

## Learning Impact 2021 Sponsor Opportunities

The Learning Impact conference is the flagship event for the IMS leadership community. This year's theme is **Connecting the Power of the Community**. The complete program takes place online, **4-7 October 2021**.

### Conference Participation

The annual Learning Impact conference draws senior-level leaders in K-12 districts, states, higher education institutions, education technology, and corporate learning organizations worldwide. It is the only event that brings these groups together to collaborate on advancing learner achievement, equity, and excellence via standards-based edtech.

Registration for the in-person Learning Impact conference in 2019 was just over 600. For the virtual meeting in 2021, we expect attendance to exceed 1,000, with over 45% representing K-12 and higher ed institutions based on participant trends from this year's IMS February Quarterly Meeting and the Digital Credentials Summit, where attendance more than doubled.

The Learning Impact experience offers attendees inspiration and knowledge-sharing through expert-led speakers and panels, showcase sessions, edtech challenges, community roundtables, deep-dive workshops, networking, sponsor exhibits, and more. For the 2021 conference, we've invested in a comprehensive event platform to deliver a more productive and worthwhile virtual experience for all speakers, attendees, and sponsors.

### Become a Learning Impact Sponsor

By sponsoring, your organization will stand out in front of the decision-makers and innovators working to enable a digital learning ecosystem that helps every learner make a difference.

**Confirm your Learning Impact 2021 sponsorship package and benefits today by contacting Sandra DeCastro, vice president of community programs, at [sdecastro@imglobal.org](mailto:sdecastro@imglobal.org).**

### Sponsor Packages

IMS offers a choice of five sponsor packages for the Learning Impact conference with benefits associated at each level. All sponsors are recognized on the Learning Impact website and event platform, in addition to receiving several other benefits designed to meet your organization's goals for visibility and engagement.

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

The sponsorship fee for each package is based on your organization's annual revenues. See the tables below for details.

# Sponsor Package Benefits

Benefits	Diamond*	Platinum*	Gold	Silver	Bronze
<b>Acknowledgment</b>					
Acknowledgment on the conference website, event platform, and during the event.	✓	✓	✓	✓	✓
Digital ad(s)—provided by the sponsor—included in conference email promotions	3 ads	2 ads	1 ad	n/a	n/a
Promotion of sponsor's participation on IMS social channels before and during the event	✓	✓	✓		
<b>Engagement</b>					
Virtual booth with dedicated booth hours for your team to interact with attendees. You can use your booth to conduct sessions, demos, scavenger hunts, or however you wish to attract and engage visitors. IMS will promote your booth activities to attendees.	✓	✓	✓	✓	✓
Attendee list distributed one week before the conference	✓	✓	✓	✓	✓
Attendee list distributed 45 days in advance of the conference	✓	✓	✓	✓	
Presentation opportunity to share how your organization is implementing IMS standards really well to benefit students and faculty.	✓	✓	✓		
Post-conference registration list	✓				
<b>VIP Treatment</b>					
Complimentary registrations*	3 registrations	2 registrations	1 registration	n/a	n/a
25% reduced registration pricing based on the published fee for your membership level at the time of registration	2 reduced registrations	1 reduced registration	n/a	n/a	n/a
IMS will work with your organization to schedule (up to three) face-to-face virtual discussions before or after the conference with interested participating member institutions.	✓	✓			

# Benefit

Diamond\* Platinum\* Gold Silver Bronze

## Engagement

### Diamond/Platinum/Gold Sponsor Ala Carte Benefit Options

(Select One)

- Recognition as a sponsor for the 2021 Learning Impact Report
- Opportunity to participate as a panelist in the Standards First Webinar Series along with 2-3 districts 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, 2021)
- Host a 30-minute Coffee Talk or Lunch & Learn session on a specific topic. Your session will be included in the virtual conference agenda. (Availability: 3 sessions)
- Host a 30-minute mini-workout or relaxation exercise to counter attendee Zoom fatigue. Your session will be included in the virtual conference agenda. (Availability: 3 sessions)
- Conduct a Virtual Attendee Game between sessions as a fun way to engage with attendees. Sponsor provides the game and prizes. IMS will promote the sponsorship game.
- Three push notifications to attendees between sessions to alert them when a featured session is about to begin and share interesting facts or announcements (provided by sponsor).

✓

✓

✓

### Diamond Sponsor (Only) Add-on Ala Carte Benefit Options

(Select One)

- Opportunity to conduct a VIP pre-conference or post-conference virtual gathering (Availability: 2 pre- and 2 post-)
- Opportunity for a senior executive to participate on a general session panel (Availability: 3 panels)
- Conduct a virtual breakfast or lunch focus group (Availability: 4 focus groups)
- Opportunity to conduct an edtech interview with IMS CEO to be distributed to IMS lists and posted to IMS YouTube Channel.
- 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, 2021)
- Opportunity to do a three-minute (max.) welcome address and introduce the keynote speaker **(No Longer Available)**
- Opportunity to do a three-minute (max.) welcome address and introduce the closing keynote speaker **(No Longer Available)**
- Opportunity to attend the K-12 or HED virtual Community Discussions. These 2-hour sessions are conducted exclusively for institutional registrants.
- Create a custom sponsorship benefit

✓

# Sponsor Package Pricing

Pricing					
Annual Revenues	Diamond	Platinum	Gold	Silver	Bronze
>\$50 Million Annual Revenues	\$16,000	\$13,000	\$10,000	\$7,000	\$5,000
>\$10 Million Annual Revenues	\$14,000	\$11,000	\$9,000	\$6,000	\$4,000
<\$10 Million Annual Revenues	\$12,000	\$9,000	\$7,000	\$5,000	\$3,000
<\$1 Million Annual Revenues	\$10,000	\$7,000	\$5,000	\$4,000	\$2,000

For more information on the 2021 Learning Impact conference go to [imglobal.org/event/li/2021](https://imglobal.org/event/li/2021).

## Confirmed Learning Impact 2021 Sponsors

### Diamond Sponsors



### Gold Sponsor



### Bronze Sponsors



## Stand Out as an Industry Leader

Confirm your Learning Impact 2021 sponsorship package and benefits today !

Contact Sandra DeCastro at [sdecastro@imglobal.org](mailto:sdecastro@imglobal.org).