



2020 LEARNING
FORWARD ANNUAL
CONFERENCE IN
CHICAGO

DEC 5-9, 2020



SPONSORSHIP OPPORTUNITIES

conference.learningforward.org
#learnfwd20



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

WE INVITE YOU TO BE A PART OF THE LEARNING FORWARD 2020 ANNUAL CONFERENCE IN CHICAGO, ILLINOIS, DECEMBER 5-9, 2020.

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 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 2020 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

“The Learning Forward conference is the best professional development opportunity for educators. The sessions are not fly-by-night trainings. I feel like I am surrounded by the best of the best when I attend these conferences.”

Jeff Goebel, Annual Conference Attendee

ALIGN YOURSELF WITH THE BEST IN THE FIELD. BECOME A SPONSOR.

Learning Forward is hosting its 2020 Annual Conference in Chicago, Illinois, at McCormick Place, December 5-9, 2020.

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 2020 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.



SPONSOR LEVEL RECOGNITION:

WINDY CITY 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 2020 ANNUAL CONFERENCE? PARTNER WITH A LEADER IN THE FIELD

“My first Learning Forward Conference was outstanding. I experienced new and innovative instructional practices and felt at home with fellow educators. It was great to feel welcomed into this community of professional educators.” — **Becky Schock**, Annual Conference Attendee



98% OF ATTENDEES REPORT THAT THEY LEAVE THE CONFERENCE WITH IDEAS THEY WILL IMPLEMENT OR APPLY.



97% RECOMMEND, MAKE, OR APPROVE PURCHASES



90% MASTER'S DEGREE OR HIGHER

CONFERENCE ATTENDEE PROFILE

WHO ATTENDS THE LEARNING FORWARD ANNUAL CONFERENCE?

DISTRICT/CENTRAL OFFICE/ADMINISTRATION **40%**

CONSULTANTS, SCHOOL BOARD MEMBERS, GRADUATE STUDENTS, & OTHER **23%**

TEACHERS & INSTRUCTIONAL COACHES **22%**

PRINCIPALS **15%**



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.

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

36 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.

CONNECT WITH KEY DECISION MAKERS FOR YOUR PROGRAMS AND SERVICES!

2020 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

BRONZE LEVEL \$5,000

- Up to two complimentary three-day conference registrations (consecutive days)
- Two standard Learning Forward memberships with sign-up by 12/31/20
- 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..... \$5,000
with three minutes for remarks and includes vendor signage
- Sponsor Saturday preconference lunch \$5,000
with three minutes for welcome remarks with option to share brochures
- Sponsor Sunday preconference lunch..... \$5,000
with three minutes for welcome remarks with option to share brochures
- Morning coffee break sponsor \$4,000
- Mobile app banner \$4,000

2020 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

SILVER LEVEL \$10,000

- Up to four complimentary three-day conference registrations (consecutive days)
- Four standard Learning Forward memberships with sign-up by 12/31/20
- 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..... \$5,000
with three minutes for remarks and includes vendor signage
- Sponsor Saturday preconference lunch \$5,000
with three minutes for welcome remarks with option to share brochures
- Sponsor Sunday preconference lunch..... \$5,000
with three minutes for welcome remarks with option to share brochures
- Morning coffee break sponsor \$4,000
- Mobile app banner \$4,000

*Time sensitive, items have deadlines

2020 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

GOLD LEVEL \$20,000

- Up to six complimentary three-day conference registrations (consecutive days)
- Six standard Learning Forward memberships with sign-up by 12/31/20
- 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..... \$5,000
with three minutes for remarks and includes vendor signage
- Sponsor Saturday preconference lunch \$5,000
with three minutes for welcome remarks with option to share brochures
- Sponsor Sunday preconference lunch..... \$5,000
with three minutes for welcome remarks with option to share brochures
- Morning coffee break sponsor \$4,000
- Mobile app banner \$4,000

*Time sensitive, items have deadlines

2020 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL \$35,000

- Up to ten complimentary three - day conference registrations (consecutive days)
- Ten standard Learning Forward memberships with sign-up by 12/31/20
- 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..... \$5,000
with three minutes for remarks and includes vendor signage
- Sponsor Saturday preconference lunch \$5,000
with three minutes for welcome remarks with option to share brochures
- Sponsor Sunday preconference lunch..... \$5,000
with three minutes for welcome remarks with option to share brochures
- Morning coffee break sponsor \$4,000
- Mobile app banner \$4,000

*Time sensitive, items have deadlines

2020 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

- Up to twelve complimentary three-day conference registrations (consecutive days)
- Twelve standard Learning Forward memberships with sign-up by 12/31/20
- 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

*Time sensitive, items have deadlines

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

WINDY CITY LEVEL \$50,000 (LIMIT 3)

SPONSORSHIP ADD-ON OPTIONS

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

Chicago

WE INVITE YOU TO JOIN US IN

DEC 5-9, 2020



2020 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, 2020

Artwork due date: June 8, 2020

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

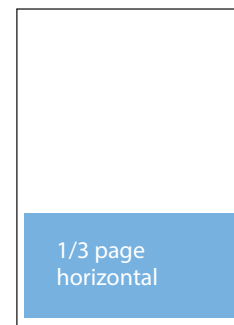
All pricing in U.S. dollars

AD RESERVATION DUE DATE:

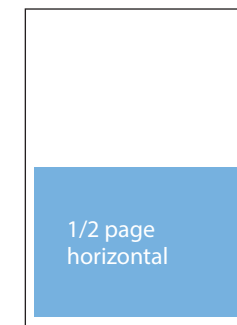
May 16, 2020

ARTWORK DUE DATE:

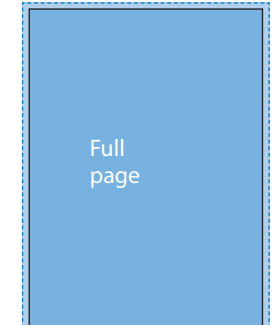
June 8, 2020



7.375" x 3.25"



7.375" x 4.875"



8.375" x 10.875"
8.625" x 11.125" w/bleed

Special instructions/comments: _____

APPROVED AND ACCEPTED BY ADVERTISER _____

RECEIVED AND ACCEPTED BY LEARNING FORWARD _____

Learning Forward Business Office • 504 S. Locust St. • Oxford, OH 45056 • 800-727-7288 • Fax: 513-523-0638 • conference.learningforward.org