

The banner features a dark blue background with a yellow horizontal band at the top. Below the band, there is a photograph of a lighthouse on a rocky shore with waves crashing against its base. In the foreground, several birds are perched on the rocks. On the right side, there is a decorative graphic of overlapping yellow and dark blue triangles.

**2024 International Higher
Education Teaching and Learning
Association Conference**

2 - 4 October 2024
Gqeberha, South Africa



***Universities as change agents in
society: Imagining social innovation
for sustainable futures.***

2nd – 4th October 2024

**SPONSORSHIP & EXHIBITION
PROSPECTUS**

[HETL2024](#)

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INTRODUCTION

It is with great pleasure, that Nelson Mandela University, invites you to participate in the **International Higher Education Teaching and Learning Association Conference (HETL 2023)**, we are hosting from the 2nd to the 4th October 2024, at the Boardwalk Hotel and Convention Centre in Gqeberha (Port Elizabeth), South Africa.

The HETL Association has members worldwide and HETL conferences attract an international audience. This will be the Conferences first appearance in the African Continent since its inception in 2010, so an exciting opportunity for those involved to showcase to a new audience.

HETL 2024 is being organised by a highly experienced team at the Nelson Mandela University. The Local Organising Committee is Chaired by Professor Pamela Maseko, Executive Dean of the Faculty of Humanities at Nelson Mandela University.

The conference attracts around 200 - 400, international delegates and will be an in-person event in 2024 and explores the manifestations of the transformative role of universities in society, under the theme “**Universities as change agents in society: Imagining social innovation for sustainable futures**”, which is supported by four sub-themes:

- Humanising pedagogy
- Social justice, diversity, equity, and inclusion
- Innovation for sustainable futures
- Creating socially engaged and responsive universities

For more information on the programme please visit the [website](#).

The HETL 2024 Local Organising Committee would like to encourage you to participate and support this event, through sponsorship of, or exhibiting during, the Conference. We would be delighted to have you partner with us in welcoming our international delegation to South African and the beautiful city that is Gqeberha and showcasing what we have to offer.

VENUE

The Conference is being held at **The Boardwalk Convention Centre, Gqeberha** (formerly Port Elizabeth) Eastern Cape Province, South Africa. [View Venue](#)

CONTACT INFORMATION

To discuss sponsorship or exhibition packages, please contact the event organisers:

Event Behella (Pty) Ltd
Unit 3 Surrey Office Park
330 Surrey Avenue, Randburg
Tel: 082 901 1883
Email: narina@behella.co.za

SPONSORSHIP OPTIONS for HETL 2024

The Sponsorship options below are merely a guide, as to what is on offer, but we would be delighted to speak to you about tailoring a sponsorship opportunity to suit your requirements.

SPONSORSHIP OPTIONS

	Item to be sponsored	Quantity / Details	Amount
1.	Gala Dinner (3 rd October 2024)	Exclusive 1 st Tier Sponsor	R150 000
2.	Cocktail Dinner (2 nd October 2024)	Exclusive 2 nd Tier Sponsor	R 100 000
3.	Entertainment – Gala Dinner		R 30 000
4.	Local Keynote Speaker	1	R 20 000
5.	International Keynote Speaker	1	R 50 000
6.	Local Student Attendee	1 (including conference fees, excluding evening function and travel)	R 4 500
7.	Conference Bags & Lanyards		R 40 000
8.	Abstract Booklet and Programme		R 20 000
9.	Abstract Booklet Advertising		POR
10.	Contents of conference bags	Please specify details of sponsorship offer to be included in the conference bag of each delegate, on sponsorship form.	POR
11.	Other	Please indicate details of your requirements on the sponsorship form.	

Exclusive 1st Tier Sponsorship Package **R 150 000**

Gala Dinner – 3rd October 2024

- Sponsor's logo and description will appear on website
- E-mail blast to pre-registered attendees – sponsors name mentioned
- Company logo on programme as First Tier (Main) Event Sponsor
- Logo in e-abstract booklet
- Two full delegate registrations
- One exhibition stand
- Inclusion of tag line on programme (e.g., *Company X has sponsored this event*)
- Inclusion of tag line/logo on the menu
- Invitations to the dinner
- Opportunity to welcome guests (short speech)

Exclusive 2nd Tier Sponsorship Package **R 100 000**
Cocktail Dinner – 2nd October 2024

- Sponsor's logo will appear on website
- E-mail blast to pre-registered attendees – sponsors name mentioned
- Logo in e-abstract booklet
- One full delegate registration
- One exhibition stand
- Inclusion of tag line on programme (e.g., *Company X has sponsored this event*)
- *Inclusion of tag line/logo on the menu*
- Invitations to the cocktail dinner
- Sponsor will be thanked in the welcome speech at the Dinner

Entertainment – Gala Dinner **R30 000**

- Inclusion of tag line on programme (e.g., *Company X has sponsored this event*)
- Logo in e-abstract booklet
- Sponsor will be thanked in the welcome speech at the Dinner

Local Key-Note Speaker **R20 000**

- Inclusion of tag line on programme (e.g., *Company X has sponsored this event*)
- Logo in e-abstract booklet
- Sponsor will be thanked in the welcome speech at the Dinner

Sponsorship of Student Places **R4 500**

- Inclusion of tag line on programme (e.g., *Company X has sponsored 10 student places at this Conference.*)
- Logo included on web pages

Conference Bags and Lanyards **R40 000**

- Inclusion of tag line on programme (e.g., *Company X has sponsored this event.*)
- Company logo on conference bags and lanyards
- Logo and sponsorship acknowledgement included on web pages
- Logo in e-abstract booklet

Abstract Booklet and Programme **R20 000**

- Inclusion of tag line on programme (e.g., *Company X has sponsored this event.*)
- Logo and sponsorship acknowledgement included on web pages
- Logo in e-abstract booklet

Abstracts Booklet Advertising **Price on request**

- Please contact us to discuss your advertising requirements should they be in excess of ½ page. We would be happy to create a package to suit your needs.

Contents of Conference Bags

- Please contact us if you would like to sponsor an item(s), to be included in each of our delegates conference bags. We would like our guests to leave our conference, our city and our country with welcoming reminders of our local supporters.
- Conference Bag contents items could include Books, Corporate Literature (if applicable), stationery, corporate gifts etc.

NOTE: All sponsorship offers for Conference Bag inclusions will be considered and are subject to the acceptance or refusal by the HETL 2024 Conference Local Organising Committee.

EXHIBITION INFORMATION

Exhibitors are invited to exhibit for the duration of the conference, for a fee of R14 000.

The exhibition will be held in the foyer of the Conference, where all catering during the refreshment breaks will be served, to encourage the flow of delegates and to maximise the networking opportunities for the exhibiting companies.

Exhibition times and set up:

It is anticipated that exhibitions will be set up between 2pm and 5pm of Tuesday the 1st October and will remain for the duration of the conference from the 2nd to 4th October 2024.

Exhibitions may be taken down after lunch on the last day of the conference, Friday 4th October 2024.

The Exhibition fee includes:

- An area roughly 2 x 2M with one table and place to display a banner.
- Height limitations: No stand may exceed 2m in height.
- Power is available on request.
- Attendance of two evening functions and conference material, refreshments and catering, as provided for delegates on conference days.
- A ½ page advertisement in the “Book of Abstracts”

Please kindly complete the following form and return it to narina@behella.co.za or complete it on-line, via the [HETL 2024 Conference registration link](#), to finalise your participation and involvement in this exciting event.

HETL 2024 SPONSORSHIP / EXHIBITOR BOOKING FORM

Please complete the below form in full to secure your Sponsorship or Exhibition package for the HETL 2024 Conference.

	Item to be sponsored	Quantity / Details	Amount / Indicate budget and we will contact you to accommodate your requirements.
1.	Gala Dinner (3 rd October 2024)		
2.	Cocktail Dinner (2 nd October 2024)		
3.	Entertainment – Gala Dinner		
4.	Local Keynote Speaker		
5.	International Keynote Speaker		
6.	Local Student Attendee		
7.	Conference Bags & Lanyards		
8.	Abstract Booklet and Programme		
9.	Abstract Booklet Advertising		
10.	Contents of conference bags		
11.	Other (please provide details of your requirements and we will contact you to arrange a package suited to your needs).		
		TOTAL COST	R

Institution Name:
Institution Postal Address:
Vat number:
Contact person:
Person(s) attending the conference:

Do you intend to display books/exhibit products? <i>(Mark with an X)</i>	Yes		No	
E-mail address:				
Tel:				
Cell:				

For queries or additional information, please contact the conference event planners at:

Event Behella (Pty) Ltd
Unit 3 Surrey Office Park
330 Surrey Avenue, Randburg
Tel: 082 901 1883
Email: narina@behella.co.za