OPEN edX® 2024

Sponsor the Open edX Conference!

Stellenbosch, South Africa • July 2nd - 5th, 2024 • www.openedx.org

Dear Sponsors,

Get ready for one of the world's leading EdTech conferences, the Open edX Conference 2024! The Open edX Conference, a global gathering of EdTech experts, educators, developers, government officials, organizational leaders, and more will take place between July 2nd and July 5th, 2024 at Stellenbosch University in South Africa.

The Open edX Conference plans to attract a diverse audience to explore innovative features, extensions, and applications of the Open edX® Platform across a variety of business, non-profit, government, and higher education sectors. Cape Town, South Africa is known as Africa's technology capital and contains over 450 technology companies, employing more than 40,000 people in the region. Hence, it represents a great location for us to host our annual conference!

Construct Education takes pride in its instrumental role of bringing the Open edX Conference 2024 to Stellenbosch University in the Western Cape of South Africa. The journey, championed by Construct's Founder Carl Dawson's persistent advocacy over the years, began to materialize in early 2023. Construct acted as the crucial link between the Open edX team and the Cape Town and Western Cape Convention Bureau under Wesgro's leadership, a collaboration pivotal in securing the event.

Ed Zarecor • Chair of the Open edX Technical Oversight Committee

Who are we?

We're **Axim Collaborative**, a nonprofit organization governed by **Harvard** and **MIT**. Through research and thought leadership activities we aim to improve the accessibility and viability of online education and advance technical innovations for teaching and learning, through stewardship of **The Open edX project**.

Axim Collaborative's mission is to pursue research and thought leadership activities that improve the accessibility and viability of online education and advance technical innovations for teaching and learning. Our name combines the words "access" and "impact", as reflected in the organization's mission, which is to increase access and democratize education for underserved populations.

Join our mission by sponsoring an event targeted at **leveraging technological advances in E-Learning** to drive break-through impact dedicated at **eliminating socioeconomic barriers** worldwide!

OPEN edX® 2024

The Open edX® Platform

An open-source, learner-centric, massively scalable online learning platform and community, designed to provide effective and personalized digital learning experiences. It's utilized by **major universities, enterprises, governments**, and **NGOs**, serving millions of students around the globe.

All-in-one solution: LMS with integrated course authoring tool

Combine courses to create course bundles & programs

Can be hosted on the cloud or installed on your own servers

Massively scalable to millions of users

GDPR conform

SCORM-compatible

SSO compatible

Multilingual

Meet the organizing team

Ed Zarecor
VP of Engineering, Axim
Collaborative

Michelle Philbrick
Project Manager, Axim
Collaborative

Feanil Patel
Engineering Architect, Axim
Collaborative

Sarina Canelake
Engineering Manager, Axim
Collaborative

Eden Huthmacher
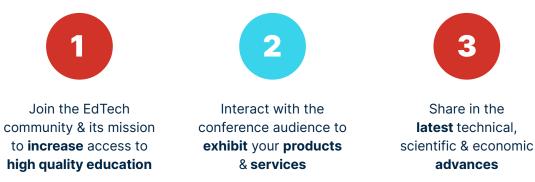Open edX Community
Manager, Axim Collaborative

Gwynneth Matthews
Managing Director, Southern
Cross

Zelda Coetzee
Event Specialist, Southern
Cross

Benefits for Sponsors

1 Join the EdTech community & its mission to **increase** access to **high quality education**

2 Interact with the conference audience to **exhibit** your **products** & **services**

3 Share in the **latest** technical, scientific & economic **advances**

4 Be part of **thought leadership** conversations with a broad audience

5 Access **key industry** international & local decision makers

6 Access sponsor content **in-person** and / or **virtually**

7 Opportunity to showcase & be part of sponsored **discussion groups**

8 Align your brand with selected **social** & **networking** events

Ticket Benefits

All tickets include the following benefits:

🥐 **Breakfast, lunch, coffee and tea**
Everyday from July 2nd - July 5th, 2024

🥘 **Welcome dinner**
Jul 2nd, 2024

🍹 **Cocktail reception**
Open bar and a selection of locally sourced hors d'oeuvres on Jul 3rd, 2024

🎉 **Open edX Celebration**
Jul 5th, 2024

Talk Schedule Outline

Tues, 2nd Jul

90-min interactive workshops and tutorial sessions, covering a wide variety of topics, including product management, platform usage, methods for extending and operating the Open edX LMS, pedagogy and instructional design. These hands-on and interactive sessions are intended to ensure attendees' full understanding of the topics presented.

Wed 3rd - Thur, 4th Jul

The Open edX Conference 2024 three keynote speakers, and **State of Open edX Address** during the mornings, and 45-minute speaking engagements and 10-minute lightning talks throughout the afternoons.

Fri 5th Jul

Community Town Hall, **Open edX Working Group** meetings, and a **final day celebration**, which will allow for ample of networking time!

Event Registration Options

Early Non-Profit Rate
$499

Sale ends Apr 17, 2024

General Admission - Non-Profit Rate
$549

Sale ends Jul 3, 2024

Early Corporate Rate
$599

Sale ends Apr 17, 2024

General Admission - Corporate Rate
$699

Sale ends Jul 3, 2024

Sponsorship Packages

Sponsor Type	Reception	Cornerstone	Premier	Keystone	Contributing	Friend	In-Kind
Available sponsorships	1 Sponsor	2 Sponsors	2 Sponsors	Unlimited	Unlimited	Unlimited	Unlimited
Price in ZAR	**R 658,000**	**R 470,000**	**R 282,000**	**R 189,000**	**R 94,000**	**R 38,000**	**R 0**
YouTube interview on Open edX channel	✔	✔	✔				
Thank you & intro at plenary session	✔	✔	✔				
Address attendees at plenary session	✔ 5 mins	✔ 2.5 mins each					
2 Minutes to address attendees at lunch			✔				
Reception sponsor sign with logo	✔						
Logo slide in conference video running at plenary	✔	✔	✔	✔			
Logo in program	Large logo & tagline	Large logo & tagline	Medium logo	Small logo	Small logo	Small logo	Small logo

Sponsor Type	Reception	Cornerstone	Premier	Keystone	Contributing	Friend	In-Kind
"Spotlight" blog post	✔	✔	✔				
Mention in sponsor roundup blog post	✔	✔	✔	✔	✔	✔	
Access to opt-in attendee information	✔	✔	✔	✔			
Demo table	✔	✔	✔	✔	✔		
Email mention to attendees before the conference	✔	✔	✔	✔	✔		
Social media mention	✔	✔	✔	✔	✔		
Can provide swag	✔	✔	✔	✔	✔		
Access to speakers and sponsors lounge	✔	✔	✔	✔	✔		
Included in thank you email post-conference	✔	✔	✔				
Full conference passes	✔	✔	✔	✔	✔	✔	✔
# Tickets included	6	5	4	3	2	1	1

Ready to sponsor the Open edX Conference?

Contact us at **conference@openedx.org**