
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

“\nThe 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.
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.” — Becki Schock, Annual Conference Attendee

CONNECT WITH KEY DECISION MAKERS FOR YOUR PROGRAMS AND SERVICES!

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%

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.

NUMBER OF STATES THAT HAVE ADOPTED OR ADAPTED LEARNING FORWARD’S STANDARDS FOR PROFESSIONAL LEARNING TO SHAPE THE QUALITY OF PROFESSIONAL LEARNING EDUCATORS EXPERIENCE.
2020 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

- 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

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

BRONZE LEVEL
$5,000
2020 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

- 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*

* Time sensitive, items have deadlines

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

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

SILVER LEVEL $10,000

More opportunities on the next page »
2020 ANNUAL CONFERENCE SPONSORSHIP OPPORTUNITIES

- 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

* Time sensitive, items have deadlines

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

GOLD LEVEL
$20,000

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

More opportunities on the next page
2020 ANNUAL CONFERENCE
SPONSORSHIP OPPORTUNITIES

- 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

* Time sensitive, items have deadlines

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

PLATINUM LEVEL
$35,000

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

More opportunities on the next page
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
WE INVITE YOU TO JOIN US IN

DEC 5-9, 2020

conference.learningforward.org  |  #learnfwd20
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 ______________________________________

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

Special instructions/comments: __________________________________________

__________________________________________________________________________

__________________________________________________________________________

__________________________________________________________________________

Signature

__________________________________________________________________________