IMS GLOBAL®

Digital Credentials Summit 28 Feb to 2 Mar 2022

Igniting the Talent Continuum

Become part of this transformational experience

This cross-sector event is the only one of its kind—bringing together over 600 leading higher education, K-12, business, philanthropy, talent development, and workforce organizations—covering the essentials to bridge the gap between education and opportunity.

But we're not just exchanging great ideas. We're demonstrating substantial progress and plans in community adoption of verifiable digital credentials like digital badges, comprehensive learner records, and achievement frameworks, combined with innovative technologies to support lifelong learning and upskilling.

All together in Atlanta, Georgia

Enjoy the best of downtown at the iconic Atlanta Marriott Marquis Hotel, just minutes from Hartsfield-Jackson Atlanta International Airport (ATL). Walk to shopping, dining, and entertainment, or use the hotel's indoor connection to Peachtree Center MARTA Station for transportation to ATL and more!

Sponsorship Opportunities, Benefits and Pricing

Connect with the IMS community as a sponsor of the 2022 Digital Credentials Summit. Find out how at imsglobal.org/event/dc/summit/2022/sponsorship.

Learn and draw inspiration from the experts

Check out a few of our Summit headliners. See all confirmed speakers and program details at imsglobal.org/event/dc/summit/2022.

Dr. Paul J. LeBlanc
President
Southern New Hampshire University

Alexander Alonso, Ph.D.
Chief Knowledge Officer
Society for Human Resource Management

Mike Buttry
Managing Director
Cherry Tree

Charla Long, J.D.
Executive Director
Competency-Based Education Network

Paul Fain
Education Writer
The Job

Earl Buford
President
CAEL

Dr. Holly Zanville
Co-Director of Program on Skills, Credentials and Workforce Policy
George Washington University

" Getting to hear from key innovators and those on the front lines implementing credentialing strategies was very informative. It generated a lot of ideas to take back and share."
— Summit 2021 Attendee Feedback

Please contact Sandra DeCastro at sdecastro@imsglobal.org for sponsorship registration.

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2021 Digital Credentials Summit Highlights

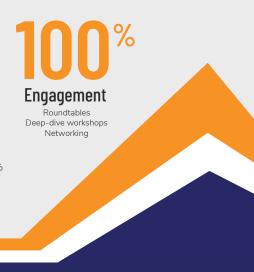Groundbreaking partnerships to bridge the gap between education and employment.

636

Registrations

Educators
EdTech Suppliers
Talent Leaders
Philanthropy

66

Sessions

3 Program Tracks

48%

Institutions

K-12
Higher Education

52%

Corporations

Industry leaders

Attendee Profile **25%**

- **C-level and Vice President**
- Individual Contributor 29%
- Manager 15%

100%

Engagement

Roundtables
Deep-dive workshops
Networking

2022 Networking Opportunities At-A-Glance

Monday, February 28
- 2:00 PM – 5:00 PM   Opening General Sessions
- 5:30 PM – 6:30 PM   Reception in the Vendor Area

Tuesday, March 1
- 9:00 AM – 10:30 AM   Program SPONSOR SESSION OPENINGS
- 10:30 AM – 11:00 AM Break in the Vendor Area
- 11:00 AM – 12:30 PM Program SPONSOR SESSION OPENINGS
- 1:30 PM – 2:45 PM   General Session Panels
- 2:45 PM – 3:15 PM   Break in the Vendor Area
- 3:15 PM – 5:15 PM   Program SPONSOR SESSION OPENINGS
- 5:15 PM – 6:00 PM   Reception in the Vendor Area

Wednesday, March 2
- 8:45 AM – 9:30 AM   General Session
- 9:45 AM – 10:15 AM   Program SPONSOR SESSION OPENINGS
- 10:15 AM – 10:45 AM Break in the Vendor Area
- 10:45 AM – 11:15 AM Program SPONSOR SESSION OPENINGS

Best of 2021 Playlist

Sponsor sessions are included in a curated list of top presentations.

See the 2021 featured session playlist at imsglobal.org/dc/summit/2021.

Thank you 2021 Summit Sponsors

Accredible   AEFIS   anthology *Advancing Knowledge*   badgr BY CONCENTRIC SKY

Credentialate   Credly   Education Design Lab

ORACLE   parchment   SmartResume CERTIFIED

Show your leadership by becoming a sponsor!

Find out how your organization can connect with leaders from education, technology, business, philanthropy, and corporate training at the only event dedicated to advancing an open ecosystem for digital credentials, skills, competencies, and employability.

Visit imsglobal.org/event/dc/summit/2022/sponsorship.

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Digital Credentials Summit 2022 Sponsorship Packages

Leader
IMS Members: $10,000   **Non-Members: $12,000**

- Your logo on the General Session welcome screens and premier signage during the Summit.
- Sponsorship recognition (logo) on the Digital Credentials Summit 2022 website, conference mobile app, and the IMS Digital Credentials and Pathways Initiative landing page.
- Opportunity to conduct a breakout session—along with an institutional or partner co-presenter—on a topic that aligns with the Digital Credentials Summit track themes. Your session details will appear on the meeting agenda. Presentations are assigned on a first-come, first-served basis due to the limited number of slots available.
- A 6-foot skirted vendor table with premier placement in the exhibit area
- Three digital ads to be included in the promotional emails before, during, and after the Summit to highlight your breakout session or another resource of choice.
- Opportunity to provide a short (3-5 minute) promotional video/demo made available to attendees via the Digital Credentials Summit website and promoted by IMS.
- Two full conference registrations for access to all sessions, meals, and networking receptions.
- Three registration lists: one 30-days in advance, one the week before, and one at the conclusion of the Summit. The lists include contact information for all registrants who opted-in to share their information with sponsors. You can use the lists for one pre-approved direct mail or email campaign.
- Custom LinkedIn graphic to post on your organization's LinkedIn page.
- Choice of one of the following:
    - Contribute to the Learning Impact blog to showcase your organization's leadership for adopting IMS standards aligned with the Digital Credentials and Pathways key initiative.
    - Deliver a 60-minute Solution Spotlight Webinar with an institutional partner(s). IMS will host and promote your webinar. (Must be delivered before December 1, 2022).
    - Opportunity to conduct an edtech interview with IMS executive to be distributed to IMS database and posted to IMS YouTube channel.
    - Create a custom sponsorship benefit.

Advocate

IMS Members: $6,000   **Non-Members: $7,500**

- Your logo on the General Session welcome screens and premier signage during the Summit.
- Sponsorship recognition (logo) on the Digital Credentials Summit 2022 website and the Digital Credentials and Pathways Initiative landing page.
- A 6-foot skirted vendor table in the exhibit area
- One digital ad in the promotional emails before, during, and after the Summit to highlight your breakout session or another resource of choice.
- One full conference registration for access to all sessions, meals, and networking receptions.
- One registration list provided in advance of the Summit with contact information for registrants who opted in to share their information with sponsors. Registration list can be used to send one approved direct mail piece. (No email solicitation)
- Custom graphic for your organization's LinkedIn page.

Exhibitor

IMS Members; $3,000   **Non-Members: $4,500**

- Your logo on the General Session welcome screens and premier signage during the Summit.
- Sponsorship recognition (logo) on the Digital Credentials Summit 2022 website and on the Digital Credentials and Pathways Initiative landing page.
- A 6-foot skirted vendor table in the exhibit area.
- One exhibitor registrations to access the vendor area and refreshment breaks held in the exhibit area. Registration does not include access to conference sessions or meals.
- One registration list is provided in advance of the Summit with contact information for registrants who opted in to share their information with sponsors. Registration list can be used to send one approved direct mail piece. (No email solicitation)
- Custom graphic for your organization's LinkedIn page.

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Media Partner

IMS invites all media covering education, technology, and workforce learning to become a Media Partner.

- Your logo on the event site and mobile app, and General Session screens and premier signage at the Summit.
- A special promotional code you can share with subscribers for a 15% discount on their registration fee.
- One complimentary all-access registration pass.
- Opportunity to moderate or participate on a panel in one of the program tracks (based on availability).
- An attendee registration list in advance of the conference. (opt-ins only)
- Intros to featured speakers for pre-or post-Summit interviews.
- Access to IMS private meeting room and a 6-foot table in the networking area.
- Custom graphic for your organization's LinkedIn page.
- Opportunity to moderate or participate in a future IMS webinar or contribute to the Learning Impact Blog.

Confirmed for 2022:

Please contact Sandra DeCastro at sdecastro@imsglobal.org for sponsorship registration.

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Bates Technical College
BCdiploma
Bellevue College
Big Sandy Comm/Tech College
Binnacle Consulting
Blockchain Certified Data (BCdiploma)
Boise State University
Brock University
Broward County Public Schools
California Community Colleges
California State University
CanCred by Learning Agents
Carnegie Learning
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CEV Multimedia
CGFNS International, Inc.
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Clayton State University
Clear Creek School District
Click4Europe
Clover Park Technical College
Collaborative Classroom
Collège de Bois-de-Boulogne
Conexus AS
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Idaho Division of Career Technical Education
Imaginable Futures
Independent Energy HR Association
Indiana University
Infinite Campus
InSite Information Systems Corp.
Institute for Competency-Based Education
Italian Quality Company
IUPUI (Indiana University)
Johns Hopkins University
Johnston Community College
Jones College
Josh Bersin Academy
Junior Achievement USA
Kansas State University, Global Campus
Kaplan University Partners
Kennesaw State University
Kentucky Community & Technical College System
Knapp & Associates Int'l
Kwantlen Polytechnic University
Kyoto University
LearningMate
Lehigh University
LX Studio
Madison College
Magic EdTech
Magic Software
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Maricopa Community Colleges
Massachusetts Institute of Technology
MathWorks
Merit
Michigan Department of Education
Michigan Virtual Learning Research Institute
Microsoft
Millersville University

Montana Office of Public Instruction
Montgomery County Public Schools
Moodle HQ
Mozilla Foundation
Muzzy Lane
NASPA
National University of Singapore
Navigatr
NC State University
NetLearning Holdings, Inc.
New Mexico State University
NimblyWise
Northeastern University
Northrop Grumman
Northwest Tri-County Intermediate Unit
OAT
OpenLearning
Openworks Group
Orbis
Owensboro Community and Technical College
Partners4Results
Pearson
Pellissippi State Community College
Penn State University
Peridot Solutions, LLC
Portland State University
PowerSchool
Practice Labs Systems
Public Consulting Group (PCG)
Purdue University
PwC
QIP/CEDS
R & A Solutions, Inc
RANDA Solutions
Raytheon Technologies
Renton Technical College
Riiid Labs
RMIT University
Safari Montage
Salesforce
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Seattle Colleges
Seattle Jobs Initiative
Seneca College
Sertifier
Shoreline Community College
Skillsoft
Smarter Balanced
South Texas College
Southern New Hampshire University
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State of North Dakota
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University of Maryland Baltimore County
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University of Nebraska at Omaha
University of North Texas
University of Phoenix
University of Rochester
University of Waterloo
University of Wisconsin System Administration
University of Wisconsin-Madison
University Professional Continuing Education Association
University System of Ga Board of Regents, ITS
University System of Georgia
University System of Maryland
Utah State Board of Education
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