)	30
Branding exposure at event onsite as "Sponsor"	yes
1-2-1 focused meetings arrange prior/during/after event	10
Round table / Panel session (60 mins session); details as below:	
- provide discussion topic aligned to event's theme	yes
- select own moderator and speakers	yes
- work with QS to incorporate into overall program	yes

Awards sponsorship opportunities

Applies to Reimagine Education only

Sponsoring one of the Reimagine Education Awards allows organisations and institutions to showcase their commitment to foster educational innovation, more equitable access to quality learning, and student employability by supporting those innovators who were chosen to win one of education's most prestigious awards.

Award Sponsors will enjoy a year long branding campaign that will reach students, universities, schools and edtech companies from all corners of the globe.

If you are interested in a detailed breakdown of the benefits of sponsoring, please contact reimagine@qs.com.

Overall Awards (\$67,000)

Award Categories (\$16,500)

- ACCESS, DIVERSITY & INCLUSION
- AI IN EDUCATION
- SUSTAINABILITY EDUCATION
- BEST USE OF GENERATIVE AI
- BLENDED & PRESENCE LEARNING
- DEVELOPING EMERGING SKILLS & COMPETENCIES
- E-LEARNING
- IMMERSIVE EXPERIENTIAL LEARNING (XR, METAVERSE, GAMING)
- INNOVATION IN BUSINESS EDUCATION
- LEARNING ASSESSMENT
- LIFELONG LEARNING
- NEUROSCIENCE FOR LEARNING
- NURTURING EMPLOYABILITY
- NURTURING VALUES AND ETHICS
- NURTURING WELLBEING & PURPOSE
- SMART OMNICHANNEL CAMPUS
- SUSTAINABILITY EDUCATION: ACTION (SOLD OUT)
- SUSTAINABILITY EDUCATION: LITERACY
- THE POWER OF PARTNERSHIPS

Discipline Awards (\$8,500)

- ARTS & HUMANITIES
- ENGINEERING & IT
- LIFE SCIENCES
- NATURAL SCIENCES
- SOCIAL SCIENCES & MANAGEMENT

Regional Awards (\$8,500)

- AFRICA
- ASIA
- EUROPE
- LATIN AMERICA
- MIDDLE EAST
- OCEANIA
- USA & CANADA

About QS



QS Quacquarelli Symonds is the world's leading provider of services, analytics, and insight to the global higher education sector, whose mission is to enable motivated people anywhere in the world to fulfil their potential through educational achievement, international mobility and career development.

From enterprising beginnings as the student project of our founder and President Nunzio Quacquarelli, QS has grown to become the established world leader in higher education performance and insights. Our unrivalled insights and expertise enable our university partners to take a data-driven approach, to underpin their strategic thinking with the billions of data points generated through our global network of employers, academics and prospective students. Whatever their strategic ambitions, we partner with universities and business schools to establish and achieve their goals.

Through our global connections in higher education, we have developed a programme of [global conferences](#), featuring keynotes and panels from inspirational leaders and innovators with a passion for education. Delegates – whether they attend as a participant, speaker or conference partner – benefit from exclusive and actionable insights from QS analysts and sector experts. Our conferences include: the [Wharton-QS Reimagine Education Conference & Awards](#), the [QS EduData Summit](#) and our series of regional [QS Higher Ed Summits](#).

If you would like to stay up-to-date with the latest insights and sector trends, read our [insights blog](#), [register for email alerts](#) and connect with QS on [LinkedIn](#) and [Twitter](#).





QS Higher Ed Summit:
Asia Pacific 2022

The Next Big Thing: Addressing new
opportunities and existing challenges
in APAC higher ed

#2022higheredsummit



Thank You!

| Info is accurate as of October 2024 |

Please contact event.ops@qs.com to find out how you can get involved