

# LEARNING IMPACT

## Leadership Institute 2020

18-21 MAY 2020 • DENVER, COLORADO

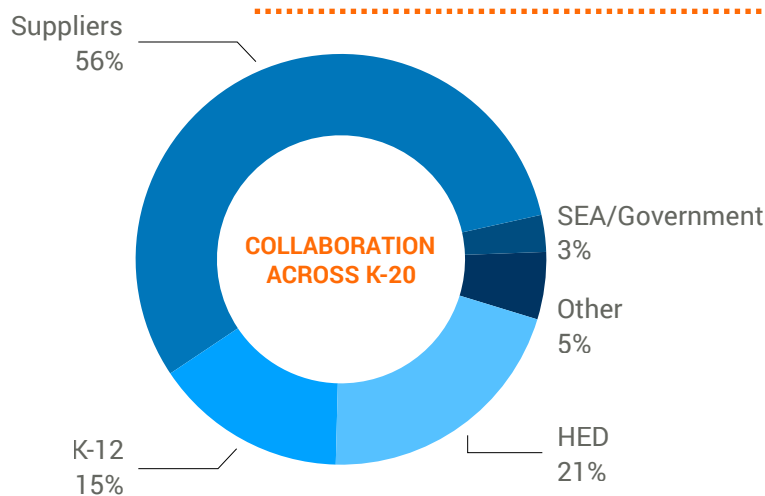
### SPONSORSHIP PROSPECTUS

#### Stand Out as An Industry Leader

Opportunities to sponsor the 2020 Learning Impact Leadership Institute are available now. Get your organization in front of over 600 institutional leaders, technology executives, teaching and learning architects, and edtech visionaries from around the globe. Only at the Learning Impact Leadership Institute can you actively participate in the only sustainable collaboration of higher education institutions, K-12 school districts, states, and edtech suppliers—all focused on accelerating a plug-and-play edtech ecosystem to support better learning experiences and achievement.

Demonstrate your organization's commitment to open standards and leadership enabling innovation in next-generation digital learning by sponsoring. To confirm your 2020 Learning Impact Leadership Institute sponsorship package and benefits contact Sandra DeCastro, vice president community programs, at [sdescastro@imglobal.org](mailto:sdescastro@imglobal.org) today!

#### 2019 ATTENDEE STATS & SURVEY FEEDBACK



264 UNIQUE ORGANIZATIONS

TOTAL REGISTRANTS **602**

80% OF REGISTRANTS REPRESENT  
IMS MEMBER ORGANIZATIONS

**85%** WOULD RECOMMEND  
THIS MEETING TO OTHERS

RATED OVERALL EXPERIENCE  
VERY VALUABLE **65%**

## 2020 Sponsorship Pricing and Benefits

IMS Global is offering a pricing structure based on an organization's annual revenues to allow edtech suppliers of all sizes to take advantage of the high-impact marketing opportunities offered to sponsors. The Learning Impact Leadership Institute provides another way to connect with education leaders and increase visibility for your organization's leadership in moving the edtech industry forward.

Sponsorship Pricing					
Sponsorship Fees Based on Annual Revenues	Diamond	Platinum	Gold	Silver	Bronze
>\$50 Million Annual Revenues	\$16,000	\$12,500	\$10,000	\$6,500	\$4,000
>\$10 Million Annual Revenues	\$14,000	\$11,000	\$9,000	\$5,500	\$3,000
<\$10 Million Revenues	\$12,000	\$9,000	\$7,000	\$4,000	\$2,000
<\$1 Million Annual Revenues	\$9,000	\$7,000	\$4,000	\$2,500	\$1,500

Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze
<b>Acknowledgement</b>					
Acknowledgement on the conference website and in all print and digital materials	✓	✓	✓	✓	✓
Onsite banners recognizing sponsor's leadership in high-traffic area and at conference registration desk	✓	✓	✓	✓	✓
Recognition on screen during general sessions	✓	✓	✓	✓	✓
Digital ad(s) – provided by sponsor – included in pre-conference email promotions	3 ads	2 ads	1 ad		
Promotion of sponsor's social channels during event	✓	✓	✓		
<b>Engagement</b>					
Complimentary vendor table	✓	✓	✓	✓	
Two advance registration lists – first list distributed 45 days in advance of the conference, second list distributed one week prior to the conference	✓	✓	✓	✓	
Opportunity to include spotlight piece in the conference print program	2 pages	1 page	1/2 page		

Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze
<p>Opportunity to conduct a track-relevant breakout session <b>with an institutional partner</b> to showcase projects demonstrating the potential for improving learning impact (not a product demo). Breakout session will not be confirmed without an institutional partner co-presenter. <u>There are a limited # of slots per track, which will be assigned on a first-come, first-served basis until all slots are filled.</u></p>	✓	✓	✓		
<p>Ala Carte Sponsor Benefit Options (Select One)</p> <ul style="list-style-type: none"> <li>• Product Showcases: Opportunity to do a 10-minute product showcase to demonstrate how your product uses IMS standards to support open edtech innovation. There are a limited # of showcases, which will be confirmed on a first-come, first-served basis until all slots are filled.</li> <li>• Logo on registration envelope that contains conference materials (one sponsor)</li> <li>• Distribution of a case study to IMS public list of 12,000+ showcasing sponsor's leadership in working with an institution using IMS standards to improve learning impact.</li> <li>• Recognition as a sponsor for the 2020 Learning Impact Report</li> <li>• Prime location on Mobile App and ability to upload literature to mobile app</li> </ul>	✓	✓	✓		

(Sponsorship Benefits continued on next page)

Sponsorship Benefits	Diamond	Platinum	Gold	Silver	Bronze
Diamond Sponsor Add-on Ala Carte Benefit Options (Select One) <ul style="list-style-type: none"> <li>• Opportunity to co-chair a program track, including opportunity to participate on opening track panel</li> <li>• Conduct a pre-conference workshop on an emerging topic (only two workshops available)</li> <li>• Opportunity for senior executive to participate as either a general session moderator or panelist</li> <li>• Conduct a lunch focus group at conference hotel (only two focus groups slots available; sponsor is responsible for food, beverage and A/V)</li> <li>• Recognition as the Attendee Lounge sponsor, providing opportunity for sponsor to set up room to showcase offerings while ensuring an environment that is conducive to attendees being able to conduct business or just a quiet place to check email (one sponsor only)</li> <li>• Work with IMS to create the First-Time Attendee session and experience (two sponsors only)</li> <li>• Explore custom sponsor benefit with IMS</li> </ul>	✓				
Post-conference registration list	✓				
VIP Treatment					
Complimentary registrations*	4 registrations	3 registrations	2 registrations	1 registrations	n/a
25% reduced registration based on the published fee for membership level at the time of registration (not applicable to on-site registration)	3 reduced registrations	2 reduced registrations	1 reduced registrations	n/a	n/a
Invitation for two executives to attend the private joint reception for K-12 and HED institutional attendees	✓				
Use of a shared meeting room for 1-on-1 meetings (room reservations will be coordinated through an online reservation document)	✓				

\* Diamond and Platinum Sponsorships are reserved for IMS Contributing and Affiliate Members. All other levels of sponsorship are open to all organizations.

# 2019 LEARNING IMPACT LEADERSHIP INSTITUTE SPONSORS

## DIAMOND SPONSORS



## PLATINUM SPONSORS



## GOLD SPONSORS

Abl (Always Be Learning), Clever, Ecree, Global Grid for Learning (GG4L), and Watermark

## SILVER SPONSORS

CatchOn, Enboard, Explorance, Learnosity, OAT, StrongMind, and Texthelp

## BRONZE SPONSORS

ETS, Kimono, and Learning Without Tears

Visit [www.imsglobal.org/li/2020](http://www.imsglobal.org/li/2020) for preliminary information on the 2020 Learning Impact Leadership Institute.

Contact Sandra DeCastro at [sdescastro@imsglobal.org](mailto:sdescastro@imsglobal.org) today to confirm your sponsorship!