



J-WEL
Abdul Latif Jameel World Education Lab

LINC 2019

MIT LINC 2019 Conference Sponsorship Opportunities

The [MIT Abdul Latif Jameel World Education Lab](#) (J-WEL) is pleased to host the [LINC Conference](#) at MIT this summer, from June 18-20, 2019, with pre-conference workshops on June 17. The MIT LINC Conference allows global education stakeholders -- including MIT leadership and faculty, practitioners, students, industry, government officials, foundation professionals, EdTech companies, and startups -- to gather and share their experiences with digital learning engineering, learning sciences, and pedagogical approaches. J-WEL is a new initiative based out of [MIT Open Learning](#) with a mission to transform education for all learners worldwide.

Conference audience

The conference audience will be approximately 250 or more distinguished participants, with global outreach to be amplified by livestreaming and social media. Forming new strategic connections across an established global community is an important component of LINC. LINC participants have been sharing research in education, including technology-enabled educational innovations, since 2002, with a focus on digital learning in emerging economies, including the BRICS nations (Brazil, Russia, India, China, and South Africa). LINC has continued to grow and evolve since then, providing attendees and sponsors with the opportunity to form new strategic connections across a unique global community.

Showcasing innovative research

This year, J-WEL will host the eighth LINC conference, with the theme “How to Thrive in a New Learning Society.” The conference will showcase innovative work that addresses one of the most complex challenges of this century: the needs of a new generation of mobile, diverse learners, including the 262 million children and youth across the globe who do not go to school; the 68.5 million people forcibly displaced worldwide; and the millions of workers who need to adapt to new advances, including artificial intelligence and automation.

The theme for the most recent LINC Conference, held in 2016, was “Digital Inclusion: Transforming Education Through Technology.” Keynote speakers included:

- Dr. Arthur Levine, President of the Woodrow Wilson Foundation
- Maysa Jalbout, CEO of the Al Ghurair Foundation
- Dr. Anant Agarwal, CEO of edX

LINC 2016 also featured a number of other well-known leaders in education, including:

- Professor Cynthia Barnhart, Chancellor, MIT
- Professor Christine Ortiz, Dean of Graduate Education, MIT
- Dr. Roxana Morduchowicz, Founder of the Media Literacy Program, Ministry of Education, Argentina
- Dr. Asha Kanwar, CEO of Commonwealth of Learning
- Philipp Schmidt, Director of Learning Innovation and MIT Media Lab

Keynote speakers for LINC 2019 will be announced shortly.



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Sponsorship opportunities

LINC offers a variety of sponsorship opportunities for organizations to demonstrate their commitment to global education while aligning with their goals and initiatives. Sponsorship will subsidize practitioners, junior scholars and diversity candidates by reducing their registration rate and providing travel assistance. Many members of the LINC community come from the developing world and emerging economies, and sponsorship can provide them with the necessary means to travel to MIT.

All of our sponsorship opportunities offer significant visibility benefits, including logo recognition on the J-WEL/LINC website, event signage, and printed program. LINC will also include intimate gatherings for sponsors, allowing our partners the opportunity to experience first-hand MIT's excellence in research and education. Program formats will range from personal networking meetings, a speaker's breakfast and lunch, as well as more exclusive offerings for co-sponsors and strategic sponsors. Additionally, there will be a closing reception and an exhibition of current MIT education programs and initiatives.

The following page summarizes sponsorship opportunities for the conference. For more information on how to sponsor or participate in the LINC Conference, please contact Danielle Pagano at linc@mit.edu.

LINC Co-Sponsor

\$200,000

(2 available)

- Sponsor listed as "Major Sponsor" on all conference materials (web, mobile, print) with sponsor's logo displayed prominently on registration site and at all networking events.
- Opportunity to address LINC audience
- VIP conference seating (12)
- Invitations to breakfast with LINC presenters (6)
- Invitation to private sponsor lunch with MIT leadership
- Acknowledgement at opening and closing by MIT leadership
- Acknowledgement in conference program
- Opportunities for additional sponsorship enhancements

Strategic Sponsor

\$100,000

(4 available)

- Sponsor listed as "Major Sponsor" on all conference materials (web, mobile, print) with sponsor's logo displayed prominently on registration site and at all networking events.
- VIP conference seating (8)
- Invitations to breakfast with conference presenters (4)
- Invitation to private sponsor lunch with MIT leadership
- Acknowledgement at opening and closing by MIT leadership
- Acknowledgement in conference program



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- Logo featured on conference and social media platforms
- Signage prominently displayed at the conference
- Opportunities for additional sponsorship enhancements

Featured Sponsor

\$50,000

(8 available)

- Sponsor listed as “Featured Sponsor” on all conference materials (web, mobile, print) with sponsor's logo displayed prominently on registration site and at all networking events.
- VIP conference seating (4)
- Invitations to breakfast with conference presenters (2)
- Acknowledgement in conference program
- Logo featured on conference and social media platforms
- Signage prominently displayed at the conference