

CELEBRATING  
**50**  
YEARS

# 2019 Learning Forward Annual Conference in St. Louis December 7-11, 2019

[conference.learningforward.org](http://conference.learningforward.org) | [#learnfwd19](https://twitter.com/learnfwd19)



## Gateway to Success: Our Learning. Their Future.

# SPONSORSHIP OPPORTUNITIES

**ST. LOUIS** | *learningforward*  
**2019 ANNUAL  
CONFERENCE**  
DEC. 7-11, 2019

We invite you to be a part of the **Learning Forward 2019 Annual Conference** in St. Louis, Missouri, December 7-11, 2019.



Join our conference as a sponsor and engage with more than 3,000 district and statewide education leaders. Our sponsorship options offer an alternative to the traditional trade-show hall. 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! Design your own conference schedule and join Learning Forward's 2019 Annual Conference.

### As a sponsor and attendee

- 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

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 **2019 Annual Conference** in St. Louis, Missouri, at the America's Center Convention Complex and Marriott St. Louis Grand Hotel, December 7-11.

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 2019 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:

GATEWAY LEVEL SPONSOR: (LIMIT THREE)	\$50,000+
PLATINUM LEVEL SPONSOR	\$35,000
GOLD LEVEL SPONSOR	\$20,000
SILVER LEVEL SPONSOR	\$10,000
BRONZE LEVEL SPONSOR	\$5,000

# Why sponsor Learning Forward's 2019 Annual Conference?

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

## PARTNER WITH A LEADER IN THE FIELD



**FOUNDED IN 1969,** LEARNING FORWARD NOW HAS MORE THAN 11,000 MEMBERS AND 40,000 SUBSCRIBERS IN 50 STATES AND 15 COUNTRIES.

NUMBER OF LEARNING FORWARD STATE AND PROVINCIAL AFFILIATES THAT SUPPORT STAFF DEVELOPERS.

36



**93% OF MEMBERS** USED A LEARNING FORWARD PRODUCT OR PUBLICATION DURING THE PREVIOUS 12 MONTHS.



### CONFERENCE ATTENDEE PROFILE

- 40%** DISTRICT/CENTRAL OFFICE/ADMINISTRATION
- 23%** CONSULTANTS, SCHOOL BOARD MEMBERS, GRADUATE STUDENTS, & OTHER
- 22%** TEACHERS & INSTRUCTIONAL COACHES
- 15%** PRINCIPALS



**NUMBER OF STATES** THAT HAVE ADOPTED OR ADAPTED LEARNING FORWARD'S STANDARDS FOR PROFESSIONAL LEARNING TO SHAPE THE QUALITY OF PROFESSIONAL LEARNING EDUCATORS EXPERIENCE.



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!**

## 2019 Annual Conference Sponsorship Opportunities



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Carrie Freundlich | 972-421-0886  
carrie.freundlich@learningforward.org

### Bronze Level | \$5,000

- Up to two complimentary three - day conference registrations (consecutive days)
- Two standard Learning Forward memberships with sign-up by 12/31/19
- One table during 90-minute sponsor reception
- 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 Invitation to Learning Forward State of the Industry Briefing

### SPONSORSHIP ADD-ON OPTIONS

Post-conference webinar:	\$5,000
Sponsor Welcome Reception with three minutes for remarks and includes vendor signage:	\$5,000
Sponsor Saturday preconference lunch with three minutes for welcome remarks with option to share brochures:	\$5,000
Sponsor Sunday preconference lunch with three minutes for welcome remarks with option to share brochures:	\$5,000
Morning coffee break sponsor:	\$4,000
Mobile app banner:	\$4,000

*More opportunities on the next page >>*

## 2019 Annual Conference Sponsorship Opportunities

The annual conference provides school leaders like myself with an opportunity to think, dialogue and learn more about the professional issues that we all face on a daily basis. We are able to recharge our passions and rejuvenate our spirit as we interact with like-minded colleagues from around the world.

Erick Valentin  
Academy Class of 2019

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### Silver Level | \$10,000

- Up to four complimentary three - day conference registrations (consecutive days)
- Four standard Learning Forward memberships with sign-up by 12/31/19
- One table during 90-minute sponsor reception
- 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
- Two invitations to Learning Forward State of the Industry briefing
- One half-page ad in conference program (Ad deadline May 16)\*
- One reserved program session during dedicated sponsor session time\*

### SPONSORSHIP ADD-ON OPTIONS

Post-conference webinar:	\$5,000
Sponsor Welcome Reception with three minutes for remarks and includes vendor signage:	\$5,000
Sponsor Saturday preconference lunch with three minutes for welcome remarks with option to share brochures:	\$5,000
Sponsor Sunday preconference lunch with three minutes for welcome remarks with option to share brochures:	\$5,000
Morning coffee break sponsor:	\$4,000
Mobile app banner:	\$4,000

\*Time sensitive, items have deadlines

*More opportunities on the next page >>*

## 2019 Annual Conference Sponsorship Opportunities



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carrie.freundlich@learningforward.org

### Gold Level | \$20,000

- Up to six complimentary three - day conference registrations (consecutive days)
- Six standard Learning Forward memberships with sign-up by 12/31/19
- Two tables during 90-minute sponsor reception
- 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 invitations to Leadership Reception
- Two invitations to Learning Forward State of the Industry briefing
- One full-page ad in conference program (Ad deadline May 16)\*
- 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

### SPONSORSHIP ADD-ON OPTIONS

Post-conference webinar:	\$5,000
Sponsor Welcome Reception with three minutes for remarks and includes vendor signage:	\$5,000
Sponsor Saturday preconference lunch with three minutes for welcome remarks with option to share brochures:	\$5,000
Sponsor Sunday preconference lunch with three minutes for welcome remarks with option to share brochures:	\$5,000
Morning coffee break sponsor:	\$4,000
Mobile app banner:	\$4,000

\*Time sensitive, items have deadlines

*More opportunities on the next page >>*

## 2019 Annual Conference Sponsorship Opportunities

Learning Forward offers a unique conference experience for educators looking to improve their practice, regardless of the role they play in their organizations. The sense of community that the conference provides and value of the time spent learning in community is unlike anything I've ever experienced at other conferences.

Anne Conzemius  
SMART Learning Systems

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### Platinum Level | \$35,000

- Up to ten complimentary three - day conference registrations (consecutive days)
- Ten standard Learning Forward memberships with sign-up by 12/31/19
- Two tables during 90-minute sponsor reception
- 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 invitations to Leadership Reception
- Two invitations to Learning Forward State of the Industry briefing
- One full-page ad in conference program (Ad deadline May 16)\*
- 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 full-page ad in April issue of *The Learning Professional* journal

### SPONSORSHIP ADD-ON OPTIONS

Post-conference webinar:	\$5,000
Sponsor Welcome Reception with three minutes for remarks and includes vendor signage:	\$5,000
Sponsor Saturday preconference lunch with three minutes for welcome remarks with option to share brochures:	\$5,000
Sponsor Sunday preconference lunch with three minutes for welcome remarks with option to share brochures:	\$5,000
Morning coffee break sponsor:	\$4,000
Mobile app banner:	\$4,000

\*Time sensitive, items have deadlines

*More opportunities on the next page >>*



## 2019 Annual Conference Sponsorship Opportunities



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

### Gateway Level (limit 3) | \$50,000

- Up to twelve complimentary three - day conference registrations (consecutive days)
- Twelve standard Learning Forward memberships with sign-up by 12/31/19
- Two tables during 90-minute sponsor reception
- 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 invitations to Leadership Reception
- Two invitations to Learning Forward State of the Industry briefing
- One full-page ad in conference program (Ad deadline May 16)\*
- 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.
- Two full-page ads in *The Learning Professional* journal
- One on-stage introduction of one keynote speaker
- Reserved table at all three general sessions

### SPONSORSHIP ADD-ON OPTIONS

Post-conference webinar:	\$5,000
Sponsor Welcome Reception with three minutes for remarks and includes vendor signage:	\$5,000
Sponsor Saturday preconference lunch with three minutes for welcome remarks with option to share brochures:	\$5,000
Sponsor Sunday preconference lunch with three minutes for welcome remarks with option to share brochures:	\$5,000
Morning coffee break sponsor:	\$4,000
Mobile app banner:	\$4,000

\*Time sensitive, items have deadlines

*More opportunities on the next page >>*

# 2019 Annual Conference Advertising Insertion order

## Questions?

Please contact Renee Taylor-Johnson at 513-523-6029 or renee@learningforward.org

## Deadlines:

Ads due for *Annual Conference Program*

**Ad reservation due date: May 16, 2019**

**Artwork due date: June 8, 2019**

## Format:

Please submit ads as press-ready 4 color process PDFs (no spot colors) to Renee Taylor-Johnson at renee@learningforward.org.

## Due Date:

Ads not received by the due date may lose their space in the publication while the advertiser is responsible for the bill.

## Price

Price of ad(s) .....\$ \_\_\_\_\_

## Payment (check one)

- A check is enclosed with this form. (Make check payable to Learning Forward)
- Please bill my company. A purchase order is enclosed with this form.

## Charge to my:

- Visa  MasterCard  Discover  American Express

Card account number \_\_\_\_\_

Expiration date \_\_\_\_\_ 3-digit security code \_\_\_\_\_

Billing address \_\_\_\_\_

Signature \_\_\_\_\_

## Advertiser

COMPANY \_\_\_\_\_ CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP \_\_\_\_\_

TELEPHONE (\_\_\_\_\_) \_\_\_\_\_ E-MAIL \_\_\_\_\_

ADVERTISING RATES ARE FOR COLOR ADS IN THE CONFERENCE PROGRAM. ALL PRICING IN U.S. DOLLARS

## Annual Conference Program – 8.375" x 10.875" (mailed and distributed)

### COLOR AD SIZE SELECTION

- 1/3 page horiz / \$699
- 1/2 page horiz / \$999
- Full page / \$1,599

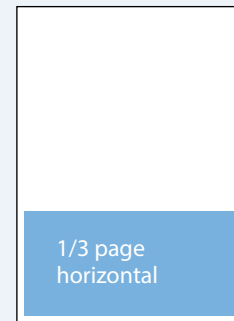
All pricing in U.S. dollars

### AD RESERVATION DUE DATE:

**May 16, 2019**

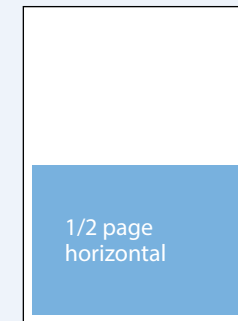
### ARTWORK DUE DATE:

**June 8, 2019**



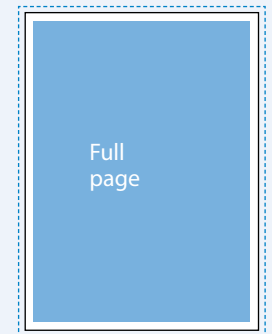
1/3 page horizontal

7.375" x 3.25"



1/2 page horizontal

7.375" x 4.875"



Full page

7.375" x 9.875" no bleed  
 8.625" x 11.125" w/bleed

Special instructions/comments: \_\_\_\_\_

APPROVED AND ACCEPTED BY ADVERTISER \_\_\_\_\_

RECEIVED AND ACCEPTED BY LEARNING FORWARD \_\_\_\_\_