



[www.elearning.ph](http://www.elearning.ph)

---

August 1, 2013

Dear Sir/Madam,

Greetings!

The Philippine e-Learning Society (PeLS) will be hosting the International Congress on eLearning 2013 (ICE 2013) from December 5-7, 2013 at the Heritage Hotel Manila, Pasay City, Philippines. PeLS has been the leading organization in promoting the development of eLearning competencies in government, industry and academe for the last decade. Our eleven national conferences has been well-attended by educators, school and university administrators from basic to higher education, training and development professionals, ICT specialists as well as policymakers from government and NGOs.

Leveraging our extensive international eLearning network, ICE 2013 aims to be a forum for international exchange of research, innovation, experiences and best practices in eLearning. Its primary objective is to introduce eLearning stakeholders in the Philippines to potential international partners in various forms of collaboration. The theme for the congress is "The eLearning Quest: Harmonizing the Elements of a Global Knowledge Society." This aims to provide a collaborative model of teaching and learning online by determining the many elements that must be managed to create e-learning programs and stimulate participation across diversity.

Recognizing you as one of our educational partners, we would like to invite you to participate in the congress as one of our sponsors. This congress will give you direct access to decision-makers in various educational, corporate, NGO and government institutions as well as potential advocates and brand ambassadors. Below is the list of opportunities and the benefits your company will receive in return for the investment cost and helping to make this congress a success. We are also open to discussing other promotional opportunities based on the line-up of activities for the congress. You can also check out the congress website found within our organizational website at [www.elearning.ph](http://www.elearning.ph).

Kindly fill-up the sponsorship confirmation form and send it to our secretariat as soon as you have selected a sponsorship package. For more information, you can reach us using our contact details below. We look forward to working with you soon.

Thank you.

Sincerely yours,

**ARLYNNE AW-YAN**

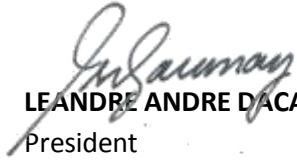
Vice President and Congress Chair

Email: [congress@elearning.ph](mailto:congress@elearning.ph)

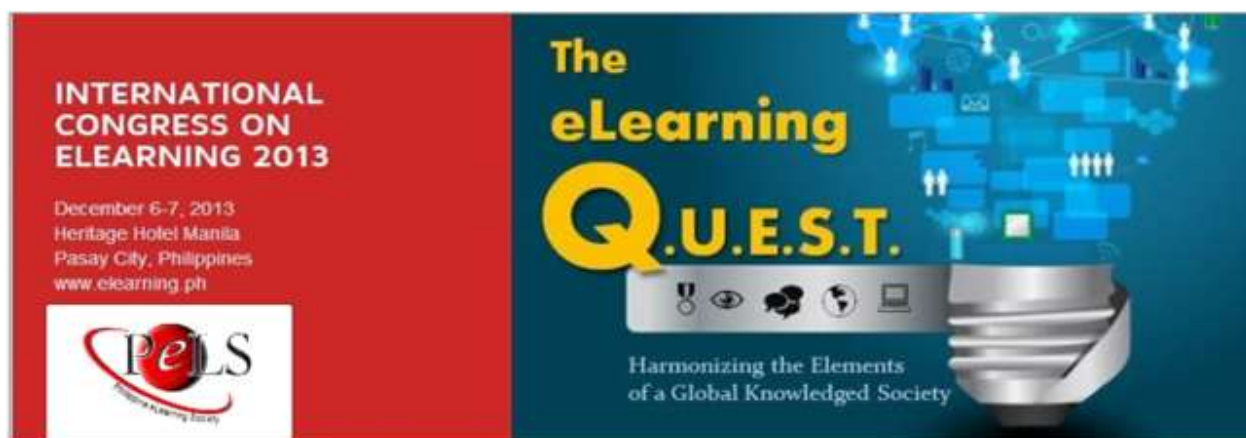
Mobile: (63917) 3667217

Phone: (632) 664-0867

NOTED:



**LEANDRE ANDRE DACANAY**  
President



## SPONSORSHIP AND EXHIBITOR PACKAGES

1. Sponsorship Options
  - a. Platinum Sponsor

BENEFITS	PLATINUM SPONSOR 1 slot available
Free Conference Passes	3 VIP delegates
Congress Web Site Presence	Sponsored feature article with Graphical hyperlink to brand/company website
Signage opportunities	Stage area of the plenary hall, registration table, exhibit area
Conference Program/Proceedings	Cover
PeLS eJournal	Sponsored feature article with graphical link to brand/company website
Inclusion in Congress promotional material	Advertisements, Website, PeLS social media accounts, Invitation Letters
Promotional Material Distribution	Any promotional printed material (catalog, brochure, leaflet) or sampler (CD, etc) to be inserted in the delegate kit Can donate raffle prizes with acknowledgement
Acknowledgements	Acknowledgement as Platinum Sponsor in all congress collaterals, 30 minutes presentation/product demo time, AVP aired during breaks
Pre-Conference Workshop	30 minutes brand/product demo Exhibitor's table beside the registration area
Delegate access	Directory of congress delegates will be provided
Exhibit Booth	Two (2) 4 x 6 ft booths of your location in the exhibitor's area, with one table, two chairs and free electricity.
Investment Cost / Sponsorship Fee	USD 2,000

b. Gold Sponsor

<b>BENEFITS</b>	<b>GOLD SPONSOR 4 slots only</b>
Free Conference Passes	2 VIP delegates
Congress Web Site Presence	Graphical hyperlink to brand/company website
Signage opportunities	Side of plenary area, exhibit area
Conference Program/Proceedings	Full page, inside page
PeLS eJournal	Graphical link to page with link to brand/company website
Inclusion in Congress promotional material	Advertisements, Website, PeLS social media accounts, Invitation Letters
Promotional Material Distribution	Any promotional printed material (catalog, brochure, leaflet) or sampler (CD, etc) to be inserted in the delegate kit Can donate raffle prizes with acknowledgement
Acknowledgements	Acknowledgement as Gold Sponsor in all congress collaterals, 10 minutes presentation/product demo time, AVP aired during breaks
Pre-Conference Workshop	10 minutes brand/product demo
Exhibit Booth	One 4x6 ft booth of your chosen location at the exhibitor's area, with one table, two chairs and free electricity.
Investment Cost / Sponsorship Fee	USD 1,300

c. Silver Sponsor

	<b>SILVER SPONSOR 6 slots only</b>
Free Conference Passes	1 VIP delegate
Congress Web Site Presence	Text hyperlink to brand/company website
Signage opportunities	Back of plenary area, exhibit area
Conference Program/Proceedings	1/2 inside page
PeLS eJournal	Text link to brand/company website
Inclusion in Congress promotional material	Advertisements, Website, PeLS social media accounts, Invitation Letters
Promotional Material Distribution	Any promotional printed material (catalog, brochure, leaflet) or sampler (CD, etc) to be inserted in the delegate kit Can donate raffle prizes with acknowledgement
Acknowledgements	Acknowledgement as Silver Sponsor in all congress collaterals, AVP aired during breaks
Exhibit Booth	One 4x6 ft at the exhibitor's area, with one table, two chairs and free electricity.
Investment Cost / Sponsorship Fee	USD 800

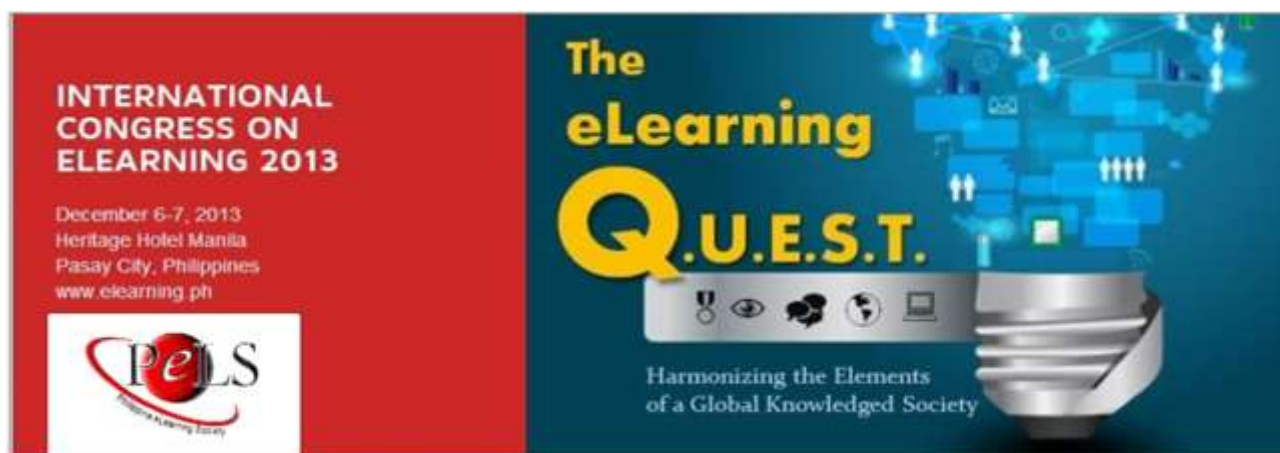
#### d. Welcome Dinner & eLearning Awards Sponsor

The welcome dinner will be done immediately after the end of the first day of the Congress. This dinner will also serve as the schedule and venue for the first eLearning Awards to be given by PeLS. The sponsor will be given full branding opportunity for this eLearning Award and will be given priority in the succeeding eLearning Awards events.

	<b>Welcome Dinner One sponsor only</b>
Branding	Full branding rights to the Dinner and eLearning Awards Company can also present a branded award (Eg. BRAND NAME's Instructional Design Excellence Award) Inclusion of Company Promotional Segment within the Awards Program
Free Conference Passes	3 VIP delegates
Congress Web Site Presence	Sponsored feature article with Graphical hyperlink to brand/company website
Signage opportunities	Anywhere in the venue
Conference Program/Proceedings	Inclusion within the program as Welcome Dinner/eLearning Awards sponsor
PeLS eJournal	Text link to brand/company website
Inclusion in Congress promotional material	Advertisements, Website, PeLS social media accounts, Invitation Letters
Promotional Material Distribution	Sole right to distribute promotional material during the dinner and awarding
Acknowledgements	Acknowledgement as eLearning Awards Sponsor in all congress collaterals, AVP aired during breaks
Pre-Conference Workshop	One hour brand/product demo
Exhibit Booth	One 4x6 ft at the exhibitor's area, with one table, two chairs and free electricity.
Investment Cost / Sponsorship Fee	USD 2,500

#### 2. Exhibitor

Benefits	EXHIBITOR
Congress Web Site Presence	Inclusion of brand/company name on website
Signage opportunities	At assigned exhibit booth only
Conference Program/Proceedings	Acknowledgement in exhibitors' page
Inclusion in Congress promotional material	Acknowledgement as exhibitor
Promotional Material Distribution	Leaflet can be inserted in the delegate kit Can donate raffle prizes with acknowledgement
Acknowledgements	Live acknowledgement
Exhibit Booth	4 x 6 ft
Investment Cost / Exhibitor's Fee	USD 400



### SPONSORSHIP CONFIRMATION FORM

Company Name:	
Name of Authorized Representative	
Signature of Authorized Representative	
Position	
Office Address	
Email Address	
Contact Number	

Check one	Sponsorship Package Options	Sponsorship Fee/ Investment Cost
	Platinum	USD 2,000
	Gold	USD 1,300
	Silver	USD 800
	Welcome Dinner/eLearning Awards	USD 2,500
	Exhibitors	USD 400

Upon receipt of sponsorship confirmation from PeLS, please pay in cash, check through either of the modes below:

- Local Bank Deposit (cash or check) at any BPI Branch nationwide  
Philippine eLearning Society, Inc.  
BPI Savings Account # 4303-0910-98  
Cash and Carry Branch, Makati City

- International Wire Transfer (Please indicate the name of your company and "ICE2013" on the bank transfer.) *Please note the bank charges should be shouldered by the Sponsoring company. Thank you!*

Philippine eLearning Society, Inc.  
Bank of the Philippine Islands  
Savings Account # 4303-0910-98  
Cash and Carry Branch, Makati City, Philippines  
International SWIFT CODE: **BOIPHMM**

**Submit this form via: Fax: (+632) 571-2532 or Email to [congress@elearning.ph](mailto:congress@elearning.ph)**

**Terms and Conditions:**

- All sponsorships will be awarded on a first come, first served basis. PeLS reserves the right to reject any sponsor which it deems inappropriate.
- PeLS will respond with an acceptance or rejection within one week of receipt of sponsorship offer. The company must then provide the sponsorship funds, image logo and other details required within 30 days of receipt of acceptance.
- A company will be recognized as sponsor/exhibitor only upon payment of sponsorship fee. Payment is preferred in Philippine Peso or US Dollar. Payment can be sent by direct bank transfer with the company paying the wire transfer fee unless other arrangements are agreed.
- The sponsorship fee does not include free congress registration unless specifically stated in the sponsorship opportunity details.
- All sponsorship materials must be submitted 30 days before the conference to ensure inclusion in the productions schedule. Sponsorship pledges after this date may still be accepted with conditions.
- Exhibitors and sponsors may not sublet, assign or apportion any part of the item(s) sponsored nor represent advertise or distribute literature or materials for the products or services of any other firm or organization except as approved in writing by PeLS.
- PeLS will not be liable for damage or loss to a sponsor's properties through fire, theft, accident, or any other cause, whether the result of negligence or otherwise.
- No part of an exhibit and no signs or other materials may be pasted, nailed, or otherwise affixed to walls, doors or other surfaces in a way that mars or defaces the premises or equipment and furnishings. Damage from failure to observe this notice is payable by the sponsor.
- Sponsors are welcome to respond to the conference call for papers for consideration with other submissions.
- Sponsors are welcome to offer pledges for single or multiple items/events.
- For sponsorship opportunities that include signage please note that signage space may be limited depending on the venue. PeLS will inform each sponsor of the maximum size, number of signs etc.
- In order to limit costs, PeLS may limit the number of colors used for the printing of sponsor logos.