



28th IMC Prague
Sponsorship Brochure



28th International Montessori Congress



Prague
Czech Republic



27 – 30 July
2017



MM
WW MONTESSORI
INSTITUTE
PRAGUE

Become a congress sponsor

Become a sponsor of the 2017 IMC, and be part of a worldwide debate on the future of education. Meet world educational leaders.

The Congress is expected to attract over 3000 participants, who will include Montessori trainers, senior representatives from Montessori associations, school directors, teachers, consultants, students, parents, manufacturers of Montessori materials and other didactic materials. Federal government and key representatives from international educational organisations will also be attending.



Stand out from the crowd

Share your vision and mission

While the eyes of the world are upon the Congress.

Develop and enhance your credibility

Associate your brand with positive social change the Congress will promote and inspire.

Make a difference

Be part of an international movement of change makers.

Build relationships

Develop new partnerships through face-to-face meetings. Meet a broad cross-section of important education experts.

Be part of the global community of innovators

Exchange and share ideas with people whose life mission is to shape the future.

Support global diversity and inclusion

Be part of an international movement determined to work towards resolving society's critical issues.

HELP US MAKE THE WORLD A BETTER PLACE. That's our personal challenge.

28th International Montessori Congress

Pathway to Peace: Montessori Education for Social Change

The International Montessori Congress is a large-scale educational congress. Ever since Maria Montessori established her organisation Association Montessori Internationale in 1929, congresses have taken place regularly. Currently, congresses take place every four years; not only is each congress hosted in a different country, but we also change continents, to enable as many people as possible to enjoy the inspiration these congresses bring. Our goal is to raise awareness and understanding of Montessori education, as well as to provide a platform for Montessori professionals to connect with one another.

Since 1929, twenty-seven congresses have taken place around the world. They offer an ideal opportunity to visitors to expand their knowledge by participating in ambitious and productive activities, which include workshops, panel discussions, networking/exhibiting events, and keynote and research presentations. The Congress inspires and encourages growth, development and action on personal, local and global levels.



In July 2017, we will hold the 28th International Montessori Congress in Prague – in the heart of Europe. Prague is one of the most beautiful destinations in the world, with the history of the capital city of the Czech Republic going back more than a thousand years. It has been almost 16 years since the congress was last held in Europe, and its return to our Continent has created much excitement and anticipation.

Congress Organisers

Association Montessori Internationale (AMI) was established by Maria Montessori in 1929 to protect the integrity of her work and to support high standards for both teacher training and schools. AMI is the centre of expertise, networking and resources in the internationalisation of Montessori. AMI's mission is to support the natural development of the human being from birth to maturity, enabling children to become the transforming elements of society, leading to a harmonious and peaceful world.

Montessori Institute Prague (MIP) is the Congress organiser, and this AMI-affiliated Training Centre is a leader in the promotion of Montessori in the Czech Republic.

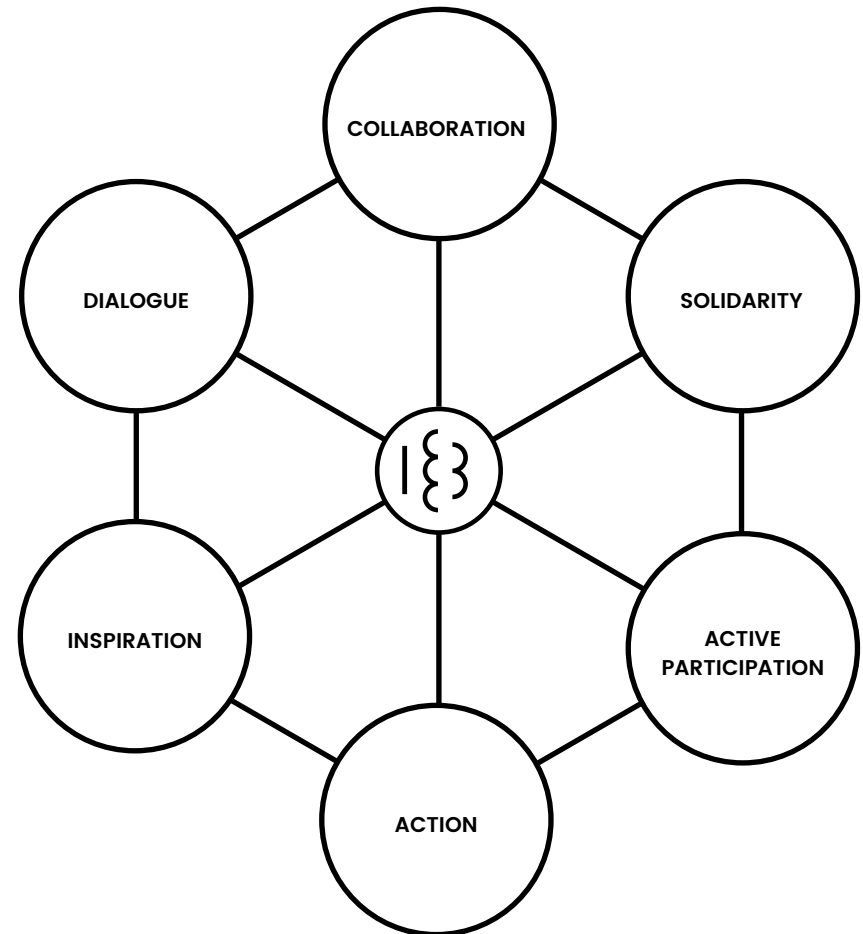


Congress Mission

The Congress will demonstrate that Montessori is an educational approach guided by the natural laws of human development, which enables all human beings to become agents of positive social change, which in the long term can lead to a more harmonious and peaceful world.

The Congress will inspire a universal effort. Through dialogue, solidarity and collaboration each participant will come away with practical tools to effectively impact their respective social communities.

Key Congress Values





Pathway to Peace: Montessori Education for Social Change

The themes will evolve over the four-day Congress:
from the individual to the global.

SELF The basis for peace

What are the natural laws of human development?
In what way is Montessori a developmental science?
What is maximum effort and how do we cultivate it in every growing human being?

OTHERS The family and education for peace

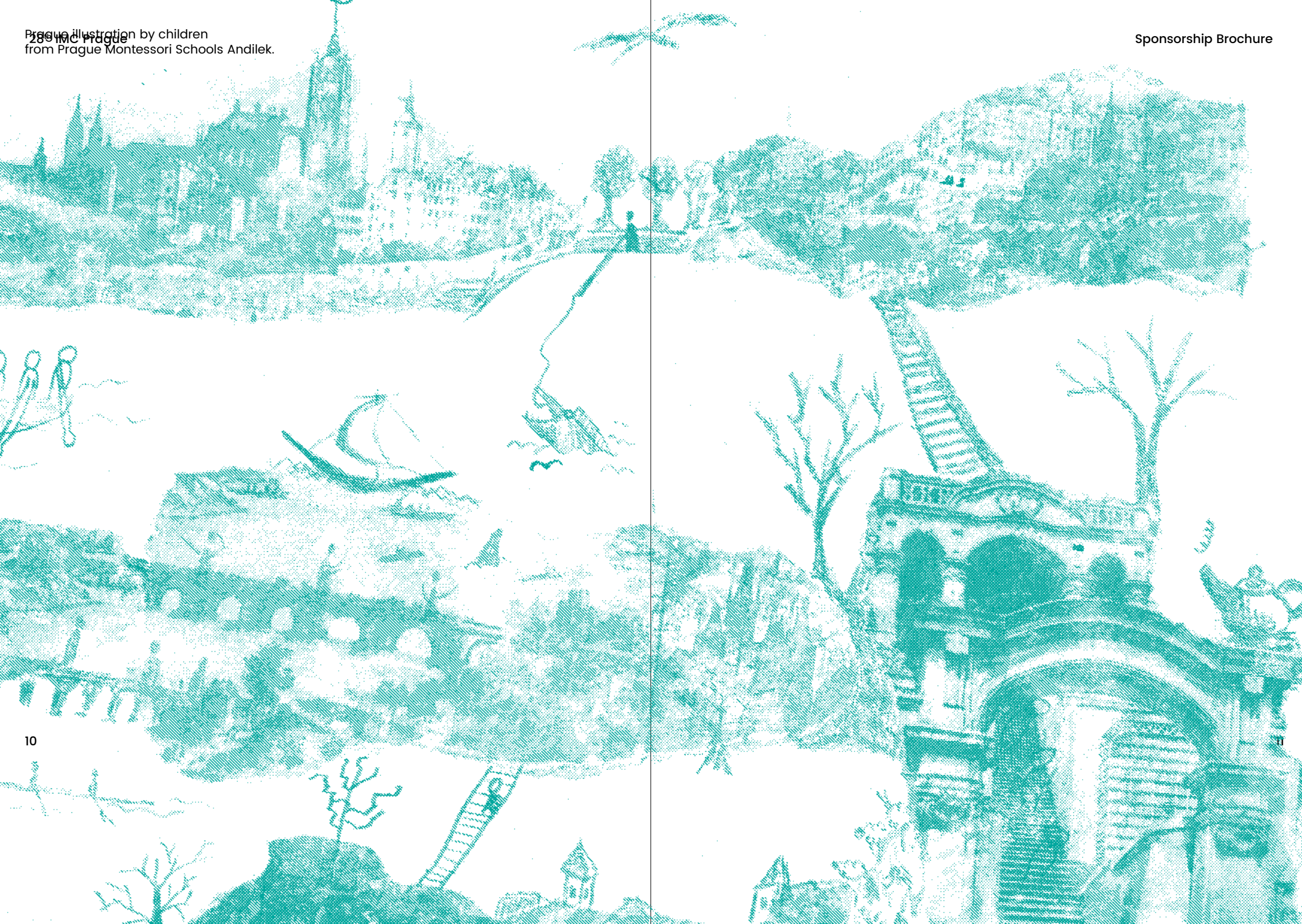
How can we help parents understand the child's needs?
Who is the ideal teacher of the 21st century?
How can adults improve their child's concentration and minimise environmental distractions?

SOCIETY The agents of social change

What are the main elements impacting today's society – modern technologies, constant change, ever-present conflict and crisis?
What is the sociology which frames societies of the 21st century?
What does society ask with regard to formal study?
How can adolescents find effective social pathways to peace?

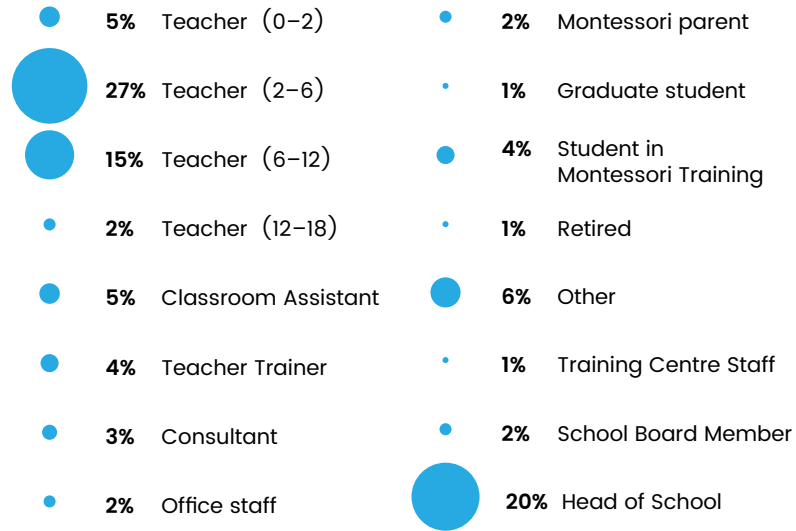
UNIVERSE Peace and ecological unity

How can we facilitate the growth and development of system thinking skills in learners and how do we apply these skills to nature and our man-made world?
What type of education can lead to peace?
What is true progress and success in the context of environmental ethics?

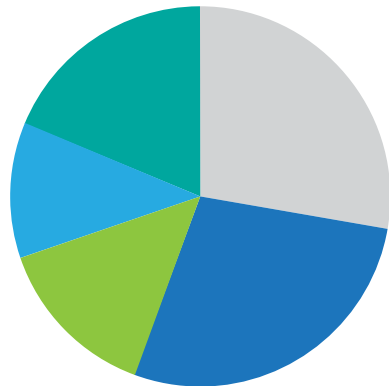
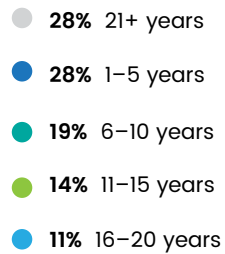


International Montessori Congress, Portland 2013 in numbers

Target Audience



Years working in Montessori



2 102 400
minutes

of careful thought and planning

40

sponsors

Sponsors

2 500

participants

60

countries

40

workshops

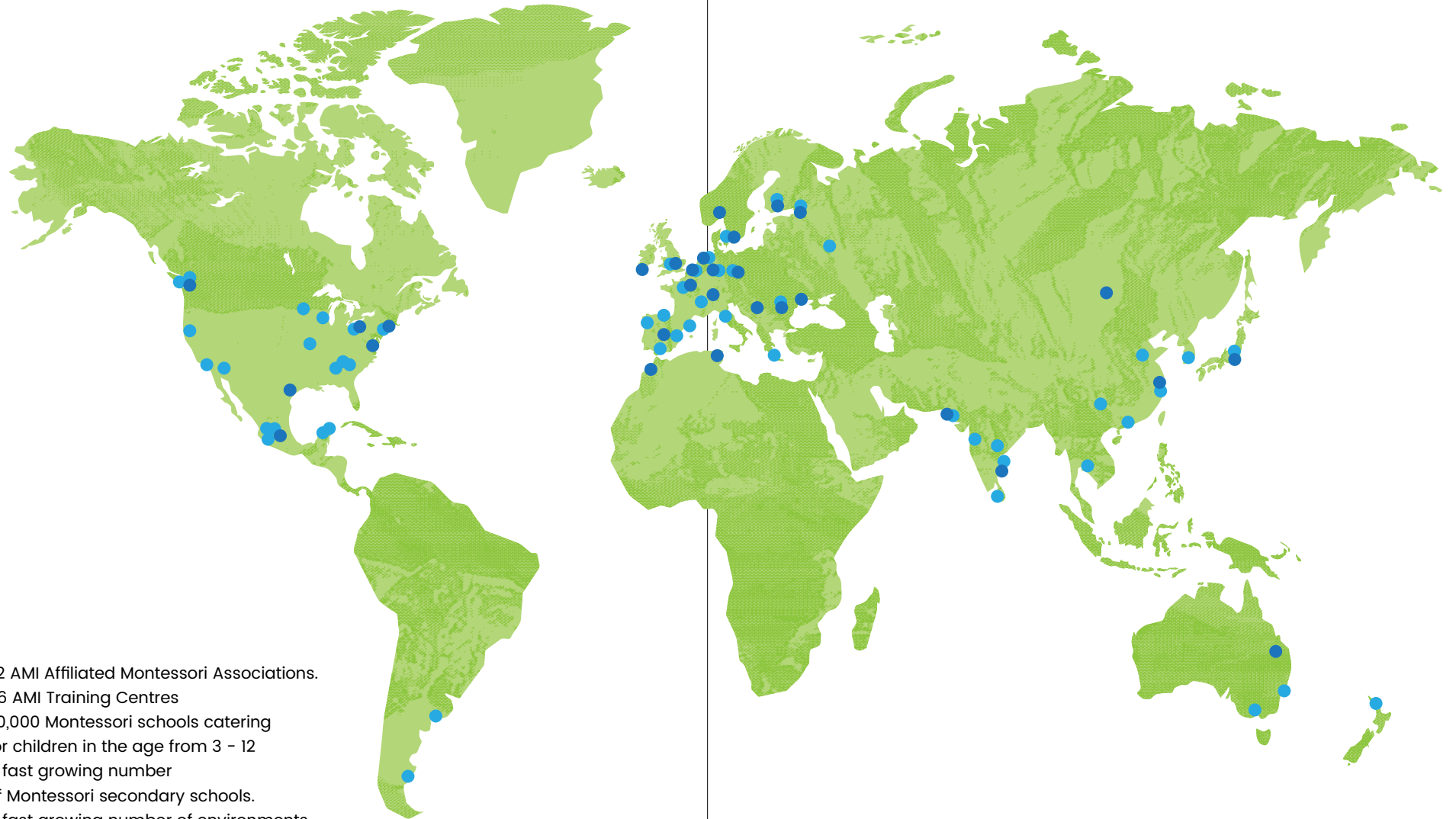
95

exhibitors

6000

newsletter members

Reach the global network of Montessori professionals



- 32 AMI Affiliated Montessori Associations.
- 66 AMI Training Centres
- 30,000 Montessori schools catering for children in the age from 3 - 12
- A fast growing number of Montessori secondary schools.
- A fast growing number of environments for children from a few months to 3.
- Interest among parents is increasing all over the world.

Congress Venue www.kcp.cz

The Prague Congress Centre provides you with one of the most stunning panoramic views of the city. This neo-functional building is an ideal place to meet, share and be inspired.

History and Nature

- The Congress venue is surrounded by peaceful green parks that encourage relaxation; in your free time they are a perfect location to catch up with cultural and spiritual matters.

Flexibility

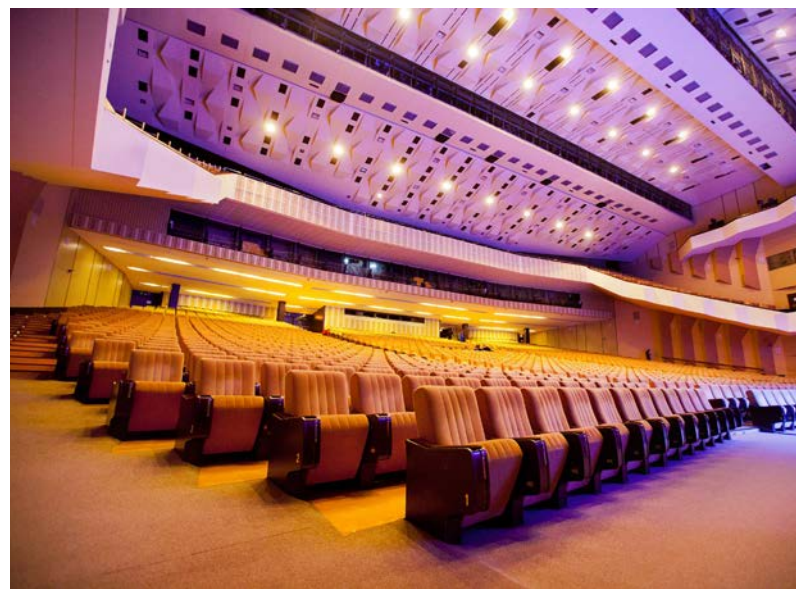
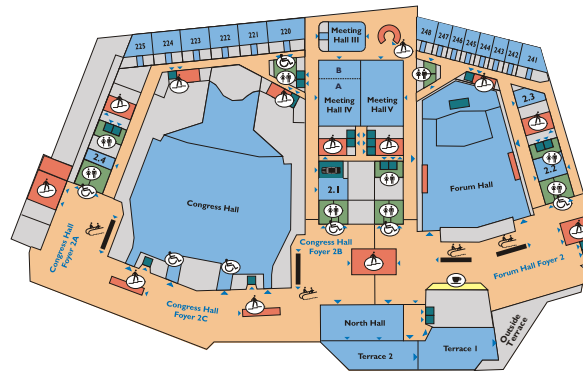
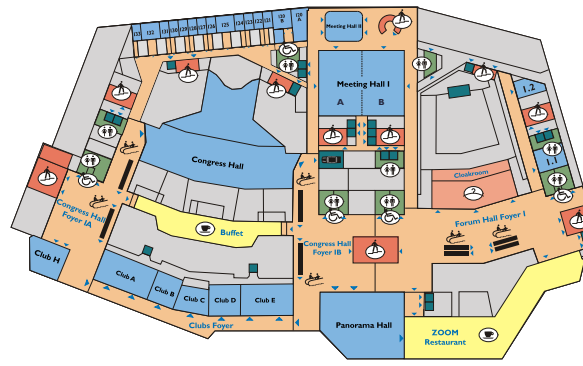
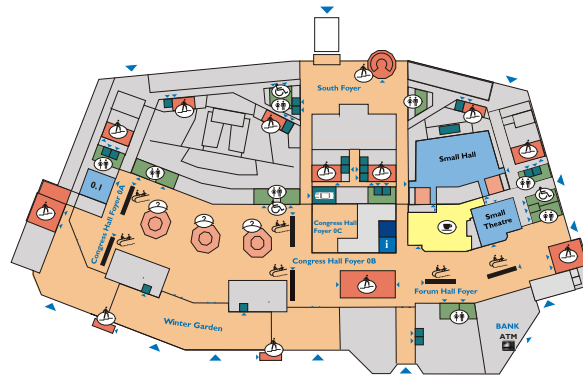
- 20 halls and 50 rooms that can accommodate from 20 to 2,800 people
 - The largest hall—the Congress Hall—has a maximum capacity of 2,764 (and ranks among the best concert halls in the world).

Large Exhibition Space

- The combined space of all five floors and gross exhibition area is no less than 13,000 square metres.

Easy Travel

- The nearest metro station (Vyšehrad - Line C) is only two stops from downtown Prague.





Sponsorship Opportunities

PLATINUM PARTNER

- possibility to organise daily commercial symposium
- opportunity to invite a speaker (the final decision on the choice of speakers rests with the Programme Committee)
- list of attendees
- opportunity to run own evening programme
- own room at disposal
- video presentation during breaks
- prime position in the exhibition space
- prominent acknowledgement in the entrance hall of venue and at congress venue (signage)
- free congress registration and VIP events
- host a sponsor-designed event (VIP dinner, Opening and Closing Plenary)
- branding at post-event communication activities
- congress related articles in the congress newsletter
- one full page of free ad space inside the printed programme
- two flyers for insertion into congress registration bag
- special recognition as top level sponsor during opening & closing ceremonies
- display logo on congress lanyards
- prominent logo position on congress registration bag
- logo on major congress publications, promotional materials and signage

Minimum contribution 50 000 EUR



GOLD PARTNER

- possibility to organise a commercial symposium (selected day)
- host a sponsor-designed event (welcome reception and Kampa happening)
- prime position exhibition space
- prominent acknowledgement at congress venue (signage)
- free congress registration and VIP events
- congress related articles in the congress newsletter
- ½ page free ad space inside printed programme
- one flyer for insertion into congress registration bag
- display logo position on congress registration bag
- logo on major congress publications, promotional materials and signage

Minimum contribution 30 000 EUR

SILVER PARTNER

- selected position exhibition space
- logo placement (website, newsletter, congress programme, main stage backdrop)
- host a sponsor-designed event (newcomers' breakfast)
- free congress registration and VIP events
- ¼ page free ad space inside printed programme
- logo on major congress publications, promotional materials and signage

Minimum contribution 20 000 EUR

BRONZE PARTNER

- host a sponsor-designed event (morning run/yoga)
- logo placement (website, newsletter, congress programme)
- selected position exhibition space
- free congress registration and VIP events
- 25% discount on ad space inside printed programme
- logo on major congress publications, promotional materials and signage

Minimum contribution 10 000 EUR

Other sponsorship possibilities – Events

PLATINUM
ONLY

Opening plenary

On Thursday 27 July, the Opening Plenary will be the official launch of the Congress. With a prominent keynote speaker attracting an audience of more than 2000 participants, and a special opening show where Beethoven's Ode to Joy will be drummed on boomwhackers, your organisation's brand will receive extensive exposure.

PLATINUM
ONLY

Closing plenary

Officially concluding the 2017 Congress and introducing the 2021 congress, the Closing Plenary is the ideal way to strongly position your brand in the minds of participants before they depart for another round. Taking place on Sunday 30 July, typically around 2000 participants attend to hear the keynote speaker and find out about the following congress.

PLATINUM
ONLY

VIP dinner

Host a special and unforgettable evening. A VIP meeting will be held in one of the most beautiful places in Prague, which just might be the perfect place for informal meetings and conversations over a glass of good wine.

GOLD
ONLY

Welcome reception

Taking place directly after the Opening Plenary, the Welcome Reception attracts more than 2500 participants, making it the most popular networking event of the Congress. This is the ideal opportunity to introduce your brand and offerings to the crowd of eager networkers.

GOLD
ONLY

Happening in Kampa park /walking on the line

This event will be held on the afternoon and evening of Saturday 30 July when a fantastic sightseeing tour of Prague is being organised for delegates, which will finish on Kampa island, where we will enjoy great networking opportunities. Capitalise on the high spirits and unique atmosphere, and showcase your brand during this highly-anticipated event to 1000 participants.

SILVER
ONLY

Newcomers' breakfast

Position your brand ahead of any others by sponsoring the Newcomers' Breakfast, which takes place on Friday 28 July at the Congress Centre, making it the first networking event.

BRONZE
ONLY

Morning run/yoga

Sponsor one of our more active and extremely popular events: the morning run/yoga which will be organised in the peaceful green part of Prague's Vysehrad area. Play a truly dynamic role in the congress. Your brand will be associated with a vibrant activity and its recognition will extend beyond the Congress.







Branded items

Badge holder 4000 EUR

Gain high visibility by having your logo on the badge holder that participants wear throughout the entire congress week.

Volunteer t-shirts 3800 EUR

Congress assistants interact with participants every day. Your logo on the back of their t-shirts will be seen across the entire venue throughout the congress week. Why not sponsor t-shirts for the host committee and volunteers, creating walking billboards throughout the event?

(Reusable) Water bottles 5000 EUR

Help quench participants' thirst! Reach thousands of people by having your logo printed on the water bottle labels. Sponsoring these re-usable bottles will give you additional recognition for greening the congress.

Pens 7000 EUR

Put your name right at people's fingertips as they jot down notes in workshops throughout the congress. Your organisation's logo, telephone details, and web address will be emblazoned in 1 colour on the barrel of a high-quality ball-point pen included in each attendee's congress tote bag.

Branded coffee station 8000 EUR

Feeling tired of never liking the "congress coffee"? Even though we do our best to secure the highest quality catering possible, it's always nice to have a tasty cup of espresso or cappuccino to keep your energy high. Staff will not only be serving coffee all day, they would also share their wide knowledge of coffee in fluent English. This is a perfect feature to add to your exhibition booth!

Charging box 2500 EUR

Delegates use telephones and laptops that need to be regularly charged. The box will be branded with your company logo, and the LCD screen can display any video or promotional message you wish to share with our attendees.



Exhibition

Each exhibiting company will have their company logo and link featured on the congress sponsor website and in the printed programme.

Booth package		Order code	Price
Table top		OCS1	400 €
Regular booth		OCS2	900 €
Exclusive booth A		OCS3	1800 €
Exclusive booth B		OCS4	3600 €

Stand fee includes the following	Table pot	Regular Booth	Exclusive Booth A	Exclusive Booth B
Table	1	1	1	2
Chair	2	3	3	4
Power socket	1	1	1	2
Spotlight	2	2	2	4
Area in m ²	2	6	6	12
Floor	1	1	2	2
Free registration	-	-	2	3





**Thank you for your time!
We look forward to our
collaboration during
and around the Congress.**





www.montessoricongress2017.org



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