



National Higher Education Forum 2020
Tuesday 24 - Wednesday 25 March
Abuja, Nigeria

THEME: Competitiveness, Endowment and Partnerships:
A path to excellence and sustainability

Partnership & Exhibition Brochure

Introduction and Background

National Higher Education Forum (NHEF) is an annual thought leadership conference for decision makers in academia, industry and government with a vision to facilitate the growth of Nigeria's knowledge economy through effective interactions among academia, government and industry actors.

NHEF has a mission to be a vibrant platform where:

- Government, academia and industry leaders meet to align interests;
- Theorists and practitioners meet;
- Open and deep conversations on emerging trends in higher education happen;
- Ideas on complex issues affecting the knowledge economy are best shared and analysed;
- The state of higher education in Nigeria and globally are extensively reviewed;
- Academia- and industry-focused policy dialogue and medium-to-long term agenda setting take place;
- R&D breakthroughs are showcased and highlighted;
- New innovations are shared and explored;
- Individual and institutional peer review happens;
- Unhindered networking takes place;
- Developments in the knowledge ecosystem are tracked and constantly analysed to observe how those changes impact future progress.

Our Vision is to facilitate the growth of Nigeria's knowledge economy through effective collaboration among academia, government and industry actors.

Over the last 30 years, a lot has changed across the world, in every sense. If we must respond adequately to the continual, sweeping changes taking place before us, and prosper as a nation, our entire education sector - higher education system in particular, must play a leading role in driving the required cultural, social and economic transformation that Nigeria need.

In a much more technology driven and connected world, where the increasing economic importance of innovation, skilled labour force and students diversity, are changing the dimensions of higher education institutions' responsibilities, there is an overarching need to periodically bring together, in one place, people and businesses, whose taxes fund the higher education sector, government and academia to dialogue extensively.

National Higher Education Forum 2020, among other broader objectives, will seek to find answers to the following important questions. One, "what demands and expectations does Nigeria really have of its higher education institutions, and are these institutions responding to those demands and expectations? Two, "the institutions themselves, what do they see as their role in the evolving social, cultural and economic lives of" Nigerians, and what are their binding constraints? Three, what systems and mechanisms are the institutions using to examine how effectively they are discharging their roles? Four, does Nigeria have a comprehensive economic competitiveness strategy upon which a higher education competitiveness strategy can be built on?

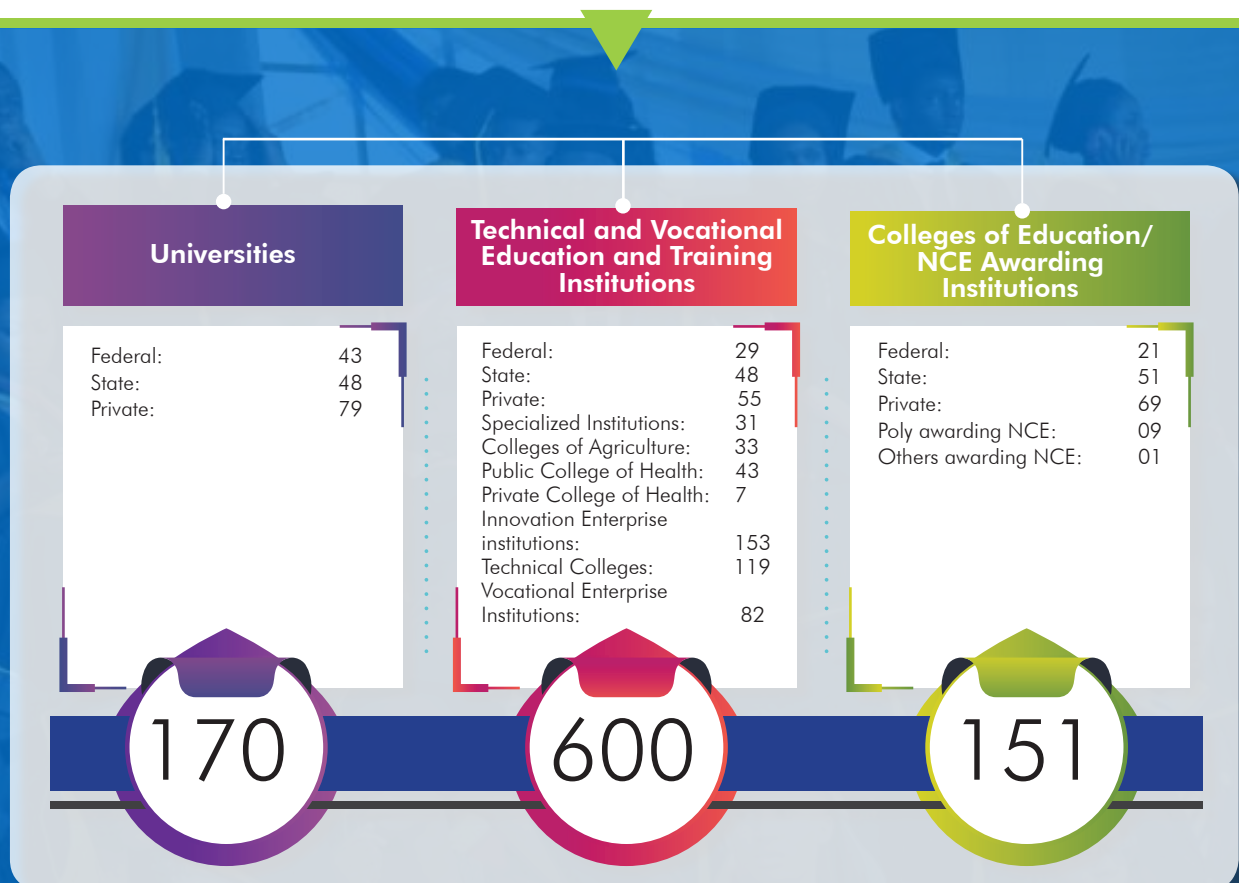
...there should be shared interests between academia, industry and government...

Answers to these questions and more, obtained through careful assessment and honest conversations at the conference will provide government a guide to and tools for appropriate policy responses to tackling the issues. Also, the institutions will gain important feedback that will enable them improve value delivery.

Pivotal to the success of the above is the understanding that there should be shared interests between academia, industry and government and that there is need for mechanisms and systems to understand what these interests are through effective engagements, and then jointly pursue them.

Additional Information

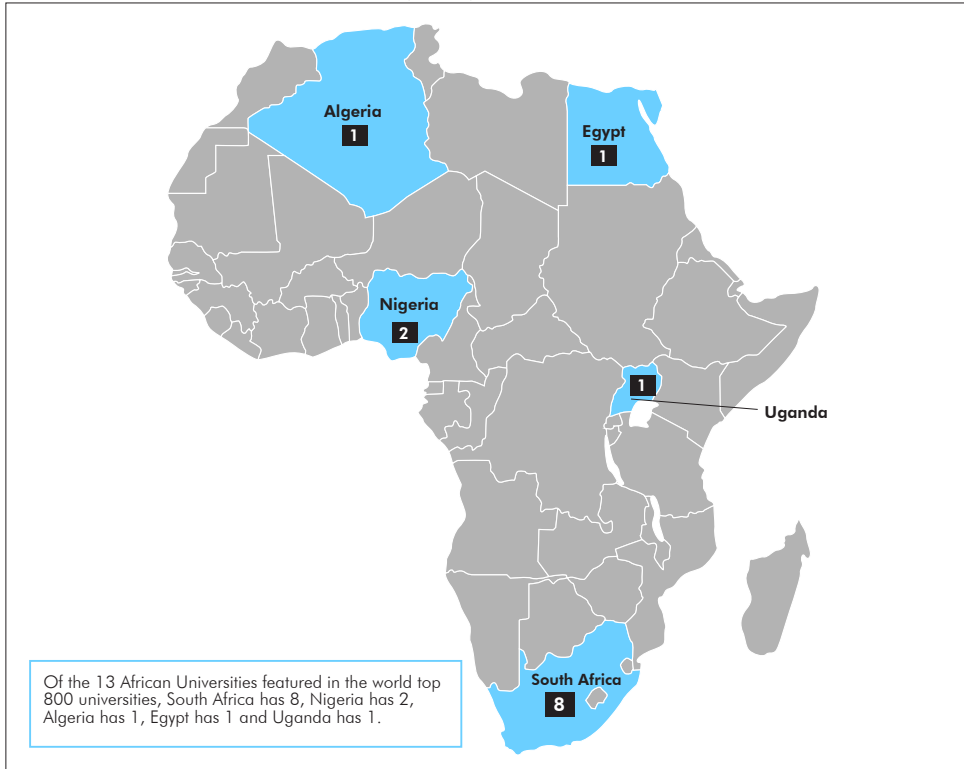
Tertiary Education Institutions in Nigeria



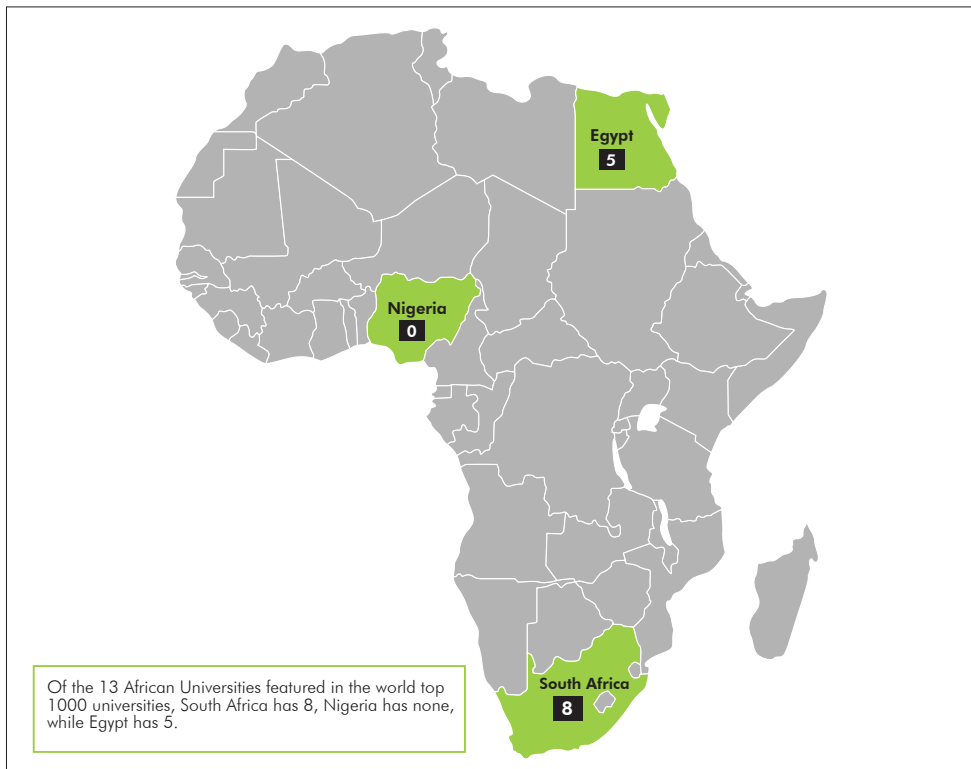
From the data above, Nigeria probably has the largest higher education system in Africa. However, it is regrettable that, despite the size, its universities sparingly feature among the best ranked universities in Africa. See the table below. Some people may rightly argue that ranking does not tell the whole story; but it sure does tell some story. We cannot afford to ignore the importance of the metrics used in the rankings, like academic reputation, employer reputation, faculty/student ratio, research influence, international faculty ratio, international student ratio and industry income.

Times Higher Education (THE) World University Ranking 2020			Quacquarelli Symonds (QS) World University Ranking 2020		
In Africa	Name and Country	World	In Africa	Name and Country	World
1	University of Cape Town South Africa	136	1	University of Cape Town South Africa	198
2	University of the Witwatersrand South Africa	194	2	The American University in Cairo Egypt	395
3	Stellenbosch University South Africa	251-300	3	University of the Witwatersrand South Africa	400
4	Covenant University Nigeria	401-500	4	Stellenbosch University South Africa	427
=4	University of KwaZulu-Natal South Africa	401-500	5	University of Johannesburg South Africa	501-510
=5	University of Ibadan Nigeria	501-600	=6	Cairo University Egypt	521-530
=5	North-Western University South Africa	501-600	=6	University of Pretoria South Africa	551-560
=6	Ferhat Abbas Setif University Algeria	601-800	=7	Ain Sham University Egypt	801-1000
=6	University of Johannesburg South Africa	601-800	=7	Alexandria University Egypt	801-1000
=6	Kafrelsheikh University Egypt	601-800	=7	Rhodes University South Africa	801-1000
=6	Makarere University Uganda	601-800	=7	Assuit University Egypt	801-1000
=6	University of Pretoria South Africa	601-800	=7	University of KwaZulu-Natal South Africa	801-1000
=6	University of Western Cape South Africa	601-800	=7	University of Western Cape South Africa	801-1000

The distribution of top universities in Africa according to Times Higher Education (THE) World University Ranking 2020



The distribution of top universities in Africa according to Quacquarelli Symonds (QS) World University Ranking 2020



The **Centre for Higher Education, Innovation and Development (CHEiD)** through various channels, one of which is **National Higher Education Forum (NHEF)**, is committed to contribute in rewriting this unacceptable narrative.



Why attend the Forum?

- Be a part of the biggest annual gathering of education and innovation thought leaders in Africa.
- Gain unusual insights on evolving trends in research and innovation, emerging industry opportunities, new policies, etc.
- Contribute in shaping the conversations at the various high impact events at the Forum.
- The Forum offers delegates a rare opportunity to derive inspiration, get empowered and equipped to function better in their various areas of practice.
- Individual and institutional delegates also have good opportunity to peer-review their individual and institutional progress.

Why partner with Us?

- Network with other key sector leaders from diverse backgrounds.
- Promote your brands or organisations to top tertiary institutions' critical decision makers.
- Benefit from the goodwill supporting education sector engenders. This supportive partnership will be richly promoted in the lead up to and during the Forum events.
- Organisations and brands stand to benefit immensely from unparalleled exposure to a gathering of influential target audience, in an informal yet informative environment, removed from the competing demands of regular everyday life.
- Partners will have a chance to enrich their database.



Why exhibit at the National Higher Education Forum 2020?

- Company and organisation representatives will have the opportunity to network with other key sector leaders from diverse sectors and backgrounds.
- Exhibitors at this National Higher Education Forum will avail themselves rare opportunities to promote their brands or organisations to top tertiary institutions' critical decision makers.
- Exhibitors will have great opportunity to enrich their database.
- Exhibitors will have a chance to build new partnerships, initiate or close deals.





Forum Promotion and Marketing

Who Should Attend?

We expect delegates from

- Federal and State Ministries, Departments and Agencies
- Chief Executives of Higher Education Institutions
- Pro-Chancellors
- Registrars
- Deans of Faculties
- Heads of Departments
- Top Decision Makers in HEIs
- Finance & Bursary Units in HEIs
- Advancement Offices HEIs
- Heads of Research Institutions
- Industry Leaders
- Human Capital Managers
- Finance and Asset Management Companies
- Technology Solution & Service Providers
- Equipment Suppliers
- Publishing Houses
- Entrepreneurs
- Researchers and Research Managers
- Innovators
- Media Professionals
- Non-profit Organizations

We are committed to promoting NHEF 2019 to important & relevant stakeholders and a larger audience who in one way or another may be interested in or connected to the knowledge sector. The signature of brands and organisations that partner with us will be made loud through some or all of our marketing and communication channels listed herein below:



- Advert publications in the print media
- Promotional Articles in selected media platforms
- Listing on the conference website
- Regular newsletter
- Regular posts on the Forum new media platforms – Facebook, Twitter, LinkedIn
- Conference Programme
- Signage at the venue
- Partner's e-banner
- Speaker's e-banner
- Short promotional videos

NATIONAL HIGHER EDUCATION FORUM 2020
DRAFT PROGRAMME

Abuja, Nigeria

DAY ONE – TUESDAY, 24TH MARCH		
TIME	EVENT	TOPIC
8:00am-9:00am	Registration	
9:00am-9:05am	National Anthem	
9:05am-9:10am	Welcome Address	
9:10am-9:30am	Documentary Film Series	“Rethinking Nigeria’s Higher Education” - The Revelations
9:30am-10:15am	Opening Keynote	Opening Keynote
10:15am-11:45 am	KEYNOTE PRESENTATION & PANEL	Competitiveness, Endowment and Partnerships: A path to excellence and sustainability
11:45am-12:15pm	Refreshment/Networking/Exhibition Stand Visit (30 minutes)	
12:15pm-1:15pm	INTER-MINISTERIAL POLICY DIALOGUE -A SPECIAL SESSION	Policy considerations for driving Nigeria’s global competitiveness through higher education
1:15pm-2:15pm	INNOVATION LEADERSHIP MASTERCLASS (ILM) -A BREAKOUT SESSION	Transiting from a natural resource-dependent economy to an innovation-driven economy: A bold new agenda for Nigeria’s Higher Education Institutions/sector
1:15pm-2:15pm	DEANS ROUNDTABLE -A BREAKOUT SESSION	Research excellence beyond publication: From lab to mart, effective ways of turning promising ideas into new products, services and industries
1:15pm-2:15pm	- A BREAKOUT SESSION	Becoming locally international: Improving students learning experience
2:15pm-2:55pm	Lunch Break/Networking/Exhibition Stand Visit - (40 minutes)	
3:00pm-3:45pm	PLENARY SESSION	Nigeria in the age of Big Data: Where are we in the loop?
3:45pm-4:45pm	PLENARY SESSION	The Future of work and the skills gap: A case for a national- scale strategy
4:45pm-5:00pm	Day One Closes	
DAY TWO – WEDNESDAY, 25TH MARCH		
8:00am-9:00am	ARRIVAL & TEA/COFFEE	
9:00am-9:15am	Brief review of day one	
9:15am-9:45am	KEYNOTE 2	Innovative financing: The TETFund approach
9:45am-10:15am	PLENARY SESSION	Endowment: Nigeria’s Higher Education Institutions’ untapped Resource
10:15am-10:45am		Smart Investments for Nigeria’s Higher Education Institutions
10:45am-12:15am	PLENARY SESSION	Budget for Education: A donation or an investment? A detailed analysis of higher education expenditure pattern
12:15pm-1:00pm	SPECIAL SESSION	A conversation with HEI Leaders
1:00pm-1:10pm	Closing Remarks	
Networking, Lunch Break & Departure		

PARTNERSHIP INFORMATION

Category 1



Partnership Fee (N)
Above N12Million

2 Slots are on Offer

Benefits

1. Logo/trademark on conference back drop.
2. Speaking opportunity for organisation’s representative
3. A full page advert space in the NHEF 2020 Report.
4. Exclusive interactive session with available keynote speaker for sponsor’s representatives.
5. Exclusive Entrance Branding
6. A roll-up banner within the conference hall
7. 90 seconds video of the organisation to be shown as interludes at the main conference hall
8. A free exhibition booth (4mX3m).
9. Logo/trademark on all NHEF 2020 advert promotions.
10. One full page advert space in the NHEF 2020 brochure.
11. Seven (7) free delegate passes for NHEF 2020.
12. Logo/trademark on interview backdrop.
13. 6 (six) months post conference listing on NHEF website.
14. Mention on NHEF social media platforms.
15. Organisation’s souvenir would be added in the conference pack

Category 2



Partnership Fee (N)
Above N7.5Million

3 Slots are on Offer

Benefits

1. Logo/trademark on conference interview back drop.
2. Logo/trademark on all NHEF 2020 advert promotions.
3. A full page advert space in the NHEF 2020 brochure.
4. Free exhibition booth (3mX3m).
5. 2 roll-up banners at the exhibition booth area.
6. Five (5) free delegate passes for NHEF 2020.
7. 3 (three) months post conference listing on NHEF website.
8. Mention on NHEF social media platforms.
9. Organisation’s souvenir would be added in the conference pack.

Category 3



Partnership Fee (N)
N5Million & Above

4 Slots are on Offer

Benefits

1. Logo/trademark on all NHEF 2020 advert promotions.
2. Half page advert space in the NHEF 2020 brochure.
3. Free exhibition booth (2mX3m).
4. A roll-up banner at the exhibition booth.
5. Three (3) free delegate passes for NHEF 2020.
6. Logo/trademark on interview backdrop.
7. 2 (two) months post conference listing on NHEF website.
8. Mention on NHEF social media platforms.
9. Organisation's souvenir would be added in the conference pack.

Category 4



Partnership Fee (N)
Below N2.5Million

5 Slots are on Offer

Benefits

1. Mention in media adverts.
2. Corporate logo in Forum promotional materials and brochure.
3. Logo/trademark on all NHEF 2020 advert promotions.
4. Free delegate passes for 2 (two).

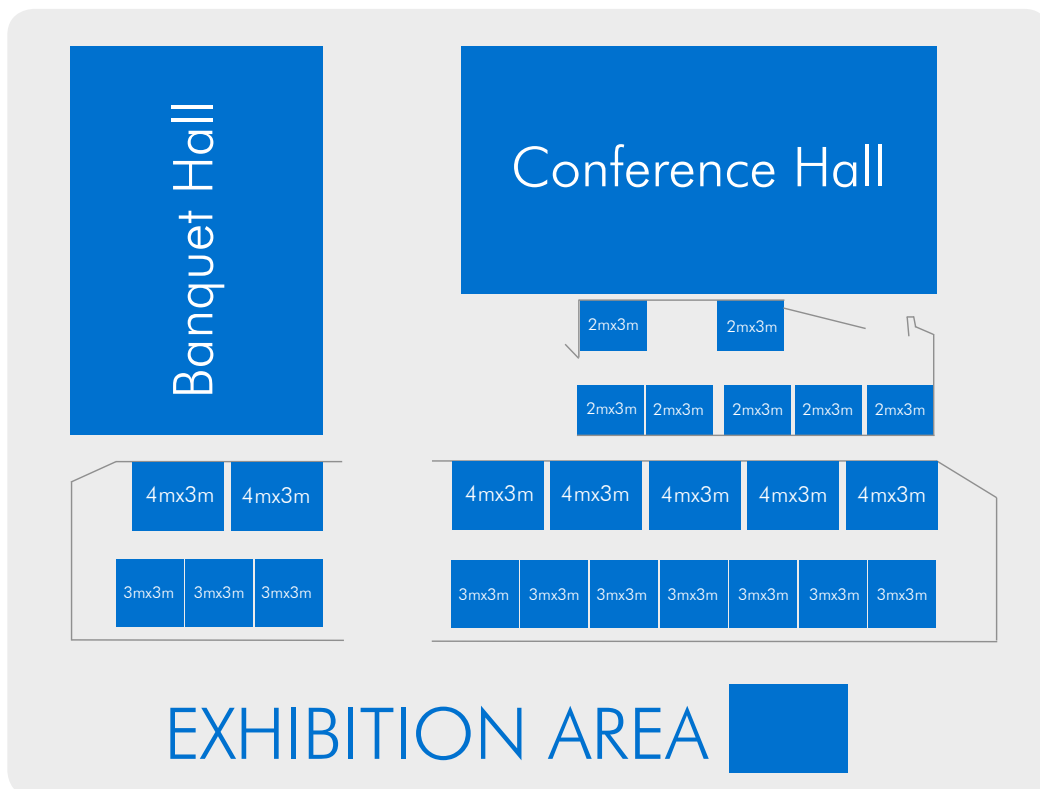
**Should you have other partnership ideas, we are open and ready to consider your options*



Exhibition Space Distribution

- It is the honest intention of the organisers to explore every opportunity possible to give all participants a great experience. Therefore, the exhibition is designed to be a major part of the Forum. And the Forum programme has been designed to exploit opportunities for attendees to visit the exhibition booths. The exhibition hall will be made to serve as an interesting centre of networking for delegates, sponsors and exhibitors.
- Early birds will surely secure prime locations for their companies or organisations on the exhibition floor plan.

Booth	Size	Facilities	Price (NGN)
A	2mx3m	Light bulbs, power point, registration table	160,000.00
B	3mx3m	Light bulbs, power point, registration table	250,000.00
C	4mx3m	Light bulbs, power point, registration table	300,000.00



Please note that the EXHIBITION AREA arrangement may still be altered before the event. This is just an illustration



Booking and Payment Terms

Spaces/booths will be allocated strictly on first request, first served basis. Exhibition space for partners/sponsors will be allocated first before any other. Once a booking is made, you will be forwarded a confirmation of exhibition booth reservation and the invoice for deposit. Please note that deposits not paid within 2 working days of invoice issuance will result in the space being made available for re-sale without prior notice. Requests are considered serious when backed with payment.

Partners or exhibitors that do not meet the deadlines for submission of their materials for inclusion in promotional materials will lose such benefits.

Exhibitors will be liable for any damage caused by them or their agents, employees, vendors, contractors and invitees to any other exhibitors or any common property or third party within the exhibition.

Cancellations will only be considered valid and acceptable in writing, and that 40% penalty fees will apply for any cancellations within 7 days of the Forum.

Exhibitors are responsible for the transport of their own exhibit to and from the conference, and for all related expenses.

Partnership fees are not refundable.

National Higher Education Forum, the organisers and the event facility owners will not take responsibility for any loss or theft of exhibitors' property at the conference or the property of their respective employees, vendors, contractors, agents or invitees.

Book today!

Make your booking through the link below and we would surely get back to you in a short while:

www.nhef.cheid.org/partnership-exhibition



Contact Information

Plot 608, TOS Benson Crescent
Utako District, Abuja.
M: +234 817 059 8669
M: +234 706 262 2874
E: nhef@cheid.org