

APAIE 2027
KUALA LUMPUR, MALAYSIA
21-25 MARCH

APAIE
THE ASIA-PACIFIC ASSOCIATION FOR INTERNATIONAL EDUCATION

APAIE 2027 Conference and Exhibition

Sponsorship Prospectus

21-25 March 2027

Malaysia International Trade and Exhibition Centre (MITEC)

https://apaie.net/conferences/apaie-2027

Lead Host

UTM Universiti Teknologi Malaysia

Co-hosts

International Islamic University Malaysia

Sunway University – A Class Above

Universiti Kebangsaan Malaysia – The National University of Malaysia

Universiti Malaysia Pahang Al-Sultan Abdullah

Universiti Tenaga Nasional – The Energy University

UTeM Universiti Teknikal Malaysia Melaka

Local Support

Study in Malaysia | Education Malaysia Global Services

Kementerian Pendidikan Tinggi

Malaysia Convention & Exhibition Bureau

For all conference sponsorship and exhibition queries please contact:

APAIE 2027 Conference & Exhibition Organisers
Thomas Howden
Sponsorship and Exhibition Sales Manager
c/o MCI Australia
T: +61 2 9213 4016
E: Thomas.howden@wearemci.com

For APAIE Association enquiries:

Louise Kinnaird
Executive Director of the APAIE Secretariat
E: secretariat@apaie.net

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Contents

Message from the President of APAIE....4
APAIE Executive Committee and Advisory Council....5
APAIE 2027 Conference and Exhibition Host....6
Sponsorship and exhibition enquiries....7
Venue....8
Floor plan....9
Delegates....10
Program overview....12
Sponsorship tiers....14
Individual sponsorships....15
Exhibition....16
Sponsorship in detail....17
Advertising....27
Key information for sponsors....28

Message from the President of APAIE

On behalf of APAIE, it is my great pleasure to warmly invite you to join us for the APAIE 2027 Conference and Exhibition in Kuala Lumpur, Malaysia, taking place over 21–25 March 2027.

Malaysia previously hosted APAIE in 2019 with great success, and we are delighted to return at a time when there is strong global interest in Malaysia and its role in international higher education. You will be warmly welcomed by the entire hosting team, led by Universiti Teknologi Malaysia, along with six co-hosting universities and the broader Malaysian higher education community.

APAIE continues to grow, with our largest conference taking place in 2026. We look forward to bringing together more than 3,300 delegates from over 70 countries/regions to APAIE 2027. This growth reflects not only the increasing significance of the Asia-Pacific region in global higher education, but also the enduring value of coming together in person to exchange ideas, build partnerships, and strengthen our shared sense of purpose.

The fundamental purpose of APAIE remains unchanged since its inception in 2004: to serve as a platform for international educators to come together, fostering connections within the Asia-Pacific region and bridging it with the global community. Our 2027 theme, Humanity in the AI Age: Engaging Asia-Pacific Perspectives, reminds us that while artificial intelligence is reshaping our world, our humanity remains at the heart of how we learn, teach, and collaborate. It invites us to reflect thoughtfully on the future of international education through the rich and diverse perspectives of our region.

I encourage you to make the most of all that APAIE 2027 has to offer, as a delegate, sponsor, exhibitor, and presenter. I am particularly excited to welcome you all to my home country, and I hope you will extend your stay to experience the warmth, culture, and vibrancy of Malaysia.



Prof Dr Mohd Ariffin bin Abu Hassan

President of the Asia-Pacific Association for International Education

Director, Universiti Teknologi Malaysia International

APAIE Advisory Council

Name and Role	Institution and Position	Country/Region
Prof Dr Mohd Ariffin bin ABU HASSAN **President, Executive Committee**	Universiti Teknologi Malaysia	Malaysia
Prof Nopraenue Sajjarax DHIRATHITI **Vice President, Executive Committee**	Mahidol University	Thailand
Prof Dr Xiaotian ZHANG **Treasurer, Executive Committee**	Curtin University	Australia
Prof Venky SHANKARARAMAN **Past-President, Executive Committee**	Singapore Management University	Singapore
Marnie WATSON **Executive Committee**	Griffith University	Australia
Prof Shanton CHANG **Executive Committee**	The University of Melbourne	Australia
Dr LI Meihua	Jilin University	China
Dr ZHANG Damiao	Renmin University of China	China
Prof Isabella Wai-yin POON	The Chinese University of Hong Kong	Hong Kong SAR
Dr Akhil BHARDWAJ	O.P. Jindal Global University	India
Prof Puji ASTUTI	Universitas Gadjah Mada	Indonesia
Prof Motohiro TSUCHIYA	Keio University	Japan
Prof Serik MEIRMANOV	Ritsumeikan Asia-Pacific University	Japan
Prof Masahiko GEMMA	Waseda University	Japan
Dr Erik LITHANDER	The University of Auckland	New Zealand
Prof LUM Sau Kim	National University of Singapore	Singapore
Prof Han Sung KIM	Hanyang University	South Korea
Prof Sang Kee SONG	Korea University	South Korea
Prof Yong-Chan KIM	Yonsei University	South Korea
Prof Chih Wen KUO	National Sun Yat-Sen University	Taiwan
Dr Xiaoxin (Ivy) MU	University of Hawaii at Manoa	USA



APAIE 2027 Conference and Exhibition Host

UTM
UNIVERSITI TEKNOLOGI MALAYSIA

It is both an honour and a privilege for Universiti Teknologi Malaysia (UTM) to welcome the global higher education community to APAIE 2027 in Kuala Lumpur.

Our journey with APAIE is longstanding and deeply valued. In 2019, we had the distinct honour of hosting APAIE in Malaysia, welcoming over 2,500 delegates from more than 60 countries. This milestone reinforced Malaysia's role as a strategic nexus for international higher education engagement in the Asia-Pacific. As we look ahead to APAIE 2027, our aspiration is to elevate this platform further—to deepen global partnerships, broaden inclusive engagement, and catalyse meaningful collaborations that will shape the future of higher education in the region and beyond.

Situated at the heart of ASEAN, Malaysia offers a dynamic convergence of cultures, economies, and ideas. Kuala Lumpur reflects this spirit of connectivity and openness, making it an ideal setting for advancing conversations on global education, talent mobility, and cross-border collaboration. As Malaysia celebrates 70 years of independence in 2027, APAIE presents a timely opportunity to reflect on our journey as a nation and our growing role in shaping the future of global higher education.

At UTM, we are proud to be ranked among the top 10% of universities worldwide in the QS World University Rankings 2026, with globally recognised excellence in Engineering, Technology, and the Built Environment. Guided by our ASCEND 2030 Strategic Plan, we continue to advance Artificial Intelligence as a strategic priority, driven by our commitment to innovating sustainable solutions that create meaningful impact for society, while remaining anchored in values that uphold humanity, ethics, and responsibility, as we recognise that the future of higher education depends not only on innovation, but on collaboration across cultures and disciplines, with APAIE 2027 providing a platform for inclusive and impactful internationalisation.

In the true spirit of Malaysian hospitality, we look forward to welcoming you to Kuala Lumpur.



Prof Ts. Dr. Mohd Shafry bin Mohd Rahim
Vice-Chancellor
Universiti Teknologi Malaysia



Lead Host

Co-hosts

Local Support

Sponsorship and Exhibition Enquiries

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Venue

The Malaysia International Trade and Exhibition Centre (MITEC) is a premier venue located in Kuala Lumpur, renowned for hosting major international conferences and exhibitions. As the host venue for APAIE 2027, MITEC offers state-of-the-art facilities, including expansive exhibition halls, versatile meeting rooms, and advanced technological infrastructure.



Floor plans

APAIE 2027 takes place over levels 3 and 1A of MITEC. On level 3 you will find the Exhibition Hall and the Plenary room. Level 1A has the workshops, concurrent presentations, hospitality suites, and prayer rooms.

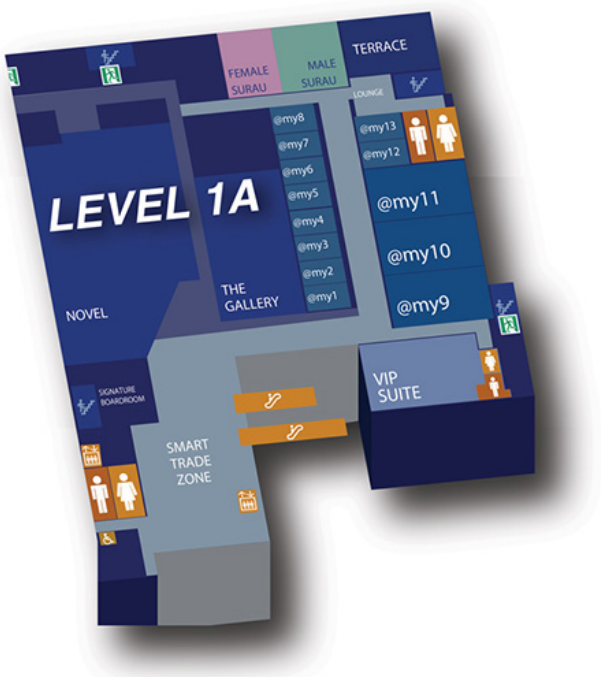


Level 3

- Exhibition Hall
- Plenary Room

Level 1A

- Pre-conference workshops
- Concurrent presentations
- Hospitality suites
- Prayer Rooms



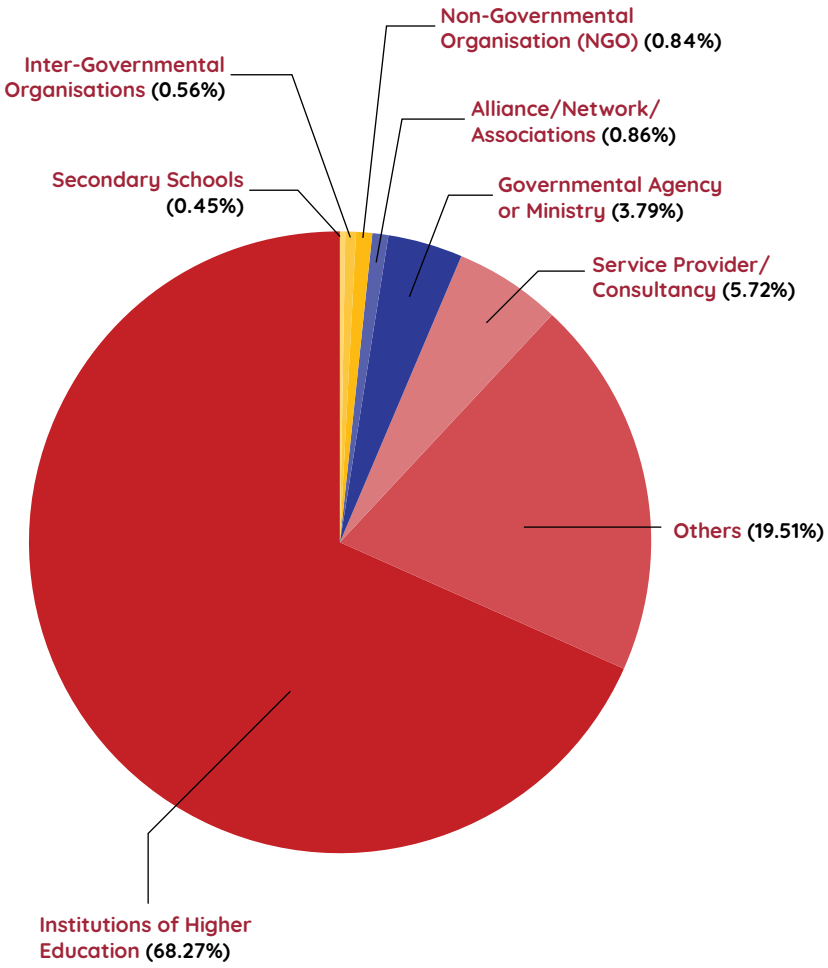
Delegates



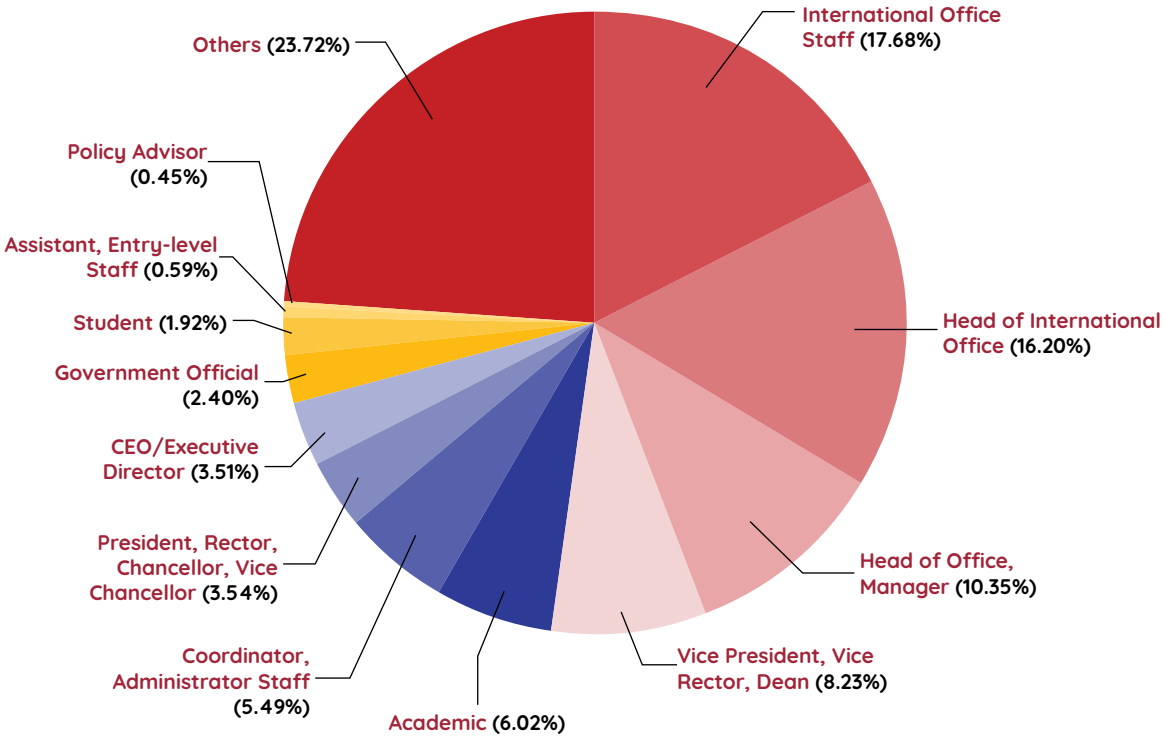
Total number of expected delegates: **4,000**

Delegates

Delegates By Organisation Type



Delegates By Professional Title



Program overview

Please note: Program is a draft version and is subject to change.
All Exhibition and Theatre Sessions are on level 3, Halls 9-11.

PRE-CONFERENCE - Sunday 21 March

0900-1000	First Timers Briefing and Networking	
See workshops for times	**PRE-CONFERENCE WORKSHOP** 1000-1700 Workshop 1 Workshop 2	**PRE-CONFERENCE WORKSHOPS** 1000-1300 Workshop 3 Workshop 4 Workshop 5
		PRE-CONFERENCE WORKSHOPS 1400-1700 Workshop 6 Workshop 7 Workshop 8

DAY 1 - Monday 22 March

0730-0830	STUDY in HONG KONG **BREAKFAST SEMINAR 1**			
0830-0915	**CONCURRENT PRESENTATIONS 1**			EXHIBITION 0830 - 1730
0915-0930	Transition			
0930-1015	**CONCURRENT PRESENTATIONS 2**			
1015-1100	**TEA/COFFEE BREAK** 1015-1100	**POSTER DISCUSSION 1** 1015-1100	CAMBRIDGE UNIVERSITY PRESS & ASSESSMENT **APAIE THEATRE 1** 1020-1050	
1100-1145	**CONCURRENT PRESENTATIONS 3**			
1145-1200	Transition			
1200-1300	**OPENING CEREMONY** 1200-1300			
1300-1420	**NETWORKING LUNCH** 1300-1430	**POSTER DISCUSSION 2** 1300-1345	**APAIE THEATRE 2** 1310-1340	
		POSTER DISCUSSION 3 1345-1430	香港恒生大學 THE HANG SENG UNIVERSITY OF HONG KONG **APAIE THEATRE 3** 1350-1420	
1430-1515	**CONCURRENT PRESENTATIONS 4**			
1515-1530	Transition			
1530-1600	**CONCURRENT PRESENTATIONS 5**			
1600-1615	Transition			
1615-1645	**CONCURRENT PRESENTATIONS 6**			
1645-1700	Transition			
1700-1730	**CONCURRENT PRESENTATIONS 7**			
1730-1900	**WELCOME RECEPTION**			

Program overview

DAY 2 - Tuesday 23 March

0730-0830	BREAKFAST SEMINAR 2			
0830-0915	CONCURRENT PRESENTATIONS 8			EXHIBITION 0830 - 1730
0915-0930	Transition			
0930-1015	CONCURRENT PRESENTATIONS 9			
1015-1100	TEA/COFFEE BREAK 1015-1100	POSTER DISCUSSION 4 1015-1100	APAIE THEATRE 4 1020-1050	
1100-1145	CONCURRENT PRESENTATIONS 10			
1145-1200	Transition			
1200-1300	STUDENT VOICE			
1300-1420	NETWORKING LUNCH 1300-1430	POSTER DISCUSSION 5 1300-1345 POSTER DISCUSSION 6 1345-1430	APAIE THEATRE 5 1310-1340 APAIE THEATRE 6 1350-1420	
1430-1515	CONCURRENT PRESENTATIONS 11			
1515-1530	Transition			
1530-1615	CONCURRENT PRESENTATIONS 12			
1615-1630	Transition			
1630-1715	CONCURRENT PRESENTATIONS 13			

DAY 3 - Wednesday 24 March

0730-0830	BREAKFAST SEMINAR 3		
0830-0915	CONCURRENT PRESENTATIONS 14		EXHIBITION 0830 - 1730
0915-0930	Transition		
0930-1015	CONCURRENT PRESENTATIONS 15		
1015-1100	TEA/COFFEE BREAK 1015-1100	APAIE THEATRE 7 1020-1050	
1100-1145	CONCURRENT PRESENTATIONS 16		
1145-1200	Transition		
1200-1245	CONCURRENT PRESENTATIONS 17		
1245-1400	NETWORKING LUNCH 1245-1400	APAIE THEATRE 8 1250-1320 APAIE THEATRE 9 1325-1355	
1400-1430	CONCURRENT PRESENTATIONS 18		
1430-1445	Transition		
1445-1545	GLOBAL DIALOGUE		
1545-1615	CIOSING CEREMONY		

Sponsorship tiers

Flexibility is possible on the option to develop your own sponsorship from our individual sponsorship opportunities up to the value of our sponsorship tiers. Please ask our Sponsorship and Exhibition team how to create your tailored sponsorship.

Please note:

- All prospectus prices are in USD and inclusive of tax
- All entitlements are subject to availability and production deadlines.
- The sponsor is responsible for supplying artwork and text for printed/published materials.

Sponsor Level	Diamond	Platinum	Gold	Silver
Investment level	$25,000	$20,000	$15,000	$10,000
Thought leadership				
APAIE Theatre presentation (nine opportunities), or sponsorship item of up to $15,000 value		1		
Breakfast seminar (three opportunities), or sponsorship item of up to $20,000 value	1			
Delegate Experience				
Sponsorship item of up to $10,000 value			1	
Acknowledgements				
Acknowledgement of sponsor level in all marketing materials	✓	✓	✓	✓
Logo on website, app, sponsor signage, AV holding slides, promotional electronic direct mailer	✓	✓	✓	✓
Sponsor profile on website and app	✓	✓	✓	✓
Banner in choice of promotional electronic direct mailer (max three different sponsor banners per circular)	2	1		
Access to post-conference APAIE impact report	✓	✓	✓	✓
Delegate list (one month or two weeks prior) (GDPR-compliant: name, position, organisation, state, country/region, email)	✓	✓	✓	✓
Registrations				
Total complimentary conference registrations	7	6	4	3
Discount on additional group registrations (at early-bird pricing, until one month to the conference dates)	10%	5%	5%	
Invitations to President's Reception	4	2	1	1
Networking				
Exhibition space	Including 6sqm (space only or standard) booth	Including 6sqm (space only or standard) booth	Including 6sqm (space only or standard) booth	Including 6sqm (space only or standard) booth

Individual sponsorships

All pricing is in USD inclusive of local taxes

Sessions/program/thought leadership	Investment (USD)	Opportunities	Location
APAIE Theatre presentation	$9,000	Nine opportunities	Exhibition
Breakfast seminar	$11,000	Three opportunities	Session rooms
Student voice plenary	$10,000	SOLD	Session rooms
First timers' briefing and networking	$10,000	Exclusive	Session rooms
Global Dialogue and Closing Ceremony	$15,000	Exclusive	Session rooms
Poster area	$10,000	Exclusive	Exhibition
Networking			
Meeting zone	$15,000	Exclusive	Exhibition
Networking suite	$10,000	Multiple rooms available	Meeting rooms
F&B networking	$15,000	SOLD	Exhibition
Lounges			
Barista lounge	$18,000	ONLY 1 REMAINING	Exhibition
Feature lounge	$15,000	Exclusive	Exhibition
Relaxation lounge	$15,000	Exclusive	Exhibition
Sustainability lounge	$10,000	Exclusive	Exhibition
Charging Station lounge	$10,000	SOLD	Exhibition
Networking lounge	$10,000	SOLD	Foyer
Delegate Experience			
Conference app	$15,000	Exclusive	
Delegate lanyards	$15,000	SOLD	
Delegate bags	$18,000	SOLD	
Graffiti wall	$10,000	Exclusive	Exhibition
Self-registration terminals	$15,000	Exclusive	Registration foyer
Student guide T-shirts	$12,000	SOLD	
Social media wall	$10,000	Exclusive	Registration foyer
Water bottle	$15,000	Exclusive	
Advertising			
Pre-conference			
Electronic direct mailer banner	$2,500	Multiple	
During conference			
Electronic direct mailer banner	$3,000	Two per EDM	

Exhibition

All pricing is in USD inclusive of local taxes

	Space-only booth	Standard booth
Description	A footprint only stand space on which to build a custom booth	A simple format of an exhibition-ready booth
Size	6sqm (3m x 2m)	6sqm (3m x 2m)
Cost	USD$3,800	USD$4,100
Exhibitor listing (logo, 50-word profile, contact details)	✓	✓
App-based QR-code lead tracking (Ability to compile GDPR-compliant leads list. Includes name, org, state, country/region, email of contacts for export	✓	✓
Complimentary conference registrations	Two (2) per 6sqm	Two (2) per 6sqm
Stand Inclusions	✗	Carpet Booth walls (panels) Fascia board with exhibitor name and booth number 1 x round table 2 x chairs 1 x power socket Lighting

Discount for 15+ booths:

- Up and including 14th booth purchased: Standard pricing as above
- 15th to 19th booths: 5% discount (USD$3,610 incl tax/6sqm)
- 20th+ booths: 10% discount (USD$3,420 incl tax/6sqm)

Standard booth | Size: 3mL x 2mD x 2.5mH



Corner booth: 2 open sides



In-line booth: 1 open side

Sponsorship in detail

All pricing is in USD inclusive of local taxes.

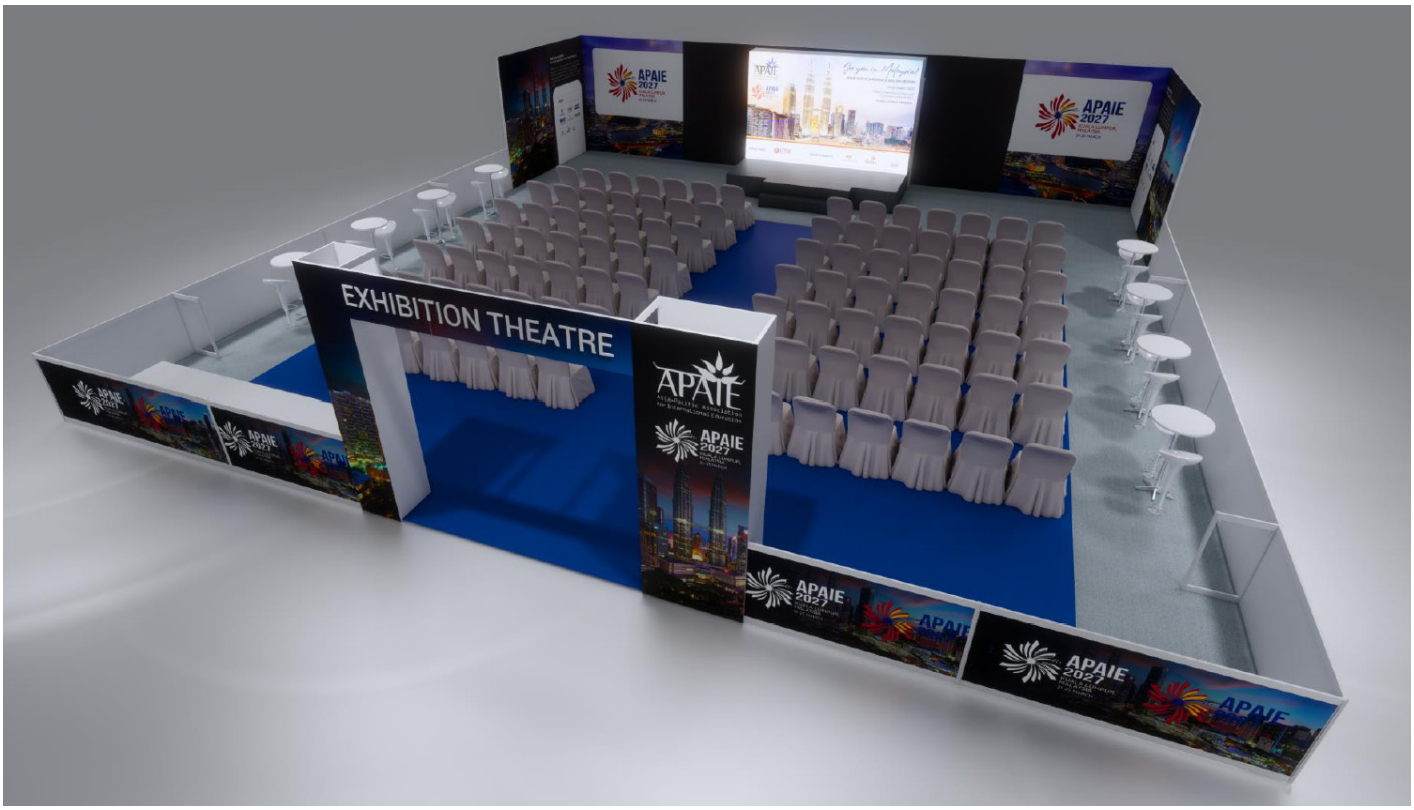
Thought Leadership

APAIE Theatre presentation | (9 Opportunities) $9,000

Showcase innovation and thought leadership in an APAIE Theatre session. After introducing the APAIE Theatre in 2026, these sessions proved to be highly popular with at-capacity/near-capacity attendance at almost every session. We are pleased to offer the Theatre sessions again for APAIE 2027 with an increased capacity to accommodate up to 100. The Theatre is located in a highly-visible location in the exhibition hall and takes place over morning and lunch networking breaks.

Benefits:

- 100pax capacity (in-exhibition theatre)
- 30min duration
- Theatre style setup and standard AV included
- Acknowledgement of sponsorship on the conference website, app, and in conference promotion associated with the presentation, including on dedicated theatre program signage
- Dedicated theatre information page on the conference website
- One pre-theatre notification to attendees
- Two full conference registrations (Offered when purchased as a stand-alone and not within a tiered sponsorship package)
- Delegate attendance tracking managed by the conference
- GDPR-compliant attendee list provided within 48 hours of the close of session
- Content capture available



Breakfast seminar | (3 Opportunities) $11,000

Engage with delegates during a breakfast seminar slot at the start of the main program on day 1, 2 or 3. A combination of thought leadership, networking and forging new relationships.

Benefits:

- 110 pax capacity rooms
- 60min duration (including 15 min setup and meet-and-greet. 45min presentation time)
- Light breakfast provided
- Theatre style room setup and standard AV included
- Acknowledgement of sponsorship on the conference website, app, and in conference promotion associated with the seminar
- Dedicated distribution email to promote hosted seminar pre-conference
- Dedicated seminar information page on the conference website
- One pre-seminar notification to attendees
- Two full conference registrations (Offered when purchased as a stand-alone and not within a tiered sponsorship package)
- Delegate pre-registration and attendance tracking managed by the conference
- GDPR-compliant registrant list provided 14 days and 7 days prior to the conference
- GDPR-compliant attendee list provided within 48 hours of the close of session
- Content capture available

Student voice plenary | (Exclusive) $10,000

Feature student voices on relevant topics in a panel discussion. Plenary session.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website, app, and associated with the panel
- 2min speaking opportunity for sponsor representative
- Logo and acknowledgement on digital room signage, in program and on AV slides
- Two full conference registrations

First timers' briefing and networking | (Exclusive) $10,000

Network and learn in a forum designed for first-time attendees.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website, app, and associated with the forum
- Acknowledgement of sponsorship in all conference promotion associated with the panel
- 2min speaking opportunity for sponsor representative
- Logo and acknowledgement on digital room signage, in program and on AV slides
- Two full conference registrations

Global Dialogue and Closing Ceremony | (Exclusive) $15,000

Sponsorship of the closing ceremony and global dialogue session.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website, app, and associated with the ceremony
- Verbal introduction and acknowledgement as exclusive sponsor by the ceremony MC
- Logo and acknowledgement on digital room signage, in program and on AV slides
- Two full conference registrations

Poster area | (Exclusive) $10,000

The poster area sits in a dedicated space for delegates to access, review and discuss the latest expert opinions raised at the conference.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website, app, and associated with the poster area
- Sponsor logo included on all prominent signage for the poster area

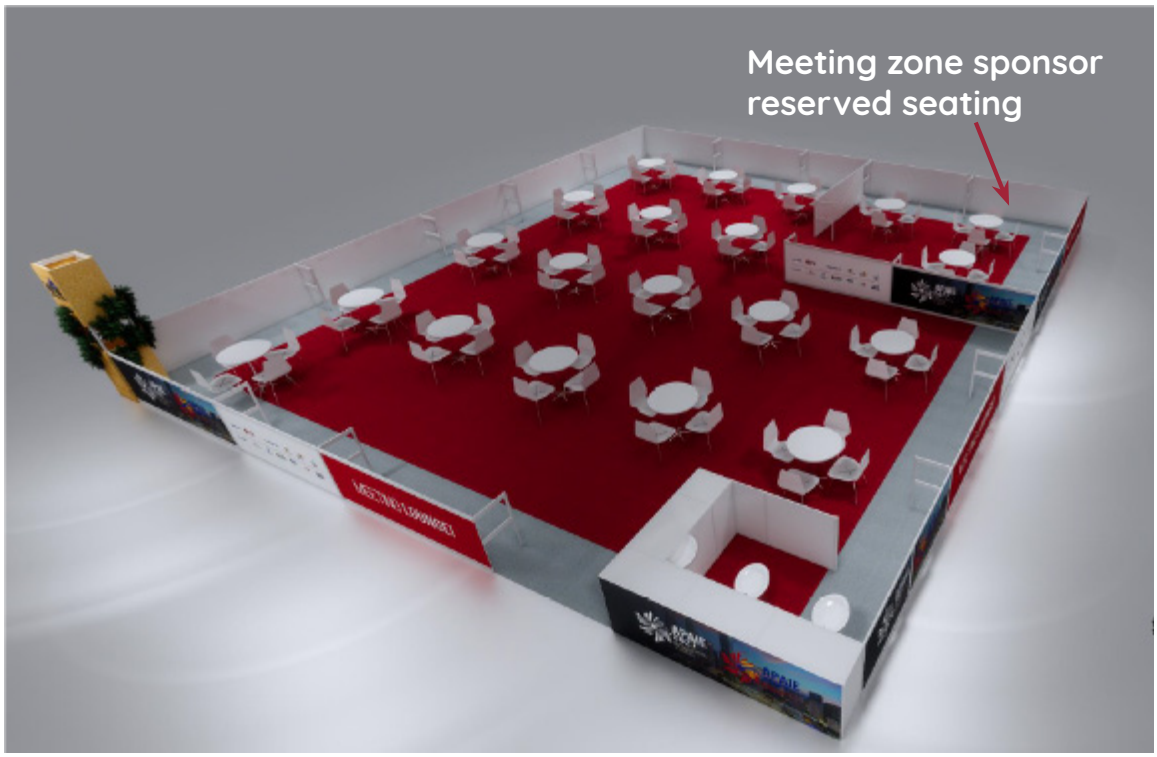
Networking

Meeting zone | (Exclusive) $15,000

New to APAIE 2027, this exclusive sponsorship is for a dedicated meeting zone within the exhibition hall. Consisting of 20 numbered tables, each with 4 chairs, delegates can book a specific meeting table for a limited period via the app.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website, app, and associated with the meeting zone
- Sponsor logo incorporated into meeting zone and signage
- All operating costs of the meeting zone covered by the conference
- Sponsor receives three reserved tables within the meeting zone for their exclusive use during the conference (available only during exhibition open hours)



Networking suite | (Multiple rooms available on-site) $10,000

A dedicated exclusive-use meeting room within the conference venue, near the concurrent rooms, to facilitate private meetings during the conference.

Benefits:

- Up to 16pax capacity
- Hours of operation mirror conference main program dates and duration. Does not include after-hours usage.
- Sponsors are not able to deliver sessions, workshops or educational content in the networking suites, these are for meetings only
- Rooms are setup in boardroom format with plug-and-play screen
- No catering is available for networking suites
- Logo and acknowledgement on digital room signage
- Wayfinding and location listing in conference app

F&B networking | (Exclusive) $15,000

A space for the entire event's F&B program, hosting all delegate dining including the 60-minute morning tea and the 90-minute lunch breaks. When meals aren't being served, it transitions into the hall's premier networking lounge, giving you a high-energy, central space to host face-to-face meetings and connect with key players all day long.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website, app, and associated with F&B networking space
- Sponsor logo integrated into F&B networking space and signage

Lounges

Barista lounge | (4 Opportunities) $18,000

The barista lounges are popular networking spaces for meetings within the exhibition hall.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website, app, and associated with the lounge
- Sponsor logo integrated into lounge signage
- All operating costs of the lounge covered by the conference

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Feature lounge | (Exclusive) $15,000

Delegates will flock to these lounges to experience the Malaysian culture through the taste and smells of local delicacies.

Benefits:

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with feature lounge focus
- Sponsor logo integrated into the feature lounge



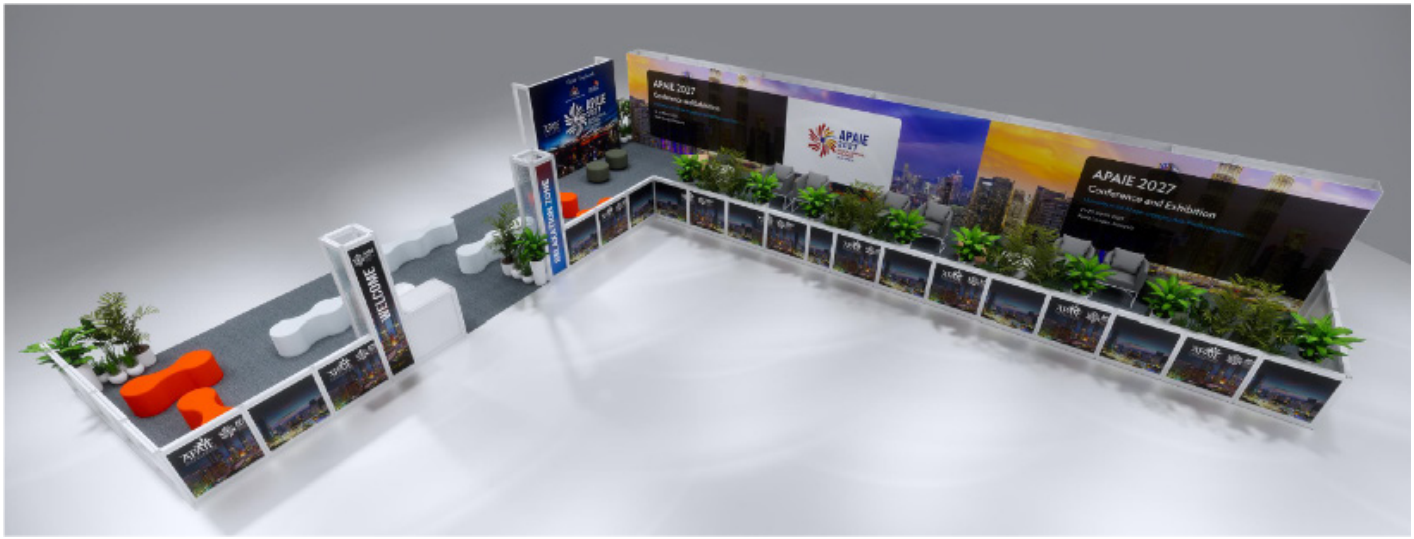


Relaxation Lounge | (Exclusive) $15,000

Providing a space for delegates to take time for themselves within the exhibition hall, the relaxation lounge is a welcome sanctuary.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website, app, and associated with the Relaxation Lounge
- Sponsor logo integrated into the Relaxation Lounge



Sustainability lounge | (Exclusive) $10,000

Showcase your commitment to sustainability by sponsoring the Sustainability Lounge within the exhibition hall. Join APAIE to support initiatives for a more sustainable international higher education sector.

Benefits:

- Acknowledgement of sponsorship in all conference promotion on the conference website, app, and associated with the Sustainability Lounge
- Sponsor logo integrated into the Sustainability lounge
- One distribution email banner on a dedicated pre-conference EDM relating to APAIE's sustainability initiatives



Charging Station lounge | (2 Opportunities) $10,000

The Charging Stations provide several ports for delegates to charge their devices, providing a much sought-after service within the exhibition hall.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website, app, and associated with the lounge
- Sponsor logo integrated into charging station lounge



Networking lounge | (Exclusive) $10,000

Away from the expo hall, this networking lounge offers a quieter option for delegates. Located near the concurrent presentation rooms, this is most convenient for those attending presentations. As an added bonus, the morning tea/coffee break is also served here.

Benefits:

- Acknowledgement of sponsorship in all conference promotion on the conference website, app, and associated with the lounge
- Sponsor logo integrated into the networking lounge

Delegate Experience

Conference app | (Exclusive) $15,000

Available in January 2027, and hosted for at least 90 days post-conference, the app serves as a crucial resource for attendees to review the program, build their on-site meeting schedule, connect with peers, exchanging digital business cards and more.

Benefits:

- Prominent Sponsor banner on opening screen and key pages of the app
- PDF advertisement in the “industry zone” of the conference app
- Logo and acknowledgement on the conference website, app, and promotion of the app



Image for illustrative purposes only

Delegate lanyards | (Exclusive) $15,000

Sponsorship of the delegate lanyard which every delegate must wear for the entirety of the event.

Benefits:

- Sponsor logo on lanyard, alternating with APAIE 2027 logo
- Lanyards produced by the conference secretariat
- Logo and acknowledgement on the conference website and app



Image for illustrative purposes only

Delegate bags | (Exclusive) $18,000

Sponsorship of the delegate bags, provided to all full delegate registrants.

Benefits:

- Sponsor logo on all delegate bag’s’, in addition to APAIE 2027 logo
- Delegate bags produced by the conference secretariat
- Logo and acknowledgement on the conference website and app



Image for illustrative purposes only

Graffiti wall | (Exclusive) $10,000

A graffiti wall for delegates to express themselves and share their experiences from the conference.

Benefits:

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the graffiti wall
- Sponsor logo included, in addition to APAIE 2027 logo

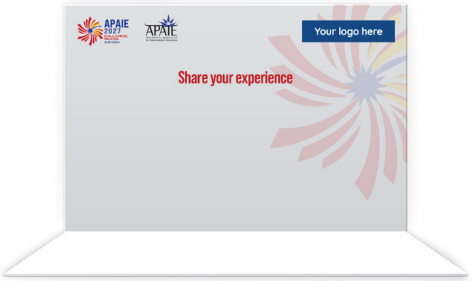


Image for illustrative purposes only

Self-registration terminals | (Exclusive) $15,000

Sponsorship of the self-registration terminals, located in the registration area, and used by every delegate to collect their name badge.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website, app and associated with the terminals
- Sponsor logo printed on the registration terminals, in addition to the APAIE 2027 logo



Image for illustrative purposes only

Student guide T-shirts | (Exclusive) $12,000

Sponsorship of the APAIE 2027 t-shirts, worn by the student guides as they provide valuable assistance to APAIE delegates at the conference venue.

Benefits:

- Acknowledgement of sponsorship in conference promotion on the conference website and app
- T-shirts produced by the APAIE 2027 conference organis
- Sponsor logo printed on t-shirt in a prominent position across the back



Image for illustrative purposes only

Social media wall | (Exclusive) $10,000

The social media wall is an interactive installation that promotes live social media feeds and encourages delegates to share their APAIE 2027 experiences.

Benefits:

- Acknowledgement of sponsorship in all conference promotion on the conference website, app and associated with the social media wall
- Sponsor logo included on the social media wall, in addition to the APAIE 2027 logo



Image for illustrative purposes only

Water bottle | (Exclusive) $15,000

Sponsorship of the delegate water bottles, provided to all full delegate registrants.

Benefits:

- Sponsor logo included on all water bottles
- Water bottles produced by the APAIE conference organisers
- Logo and acknowledgement on the conference website and app, as well as on promotional materials which mention the water bottles



Image for illustrative purposes only

Advertising

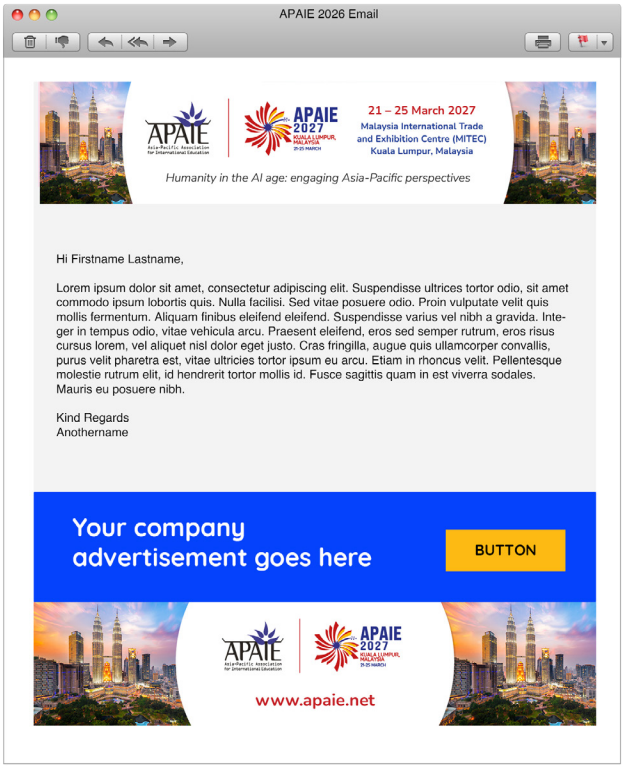
The conference offers a range of pre and during conference advertising and branding opportunities in digital format.

Pre-conference

Pre-conference distribution emails are sent regularly to a global mailing list
Electronic direct mail banner | $2,500, Multiple Limited to maximum two banners per EDM. • Full page width banner for inclusion in your choice of pre-conference EDM • Schedule provided at date of application • Banner artwork subject to approval

During conference

During conference distribution emails are sent to conference registrants
Electronic direct mail banner | $3,000, 2 per day Limited to maximum two banners per EDM. • Full page width banner for inclusion in your choice of conference EDM • Schedule provided at date of application • Banner artwork subject to approval



Key information for sponsors

Priority window and timeline

Prospectus and floor plan launched	First-right-of-refusal and priority pavilion reservations open	First-right-of-refusal and priority pavilion reservations deadline	NAFSA 2026	EAIE 2026	Pavilion reservation deposit due	Sponsor program promotions start	APAIE 2027 Kuala Lumpur
20 May 2026	12 May 2026	22 May 2026	26-29 May 2026	8-11 Sep 2026	30 Sep 2026	Nov 2026	21-25 Mar 2027

Conference format: Face-to-face

APAIE 2027 Conference and Exhibition is a face-to-face conference. All sessions are live for an in-person experience, including Q&A.

Promotion of sponsored sessions

The APAIE 2027 Conference and Exhibition organisers facilitate promotion of each sponsored session in the APAIE 2027 program. This includes:

- Sponsored sessions listed on the conference website, app, on-site signage and the social media channels managed by the conference organisers
- Tracking of GDPR-compliant attendee lists via a QR-code, with data provided to the sponsor

Lead tracking and delegate data

Lead tracking and capture of delegate data is available to exhibitors and sponsors of sessions in the program. Delegate tracking is managed by a QR-code.

All delegate data shared with third-party sponsors and exhibitors is GDPR-compliant and provided only at the delegate's consent.

All delegate information available to sponsors and exhibitors is limited to name, title, organisation, state, country/region and email address.

Registrations rates and details are available on the conference website:

https://apaie.net/conferences/apaie-2027/

Application Form

To apply, complete this form and send to thomas.howden@wearemci.com
IMPORTANT: Your organisation's entitlements will be confirmed in writing and will become effective once agreed payment has been received.

Contact Details

Title: ☐ Mr ☐ Mrs ☐ Ms ☐ Miss ☐ Dr ☐ Prof ☐ Other

Given name: _____ Family name: _____

Position: _____

Organisation name (for invoicing purposes): _____

Organisation name (for marketing purposes): _____

Address: _____

State: _____ Country/Region: _____ Postcode: _____

Email: _____ Telephone ( ) _____

Website: _____ Mobile: _____

Onsite contact name: _____ Onsite contact number: _____

Major Sponsor	
☐ Diamond	$25,000
☐ Platinum	$20,000
☐ Gold	$15,000
☐ Silver	$10,000

Day 1 - Monday 22 March	
☐ Breakfast seminar 1	$11,000
☐ APAIE Theatre presentation 1	$9,000
☐ APAIE Theatre presentation 2	$9,000
☐ APAIE Theatre presentation 3	$9,000

Day 2 - Tuesday 23 March	
☐ Breakfast seminar 2	$11,000
☐ APAIE Theatre presentation 4	$9,000
☐ APAIE Theatre presentation 5	$9,000
☐ APAIE Theatre presentation 6	$9,000

Day 3 - Wednesday 24 March	
☐ Breakfast seminar 3	$11,000
☐ APAIE Theatre presentation 7	$9,000
☐ APAIE Theatre presentation 8	$9,000
☐ APAIE Theatre presentation 9	$9,000

Sessions/program/ thought leadership		Investment (USD)	Opportunities
☐	APAIE Theatre presentation	$9,000	9 opportunities
☐	Breakfast seminar	$11,000	3 opportunities
☐	Student voice plenary	$10,000	Exclusive
☐	First timers' briefing and networking	$10,000	Exclusive
☐	Global Dialogue and Closing Ceremony	$15,000	Exclusive
☐	Poster area	$10,000	Exclusive

Networking		Investment (USD)	Opportunities
☐	Meeting zone	$15,000	Exclusive
☐	Networking suite	$10,000	Multiple rooms available
☐	F&B networking	$15,000	Exclusive

Lounges		Investment (USD)	Opportunities
☐	Barista lounge	$18,000	4 opportunities
☐	Feature lounge	$15,000	Exclusive
☐	Relaxation Lounge	$15,000	Exclusive
☐	Sustainability lounge	$10,000	Exclusive
☐	Charging Station lounge	$10,000	2 opportunities
☐	Networking lounge	$10,000	Exclusive

Delegate Experience		Investment (USD)	Opportunities
☐	Conference app	$15,000	Exclusive
☐	Delegate lanyards	$15,000	Exclusive
☐	Delegate bags	$18,000	Exclusive
☐	Graffiti wall	$10,000	Exclusive
☐	Self-registration terminals	$15,000	Exclusive
☐	Student guide T-shirts	$12,000	Exclusive
☐	Social media wall	$10,000	Exclusive
☐	Water bottle	$15,000	Exclusive

Advertising		Investment (USD)	Opportunities
	Pre-conference		
☐	Electronic direct mailer banner	$2,500	Multiple
	During Conference		
☐	Electronic direct mailer banner	$3,000	2 per EDM

Exhibition - please indicate your chosen participation				
Booth type	Number of booths/sqm required	Price (USD)	Preferred booth position	Total (USD)
Space only 6sqm		$3,800 per 6sqm	#	
Standard booth 6sqm		$4,100 per 6sqm	#	

Confirmation

My signature below denotes that I accept the points listed in the terms and conditions, agree to be invoiced for the total amount payable, and am authorised to make the commitment on behalf of my organisation. I have read the sponsorship and exhibition prospectus. I understand and accept the inclusions, and agree to abide by the terms and conditions of participating in in the APAIE 2027 Conference and Exhibition.

Total USD amount payable (incl tax)t	Title	Name (please print clearly)
USD		
Signature	Date	

☐ Please tick if you do NOT wish to receive APAIE Conference and Exhibition updates via email

Please send completed applications to APAIE Conference Sponsorship and Exhibition Manager Thomas Howden at thomas.howden@wearemci.com or call +61 2 9213 4016 with enquiries.

Terms and conditions

Things you need to know

- The extent of refunds will be a matter for the Host Organisation (the underwriter) to decide. We have no responsibility for making refunds and attempts to cancel cheques or credit card payments will be rejected by our bank.
- You (Sponsoring /Exhibiting organisation) by returning the sponsorship booking form or the exhibition booking form accept these Terms and Conditions.
- We/Us (MCI Australia Pty Ltd, 3A Level 3 200 Creek Street, Brisbane, QLD, 4000, ABN 76 108 781 988) representing the Organising Committee and the Host Body (APAIE) do not accept responsibility for any errors, omissions or changes.
- Details may change without notice. Please refer to the website (https://apaie.net) for the latest information on the event.
- MCI has been engaged by the Host to provide Event-Management Services in respect of the Event (APAIE 2027 Conference and Exhibition)

Financial facts

- Phone or unpaid bookings will not be accepted.
- We will issue a tax invoice which is payable within 14 days. If you miss the payment date, any time dependent discounts will be forfeited— i.e. you will be billed at the next highest level (early rate to standard, etc.).
- You will not receive any sponsorship or exhibition entitlements, including allocation of booth location (allocated in order of sponsorship/exhibition level) until all monies have been paid.
- All sponsorship and exhibition prices are in USD.
- Payments can be made via EFT.
- If you pay by electronic fund transfer, you agree to pay any bank charges and must include these in the amount you transfer.
- If you pay by credit card a payment processing fee of 3.5% – 5.5% (depending on card type) may be applied. Please note that from 1 October, payments can only be made via EFT.
- You must notify us in writing if you need to cancel.
- Cancellations made before 30 September 2026 will be refunded less a 15% cancellation fee. Cancellations received between 30 September 2026 and 20 January 2027 will be refunded less a 50% cancellation fee.
- Cancellations made after 20 January 2027 will not be refunded.
- Your non-payment does not cancel your contractual obligations to us.
- No exhibitor shall occupy allocated space until all monies owing to the organiser are paid in full.

In the unlikely case that the event cancels

- The Sponsor acknowledges and agrees that the Event may be cancelled from time to time for any reason, including but not limited to Intervening Occurrences, either by MCI or by the Host.
- The Sponsor agrees that neither MCI nor the Host is liable for any losses, damage, liability or claim caused to the Sponsor directly or indirectly by cancellation of the Event for any reason whatsoever.
- If the Event is cancelled for any reason whatsoever before its commencement, MCI must promptly notify the Sponsor in writing and provide reasons, and both parties are discharged from further performance of their obligations under this Agreement, excepting that obligations contained in this clause, and provisions that survive upon the termination of this Agreement, remain binding on the parties; and

- MCI must, within 90 days of cancellation, reimburse all monies paid by the Sponsor under this Agreement, after deduction of reasonable expenses already incurred by MCI in connection with this Agreement, up until the time of cancellation of the Event.
- If the Event is cancelled for any reason whatsoever during the Event, MCI must promptly notify the Sponsor in writing and provide reasons, and both parties are discharged from further performance of their obligations under this Agreement, and provisions that survive upon the termination of this Agreement, remain binding on the parties and APAIE.
- MCI must, within 90 days of cancellation, reimburse such portion of the monies paid by the Sponsor as reasonably reflects the reduction in value of the sponsorship benefits to which the Sponsor is entitled under this Agreement, and after deduction of reasonable expenses incurred by MCI in connection with this Agreement, up until the time of cancellation of the Event.

Termination

On termination of the Agreement by either party for any reason:

- All Sponsorship Benefits and all Sponsorship Contributions cease, provided that the Sponsor must pay all Sponsorship Contributions payable to MCI that are due and payable under this Agreement up to an including the date of termination;
- The Sponsor must cease referring to itself as a sponsor of MCI, the Host or the Event, as the case may be;
- MCI must, at the option of the Sponsor, return to the Sponsor or destroy all information, promotional and other materials in its possession that contain any such reference;
- Each party must cease making further use of the Intellectual Property of the other party
- Such termination is without prejudice to any and all rights and remedies which had accrued to the benefit of the parties to the date of termination.

You and your staff—onsite

- Your application to sponsor and/or exhibit does not constitute an attendee registration. You will need to do that separately online.
- All exhibition staff must be registered online—i.e. complimentary exhibitor registration, or by purchasing additional exhibitor staff registrations.

Print entitlements

- Logos and other printed material may, at our sole discretion, be reproduced in colour (where possible), OR the nominated conference spot colour/s OR mono depending on method of production.
- The sponsor must provide suitable material to meet our publication requirements and deadlines.
- Please provide all material at 300 DPI at 100% in jpeg (preferred for website) AND eps (preferred for print format including, where possible, RGB or Pantone colour equivalents.
- Where applicable, advertisements are to be supplied by the sponsor.
- No print or web recognition will be given unless payment terms have been met.

Sponsor notes

- All sponsor functions must be endorsed by the APAIE 2027 conference managers.
- Serving of alcohol at the APAIE 2027 exhibition is not permitted due to local customs.
- Failure to notify or receive approval for hosting a sponsor function during APAIE 2027 may result in forfeiture of sponsorship fees/entitlements.

Exhibitor notes

- You may not assign, share, sub-let, or grant licences for the whole or part of the booth without our prior approval. Please email the APAIE Sponsorship and Exhibition Managers for further information.
- We reserve the right to ask you to remove any display items we deem as unacceptable.
- You must conduct business only from within the confines of your booth. You may not tout, or place any material, outside your booth/space causing obstruction of the aisles.
- You will be responsible for any reasonable costs of repairing the booth or premises should you paint, mark or damage any fixtures or fabric.
- Food, beverage or prohibited items are not permitted at the event unless prior arrangements are made with the conference managers.
- Any supplier you use onsite must conform to the venue's OH&S, insurance and other regulations.
- You are solely responsible for any physical loss or damage to your own property.
- It is recommended that you hold a current public liability insurance policy for a minimum of USD10,000,000. Please forward the name of your insurer, your policy number, the insured amount and its renewal date to us by February 2027.

Privacy statement

- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
- In addition, your name, organisation, country/state of origin may be published on the list which is provided to delegates, exhibitors and sponsors at the event. If you do not wish your details to be included in this list, please contact us.
- Your name and contact information, including electronic address, may be used by parties directly related to the event such as the organisers and approved stakeholders, for relevant purposes such as promotion, networking, and administration of this, and future events of this type. If you do not consent, please advise us.
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APAIE 2027
KUALA LUMPUR, MALAYSIA

APAIE
THE ASIA-PACIFIC ASSOCIATION FOR INTERNATIONAL EDUCATION

For all sponsorship and exhibition enquiries please contact APAIE 2027 Conference and Exhibition Organiser

Thomas Howden
Sponsorship and Exhibition Sales Manager
APAIE 2027 Malaysia Conference c/o MCI Australia

T: +61 2 9213 4016
E: Thomas.howden@wearemci.com