



1st International Micro-Credentials Congress

I M C C – 2026



12-13 October 2026

Ankara, Türkiye

SPONSORSHIP FILE

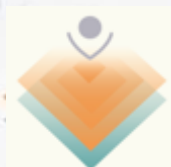
Building a trusted,
inclusive and employment-
oriented micro-credentials
ecosystem



Organised by:



Gazi University



Micro-Credentials
Association, Türkiye



micro-credentials.org



imcc2026@micro-credentials.org



About IMCC 2026

The 1st International Micro-Credentials Congress – IMCC 2026 will be held in Ankara on 12–13 October 2026, co-organised by Gazi University and Micro-Credentials Association, Türkiye. The Congress is designed as an international platform bringing together universities, public institutions, employers, professional organisations, quality assurance bodies, technology providers, training institutions and policy actors to discuss the future of micro-credentials and their role in education, employment and lifelong learning.

Micro-credentials are rapidly becoming an important instrument for recognising short, focused and measurable learning outcomes. As labour markets evolve, individuals increasingly need flexible ways to demonstrate specific skills, while employers require reliable evidence of competences beyond traditional degrees. In this context, micro-credentials offer an effective bridge between education and the world of work, supporting upskilling, reskilling, career transitions and more inclusive access to learning opportunities.

IMCC 2026 will address key issues such as quality assurance, recognition, digital credentials, national and international qualification frameworks, employability, skills-based recruitment, higher education innovation, vocational and professional learning, and the role of artificial intelligence in skills assessment and guidance. The Congress will also contribute to the ongoing policy dialogue in Türkiye and internationally on how trusted, transparent and portable micro-credentials can be developed and implemented.

For sponsors, IMCC 2026 offers a valuable opportunity to be associated with a forward-looking agenda at the intersection of education, skills, technology and employment. Sponsorship will provide visibility among decision-makers, academics, training providers, employers and innovation actors who are shaping the future of lifelong learning. By supporting the Congress, sponsors will contribute to the development of a reliable micro-credential ecosystem that responds to changing skills needs, strengthens collaboration between education and industry, and supports individuals in building future-ready careers.



Target Audience

- Universities, vocational education institutions and other training providers
- Policy makers, regulatory bodies, qualification authorities and employment agencies
- Human resources managers, corporate learning and development professionals, and in-house trainers
- EdTech companies, digital learning platforms and credentialing technology providers
- Researchers, academics and experts in employment, education and skills policy
- International organisations, development agencies, donor institutions and professional support organisations

Why Sponsor?

By sponsoring the 1st International Micro-Credentials Congress – IMCC 2026, your organisation will:

- Gain visibility among universities, training providers, policy makers, employers, HR professionals, EdTech companies, researchers and international organisations.
- Position itself as a forward-looking organisation supporting innovation in education, skills development, employability and lifelong learning.
- Associate its brand with one of the most relevant emerging agendas in higher education, vocational training and workforce development.
- Reach a specialised audience directly interested in qualifications, skills recognition, digital credentials, career development and education–industry cooperation.
- Demonstrate commitment to human capital development, upskilling, reskilling and the future of work.
- Build relationships with decision-makers, institutional representatives, academics, experts and potential partners.
- Create opportunities for networking, collaboration and future project development with national and international stakeholders.



- Strengthen its reputation as a contributor to a trusted and quality-assured micro-credential ecosystem.
- Support the development of flexible learning pathways that help individuals document their skills and improve their employability.
- Contribute to stronger cooperation between education providers, employers, public institutions and technology actors.
- Increase brand recognition through congress communication materials, digital channels, printed materials and on-site visibility, depending on the sponsorship package.
- Show social responsibility by supporting lifelong learning, inclusion and access to skills development opportunities.
- Take part in shaping discussions on the future of skills, talent, digital learning and recognised learning outcomes.

Sponsorship Options

Sponsorship	Description	Cost
Exhibition Stand	The sponsor will be provided with a dedicated exhibition area at the congress venue to present its visuals, products, services, projects or institutional activities directly to participants.	€2,000 or ₺110,000
Swallowtail flag	Two vertical swallowtail flags measuring 80 × 200 cm each, featuring the sponsor's logo and design (to be provided by the sponsor) will be produced. The flags will be displayed during the congress in the meeting hall or at a suitable visible location within the congress venue.	€800 or ₺44,000
Brochure in the congress pack	The sponsor's brochure (maximum A4 size, not exceeding 50 gr) will be included in the official congress pack distributed to registered participants, providing direct visibility among the congress audience.	€300 or ₺16,500
Branded promotional items in the congress pack	The sponsor may provide small branded promotional items, such as pens, notebooks, coffee mugs or similar items bearing the	€600 or ₺33,000



	sponsor's logo, to be included in the congress pack distributed to registered participants. All items should be suitable for inclusion in the congress pack and are subject to prior approval by the Organising Committee.	
Name Tags	The sponsor's logo will be displayed on participant name tags, ensuring continuous brand visibility throughout the congress. This sponsorship item is exclusive and will be allocated to only one sponsor.	€1.500 or ₺82,500

For customised sponsorship proposals and special visibility opportunities, please contact: imcc2026@micro-credentials.org

General Conditions

- Sponsors may select more than one sponsorship item, subject to availability and approval by the Organising Committee.
- Sponsorship payments shall be made as donations to the Micro-Credentials Association, Türkiye, against an official receipt issued by the Association.
- Sponsorship payments must be completed within 15 calendar days following the signing of the sponsorship package agreement.
- The design provided by the sponsor, production and placement of swallowtail flags are subject to approval by the Organising Committee. The flags will be displayed at locations determined according to venue suitability and congress flow.
- Brochures and branded promotional items in the congress pack will be provided by the respective sponsors.
- For exhibition stands, a minimum area of 5 square metres will be allocated to each exhibitor. Each stand area will be provided with one table and two chairs.
- Exhibitors may bring roll-up banners and similar promotional materials, provided that they fit within the allocated stand area and do not obstruct neighbouring stands or common circulation areas.



- The exhibition area will be located at the entrance of the building where the congress session halls are situated. The specific location of each stand will be determined by the Organising Committee.
- Electricity connection may be provided subject to prior request and technical availability.

