

Learnapalooza

ABOUT THE EVENT:

Learnapalooza is the only event dedicated to the association learning community. It's three days of the association community's best experts, best thinking and best tools all focused specifically on member-focused education and training.

WHY SPONSOR?

A first of its kind, this event will get you up-close and personal with all the key players in association learning from executive directors to CLOs and training developers. These professionals will attend Learnapalooza to learn the latest trends, tips, tools, and best practices to improve their member-oriented educational offerings. In addition to interactive training sessions, Learnapalooza will be hosting a speed-networking event so that attendees and sponsors have even more opportunities to network.

ATTENDEES:

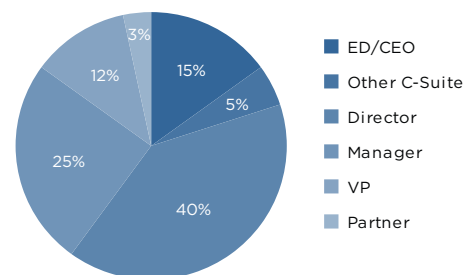
- ▶ Executive Directors & CEOs
- ▶ Directors of Education
- ▶ Program Managers
- ▶ Chief Operating Officers

TOPICS TO BE COVERED INCLUDE:

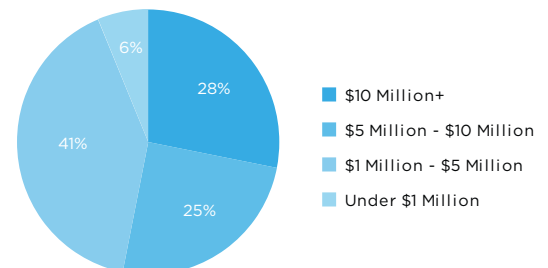
- ▶ Content Strategy
- ▶ Online Learning Experience Design
- ▶ Gamification
- ▶ Creating Impactful Credentialing Programs
- ▶ Speaker/Presenter Contracts
- ▶ Copyright Basics
- ▶ Digital Badging

DEMOGRAPHICS:

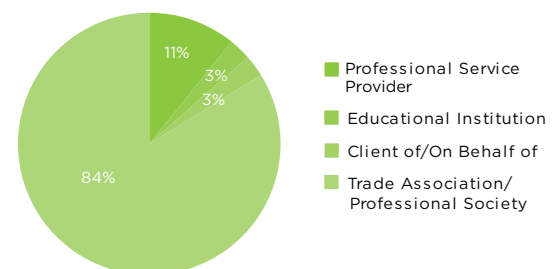
Participant titles



Organization's Budget range



Organization Type



Sponsorship Opportunities



	SPONSORSHIP BENEFITS	OPENERS \$1,500	SIDESTAGE \$3,500	HEADLINERS \$6,000
BRANDING				
Pre-Event Branding	•	•	•	•
Event Branding	•	•	•	•
Post-Event Branding	•	•	•	•
Ad in Association TRENDS	1/4 page	1/2 page	Full page	
Logo on Learnapalooza Tee				•
Logo on Sponsor Webpage	•	•	•	•
Intro on Sponsors Webpage		•	•	•
Promo Video on Sponsor Webpage			•	•
ACCESS				
One All-Access Pass	•	•	•	•
Second All-Access Pass	Not Available	•	•	•
Third All-Access Pass	Not Available	Not Available	•	•
Side Stage Space (6x10 with table)		•		
Main Stage Space (6x10 with table)				•
JAM Session Speed Networking	•	•	•	•
Swag in the Bag				•
VIP Guest List		•	•	•
Demo Your Products on the Mainstage				•

Additional Sponsorship Opportunities



Increase your Brand Exposure with Additional Sponsorship Opportunities:

*All opportunities are exclusive

Must be a sponsor to take advantage of these additional opportunities.

Learnies Co-Host: \$4,000

Join us on stage as we announce the winners of the 2nd Annual Learnies.

Jam Session Speed Networking Host: \$2,500

Opportunity to welcome guests and MC the Jam Session Speed Networking taking place immediately after the final session for the day.

Margaritaville Station Sponsor: \$2,000

Signage and branding at the Margaritaville drink station.

Wifi and Charger Station: \$3,000

Sponsorship includes branded WiFi access throughout the conference meeting spaces and select hotel meeting rooms. During badge pickup, each attendee receives a branded information card containing WiFi access details. Signage and branding at the mobile device charging station.

Lunch Sponsorship : \$2,500

Speaking opportunity and prominent signage at lunch.

Access Pass Lanyard Sponsorship: \$1,500

Logo on lanyards for attendees.

Sponsorship Agreement



Learnapalooza
October 16-18, 2018
Washington, DC

Opener: \$1,500 Side Stage: \$3,500 Main Stage: \$6,000 Additional Sponsorship: _____

() I agree to sponsor Learnapalooza:

Sponsor Signature: _____ Date: _____

Company: _____

Address: _____

City: _____ State: _____ Zip Code: _____

Sponsor Contact: _____ Title: _____

E-mail Address: _____ Daytime Phone: _____

Please provide the contact information for the person whom we may coordinate with regarding additional marketing materials from your firm.

Marketing Contact: _____

E-mail Address: _____ Daytime Phone: _____

Please return completed form to Jamie Herring at jherring@columbiabooks.com
or mail to **Association TRENDS, Attn: Learnapalooza, 4340 East-West Highway, Suite 300, Bethesda, MD 20814**