

NASHVILLE | DEC 4-7, 2022

••• 2022 LEARNING FORWARD  
••• ANNUAL CONFERENCE

GAYLORD OPRYLAND RESORT  
AND CONVENTION CENTER

**SPONSORSHIP OPPORTUNITIES**



#learnfwd22 | [conference.learningforward.org](https://conference.learningforward.org)

REIMAGINE

WE INVITE YOU TO BE RECOGNIZED FOR YOUR CONTRIBUTIONS TO THE FIELD OF PROFESSIONAL LEARNING AT THE **2022 LEARNING FORWARD ANNUAL CONFERENCE** IN NASHVILLE, DECEMBER 4-7, 2022 AT THE GAYLORD OPRYLAND RESORT.

Our sponsorship options offer an alternative to the traditional trade-show hall. In addition to prominent recognition, 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 reception with leaders and decision makers that influence today's education industry!

Join recognized leaders of educator professional learning at Learning Forward's 2022 Annual Conference.

#### *As a sponsor and attendee:*



CHOOSE THE LEVEL THAT MEETS YOUR NEEDS



PRESENT SESSIONS DURING DEDICATED SPONSOR TIME



ENGAGE WITH ATTENDEES THROUGHOUT THE CONFERENCE VENUE



ATTEND CONFERENCE SESSIONS



SCHEDULE PRIVATE CLIENT MEETINGS

#### *Previous sponsors:*



AdvanceED and  
Measured Progress  
are now

cognia™



IBM



swivl



ALIGN  
YOURSELF  
WITH THE  
BEST IN  
THE FIELD.

BECOME A  
SPONSOR.

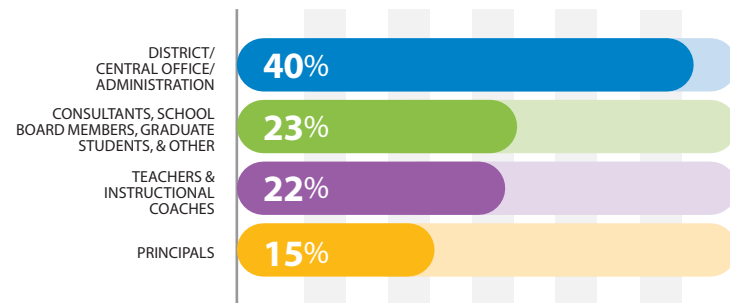
# CONNECT WITH KEY DECISION MAKERS FOR YOUR PROGRAMS AND SERVICES!

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

## WHY SPONSOR LEARNING FORWARD'S 2022 ANNUAL CONFERENCE? PARTNER WITH A LEADER IN THE FIELD

### CONFERENCE ATTENDEE PROFILE

*Who attends the Learning Forward Annual Conference?*



**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.



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

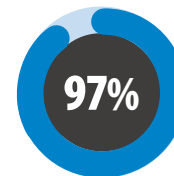
**93%** OF MEMBERS USED A LEARNING FORWARD PRODUCT OR PUBLICATION DURING THE PREVIOUS 12 MONTHS.



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



**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

2022 ANNUAL CONFERENCE

# SPONSORSHIP OPPORTUNITIES

## SPONSORSHIP ADD-ON OPTIONS

SPONSOR WELCOME RECEPTION..... \$5,000  
*with three minutes for remarks and includes vendor signage*

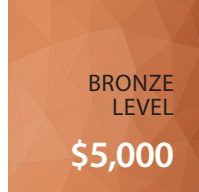
SPONSOR SUNDAY PRECONFERENCE LUNCH ..... \$5,000  
*with three minutes for welcome remarks with option to share brochures*

MORNING COFFEE BREAK SPONSOR ..... \$4,000

MOBILE APP BANNER ..... \$4,000

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

More opportunities on the next page >>



### BEFORE THE EVENT

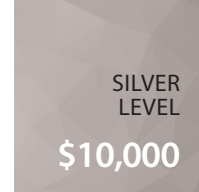
- 1 postal OR email use of the conference registration list for postal mailing OR email send (Can be changed to send after the event instead.)

### DURING THE EVENT

- Recognition in general session, conference mobile app, social media, and conference signage
- Link from Learning Forward conference website
- 2 Complimentary three-day conference registrations (consecutive days)
- 1 Table during 60-minute reception

### ONGOING ENGAGEMENT

- 2 Learning Forward Standard memberships



### BEFORE THE EVENT

- 1 postal OR email use of the conference registration list for postal mailing OR email send (Can be changed to send after the event instead.)

### DURING THE EVENT

- Recognition in general session, conference mobile app, social media, and conference signage
- Link from Learning Forward conference website
- 4 complimentary three-day conference registrations (consecutive days)
- 1 Table during 60-minute reception
- 1 Session during reserved sponsor/partner session time\*

### ONGOING ENGAGEMENT

- 4 Learning Forward Standard memberships
- 1 Half-page ad, in April issue of *The Learning Professional* journal

\* Time sensitive, items have deadlines

## 2022 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP ADD-ON OPTIONS

**SPONSOR WELCOME RECEPTION**..... \$5,000  
*with three minutes for remarks and includes vendor signage*

**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

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

More opportunities on the next page >>

GOLD  
LEVEL

\$20,000

#### BEFORE THE EVENT

- Use of the conference registration list for one postal mailing and one email send (Can be changed to send after the event instead.)
- Full-page ad in conference program (Ad deadline May 16)\*

#### DURING THE EVENT

- Use of the conference registration list for one postal mailing and one email send
- Recognition in general session, conference mobile app, social media, and conference signage
- Link from Learning Forward conference website
- 6 complimentary three-day conference registrations (consecutive days)
- 2 tables during 60-minute reception
- 1 table in general registration/reception area
- 1 session during reserved sponsor/partner session time\*
- 1 reserved meeting room for meetings with conference attendees on Saturday\*

#### ONGOING ENGAGEMENT

- 6 Learning Forward Standard memberships
- 1 ad in April issue of *The Learning Professional* journal

\*Time sensitive, items have deadlines

PLATINUM  
LEVEL

\$35,000

#### BEFORE THE EVENT

- Use of the conference registration list for one postal mailing and one email send
- 1 full-page ad in conference program (Ad deadline May 16)\*

#### DURING THE EVENT

- Use of the conference registration list for one postal mailing and one email send
- Recognition in general session, conference mobile app, social media, and conference signage
- Link from Learning Forward conference website
- 10 complimentary three-day conference registrations (consecutive days)
- 2 tables during 60-minute reception
- 2 sessions during reserved sponsor/partner session time\*
- 1 reserved meeting room for meetings with conference attendees on Saturday\*
- 1 booth in general registration/reception area
- Space for a private party on Monday or Tuesday evening (up to 2,500 sq ft)

#### ONGOING ENGAGEMENT

- 1 use of the conference registration list for postal mailing or email send
- 10 Learning Forward Standard memberships
- 1 ad in April issue of *The Learning Professional* journal
- 1 post-conference webinar
- 1 invitations to participate in session scoring for the next conference.

\*Time sensitive, items have deadlines

## 2022 ANNUAL CONFERENCE

# SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP ADD-ON OPTIONS

**SPONSOR WELCOME RECEPTION**..... \$5,000  
*with three minutes for remarks and includes vendor signage*

**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

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

MUSIC CITY  
LEVEL

\$50,000

### BEFORE THE EVENT

- 1 use of the conference registration list for postal mailing and email send
- 1 full-page ad in conference program (Ad deadline May 16)\*

### DURING THE EVENT

- 1 use of the conference registration list for postal mailing and email send
- Recognition in general session, conference mobile app, social media, and conference signage
- Link from Learning Forward conference website
- 12 complimentary three-day conference registrations (consecutive days)
- 2 tables during 60-minute reception
- 2 session/s during reserved sponsor/partner session time\*
- 1 reserved meeting room for meetings with conference attendees on Saturday\*
- 1 reserved table at one general session
- 2 booth spaces
- 1 on-stage introduction of one keynote speaker
- Space for a private party on Monday or Tuesday evening (up to 5,000 sq ft)

### ONGOING ENGAGEMENT

- Use of the conference registration list for one postal mailing and one email send
- 12 Learning Forward Standard memberships
- 2 full-page ads, any issue in The Learning Professional journal
- 1 post-conference webinar
- 2 invitations to participate in session scoring for the next conference.

\*Time sensitive, items have deadlines