



All learners,  
many perspectives,  
one community.



# 2018 LEARNING FORWARD ANNUAL CONFERENCE

DEC. 1-5, 2018 AT THE GAYLORD TEXAN RESORT  
& CONVENTION CENTER IN GRAPEVINE, TEXAS

## SPONSORSHIP OPPORTUNITIES



# Dallas



[conference.learningforward.org](http://conference.learningforward.org) | #learnfwd18

*Become a  
sponsor »»*

**J**oin our conference as a sponsor for learning opportunities and engage with more than 3,000 district and statewide education leaders. Our design for you at this year's conference will take on a new look and approach.

We are not offering an exhibit hall at the conference this year. Instead, you will be able to join the conference as an attendee, with added opportunities to present a session, schedule client meetings, and still engage in a dedicated sponsor reception with leaders and decision makers that influence today's education industry! Leave behind the large overhead cost of shipping booth equipment and management teams. Design your own conference schedule and join Learning Forward's 2018 Annual Conference as an attendee and sponsor.

- ★ Engage with attendees throughout the conference venue
- ★ Choose the level that meets your needs
- ★ Attend conference sessions
- ★ Present sessions during dedicated sponsor time
- ★ Schedule private client meetings

**WE INVITE YOU TO BE A PART OF THE LEARNING FORWARD 2018 ANNUAL CONFERENCE IN DALLAS, TEXAS, DECEMBER 1-5, 2018.**



[conference.learningforward.org](http://conference.learningforward.org)

To take advantage of these sponsorship opportunities, please contact: Carrie Freundlich | 972-421-0886 | [carrie.freundlich@learningforward.org](mailto:carrie.freundlich@learningforward.org)



# NETWORK DIRECTLY WITH KEY DECISION MAKERS. BECOME A SPONSOR.

Learning Forward is hosting its **2018 Annual Conference** in Dallas, Texas, at the Gaylord Texan Resort & Convention Center, December 1-5.

We are planning for more than 3,000 participants from across North America and around the world. The conference is a great opportunity for you to network directly with potential customers and clients. As a sponsor, you'll have the option to advertise in the 2018 Annual Conference program, distributed to approximately 15,000 educators (deadline May 16).

Learning Forward invites you to choose one of these sponsorship levels to gain additional visibility with conference participants. Your support will be acknowledged in conference materials as well as throughout the conference in a variety of ways.

To learn more, please contact Carrie Freundlich at 972-421-0886 or [carrie.freundlich@learningforward.org](mailto:carrie.freundlich@learningforward.org).

#### SPONSOR LEVEL RECOGNITION:

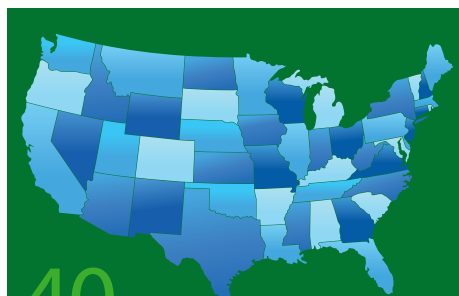
<b>LONE STAR LEVEL SPONSOR: (LIMIT THREE)</b>	<b>\$50,000+</b>
<b>PLATINUM LEVEL SPONSOR</b>	<b>\$35,000</b>
<b>GOLD LEVEL SPONSOR</b>	<b>\$20,000</b>
<b>SILVER LEVEL SPONSOR</b>	<b>\$10,000</b>
<b>BRONZE LEVEL SPONSOR</b>	<b>\$5,000</b>

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# WHY SPONSOR LEARNING FORWARD'S 2018 ANNUAL CONFERENCE?

## PARTNER WITH A LEADER IN THE FIELD

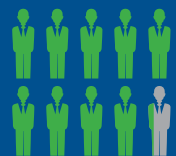
**Founded in 1969**, Learning Forward now has more than 7,000 members and 30,000 subscribers in 50 states and 15 countries.



**40**

Number of states that have adopted or adapted Learning Forward's Standards for Professional Learning to shape the quality of professional learning educators experience.

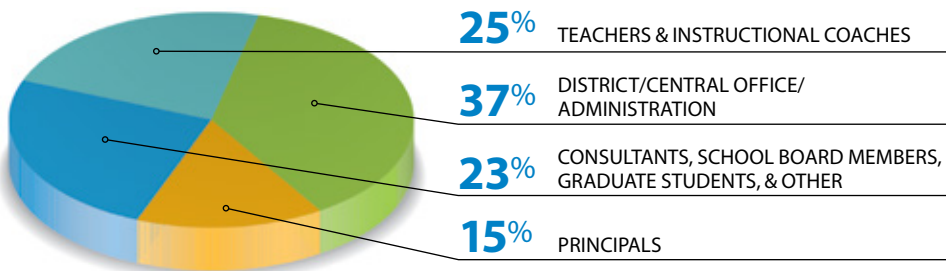
**40** Number of Learning Forward state and provincial affiliates that support staff developers.



**93%** of members used a Learning Forward product or publication during the previous 12 months.

## CONFERENCE ATTENDEE PROFILE

Who attends the Learning Forward Annual Conference?



RECOMMEND, MAKE, OR APPROVE PURCHASES



OF ATTENDEES REPORT THAT THEY LEAVE THE CONFERENCE WITH IDEAS THEY WILL IMPLEMENT OR APPLY.



MASTER'S DEGREE OR HIGHER



**Connect with key decision makers for your programs and services!**

ATTENDEES INCLUDE: **SUPERINTENDENTS** • **CENTRAL OFFICE ADMINISTRATORS** • **DIRECTORS OF LEARNING** • **CURRICULUM AND INSTRUCTION DIRECTORS** • **STATE/REGIONAL/PROVINCIAL EDUCATION PERSONNEL** • **DIRECTORS OF PROFESSIONAL DEVELOPMENT** • **PRINCIPALS** • **TEACHERS** • **EDUCATIONAL CONSULTANTS**

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# 2018 ANNUAL CONFERENCE | SPONSORSHIP OPPORTUNITIES

## BRONZE LEVEL:

- ★ Two complimentary three-day conference registrations (consecutive days)
- ★ Two standard Learning Forward memberships
- ★ Recognition in general session, conference mobile app, social media, and conference signage
- ★ Link from Learning Forward website
- ★ One-time use of the conference registration list, for one postal mailing or one email send
- ★ One table during Sponsor Reception

\$5,000

## SILVER LEVEL:

- ★ Four complimentary three-day conference registrations (consecutive days)
- ★ Four standard Learning Forward memberships
- ★ One half-page ad in conference program (Ad deadline May 16)\*
- ★ Two invitations to Learning Forward State of the Industry briefing
- ★ Recognition in general session, conference mobile app, social media, and conference signage
- ★ Link from Learning Forward website
- ★ One-time use of the conference registration list, for one postal mailing or one email send
- ★ One table during Sponsor Reception
- ★ One reserved program session during dedicated sponsor session time\*

\$10,000

## GOLD LEVEL:

- ★ Six complimentary three-day conference registrations (consecutive days)
- ★ Six standard Learning Forward memberships
- ★ One full-page ad in conference program (Ad deadline May 16)\*
- ★ Two invitations to Leadership Reception
- ★ Two invitations to Learning Forward State of the Industry briefing
- ★ Recognition in general session, conference mobile app, social media, and conference signage
- ★ Link from Learning Forward website
- ★ One-time use of the conference registration list, for one postal mailing and one email send
- ★ Two tables during Sponsor Reception
- ★ One table in general registration/reception area
- ★ One reserved program session during dedicated sponsor session time\*
- ★ One reserved meeting room for meetings with conference attendees Monday or Tuesday\*
- ★ One opportunity to serve as a concurrent session host and introduce presenters

\$20,000

\* Time sensitive, items have deadlines

More opportunities on the next page >>

Diverse  
INNOVATIVE  
STUDENTS  
EMPOWERING  
Creditable  
TOP NOTCH  
Energetic  
Impactful  
Networking  
Engaging  
Forward  
ENTICING  
ACCESSIBLE

### SPONSORSHIP ADD-ON OPTIONS

- Post-conference webinar: .....\$5,000
- Sponsor the Welcome Reception with three minutes for remarks: .....\$5,000
- Morning coffee break sponsor: .....\$4,000
- Mobile app banner: .....\$3,500

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# 2018 ANNUAL CONFERENCE | SPONSORSHIP OPPORTUNITIES

## PLATINUM LEVEL:

- ★ Eight complimentary three-day conference registrations (consecutive days)
- ★ Eight standard Learning Forward memberships
- ★ One full-page ad in conference program (Ad deadline May 16)\*
- ★ Two invitations to Leadership Reception
- ★ Two invitations to Learning Forward State of the Industry briefing
- ★ Recognition in general session, conference mobile app, social media, and conference signage
- ★ Link from Learning Forward website
- ★ Three uses of the conference registration list for one postal mailing and two email sends
- ★ Two tables during Sponsor Reception
- ★ Two tables for booth in general registration/reception area
- ★ Two reserved program sessions during reserved sponsor/partner session time\*
- ★ One reserved meeting room for meetings with conference attendees Monday or Tuesday\*
- ★ One space for a private party on Monday or Tuesday evening - up to 2,500 sq ft
- ★ Two opportunities to serve as a concurrent session host and introduce presenters
- ★ One post conference webinar
- ★ One invitation to participate in session scoring for the next conference.
- ★ One sponsored article and one full-page ad in the April issue of *The Learning Professional* journal following conference

\$35,000

\*Time sensitive, items have deadlines  
[conference.learningforward.org](http://conference.learningforward.org)

## LONE STAR LEVEL: (LIMIT THREE)

- ★ Eight complimentary three-day conference registrations (consecutive days)
- ★ Eight standard Learning Forward memberships
- ★ One full-page ad in conference program (Ad deadline May 16)\*
- ★ Two invitations to Leadership Reception
- ★ Two invitations to Learning Forward State of the Industry briefing
- ★ Recognition in general session, conference mobile app, social media, and conference signage
- ★ Link from Learning Forward website
- ★ Three uses of the conference registration list for one postal mailing and two email sends
- ★ Two tables during Sponsor Reception
- ★ Two spaces for booth in general registration/reception area
- ★ Two reserved program sessions during reserved sponsor/partner session time\*
- ★ One reserved meeting room for meetings with conference attendees Monday or Tuesday\*
- ★ One space for a private party on Monday or Tuesday evening - up to 5,000 sq ft
- ★ Two opportunities to serve as a concurrent session host and introduce presenters
- ★ One post conference webinar
- ★ Two invitations to participate in session scoring for the next conference.
- ★ One sponsored article and one full-page ad in the April issue of *The Learning Professional* journal following conference
- ★ One on-stage introduction of one keynote speaker
- ★ Reserved table at all three general sessions

\$50,000

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