Connecting the power of the edtech community
Join us in Nashville this year for a collaborative and rewarding experience where leaders in K-12, higher ed, business, and edtech create the future of education together.

Get ahead of what’s next in edtech
- Safe and private learning experiences
- Real-time data to drive decisions and plans
- Digital credentials aligned to workforce needs
- Equity in actionable assessments
- The evolution of the IMS community to 1EdTech!

Learn and draw inspiration from the experts
See all speakers and program info at imsglobal.org/event/li/2022.

Show your edtech leadership
Show your commitment to achieving an open edtech ecosystem with innovators and decision-makers from around the world. Contact Sandra DeCastro at sdecastro@imsglobal.org for sponsorship opportunities.

All together in Nashville
Meetings and activities will be in person at the Grand Hyatt Nashville. Within walking distance of all the fun and entertainment!
Learning Impact Conference highlights

The Learning Impact Conference offers powerful collaboration to create an open and inclusive edtech ecosystem to serve the needs of every learner, institution and edtech supplier. Join us this year!

Virtual 2021
“High quality, relevant content, delivered effectively!”

- 100% Online Registrations
- 613 Unique organizations
- 62% Participation
- 364 Leaders across K-12, higher education, corporate learning, and edtech
- 128 Collaborative and engaging Sessions
- 3,615 Personal check-ins
- 15% K-12 and Statewide
- 29% Higher Education
- 4 Days Inspiring and achieving
- 23 Exhibitors
- 28.5 Views per booth
- 4% Workforce and other

In-person 2019
“Exceptional insight and conversations from those ‘in the trenches.’”

- 601 Registrations
- 44% Institutions
- 100% Engagement and networking
- Conference location San Diego, California
- 18% K-12 and Statewide Attendee Profile
- 21% Higher Education
- 13% C-level and Vice President
- 24% Senior Director
- 14% Project Manager
- 8% Educator
- 22% Technologist
- 8% Other
- 35% Workforce and other

“It was very valuable to learn from the different vendors.”

Please contact Sandra DeCastro at sdecastro@imsglobal.org for sponsorship registration.
# Take advantage of our 2022 sponsorship opportunities

## Sponsorship Benefits

<table>
<thead>
<tr>
<th>Acknowledgment</th>
<th>Diamond*</th>
<th>Platinum*</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Acknowledgment on the conference website, event platform, and during the event</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Digital ad(s)—provided by the sponsor—included in conference email promotions</td>
<td>3 Ads</td>
<td>2 Ads</td>
<td>1 Ads</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Custom LinkedIn graphic to post on your company LinkedIn page</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Promotion of sponsor’s participation on IMS social channels before and during the event</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
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<td></td>
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</tbody>
</table>

## Engagement

<table>
<thead>
<tr>
<th>Engagement Benefit</th>
<th>Diamond*</th>
<th>Platinum*</th>
<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
</tr>
</thead>
<tbody>
<tr>
<td>Opportunity to utilize a 6-foot skirted vendor table located in the Grand Hall foyer where registration, receptions, and breaks will be located</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Attendee list distributed one week before the conference</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Attendee list distributed 45 days in advance of the conference</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
</tr>
<tr>
<td>Presentation opportunity to share how your organization is implementing IMS standards really well to help institutions achieve their strategic imperatives to benefit students and faculty now and in the future.</td>
<td>✔️</td>
<td>✔️</td>
<td>✔️</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conduct an Elevate Impact Showcase. A limited number of slots are available in both the HED and K-12 program tracks. Slots will be assigned on a first-come, first-served basis.</td>
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</tbody>
</table>

## Ala Carte Sponsor Benefit Options (Select One)

- Align sponsorship with a branded charging station in Grand Hall Foyer (Limit 1 sponsor)
- Three push notifications on the event app to alert attendees when a featured session is about to begin or to share interesting facts or announcements (messages provided by sponsor)
- Provide one branded giveaway or printed marketing piece to be distributed at registration
- Recognition as a sponsor for the 2022 Learning Impact Report.
- Opportunity to participate as a panelist in the Standards First Webinar Series along with 2-3 institutions to showcase how Standards First connects learners to the edtech experiences they deserve. IMS will host and promote the webinar. Your organization will be recognized as one of the sponsors for the Standards First Webinar Series
- Opportunity to publish a Learning Impact Blog to show your organization’s leadership driving the adoption of an open digital ecosystem (Must be posted before December 1, 2022)

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

**ENGAGEMENT - Continued**

Diamond Sponsor Add-on Ala Carte Sponsor Benefit Options (Select One)
- Opportunity to conduct an in-person VIP pre-conference workshop or focus group (Limit 3 sponsors)
- Opportunity for a senior executive to participate on a general session panel (Limit 5 sponsors -- 3 slots remaining)
- Align sponsorship to the Popcorn Break during the event (Limit 1 sponsor)
- Signage and branded popcorn bags to be provided to recognize sponsorship
- Align sponsorship to the Candy Station during one of the breaks
- Signage and branded candy bags to be provided to recognize sponsorship
- Opportunity to showcase your leadership support with logo on the registration bags (Limit 1 sponsor)
- Opportunity to align sponsorship with the Opening Reception (Limit 1 sponsor)
- Opportunity to conduct an edtech interview with IMS CEO to be distributed to IMS database and posted to IMS YouTube Channel
- Deliver a 60-minute Solution Spotlight Webinar with an institutional partner(s)
  IMS will host and promote your

- Post-conference registration list

**VIP TREATMENT**

- Complimentary registrations*
  3 Registrations  2 Registrations  1 Registration

- 25% reduced registration pricing based on the published fee for your membership level at the time of registration
  3 Reduced Reg.  2 Reduced Reg.

- Access to a shared sponsor room on-site to schedule private meetings

**Sponsorship Fees for Each Package**

<table>
<thead>
<tr>
<th>ANNUAL REVENUES</th>
<th>Diamond*</th>
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<th>Gold</th>
<th>Silver</th>
<th>Bronze</th>
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</thead>
<tbody>
<tr>
<td>&gt;$50 Million Annual Revenues</td>
<td>$17,000</td>
<td>$13,000</td>
<td>$10,000</td>
<td>$7,000</td>
<td>$5,000</td>
</tr>
<tr>
<td>&gt;$10 Million Annual Revenues</td>
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<td>$9,000</td>
<td>$6,000</td>
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<tr>
<td>&lt;$10 Million Annual Revenues</td>
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<td>$9,000</td>
<td>$7,000</td>
<td>$5,000</td>
<td>$3,000</td>
</tr>
<tr>
<td>&lt;$1 Million Annual Revenues</td>
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<td>$7,000</td>
<td>$5,000</td>
<td>$4,000</td>
<td>$2,000</td>
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*Diamond and Platinum Sponsorships are reserved for IMS Contributing and Affiliate Members. All other levels of sponsorship are open to all organizations.

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