



Learning Impact

CONFERENCE 2024

June 3-6 Salt Lake City, Utah

Sponsor Engagement Prospectus



About Learning Impact

1EdTech's annual Learning Impact Conference brings together over 600 senior-level leaders across K-12, higher education, government, edtech suppliers, and workforce learning organizations to identify today's teaching and learning needs—and address them. Working together, we are evolving open, trusted, and innovative digital solutions that empower all learners to realize their fullest potential.

Over 500 attendees joined us in Anaheim, California for the 2023 Conference.

About 1EdTech

1EdTech is a member-based non-profit community partnership of leading education providers at all levels, government organizations, and edtech suppliers who collaborate to accelerate an open, trusted, and innovative digital learning ecosystem. We power learner potential by creating the foundation for a learner-centered and future-ready ecosystem where products work together to improve teaching and learning for all.

1EdTech hosts the annual Learning Impact Conference and other engagement opportunities to advance the leadership and ideas that shape the future of learning. The 1EdTech Foundation, an affiliated public charity, puts philanthropic funds to work in support of 1EdTech's vision. Visit our website at 1edtech.org.



Why Sponsor Learning Impact?

Learning Impact is a unique conference where institutions and product leaders from around the globe come together to collaborate on ways to improve teaching and learning experiences. Sponsoring the conference shows that your organization is dedicated to advancing a trusted, open, and innovative ecosystem to power learner potential.

Receive recognition for your support through multiple channels before, during, and after the conference with tons of other great benefits like:

- Interactive presentation opportunities
- Advertisements in pre-event campaigns and on social media
- Onsite and virtual exhibit areas
- Private meeting space at the conference
- Registration comps
- Custom benefits to extend the life of your sponsorship
- Networking opportunities with industry leaders and innovators

Learning Impact 2023 by Job Function/Role



The 2023 Conference showed a wide variety of attendees in various job positions. These roles listed below were high in attendance.

- **Chief Executive Officer**
- **Chief Information Officer**
- **Chief Technology Officer**
- **Digital Curriculum Coordinator**
- **Vice President**
- **Director of Online Programs**
- **Senior/Executive Director**
- **Registrar**
- **Digital Credentials Coordinator**
- **Product Manager**
- **Architect**
- **Director of Instructional Technology**
- **Software Engineer**
- **Curriculum Coordinator**

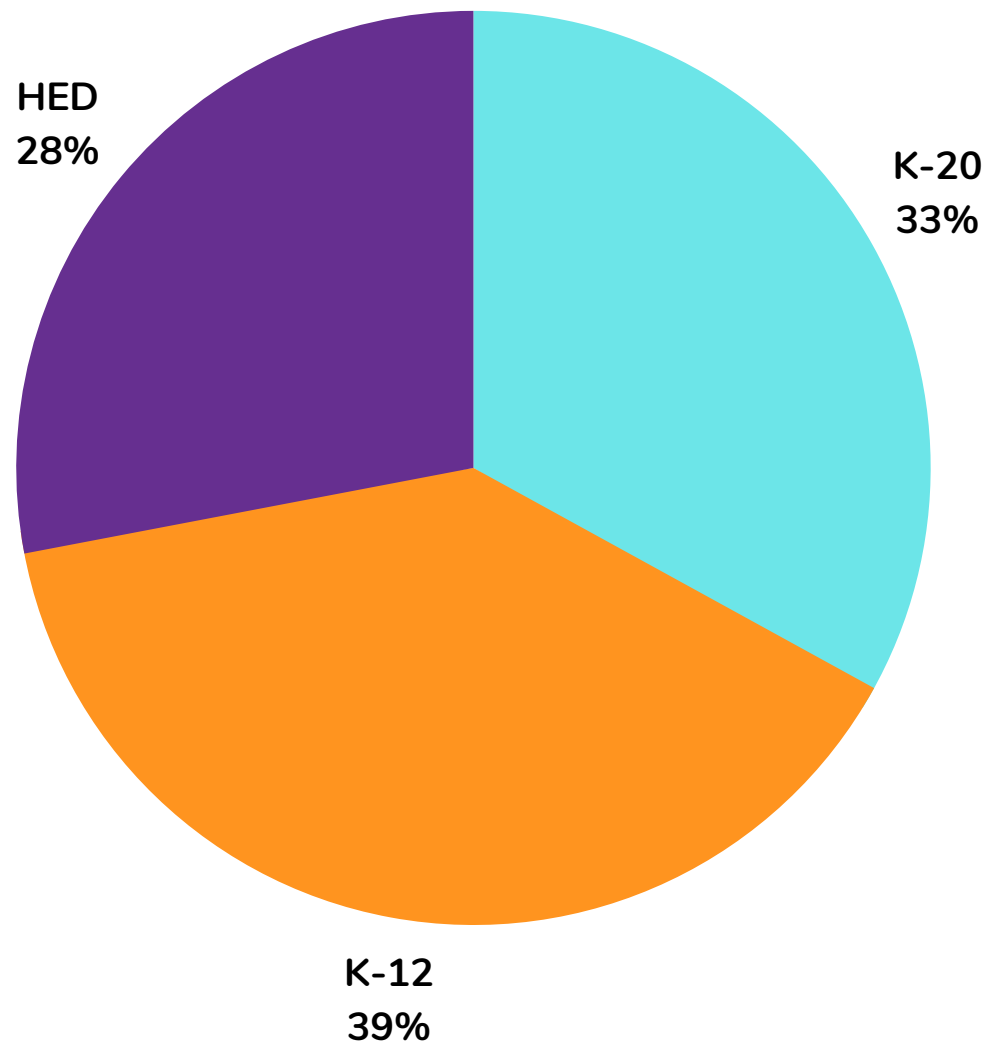


Learning Impact 2023 by the Numbers



Educational Focus

Over 500 attendees joined us in Anaheim, California, for the 2023 conference



Learning Impact 2023 Attendee Feedback



“The sessions were very informative and mostly engaging. Also, the opportunity to network and collaborate with peers and suppliers was very productive and beneficial.”

“Lots of passion from attendees leading to opportunities for productive conversations and networking.”

“The attendees were a good mix of edtech leaders - commercial, higher ed, and K12. The conversations were great.”

“It was a great opportunity to meet and network with both current and potential customers and partners.”

“The variety of institutions, and suppliers that attend Learning Impact always makes it an excellent place for collaboration with companies from across the industry. No other conference I've been to offers that same diversity.”

Attendee Feedback from the 2023 Learning Impact Conference Event Survey



LEARNING IMPACT 2023 SPONSORS



- Turnitin
- Cengage Group
- D2L
- Udemy
- VitalSource
- Instructure
- SAFARI
- GG4L
- PowerSchool
- Coins for College
- Anthology
- EPAM
- Territorium
- Actionaly
- UpThink
- ClassLink
- Savvas
- Microsoft
- MaivenPoint
- Magic Edtech
- Lightspeed
- MyLearner Journey
- Inspera
- Learning Experiences and Sakai Plus
- Unicon
- Walmart
- Identity Automation
- Clever
- ReadSpeaker
- CDW
- MRCC Solutions
- Texthelp
- StrongMind
- Common Good
- Zab Translation Solutions
- BenQ
- Willow Labs
- Up Brainery
- Accredible
- VitalSource

2023 Leader Sponsors



2024 Leader Sponsorship Package

\$17,000 1EdTech Member Pricing (Member Only)



- Sponsorship recognition (logo) on the Learning Impact Conference 2024 website, conference mobile app, and onsite signage
- Conduct a track-relevant breakout session with an institutional partner, state agency, or other non-profit organization to showcase collaborative projects (not demo products) to help institutions power learner potential now and into the future
- Three (3) complimentary registrations with full access to the Learning Impact Conference
- Six-foot skirted vendor table in the exhibit area. Space assignments on a first-come, first-served basis
- An un-staffed virtual exhibit booth with your company profile, videos, marketing content, and other resources for attendees to download at their convenience during and after the conference to learn more about your organization
- Two (2) Digital ads to be featured in conference email promotions and the 1EdTech Community Newsletter
- A 15-30 second ad to be shared on-screen before the start of and between general sessions
- Registration list that includes registrants who opted into having their contact information shared with sponsors
- Two (2) sponsor supplied pop-up notifications to appear on the event app to promote your session is about to begin or to share news or announcements
- Social media promotion before and during the event
- Welcome email sent to all registered attendees at the start of the Conference that thanks the sponsors and provides quick links or “like” options to follow the sponsor’s X (Twitter) or LinkedIn channel instantly

Ala Carte Leader Benefit Options

Choice of 1 to customize Leader Sponsorship

- Opportunity to conduct a 15-minute showcase to demonstrate how your organization’s solution can support an institution’s educational imperatives
- One (1) additional full complimentary registration for the Learning Impact Conference
- Opportunity to conduct a small focus group during breakfast or lunch
- Featured profile in one 1EdTech Community Dispatch monthly newsletter to highlight a customer success story that is leveraging the work of the 1EdTech community to power learner potential
- Opportunity to publish a Learning Impact blog to share your organization’s leadership in driving the adoption of an open, innovative, and secure digital teaching and learning ecosystem
- Opportunity to participate in a post-conference interview for the 1EdTech website and YouTube channel

2024 Advocate Sponsorship Package

\$11,000 1EdTech Member Pricing (Member Only)



- Sponsorship recognition (logo) on the Learning Impact Conference 2024 website, conference mobile app, and onsite signage.

Choice of one:

- Conduct a track-relevant breakout session with an institutional partner, state agency, or other non-profit organization to showcase collaborative projects (not demo products) to help institutions power learner potential now and into the future.
- Conduct a 15-minute talk to demonstrate how your organization's solution can support an institution's educational imperatives.
- Two (2) complimentary registrations with full access to the Learning Impact Conference
- Six-foot skirted vendor table in the exhibit area. Space assignments on a first-come, first-served basis
- Virtual listing in the 1EdTech Marketplace on the event app where attendees can view your company profile, videos, marketing content, and other resources
- One (1) Digital ad to be featured in conference email promotions to be featured in conference email promotions
- Registration list that includes registrants who opted into having their contact information shared with sponsors.
- You can provide up to one (1) pop-up notification to appear on the event app to alert attendees when your session is about to begin or to share news or announcements
- Social media promotion before and during the event
- Welcome email sent to all registered attendees at the start of the Conference that thanks the sponsors and provides quick links or "like" options to follow the sponsor's X (Twitter) or LinkedIn channel instantly

2024 Supporter Sponsorship Package

\$7,000 - 1EdTech Members \$8,500 - Non-Members



- Sponsorship recognition (logo) on the Learning Impact Conference 2024 website, conference mobile app, and onsite signage
- One (1) complimentary registration with full access to the Learning Impact Conference.
- Opportunity to conduct a 15-minute talk to demonstrate how your organization's solution can support an institution's educational imperatives
- Six-foot skirted vendor table in the exhibit area. Space assignments on a first-come, first-served basis
- Virtual listing in the 1EdTech Marketplace on the event app where attendees can view your company profile, videos, marketing content, and other resources.
- One (1) Digital ad to be featured in conference email promotions
- A registration list two weeks before the conference to facilitate on-site networking and appointment scheduling
- Social media promotion before and during the event
- Welcome email sent to all registered attendees at the start of the Conference that thanks the sponsors and provides quick links or "like" options to follow the sponsor's X (Twitter) or LinkedIn channel instantly

2024 Exhibitor Sponsorship Package

Member: \$5,000 Non-Member - \$7,000

- Sponsorship recognition (logo) on the Learning Impact Conference 2024 website, conference mobile app, and onsite signage
- One (1) full complimentary registration for the Learning Impact Conference
- A registration list will be provided two weeks before the conference to facilitate on-site networking and appointment scheduling
- Six-foot skirted vendor table in the exhibit area. Space assignments on a first-come, first-served basis
- Virtual listing in the 1EdTech Marketplace on the event app where attendees can view your company profile, videos, marketing content, and other resources



Ala Carte Sponsorship Options

Reception Sponsor

Recognition as a sponsor for either the opening reception (Monday) or Closing Reception (Wednesday) - \$5,000

- Signage with your logo displayed at the reception (signage to be provided by 1EdTech)
- Branded cocktail napkins (one-color logo) used during the reception
- 100 drink tickets to give to your customers and prospects
- One (1) mobile app push notification during the event to all attendees

Recharging Station

One branded charging station located in the registration area and second table on different level where meals and breaks are located.- \$5,000

- Branded with your organization's logo
- Ability to place literature or giveaways on charging table
- Limit one (1) sponsor on a first come, first served basis

Registration Kiosk

Display your logo on the Learning Impact 2024 registration check-in kiosk to welcome attendees - \$5,000

- 1EdTech will design and supply the wrap
- Limit one (1) sponsor on a first come, first served basis

Sponsor Meeting Room

Conduct private meetings with attendees - \$5,000

- Room includes basic electricity and free conference WiFi in the Learning Impact meeting space. Sponsors are responsible for F&B expenses
- One (1) full complimentary registration for the Learning Impact Conference
- A registration list will be provided two weeks before the conference
- Limit three (3) sponsors on a first come, first served basis

First-Time Attendee Orientation (Member Only)

Join 1EdTech staff to provide a welcome orientation to first-time Learning Impact attendees to help them prepare for a successful event - \$3,000

- One (1) push notification to all attendees recognizing sponsorship to highlight ways they can interact with your organization during the conference
- Notification text to be provided by the sponsor
- Opportunity to provide a branded giveaway item



Ala Carte Sponsorship Options

AM Coffee Break - \$5,000

- Branded coffee cup sleeves and napkins
- Signage at break stations recognizing sponsorship
- One (1) mobile push notification on the morning of the AM-sponsored break
- Limit three (3) sponsors for Monday, Tuesday, and Wednesday breaks

Attendee Badges and Lanyards (Member Only)

Opportunity to have your logo featured exclusively on Learning Impact badges and lanyards for all attendees - \$7,000

- Lanyards and badges provided and designed by 1EdTech
- One (1) full complimentary registration for the Learning Impact Conference
- A registration list will be provided two weeks before the conference
- Limit one (1) sponsor on a first come, first served basis

Attendee Daily Emails

Sponsor banner ad and mention in email text sent on Monday, Tuesday, and Wednesday morning to all attendees - \$2,000

- Email will include a link to a social media outlet or website or the sponsor's choice
- Limit one (1) sponsor for each day

Attendee Giveaway

Welcome attendees with a branded gift that will be distributed at the registration desk - \$1,000

- Giveaway supplied by sponsor
- One (1) push notification to welcome attendees

Mobile App

Advertise your sponsorship or session promotion on the Learning Impact Attendee Website and Event App - \$1,500

- Opportunity to have a linkable Page Banner in the Attendee Hub
- Your logo will be displayed for 24 hours in the mobile app
- Limit six (6) sponsors on a first come, first served basis



Learning Impact

CONFERENCE 2024

Contact Sandra DeCastro at
✉ sdecastro@1edtech.org
to Confirm Your 2024 Sponsorship Package

For more information, visit
1edtech.org/event/li/2024