

# 2024 Middle East Advancement Conference

Abu Dhabi, United Arab Emirates | February 28 - 29, 2024

## MIDDLE EAST ADVANCEMENT CONFERENCE 2024

28 – 29 February, 2024

Mohamed Bin Zayed University of Artificial Intelligence  
Masdar City, Abu Dhabi, United Arab Emirates

After 4 years, the Middle East Advancement Conference (MEAC) is back and will bring a unique networking and learning opportunity for professionals in the region, providing them with an inspiring and enriching experience.

Over this two-day conference, you will gather new insights and practical strategies to improve and advance your institution's advancement mission, with stimulating discussions on alumni relations, student engagement, regional philanthropic engagement, marketing and communications, storytelling, data-driven decision-making, and global impact.

You can see further information about the conference in this link <https://www.case.org/conferences-training/2024-middle-east-advancement-conference>.

The conference programme will also be available at this link.

### AUDIENCE

40-50 professionals from Fundraising, Alumni Relations and Marketing and Communications from Middle Eastern educational institutions.

### CO-CHAIRS

Lea Sublett, Associate Director of Alumni Relations, Mohamed Bin Zayed University of Artificial Intelligence  
Tony Sheridan, Senior Digital Campaigns Manager, Global Branding and Communications, King Abdullah University of Science and Technology

### PLANNING COMMITTEE

Dalia Abubakr, Senior Director of Digital Communications, The American University in Cairo  
Salma Dannawi Oueida, Associate Vice President for Development, Alumni Relations, and University Events, American University of Beirut  
Kathryn Taylor, Alumni Engagement Officer, Heriot-Wyatt University Dubai  
Manal Issa, Vice-President for Advancement, The American University of Kurdistan

## SPONSORSHIP OPPORTUNITIES

There are 4 different levels for sponsorship and exhibition opportunities at MEAC 2024: platinum, gold, silver and bronze.

Description of benefits for each level:

### Platinum level

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- 1 x 60min session
- Exhibition space
- Logo in event materials as Platinum sponsor
- List of delegates
- Sponsorship of the Welcome Reception
- 2 company banners in the reception venue (provided by the company)
- Company material distributed in the reception venue
- 3 delegate passes

Cost:

	Educational Partners	Non-educational partners
GBP	2,800	3,360
USD	3,500	4,200
SGP	4,704	5,645

### Gold level

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- 1 x 60min session
- Exhibition space (tabletop)
- Logo in event materials as Gold sponsor
- List of delegates
- Conference lanyards branded with CASE logo + company logo
- 2 delegate passes

Cost:

	Educational Partners	Non-educational partners
GBP	2,000	2,400
USD	2,500	3,000
SGP	3,360	4,032

### Silver level

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- 1 roundtable
- Exhibition space (tabletop)
- Logo in event materials as Silver sponsor
- List of delegates
- 2 delegate passes

Cost:

	Educational Partners	Non-educational partners
GBP	1,500	1,800
USD	1,875	2,250
SGP	2,520	3,024

## Bronze level

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- Exhibition space (tabletop)
- Logo in event materials as Bronze sponsor
- List of delegates
- 2 delegate passes

Cost:

	Educational Partners	Non-educational partners
GBP	1,100	1,320
USD	1,375	1,650
SGP	1,848	2,218

## How to book your items

Please fill in and sign the booking form and send it to Cristina Marochi ([cmarochi@case.org](mailto:cmarochi@case.org)).  
The booking form can be found here - <https://www.case.org/conferences-training/2024-middle-east-advancement-conference/sponsorship-opportunities>