Innovative Learning ... Promising Future

2–5 March 2015
Ritz Carlton Hotel
Al Riyadh · Kingdom of Saudi Arabia

www.eli.elc.edu.sa
Under the Patronage of the
Custodian of the Two Holy Mosques
King Abdullah Bin Abdul-Aziz Al Saud
The progress of every nation lies in its ability to continuously develop the quality and capability of its human capital, and the depth and breadth of its knowledge base. As the Kingdom of Saudi Arabia undergoes rapid change in science, technology and education, it reaffirms its commitment to creating, enhancing and maintaining a world class standard of education at every level across the country. Investment and innovation in this critical area are the key to increasing the capacity and proficiency of the national workforce, and ultimately to a future of harmony and prosperity for the Kingdom and its people.

Title:
Innovative Learning … Promising Future.

Objectives:
1. Identify the latest, innovative and excellent applications and practices in e-learning environment.
2. Explore global experiences and trends in the use of modern digital content and methods of its development.
3. Explore the expected future roles of teaching and learning in k-society.
4. Access to the latest scientific research and studies in the field of e-Learning and distance education.
5. Discuss the role of e-learning in innovation and participation for a better learning.
6. Ensure the quality of e-learning in terms of content, measurement, evaluation, and enforcement mechanisms.
From the heartbeat of Riyadh to the world:

Under the Patronage of the Custodian of the Two Holy Mosques, King Abdul-lah bin Abdulaziz Al Saud, the National Center for e-Learning and Distance Learning presents the 4th International Conference for e-Learning and Distance Learning (eLi4), under the theme “Innovative Learning … Promising Future”.

This renowned international event will be held during the period from Mar. 2-5, 2015, at the Ritz Carlton Hotel in Riyadh, one of the fastest growing cities in the world. With a population of nearly five million people, Riyadh’s rich historical and deep cultural heritage is reflected in its wide range of scientific centers, respected higher education institutions and magnificent museums.

Join distinguished participants from around the world and stay on the cutting edge of the e-Learning revolution.

A unique e-Learning forum: bringing together industry experts, thought leaders and key decision-makers

A pioneering event in an emerging global industry, the 4th International Conference for e-Learning and Distance Learning will again gather leading educators, researchers, practitioners, investors, key decision-makers and end-users to share best practices, highlight key issues and present the latest developments in the fields of e-Learning and distance education.

The conference will open communication channels and establish the foundation for long-term common interests between experts and scientific centers, linking the best international and GCC minds in the field with their counterparts in Saudi Arabia.

The event will reinforce e-Learning’s increasingly critical role in the global education system and industry, with a cross-section of the industry’s leading experts showcasing a wide range of successful government, semi-government and private sector projects, best practices, technologies and trends from Saudi Arabia and beyond.
Five core themes: international experts and unique insights

The conference will be attended by a broad number of experts and specialists in the fields of e-learning and distance education, hosting more than 30 speakers from Saudi Arabia, GCC and the world to discuss 77 research papers covering five main themes:

**Theme I: Innovative Learning Applications And Practices**
1. Innovative e-learning strategies.
2. Disruptive innovation in teaching and learning.
3. Learning and big data analytics in teaching and learning.
5. Mobile & Tablet apps in e-learning.

**Theme II: Creative Digital Learning Content**
1. New trends and methods on developing digital content.
2. Issues and challenges of open educational resources.
3. Learning through and with videos, simulation and virtual reality.
4. Gamification of learning and instruction.
5. Innovative digital content platforms.
6. New approaches in copyright and intellectual property protection (Creative commons).

**Theme III: The Future of Learning And Teaching in K-Societies**
1. Innovative learning and encouraging competitiveness for human resources.
2. Investing in talents.
3. Life-long learning and life-wide learning.
4. Local and global collaboration in sharing learning resources.
5. Shifting towards learning society.
6. e-Training for innovative employability skills.
7. New digital literacy, skills, and competencies.
Theme IV: Creativity And Engagement For A Better Learning
1. Peer instruction: learners as teachers.
2. New uses of social learning.
5. Discovering and developing talents.
6. Digital fluency of faculty and assessing teaching innovations.

Theme V: Quality Issues In Innovation & Creativity
1. Quality Standards for e-learning content.
2. Policies for applying quality standards.
4. Quality learning and creative Education.
5. Expanding Access vs Quality Learning.
Previous eli Keynote Speakers
Exhibition for e-Learning and Distance Learning: unlimited opportunities in e-Learning

Alongside with the main conference, the 4th International Exhibition for e-Learning and Distance Learning is held. It is an ideal forum for specialists, scientific and research organizations, and governmental and business leaders to get first-hand knowledge of the opportunities available in the sector of e-Learning and distance education. The (eli4) exhibition is organized during the period Mar. 2-5, 2015 at Riyadh's Ritz Carlton Hotel, it will showcase key industry developments and attractive investment opportunities in this dynamic, growing field.

Exhibition Name:
4th International Exhibition for e-Learning and Distance Learning

Organizers:
The National Centre for e-Learning and Distance Learning

Exhibition Location:
Ritz Carlton Hotel
Riyadh, Kingdom of Saudi Arabia
<table>
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<tr>
<th>Date:</th>
<th>2 – 5 March 2015</th>
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<tr>
<td>Date of Mobilization</td>
<td>1 March 2015</td>
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| Date of Demobilization     | 5 March 2015
From 05:00 pm till 11:00 pm |

Exhibition visiting times:

| 2 March 2015               | From 8 pm               |
| 3 - 5 March 2015           | From 09:00 am till 05:00 pm |

Construction of exhibition stands and booths:
- The maximum height of stands/booths is five meters.
- Use of two-level platforms is subject to written approval by the organizers. A copy of the stand drawing must be attached.
- Organizers maintain the right to change the location of stands/booths, as required and without liability.
- Pre-fabricated stands/booths must be delivered by the morning of March 1, 2015.
- Construction of stands/booths must be complete by 3 hours before the official opening of the exhibition.
- Dismantling and removal of stands/booths and all debris must be carried out within 2 hours of the closing of the exhibition.

Cleanness:
Organizers are responsible for ensuring the cleanliness of equipped passages and stands/booths, excluding exhibited products and private stands/booths.
General Terms:
• Exhibitors are responsible for clearing construction debris and exhibited products to designated areas.
• It is prohibited to display or stock exhibited products in passages or outside specified exhibition areas.
• It is prohibited to use flammable materials and fire in the exhibition area.
• It is prohibited to display products or items that are not authorized for exhibition according to the laws and regulations of the Kingdom of Saudi Arabia.

Exhibition Purpose:
• Establish and enhance communication channels among public and private sector experts and scientific centers in Saudi Arabia, the GCC and internationally to help achieve sustainable development objectives for e-Learning and distance education
• Showcase innovative and successful government, semi-government and private sector projects in the fields of e-Learning and distance education from Saudi Arabia and around the world
• Create a strategy for exchanging best practices, experiences and capabilities among industry practitioners in order to promote the overall development and growth of the e-Learning and distance education market globally

Exhibition areas:
The exhibition will feature a wide range of projects on e-Learning and distance learning methods conceived, adapted and applied by:

- Government
- Semi Government
- Colleges & Institutes
- Private Sectors
- Consulting Companies
- Scientific Centers

Price per square meter is equipped

<table>
<thead>
<tr>
<th>Price per square meter is equipped</th>
<th>$1000</th>
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<td>One area of the podium space</td>
<td>2 x 3</td>
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Visitors:

Visitors from around the world covering every aspect of the e-Learning and distance education field will come together for this prominent industry showcase. From industry experts and technical specialists, to representatives of respected scientific and research centers, to government, business and thought leaders, key stakeholders from across the industry will be on hand to share their knowledge and experiences, and to put in place the networks and investments that will power the future of the industry for decades to come.
Sponsorship

Sponsorship

Sponsorship

Sponsorship
Technical Partner 700,000 SR

1. /20/ sqm (4m X 5m) inside exhibition space only.
2. Media coverage to highlight the name of the company as a strategic partner of the Conference.
3. Reserving /5/ seats only in the opening ceremony.
4. Reserving /5/ seats to attend the lunch during the conference days.
5. /8/ Invitations to attend the conference for the technical sponsor customers.
6. Display the logo of the company behind the conference platform, in the registration area, in conference hall, in coffee & lunch breaks area, and in the Information center.
7. Sponsor logo appears in all conference printed materials such as: registration forms, conference guide, invitations, ads, e-mail push.
8. Banner ad on the website of the conference.
9. Providing the company 2 full pages in the conference guide to introduce the company profile, with the company logo placed on the front cover.
10. Sponsor logo will be placed on the conference screens.
11. Sponsor’s logo and brochures will be distributed inside the bags of attendees.

Diamond Sponsor 500,000 SR

1. /18/ sqm (3m X 6m) inside exhibition space only.
2. Media coverage to highlight the name of the company as a strategic partner of the Conference.
3. Reserving /5/ seats only in the opening ceremony.
4. Reserving /5/ seats only to attend the lunch during the conference days.
5. /8/ Invitations to attend the conference for the diamond sponsor customers.
6. Display the logo of the company behind the conference platform, in the registration area, in conference hall, in coffee & lunch breaks area, and in the Information center.
7. Sponsor logo appears in all conference printed materials such as: registration forms, conference guide, invitations, ads, e-mail push.
8. Banner ad on the website of the conference.
9. Providing the company 2 full pages in the conference guide to introduce the company profile, with the company logo placed on the front cover.
10. Sponsor logo will be placed on the conference screens.
11. Sponsor’s logo and brochure will be distributed inside the bags of attendees.
Gold Sponsor 300,000 SR

1. 16 sqm (4m X 4m) inside exhibition space only.
2. Media coverage to highlight the name of the company as a strategic partner of the Conference.
3. Reserving 3 seats only in the opening ceremony.
4. Reserving 4 seats to attend the lunch during the conference days.
5. 8 Invitations to attend the conference for the golden sponsor customers.
6. Display the logo of the company behind the conference platform, in the registration area, in conference hall, in coffee & lunch breaks area, and in the Information center.
7. Sponsor logo appears in all conference printed materials such as: registration forms, conference guide, invitations, ads, e-mail push.
8. Banner ad on the website of the conference.
9. Providing the company 1 full page in the conference guide to introduce the company profile, with the company logo placed on the front cover.
10. Sponsor’s logo will be placed on the conference screens.
11. Sponsor’s logo and brochure will be distributed inside the bags of attendees.

Silver Sponsor 200,000 SR

1. 15 sqm (5m X 3m) inside exhibition space only.
2. Media coverage to highlight the name of the company as a strategic partner of the Conference.
3. Reserving 2 seats only in the opening ceremony.
4. Reserving 2 seats to attend the lunch during the conference days.
5. 5 Invitations to attend the conference for the silver sponsor customers.
6. Display the logo of the company behind the conference platform, in the registration area, in conference hall, in coffee & lunch breaks area, and in the Information center.
7. Sponsor logo appears in all conference printed materials such as: registration forms, conference guide, invitations, ads, e-mail push.
8. Banner ads on the website of the conference.
9. Providing the company 1 full pages in the conference guide to introduce the company profile, with the company logo placed on the front cover.
10. Sponsor’s logo brochure will be distributed inside the bags of attendees.
Bronze Sponsor 150,000 SR

1. 12 sqm (4m X 3m) inside exhibition space only.
2. Media coverage to highlight the name of the company as a strategic partner of the Conference.
3. Reserving 2 seats only in the opening ceremony.
4. Reserving 1 seat to attend the lunch during the conference days.
5. 3 Invitations to attend the conference for the silver sponsor customers.
6. Display the logo of the company behind the conference platform, in the registration area.
7. Sponsor logo appears in all conference printed materials such as: registration forms, conference guide, invitations, ads, e-mail push.
8. Providing the company half page in the conference guide to introduce the company profile, with the company logo placed on the front cover.

Associate Sponsor 100,000 SR

1. 12 sqm (6m X2m) inside exhibition space only.
2. Media coverage to highlight the name of the company as a strategic partner of the Conference.
3. Reserving 1 seat to attend the lunch during the conference days.
4. Invitations to attend the conference for the Associate sponsor customers.
5. Display the logo of the company behind the conference platform, in the registration area.
6. Sponsor logo appears in all conference printed materials such as: registration forms, conference guide, invitations, ads, e-mail push.
Press Sponsor  500,000 SR

1. /12/ sqm (3m X 4m) inside exhibition space only.
2. Media coverage to highlight the name of the company as a strategic partner of the Conference.
3. Reserving /5/ seats only in the opening ceremony.
4. Reserving /5/ seats to attend the lunch during the conference days.
5. Display the logo of the company behind the conference platform, in the registration area, in conference hall, in coffee & lunch breaks area, and in the Information center.
6. Sponsor logo appears in all conference printed materials such as: registration forms, conference guide, invitations, ads, e-mail push.
7. Banner ad on the website of the conference.
8. Providing the company /2/ full pages in the conference guide to introduce the company profile, with the company logo placed on the front cover.
9. Sponsor logo will be placed on the conference screens.
10. Sponsor’s logo and brochure will be distributed inside the bags of attendees.
11. Delivering copies of Company brochures and printed materials to the rooms of participants (where necessary).
12. Company brochures and printed materials will be distributed all over the location (where necessary).

Space Sponsor  700,000 SR

1. /12/ sqm (2m X 6m) inside exhibition space only.
2. Media coverage to highlight the name of the company as a strategic partner of the Conference.
3. Reserving /8/ seats only in the opening ceremony.
4. Reserving /8/ seats to attend the lunch during the conference days.
5. /10/ Invitations to attend the conference for the media sponsor customers.
6. Display the logo of the company behind the conference platform, in the registration area, in conference hall, in coffee & lunch breaks area, and in the Information center.
7. Sponsor logo appears in all conference printed materials such as: registration forms, conference guide, invitations, ads, e-mail push.
8. Banner ad on the website of the conference.
9. Providing the company /2/ full pages in the conference guide to introduce the company profile, with the company logo placed on the front cover.
10. Sponsor logo will be placed on the conference screens.
11. Sponsor’s logo and brochure will be distributed inside the bags of attendees.
12. Delivering copies of Company brochures and printed materials to the rooms of participants (where necessary).
13. Company brochures and printed materials will be distributed all over the location (where necessary).
Radio Sponsor 300,000 SR

1. Media coverage to highlight the name of the company as a strategic partner of the Conference.
2. Reserving /2/ seats only in the opening ceremony.
3. Reserving /2/ seats to attend the lunch during the conference days.
4. /5/ Invitations to attend the conference for the media sponsor customers.
5. Display the logo of the company behind the conference platform, in the registration area, in conference hall, in coffee & lunch breaks area, and in the Information center.
6. Sponsor logo appears in all conference printed materials such as: registration forms, conference guide, invitations, ads, e-mail push.
7. Banner ad on the website of the conference.
8. Providing the company 1 full pages in the conference guide to introduce the company profile, with the company logo placed on the front cover.
9. Sponsor’s logo and brochure will be distributed inside the bags of attendees.