NASHVILLE | DEC 4-7, 2022

2022 LEARNING FORWARD ANNUAL CONFERENCE

GAYLORD OPRYLAND RESORT AND CONVENTION CENTER

SPONSORSHIP OPPORTUNITIES

#learnfwd22 | 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:
2022 LEARNING FORWARD ANNUAL CONFERENCE
conference.learningforward.org
#learnfwd22

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

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

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

FOUND 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

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?

DISTRICT/ CENTRAL OFFICE/ ADMINISTRATION
CONSULTANTS, SCHOOL BOARD MEMBERS, GRADUATE STUDENTS, & OTHER
TEACHERS & INSTRUCTIONAL COACHES
PRINCIPALS

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>PERCENTAGE</th>
</tr>
</thead>
<tbody>
<tr>
<td>District/Central Office/Administration</td>
<td>40%</td>
</tr>
<tr>
<td>Consultants, School Board Members, Graduate Students, &amp; Other</td>
<td>23%</td>
</tr>
<tr>
<td>Teachers &amp; Instructional Coaches</td>
<td>22%</td>
</tr>
<tr>
<td>Principals</td>
<td>15%</td>
</tr>
</tbody>
</table>

40% of attendees report that they leave the conference with ideas they will implement or apply.

97% recommend, make, or approve purchases.

90% have a Master’s degree or higher.

Why sponsor Learning Forward’s 2022 Annual Conference? Partner with a leader in the field.
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

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
- 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 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

GOLD LEVEL
$20,000

PLATINUM LEVEL
$35,000

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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*
- 2 booth spaces
- 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
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