

### About Us

Rearden Educational is a company striving to improve the quality of education in the Middle East region. With offices in Beirut and Dubai, our portfolio of services includes school consulting, professional development, teacher recruitment and educational marketing. Rearden also runs Kidshop & Mustard, a concept children's bookstore and publishes *The Middle East Educator* magazine.

### Professional Development

Since 2000, Rearden has been offering very successful, high quality professional development sessions for educators in the UAE and Lebanon.

### TeachME 09

*Dubai, UAE*

The conference was under the patronage of H.E. Dr. Hanif Hassan, Minister of Education in the UAE.



[www.teachmeconference.com](http://www.teachmeconference.com)

### Tools for a Backpack 2007

*Dubai, UAE*

The conference was inaugurated by Dr. Abdulla Al Karam, Chairman of the Board of Directors and Director General of the Knowledge and Human Development Authority.



**TOOLS FOR A BACKPACK 2007**

[www.reardenconference2007.com](http://www.reardenconference2007.com)

Both conferences were attended by teachers, principals, and administrators from numerous international, public, and private schools in the UAE, Jordan, Lebanon, Qatar, Oman, Syria and the KSA.

### Contact Us

#### Ms. Reem Maktabi

Lebanon

T: +961 1 392 492

F: +961 1 396 065

UAE

T: +971 4 390 2227

F: +971 4 366 4524

E: [rmaktabi@middleeasteducator.com](mailto:rmaktabi@middleeasteducator.com)

## Why Sponsoring?

The TeachME Educational Conference 2009 is scheduled to be held in Dubai and Beirut. It is a unique opportunity for you to meet, network with and market to a local and international audience, maximizing your exposure to a niche and targeted clientele.

As a sponsor, your organization will be able to demonstrate ongoing commitment and support to the educational sector and promote your products and services to both local and international education representatives, hence:

- Fulfilling your organization's social and corporate responsibility
- Gaining high profile brand positioning and image identification
- Achieving high impact and exposure
- Carving a positive, memorable and lasting impression

## Audience

The TeachME November Conference targets public and private school principals, teachers, administrators, student-teachers and school operators from nursery all the way to high school. It is also directed at parents, tertiary education institutes and select decision makers in the industry. TeachME comes on the heels of its successful predecessors, the November 2007 conference "Tools for a Backpack" and January 2009 conference "TeachME 09", with more than 500 participants from the KSA, the UAE, Lebanon, Qatar, Oman and Syria attending both events.

## About the Conference

Rearden Educational is adding inspiration to education. A robust lineup of speakers and trainers will present a wide range of compelling educational topics, talks and workshops in English, Arabic and French, for K-12 grade levels. In addition to these, there will be panels, debates, and topics on accreditation.



## TeachME Nov. 2009 Theme: Change Takes Gears

The speed and capacity in which children think and absorb is getting alarmingly faster than that in which we can educate them. The challenge to keep up is harder than we think.

The aim of the conference is to address this crucial condition to the future of schooling and present viable, probable solutions to offer quality education.

Experts at the TeachME November 2009 conference will present talks and workshops in a range of subjects which are the different gears in the engine that drives the future of education.

# SPONSORSHIP OPPORTUNITIES

## ☐ PLATINUM SPONSOR \$30,000

### PLATINUM SPONSOR IN BOTH COUNTRIES

\$50,000  
(Up to 2 Platinum  
Sponsors)

- > Address the audience for five minutes at the opening ceremony
- > One session sponsorship\*
- > First visible ad placement in the conference program
- > Three full-color ads in the Middle East Educator magazine
- > Two strategically placed exhibition tables
- > Three strategically positioned display banners
- > Up to four A4 flyers in the conference bag
- > Four invitations to the conference
- > Four invitations to the Gala Dinner
- > Five minute speech by a representative of your organization at the Gala Dinner
- > Access to the VIP meeting area
- > Mention in all undertaken publicity activities
- > Promotional paragraph about your organization in the conference program
- > Link from TeachME website to your company's website

\* The day and timing of the session is decided by the organizers.  
The banners, flyers and promotional paragraph are to be provided by your organization.

## ☐ GOLD SPONSOR \$12,000

### GOLD SPONSOR IN BOTH COUNTRIES

\$20,000  
(Up to 10 Gold Sponsors)

- > Verbal recognition at the opening ceremony
- > An ad placement in the conference program
- > Two full-color ads in the Middle East Educator magazine
- > One strategically placed exhibition table
- > Two strategically positioned display banners
- > Up to two A4 flyers in the conference bag
- > Three invitations to the conference
- > Three invitations to the Gala Dinner
- > Mention in all undertaken publicity activities
- > Promotional paragraph about your organization in the conference program
- > Link from TeachME website to your company's website

The banners, flyers and promotional paragraph are to be provided by your organization.

## ☐ SILVER SPONSOR \$7,500

### SILVER SPONSOR IN BOTH COUNTRIES

\$12,500  
(Up to 15 Silver Sponsors)

- > Verbal recognition at the opening ceremony
- > An ad placement in the conference program
- > One full-color ad in the Middle East Educator magazine
- > One strategically placed exhibition table
- > One strategically positioned display banner
- > One A4 flyer in the conference bag
- > Two invitations to the conference
- > Two invitations to the Gala Dinner
- > Mention in all undertaken publicity activities
- > Promotional paragraph about your organization in the conference program
- > Link from TeachME website to your company's website

The banners, flyers and promotional paragraph are to be provided by your organization.

The adjacent image illustrates the size of your logo in relation to the sponsorship selected.

The positioning is subject to change depending on the design of the layout.



All sponsorship packages include:

- Appearance of the organization's logo on:

> Brochure	> Program	> Slides
> Give-away Bags*	> Banners	> Conference Website
> Handouts	> Invitation Mails	> E-newsletters

\*If agreement is signed by October 25, 2009

## INDIVIDUAL SPONSORSHIP

### ☐ CORPORATE FLYERS \$1,000

This includes an A4 company flyer, to be distributed in conference bags to all participants.