



**WEEF & GEDC**  
partnering with AEEA Conference

Cape Town – South Africa | 28 November – 1 December 2022

**Adapting to Global Disruption**

**World Engineering Education Forum (WEEF) &  
Global Engineering Dean's Council (GEDC)**

# SPONSORSHIP AND EXHIBITION PROSPECTUS



UNIVERSITEIT VAN PRETORIA  
UNIVERSITY OF PRETORIA  
YUNIBESITHI YA PRETORIA

[www.weefgedc2022.org](http://www.weefgedc2022.org)

# Welcome message by the General Conference Chair

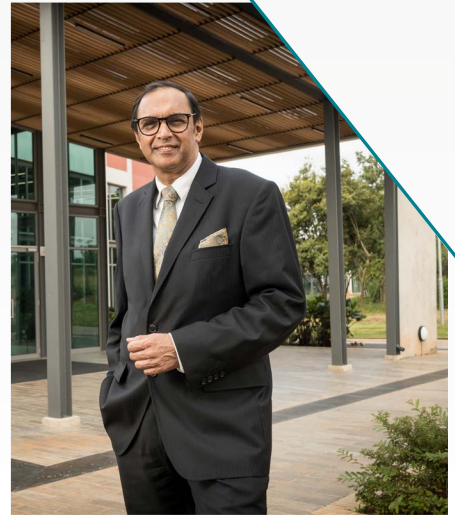
We are extremely pleased to welcome you to Cape Town, South Africa, for the 2022 World Engineering Education Forum and The Global Engineering Deans Council (WEEF&GEDC) Conference to be held from 28 November to 01 December 2022 at the Cape Town International Convention Centre (CTICC). The African Engineering Education Association (AEEA) Conference will be co-located with this conference.

We invite professors, academics, engineering educators, industry leaders, researchers, students and governmental organizations to attend and participate in this conference. This will give us all an opportunity to share our experiences, vision, strategy, research, products, technology and also network with engineering thought leaders from across the world.

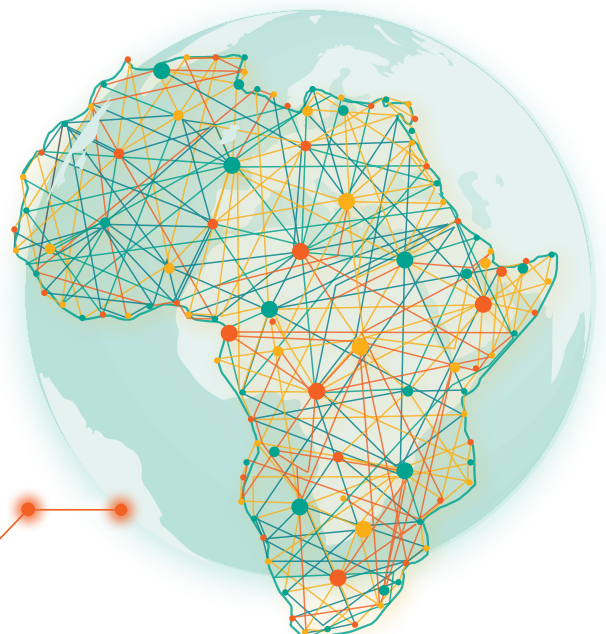
Each year, IFEEES holds the World Engineering Education Forum in different locations around the world. On even years, the conference is jointly convened with the Global Engineering Deans Council Conference. This is the largest global gathering in engineering education and includes participation from a large number of stakeholders – Engineering educators, global leaders, students, industry, governmental organizations, non-governmental organizations, amongst others – who share and build fruitful and long-term collaborations and future directions during the event.

The South African Society for Engineering Education (SASEE), as a member of IFEEES, with the University of Pretoria and Central University of Technology, in conjunction with the South African Engineering Deans' Forum, are collaborating to arrange this event. WEEF/GEDC provide a strong platform for interaction and consultation with international delegates for the sharing of interests and expertise, and we look forward to welcoming back our returning participants and supporters and for providing opportunities for new partners.

We look forward to working with you and thank you in advance for your important support of this conference. We plan to have an exciting line-up at the Conference.



**PROF SUNIL MAHARAJ**  
**GENERAL CONFERENCE CHAIR**  
**University of Pretoria, South Africa**



# Meet international leaders in engineering education, in one place, at one time, with shared values.

## THEME MAPPING

INTEGRATIVE	HOLISTIC	SUSTAINABLE
<p><b>Diversity &amp; Inclusion</b></p> <p>gender, identity, multicultural education, North/South, East/West decolonisation</p>	<p><b>Development of Engineering Educators</b></p> <p>scholarship of teaching &amp; learning, digital fluency</p>	<p><b>Sustainable Development Goals</b></p> <p>United Nations 17 SDGs</p>
<p><b>Industry &amp; Engineering Education</b></p> <p>work integrated learning, mentoring</p>	<p><b>Well-being</b></p> <p>mental health, peace engineering</p>	<p><b>Future of Engineering &amp; Engineering Education</b></p> <p>fourth industrial revolution, artificial intelligence, machine learning, digitisation, data driven education, automation &amp; machine safety</p>
<p><b>Engineers &amp; Society</b></p> <p>society &amp; culture, ethics in engineering, K-12 STEM outreach, global engineer</p>	<p><b>Teaching &amp; Learning Approaches</b></p> <p>online/virtual/hybrid student engagement, active learning/project-based learning, gamification, assessment</p>	
	<p><b>Knowledge &amp; Curriculum</b></p> <p>programme design &amp; renewal, accreditation, graduate attributes, future work-worker-workplace</p>	

# KEY DATES

Abstract submission opens	17 January 2022
Deadline for abstract submission	31 March 2022
Notification of abstract acceptance	29 April 2022
Deadline for full paper submission	30 June 2022
Notification of full paper acceptance	15 August 2022
Online registration opens	15 August 2022
Workshop proposal submission deadline	15 September 2022
Submission of final camera-ready papers	26 September 2022
Conference dates	28 November–1 December 2022

## WHY SPONSOR?

- Be part of a rich diverse program of engagement between engineering education leaders, academia, industry, students and government affiliated organizations.
- Opportunity to present keynote.
- Showcase your products, services, technology and applications through your exhibition stand.
- Be an agent of change through sharing your vision and strategy.
- Present demonstrations (live and recorded) with Q&A.
- Be part of the thought leadership via panel discussions with a broad audience.
- Engage with students from around the world.
- Reach out to many key decision makers involved in STEM education and training and other corporates.
- Distribute your marketing material.
- Flexibility of your events presented live, pre-recorded or recorded during conference for delegates to access the content across all time zones over an extended period.
- Opportunity to showcase and be part of a bouquet of keynotes talks, panel discussions, technical paper presentations, demonstrations and student discussions.
- Obtain data analytics on the conference and obtain information on online enquiries or postings.

## AUDIENCE

The WEEF/GEDC 2022 is estimated to attract around 500 delegates from many disciplines that regularly incorporate, support and/or utilise engineers and engineering in their repertoire. The range of patrons includes local and foreign companies, national laboratories, venture funds, multilateral organisations, foundations, non-governmental organisations, university presidents and engineering deans, and faculty, academics and researchers from around the world and from all continents.

The 2022 event will be special as we are planning the Engineering Design Challenge Competition, where students from at least four continents will be participating. Attending will also be various engineering student formations like Engineers Without Borders (EWB) and Student Platform for Engineering Education Development (SPEED), and it will also include master's, doctoral and postdoctoral researchers.

The objective is to give any sponsor or exhibitor maximum exposure and opportunity to showcase their product, brand or services to this professional global engineering community.

# CONFERENCE VENUE



Cape Town International Convention Centre (CTICC)  
Convention Square, 1 Lower Long Street, Cape Town, 8001, South Africa  
[www.cticc.co.za](http://www.cticc.co.za)

## HIGHLIGHTS OF CAPE TOWN



### Table Mountain

A world heritage site, Cape Town's famous landmark is even bigger in stature than its 1 086 m summit. Enjoy lunch from the top or visit the souvenir shop after riding up in the new revolving cable car. The mountain also offers a myriad of enchanting walks, featuring everything from wild flowers, indigenous plants and its famous silver trees.



### Cape Point Nature Reserve

Marking the southern extremity of the Cape Peninsula where the Indian and Atlantic Ocean meet, it is not hard to imagine that Cape Point offers views that are unrivalled anywhere in the world. Enjoy a meal at the renowned Two Oceans restaurant, take a ride on the funicular railway or pick out a curio at one of the shops – there is something for everyone to enjoy.



### Victoria & Alfred Waterfront

Set against the majestic backdrop of Table Mountain, the V&A Waterfront in the heart of a working harbour, is Cape Town's premier shopping tourist destination and entertainment hotspot. Here, history and heritage fuses with modern convenience, to provide a uniquely magical dockside experience.



### Kirstenbosch Botanical Gardens

On the eastern slopes of Table Mountain sprawls Kirstenbosch – widely considered to be the most beautiful public gardens on earth. Home to more than 8 600 indigenous plant species, some 5 800 of which are found nowhere else in the world, Kirstenbosch's splendorous beauty shows why Cape Town counts as one of the six Floral Kingdoms of the world.



### Winelands

Nestled amidst rolling, picturesque valleys featuring Cape Dutch homesteads, the winelands of the Cape have been described as the most beautiful and scenic in the world. Today, the Cape's vineyards produce an extensive variety of cultivars that are blended and matured to create award-winning red and white wines that have earned their place among the world's best.



### Robben Island

A short, pleasant ferry ride from Cape Town harbour lies one of the most well-known prison islands in the world. Its fascinating history includes being used as a penal settlement, leper colony and lunatic asylum – and most famously for having held Nelson Mandela during the apartheid era.



### Scenic Helicopter Flight

Take a scenic helicopter flight over one of the most beautiful cities in the world, and experience the beauty of Cape Town and its surrounding scenery from a different perspective. Get breathtaking aerial views of Table Mountain, Chapman's Peak and more.

# SPONSORSHIP OPPORTUNITIES AT A GLANCE

Sponsorship will be acknowledged according to the following tiers: Platinum, Gold, Silver and Bronze. For example, if you book three items, we will calculate the total value of the three items to establish your tier (see matrix below). Each tier has tier-related benefits in addition to the value-added benefits listed under each opportunity.

SPONSOR BENEFITS	PLATINUM*	GOLD	SILVER	BRONZE
	R450 000 (USD30k)	R300 000 (USD20k)	R150 000 (USD10k)	R50 000 (USD 3.5k)
Complimentary exhibitor stand in exhibition hall	18 m <sup>2</sup>	12 m <sup>2</sup>	9 m <sup>2</sup>	
First priority placement in exhibition hall	x			
Second priority placement in exhibition hall		x		
Third priority placement in exhibition hall			x	
Acknowledgment with logo as part of conference advertisement in official publications	x	x	x	
Full-page, full-colour advertisement in official printed programme and e-programme	x			
Half-page, full-colour advertisement in official printed programme and e-programme		x		
Quarter-page, full-colour advertisement in official printed programme and e-programme			x	
Company logo on Sponsors page in official printed programme and e-programme	x	x	x	x
Complimentary registrations to attend sessions	5	3	2	1
Company name/logo and hyperlink on conference website sponsors' page	x	x	x	x
Exclusive email shot to conference registration database (could be used to invite delegates to a private event, lecture or dinner)	2	1		
Tier and logo on official sponsors' banner displayed in prominent areas in conference venue	x	x	x	x
Complimentary tickets to Gala Dinner	4	3	2	1
Sponsor will be mentioned at "Thank You" slots at the end of social events	x	x	x	x
Complimentary tickets to welcome reception	4	3	2	1
Keynote speaker slot	1			
Speaker or Panelist choice	1	2	1	

**\*NOTE: ONLY 2 PLATINUM SPONSORS WILL BE OFFERED**

## SPONSORSHIP OPPORTUNITIES:

This prospectus is a guide to the services we offer, and to maximise the attendance benefits to your company. We look forward to hearing your suggestions on how we can best support you meeting your goals and opportunities in 2022.

# CONFERENCE VENUE

R300 000

## WELCOME RECEPTION

Approximately 500 delegates are expected to attend the Welcome Reception on Monday, 28 November. The catered welcome drinks will be held in the main exhibition area, giving you and our delegates the perfect opportunity to engage face to face in a relaxed environment.

### Entitlements include:

- Sole/exclusive sponsorship
- Acknowledgement in final printed programme and e-programme
- Branded event tickets
- Acknowledgement by the local organising chairs
- Opportunity to distribute branded gift bags to guests (sponsor to cover cost of gifts)
- Five-minute introductory speech/presentation
- Logo on screen

# GEDC DIVERSITY AWARDS DINNER

R450 000  
USD30k

The annual GEDC Diversity Awards dinner will take place in an the acclaimed venue. This is a highlight on the social calendar of the GEDC conference and showcases diversity in engineering to a targeted audience. This event will allow for multiple branding opportunities, the chance to introduce your company using a short presentation to invited delegates and follow up by networking in a convivial and engaging atmosphere. The event will include entertainment, exceptional food and wine.

### Entitlements include:

- Sole/exclusive sponsorship
- Acknowledgement in final printed programme and e-programme
- Branded event tickets
- Acknowledgement by the local organising chairs
- Opportunity to distribute branded gift bags to guests (sponsor to cover cost of gifts)
- Five-minute introductory speech/presentation
- Branding in venue
- Logo on screen

# GALA DINNER

R450 000  
USD30k

Our "Under the African Sky" gala dinner will take place at the CTICC. Our social events have historically sold out and are highly rated by our delegates. Various IFEEES and GEDC awardees are recognised at this event.

This event will allow for multiple branding opportunities, the chance to introduce your company using a short presentation to hundreds of delegates and follow up by networking in a convivial and engaging atmosphere. The event will include entertainment, exceptional food and wine.

### Entitlements include:

- Sole/exclusive sponsorship
- Acknowledgement in final printed programme and e-programme
- Branded event tickets and venue
- Acknowledgement by the local organising chairs
- Opportunity to distribute branded gift bags to guests (sponsor to cover cost of gifts)
- Five-minute introductory speech/presentation
- Logo on screen

# CONFERENCE MOBILE APP

**R150 000**

USD10k

Our Conference app will incorporate the full technical and social programme, as well as keynote speaker biographies, the exhibition floor plan and company listings, as well as general conference, venue and local information.

The app will be free of charge for delegates. Once downloaded, delegates will receive timely updates about any onsite programme changes or important announcements via notification alerts both before the event and on-site.

## Entitlements include:

- Sole sponsorship
- Acknowledgement in final printed programme and e-programme
- Custom advertising space on the app landing page
- Dedicated custom tab on app, with space for advertisement of your on-site activities
- Company logo on all relevant signage
- One push notification to be pre-approved by the local organising committee

# DELEGATE BAGS

**R80 000**

A delegate bag is presented to each conference attendee at registration. Attendees organise their materials during the conference in these attractive, convenient and professional tote bags that will endure long after the meeting, providing your company maximum promotional impact.

## Entitlements include:

- Your company name and logo prominently displayed on all delegate bags
- Your company supplied material packed into the bag.

# CHARGING STATIONS

**R20 000**

*per station (4 opportunities)*

Keep delegates fully powered throughout the conference by sponsoring a charging station. Four charging stations will be located throughout the venues. The charging stations will be individually branded in the sponsoring company's logo and will provide attendees with an area to top up their mobile phones, laptops and iPads.

Your branding will be prominently displayed and viewed by both users and people passing by.

## Entitlements include:

- Your company name and logo prominently displayed on each charging station

# WI-FI AT CONFERENCE VENUE

**R150 000**

USD10k

Most delegates will use Wi-Fi to check programme updates and emails. Make use of this high-traffic sponsorship opportunity to connect with delegates throughout the conference.

## Entitlements include:

- Your company name and logo prominently displayed on login landing page
- Hyperlink/click through to your website



# COFFEE AND TEA BREAKS

**R35 000**

USD2 400

each (6 opportunities)

Delegates will enjoy six coffee/tea breaks during the conference. An attractive opportunity is available for a company to sponsor one or more of the breaks. These breaks are a great networking opportunity for delegates where they can relax and enjoy refreshments while viewing the exhibition.

#### Entitlements include:

- Your company name on the programme – “brought to you by ...”
- Sponsors can provide branded coasters, napkins and/or tent cards for cocktail tables
- Sponsors can host a live event/demo during this break

# CONNECT LOUNGE

**R100 000**

USD7k

An opportunity is available for your company to set up a creative networking lounge where delegates can relax with a cup of coffee, check emails or have a quick meeting. This space will be ideal for a company looking for maximum exposure, as delegates will use this area during breaks.

#### Entitlements include:

- Branding opportunities in the lounge
- Opportunity to engage with delegates
- Décor and furniture will be ordered to compliment sponsors’ corporate identity
- Your company name on the programme – “brought to you by ...”
- Sponsors can provide branded coasters, napkins and/or tent cards for cocktail tables

# BRANDED NOTEPADS OR PENS

**R20 000**

USD1.5k

A marketing opportunity is available to provide delegates with your company’s branded notebooks/notepads or pens. The notebooks and pens will be included in the delegate bags. Your company logo with the conference logo will be displayed on the notebooks.

# EXHIBITION VENUE

The exhibition will be held in the Conservatories of CTICC1. This will form the hub of the conference with access to the session halls, registration, tea/coffee breaks and catering. It will provide an excellent opportunity for delegates to familiarise themselves with your institution or company and the latest advances in research and technology, and your products and services.

Exhibition booths are allocated on a priority system according to sponsorship level and loyalty until the early booking deadline of 28 April 2022, and then on a first-paid, first-served basis.

## EXHIBITION: OPENING HOURS:

Provisional exhibition opening hours:

Sunday, 27 November 2022

Build up: 08:00–20:00

Monday, 28 November 2022:

Opening: 09:00–16:00

Tuesday, 29 November 2022:

Open 09:00–16:00

Wednesday, 30 November 2022:

Open 09:00–16:00

Thursday, 1 December 2022:

Breakdown: 08:00–12:00

# EXHIBITION: UNIVERSITY PACKAGE

We invite universities and tertiary institutions to participate in the exhibition at a special package price of ZAR30 000 for a 9 m<sup>2</sup> booth.

The purchase of an exhibition booth includes the following:

- A 9 m<sup>2</sup> white shell scheme booth, including: carpet, table, three chairs, lockable cupboard, name of company, spotlight and electricity.
- One scientific exhibitor registration per university, giving full access to the conference's scientific sessions.
- One additional exhibitor badge or registration per 9 m<sup>2</sup> shell scheme stand.
- Two complimentary gala dinner tickets.
- Exhibition exposure.
- Complimentary attendance at the welcome function on Monday, 28 November for all registered exhibitor personnel.
- Acknowledgment and free 75 word editorial entry in conference's final programme.
- Daily cleaning of aisles and common areas.
- Tea/coffee and lunch for all registered exhibitor personnel during the official breaks during main conference opening hours.
- Free access to basic Wi-Fi within the venue.



# EXHIBITION: SPONSORS

Sponsors will receive an exhibition space linked to the value of their investment. The size of the space will be calculated according to the sponsorship tier.

## PLATINUM

Total sponsorship investment:  
USD30k

Exhibition space:  
18 m<sup>2</sup>

## GOLD

Total sponsorship investment:  
USD20k

Exhibition space:  
12 m<sup>2</sup>

## SILVER

Total sponsorship investment:  
USD10k

Exhibit space:  
9 m<sup>2</sup>

Sponsors can choose between a standard shell scheme with basic furniture to be provided by organisers or providing their own exhibition design and infrastructure.

## CONFIRMATION AND PAYMENT

Should you be interested in a specific package, please contact our **General Conference Chair** via email at [sunil.maharaj@up.ac.za](mailto:sunil.maharaj@up.ac.za)

**OR**

Managa Devar, e-mail: [managa.devar@up.ac.za](mailto:managa.devar@up.ac.za) | [info@weefgedc.org](mailto:info@weefgedc.org)

**OR**

Prof Hans Hoyer, e-mail: [hhoyer2@gmu.edu](mailto:hoyer2@gmu.edu)

A confirmation of your sponsorship package, contract and stand space will be emailed to you, together with an accompanying invoice for the deposit received/due.

An amount equal to 25% of the total cost is payable on confirmation, with the balance due by 29 August 2022.

The full balance is payable by 30 June 2022 to take advantage of the 10% early booking discount.

## CONTACT US

We thank you for your consideration to support our conference and partner with us.

Our sponsorship team will gladly discuss your specific requirements and prepare a package that suits your needs and goals. Kindly note that all opportunities are available on a first-come, first-served basis, therefore we recommend that you let us know as soon as possible if you are interested in specific items.

For more information, please contact the Conference Operations Chair:

Ms Managa Devar; e-mail: [info@weefgedc2022.org](mailto:info@weefgedc2022.org)

**OR**

Conference Co-Chair: Prof Hans Hoyer, IFEEES Secretary General; e-mail: [hhoyer2@gmu.edu](mailto:hoyer2@gmu.edu)

# SUPPORTING INSTITUTIONS

