



NOVEMBER 6 - 8 • MGM GRAND • LAS VEGAS

CELEBRATING
20 YEARS
IN A NEW HOME!

DEVLEARN

North America's Largest Learning Tech Event

2024 PROSPECTUS

NEW DATES • NEW LOCATION • NEW OPPORTUNITIES



As of March 5, 2024.

Grow Your Brand at North America's Largest Learning Tech Event

DevLearn Conference & Expo, the annual hub for learning and development professionals, hosts a diverse range of startups and established organizations. It's the ultimate platform to exhibit your products and share expertise, reaching a savvy audience keen on exploring the latest strategies and learning technologies.

This event is your prime opportunity to showcase your offerings, affirming your team's capability to empower training and talent development professionals. Make your mark at DevLearn, demonstrating your role in helping professionals succeed in their careers and supporting organizations in building an adaptive and resilient workforce.

After selling out the Expo two years in a row, DevLearn is moving to a new home at the MGM Grand, providing more opportunities for your organization and space for even more learning professionals.

CELEBRATING
20 YEARS
IN A NEW HOME!



160+
EXHIBITORS

3,800+
ATTENDEES

200+
ACTIVITIES

Contact Your Sales Representative for Exhibit and Sponsor Opportunities:

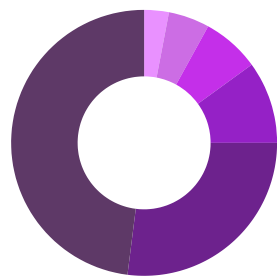
Companies #, A - M
Christian Keator
+1 203.581.2945
CKeator@learningguild.com

Companies N - Z
Anthony Licata
+1 .707.387.1878
ALicata@learningguild.com

82%
of attendees
recommend, specify,
or make final buying
decisions

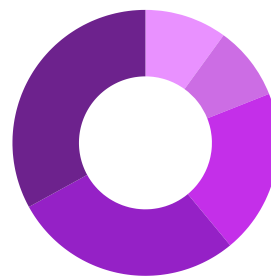
Who Attends?

Chief Learning Officer • Chief Technology Officer • Collaborative and Social Learning Manager • Corporate Training and Development Executive • Corporate University Manager • Curriculum Designer, Manager, and Director • Customer Success and Education • Director of Learning and Development • Education and Training Specialist • eLearning Developer • eLearning Product Manager • eLearning Program Director or Manager • eLearning Specialist • HR Director and Manager • Instructional Content Designer • Instructional Designer • Instructional Technologist • Instructional Technology Department Head • Interface and Multimedia Designer • IT Manager or Coordinator • Learning Architect • Learning Engineer • Learning Systems Analyst • LMS/LCMS/LXP Administrator • Manager • Project Manager • Training and Learning Coordinator • Training Director and Manager



Attendee Roles

48% Individual Contributor
27% Manager/Supervisor
10% Vice President/Director
5% Executive Management
3% Academic Staff/Professor
7% Other



Attendees by Company Size

33% 1 - 500
9% 501 - 1,000
20% 1,001 - 5,000
10% 5,001 - 10,000
28% 10,000+

DevLearn attendees reach across all industries.

65%
of attendees come to
explore technologies
and solutions in the
expo hall

Attendee Interests

DevLearn attendees are interested in all training and development solutions, including:

- AI, VR, and AR
- Authoring Tools
- Coaching, Mentoring, and Leadership Development
- Compliance and Safety Training
- Content Authoring, Design, and Management
- Custom eLearning Development and Creation Services
- Digital Adoption and Change Management
- Gamification
- Learning Analytics, Assessment, and Performance
- LMS and LXP
- Microlearning
- Mobile Learning
- Sales and other Skills-Based Training
- Services including Instructional Design, Voiceovers, Localization, and Translation
- Training Simulations
- Upskilling, Reskilling, and other Workforce Retention Strategies
- Video Production Tools, Tech, and Strategy
- Virtual Training Strategies and Solutions

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DEVLEARN

Attendee Demographics

Connect with L&D professionals from top-notch organizations.

- 84 Lumber
- AAA
- Abbott Labs
- Accenture
- ADP
- ADT
- African-American Credit Union Coalition
- AIG
- Alaska Airlines
- Albertsons Companies
- Allegiant Airlines
- Allergan
- Allstate
- Ally Financial
- Amazon
- Amazon Web Services
- American College of Physicians
- American College of Surgeons
- American Express
- American Federation of Teachers
- American Heart Association
- American Management Association
- American National Insurance
- American Red Cross
- Ameriprise Financial
- Amgen
- Anthem, Inc.
- Apple
- Applied Materials
- Arizona State University
- Ascension Health
- AT&T
- Audible
- BAE Systems
- Bank of America
- Barclays
- Bayer
- Blue Cross Blue Shield
- BD Biosciences
- Best Western
- Beth Israel Lahey Health
- Big Lots Stores Inc
- Bloomberg LP
- BMW Manufacturing
- Boeing
- Booz Allen Hamilton
- Boston Pizza
- Boys and Girls Club of America
- Bridgestone
- Bristol Myers Squibb
- California Closet Company
- California State University
- Canadian Armed Forces
- Canadian Real Estate Association
- Canadian Tire
- Canon USA
- Capital One
- Carvana
- Casey's General Stores
- Caterpillar Inc.
- CDC
- CDW
- Charles Schwab
- Chevron
- Chick-fil-A, Inc.
- Cintas
- Cisco Systems, Inc.
- Citi
- City of Austin
- City of Seattle
- Cleveland Clinic
- Coca-Cola
- Colgate-Palmolive
- Collins Aerospace
- Colonial Life
- Colorado State University
- Columbia University
- Comcast NBCUniversal
- Commerce Casino
- Commercial Metals Company
- CommLab India
- Cornell University
- Cox Communications
- Credit One Bank
- Crisis Prevention Institute
- Cummins, Inc.
- CVS Health
- Darden Restaurants
- Dell Technologies
- Delta Air Lines
- Delta Dental
- U.S. Department of Veterans Affairs
- Dexcom
- Discover Financial Services
- DISH Network
- U.S. Air Force
- DOT/FAA
- Dropbox
- Duke Energy
- Dunkin' Brands, Inc.
- E*TRADE Financial
- E. & J. Gallo Winery
- Easterseals
- Eastman Credit Union
- eBay
- Ecolab
- Eli Lilly & Co
- Erickson Living
- Ernst & Young
- Estee Lauder Companies
- Etihad Airways
- Expedia
- Experian
- Express Scripts, Inc.
- Extra Space Storage
- ExxonMobil
- Facebook
- Fannie Mae
- Farm Credit Bank of TX
- Farmer Boys Restaurants
- Farmers Insurance
- FDIC
- FedEx
- Fidelity Investments
- Food Processing Skills Canada
- Fordham University
- Freddie Mac
- Frito-Lay / PepsiCo
- GE
- Genentech
- General Motors
- Georgia Pacific
- German Armed Forces
- GoDaddy
- Goodwill Industries International
- Google
- GSK
- Gulfstream Aerospace
- Halliburton
- Hanesbrands
- Harvard Business Publishing
- Hawaiian Airlines
- H-E-B
- Herbalife Nutrition
- Hitachi
- Holiday Inn Club Vacations
- Holland America Group
- Home Builder's Institute
- Home Depot
- Honeywell
- HubSpot
- Hydro[1]Quebec
- IBM
- Idaho State University
- Impact Sales Training
- Ineed
- Infor
- Insperity
- Inspire Brands – Arbys
- Institute for Simulation & Training
- Intel Corp
- JetBlue
- Johns Hopkins University
- Johnson & Johnson
- JPMorgan Chase
- Kaiser Permanente
- Kimberly-Clark
- KLM Royal Dutch Airlines
- Kohl's Department Stores
- KPMG
- Kroger
- Kronos
- Lands' End
- Lenovo
- Liberty Mutual
- Livermore National Laboratory
- LoanDepot
- Lockheed Martin
- Los Alamos National Lab
- Lowe's Companies
- Lyft
- M&T Bank
- MAC Cosmetics
- Mailchimp
- Maine Behavioral Healthcare
- Manulife Financial
- Maple Leaf Foods
- Marriott International
- Mary Kay Inc.
- Massage Envy
- Mayo Clinic
- Mckesson
- McKinsey & Company
- Memorial Sloan Kettering Cancer Center
- MGM Resorts International
- Michigan State University
- Microsoft
- Morgan Stanley
- Muckleshoot Casino
- NASCAR
- National Association of Broadcasters
- National Association of Realtors
- National Center for Missing & Exploited Children
- National Notary Association
- National Park Service
- National Restaurant Association
- National Weather Service Training Center
- Nationwide Insurance
- Nestle
- NetApp
- Netflix
- Nike
- Norfolk Naval Shipyard
- Northrop Grumman
- Novartis Pharmaceuticals Canada
- Novo Nordisk Pharmaceuticals
- Ohio Department of Public Safety
- Olympus America
- Oman Airports
- Ontario Hospital Association
- OptumHealth
- Oracle
- P.F. Chang's
- Pacific Life Insurance Company
- Pacific Northwest National Lab
- Paul Davis Restoration
- Paycor
- Petco
- Phillips 66
- Pitney Bowes
- PNC Bank
- Polaris
- Port of Seattle
- PwC
- Radisson Hotel Group
- Raytheon
- Regeneron Pharmaceuticals
- Roche
- Royal Caribbean Group
- Royal Danish Defence College
- Rubio's Restaurants
- Salesforce
- Sam's Club
- Samsung Electronics Canada
- Sandia National Laboratories
- SAP
- Scholastic Inc.
- Seoul National University
- ServiceMaster
- ServiceNow
- Shake Shack
- Shopify
- Siemens
- SiriusXM, Inc.
- SkyWest Airlines
- Slack
- Sleep Number
- Southern California Edison
- Southwest Airlines
- State Farm Insurance Companies
- State of Iowa
- State of Maryland
- State of Nevada
- State of Oregon
- Stryker
- Sun Life Financial
- T. Rowe Price
- Takeda Pharmaceuticals
- Target
- Tesla
- Texas A&M University
- The Hershey Company
- The Toro Company
- The Walt Disney Company
- Thomson Reuters
- TJX Companies
- T-Mobile
- Toyota
- Travelers
- Twitter
- Tyson Foods
- U.S. Air Force
- U.S. Dept of Defense
- Uber
- Ultimate Software
- Unilever
- Union Pacific
- United Airlines
- UnitedHealthcare
- Unitrans Supply Chain Solutions
- University of California
- University of Georgia
- University of Illinois
- University of Johannesburg
- University of Michigan
- University of Nevada Las Vegas
- University of Washington
- University of Wisconsin
- Verizon
- Virgin Galactic
- Visa
- Volkswagen Group of America
- Volvo Construction Equipment
- Vonage
- Vrbo
- Walmart Stores Inc.
- Wawa, Inc
- Wells Fargo
- Westgate Resorts
- WestJet
- Whirlpool Canada
- White Castle
- Workday

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75%
OF THE EXPO
IS ALREADY
SOLD

It all starts on the Expo Floor.

Reserve your space showcasing your company's product, technology, or services.

Exhibit Space Includes

- 10x10 space
- Wi-Fi is provided event-wide for attendees and exhibitors. *
- 8' high back drape, 3' high side drape – both in black; standard company ID sign – black text on white background.
- Company profile in the mobile app and on the event website.
- Logo visibility in select print and email promotions.
- One full staff conference pass (\$1,800+ value) per 10x10 – those with larger exhibit spaces receive additional passes.
- Up to 4 exhibit staff passes per 10x10 – those with larger exhibit spaces receive additional passes.
- Additional discounted passes for your staff are available at special rates.
- Ability to participate in additional sponsorships and advertising targeting DevLearn attendees.

*Note: the exhibit hall is fully carpeted, adding additional flooring is not required. Hard wall stall-style displays, furniture, and electricity are not provided. Island booths do not receive pipe/drape. *If internet connectivity is required for your in-booth demos, securing your own internet connection is recommended.*

NEW!

Start-up Opportunities

Contact Christian Keator to learn more about our new start-up opportunities and to reserve your spot.

The Expo also offers dynamic learning stages featuring sessions and speakers exploring the latest in learning practices, trends, and innovations.

See page 17 for Learning Stage opportunities!



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DEVLEARN

Sponsorship Opportunities

Don't just take our word for it.

"As a first time exhibitor, on a startup budget, we were a bit uncertain initially about doing DevLearn, but the amazing DevLearn team helped us from start to finish and made it so easy. During the sales process they ensured we had all of the details we needed to build a budget and avoid surprises. Our unique product, and our preferred go-to-market strategy was taken into account at every turn. Throughout the Expo and Stage Session planning phase, they answered countless questions, pointed us in the right directions, and helped us stay on time and on budget. The Expo itself was absolutely incredible. We had so many amazing conversations on the action-packed show floor, and exceeded every goal we set for the show (leads, pipeline, revenue, brand awareness, and partnership-building). DevLearn will be part of our annual marketing calendar for years to come."

Colman Murphy, Head of Lifecycle Marketing, Smartcat.ai

"DevLearn is one of the few events where there are attendees (and interest) for every product we showcase – VR, authoring tools, video, gamification, and our learning platform! The quality of connections is top-notch, and the ROI is there year after year."

Kristen Nauss, Senior Director of Global Events, ELB Learning



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Sponsorship Tiers

Level up your brand's visibility at DevLearn by unlocking one of our sponsorship tiers.

Platinum Sponsor

Platinum Sponsor is the top-tier designation and is awarded to our partners with a total investment of **\$60,000 or more**. This includes exhibit space, branding opportunities, digital marketing, Learning Stage Sessions, Sponsored Sessions, and other opportunities and activations noted within this prospectus. Platinum Sponsors receive top branding placement on nearly every page of the DevLearn website, in event marketing sent to thousands of prospective attendees, and on signage at DevLearn.

Gold Sponsor

Gold Sponsor is can be achieved by any partner with a total investment of **\$40,000 to \$59,999**. This includes exhibit space, branding opportunities, digital marketing, Learning Stage Sessions, and other opportunities noted within this prospectus. Gold Sponsors receive priority branding placement second only to Platinum Sponsors on the website, marketing sent to thousands of prospective attendees, and on signage at DevLearn.

Silver Sponsor

Silver Sponsor can be achieved by any partner with a total investment of **\$25,000 to \$39,999**. This includes exhibit space, digital marketing, Learning Stage Sessions, and other opportunities noted within this prospectus. Silver Sponsors receive priority branding placement second to Platinum and Gold Sponsors on the website, marketing sent to thousands of prospective attendees, and on signage at DevLearn.

DEVLEARN

Sponsorship Opportunities

Expo Reception + Learning Stage Session Sponsorship (Exclusive) \$15,995

Showcase your company's brand with this impactful sponsorship, offering exclusive visibility and a unique thought leadership opportunity for all attendees. Sponsorship includes:

- Exclusive Learning Stage Session at Expo Reception—captivate the audience with your 30-minute presentation.
 - Upgrade your Stage Session to a livestream opportunity with additional lead gen and promotions for \$2,000.
- Host of the only DevLearn reception, promoted through pre-conference email with your logo and sponsorship announcement.
- Mobile app push notification announcing your sponsorship and reception hosting.
- Logo showcased on a dedicated slide during the opening general session's introduction.
- Featured on a meter sign at the expo hall entrance, announcing your sponsorship during the reception.
- Logo prominently displayed on drink tickets distributed to all attendees, acknowledging your role in providing cocktails and refreshments.
- Unparalleled visibility as the central figure of the only illuminated Learning Stage during the Expo Reception.



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Learning Stage Sponsorship (Exclusive) – \$29,995

As the sponsor of an exclusive Learning Stage at DevLearn, your company will deliver educational sessions programmed with the topics and content of your choice, presented by your company's own speakers. Sessions run congruent with Learning Stage programming and are listed as 30-minute sessions on the DevLearn conference program. This opportunity positions the sponsoring company as a thought leader with presentations throughout the entire two days of the DevLearn Expo. Two exclusive opportunities available. This sponsorship also includes:

- One 6'x8' riser, projector, podium, microphone, chairs for attendee seating, and shared AV tech support during all Learning Stage programmed sessions
- Four meter boards for the sponsor to create customized artwork/branding of the Learning Stage space, which the Learning Guild produces and places on-site
- Promotion of sponsor's sessions alongside all other Learning Stage sessions in DevLearn on-site materials, on the DevLearn website and in the DevLearn conference app
- A 15-minute giveaway session may be held on the stage during the final session block on Thursday afternoon

**Note: Scheduling on the stage must conform with the structure of all other Learning Stage sessions, and use of the stage is limited to 30-minute sessions (not before, during, or after general session blocks). One exclusive opportunity is available and is reserved for sponsoring companies occupying a 20'x20' island booth space (or greater) in the DevLearn Expo.*



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DemoFest Sponsorship (Exclusive) - \$10,995

As the exclusive DemoFest Sponsor, your company gains top-level visibility at this highlight event of DevLearn. This comprehensive branding package also includes an exclusive presence for your company at the DemoFest event with a tabletop for your company representatives to engage with attendees, display or demonstrate your products and services, and represent yourselves as the DemoFest sponsor. This opportunity includes:

- Your company promoted as exclusive DemoFest Sponsor in all pre-show promotional digital and print campaigns
- Your company promoted as the Best of DemoFest webinar sponsor
- One meter board featuring your company's logo placed prominently at the DemoFest entrance
- Your company's logo featured on the DemoFest drink tickets as sponsor
- The option to have your company's logo on the DemoFest T-shirt
- One mobile app push notification mentioning your sponsorship, sent by event management



What is DemoFest?

DemoFest, an attendee favorite, is a people's choice competition featuring attendees' L&D projects. While DemoFest is not for demoing products or services, it is an excellent opportunity to connect with potential customers. DemoFest represents another ideal opportunity to engage with the DevLearn audience.



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DEVLEARN

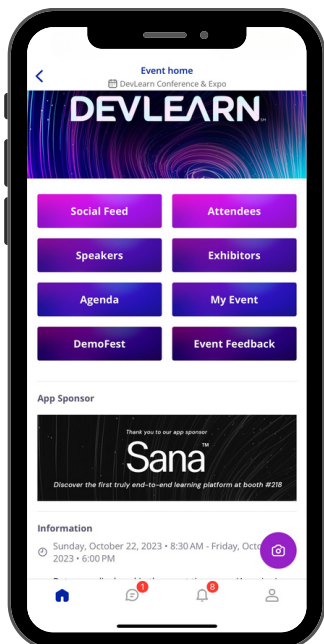
Sponsorship Opportunities

DevLearn Co-Located Event Sponsorships

Increase your visibility with these pre-conference opportunities, and gain the attention of attendees before the Expo begins:

- AI for Learning Symposium — November 5 **SOLD**
- VR for Learning Summit – November 5

Learn more about these co-located events at devlearn.com/Co-locatedEvents



Mobile App Sponsorship (Exclusive) \$13,995

Maximize visibility with our exclusive app sponsorship! Get a prime spot in the main menu with a mobile-ready URL to direct attendees straight to your message. Your exclusive ad on the main page ensures constant exposure. Enjoy additional perks like logo placement in pre-event emails, a push notification, highlighted booth on the Expo map, and on-site signage. The DevLearn mobile app is THE go-to resource—no print guide means all eyes on your brand!

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Keynote Sponsorships

Elevate your brand with premium visibility as a Keynote Sponsor—with exclusive opportunities on both Wednesday and Thursday. As attendees begin their day at the conference, they will be exposed to your brand on multiple levels. Sponsorship includes:

- Keynote announcement meter sign at the Keynote room entrance, featuring your company's logo
- One-page flyer (max 8.5"x11") placed on every seat in the keynote session (you provide the printed flyer, event management handles distribution)
- Company name mentioned during pre-Keynote announcements
- Company's logo and URL featured on the Keynote webpage
- Recognition and thanks by our host during the Keynote, with your logo displayed on the large video screen

Choose from:

- Day 1 Opening Keynote, November 6: \$12,995
- Day 1 Afternoon Keynote, November 7: \$12,995
- Day 2 Morning Keynote, November 7: \$12,995
- Day 3 Closing Keynote, November 8: \$9,995



Keynote & General Session Video Ads - \$5,995 - \$9,995

Increase your visibility with an exclusive 60-second video during a DevLearn keynote session! Reach the entire conference audience during peak engagement, as general sessions gather all attendees in one place. Craft your own compelling video and messaging for maximum value for your business. Limited to three opportunities—secure your slot now:

- Day 1 Opening Keynote, November 6: \$9,995
- Day 1 Afternoon Keynote, November 6: \$9,995
- Day 2 Morning Keynote, November 7: \$9,995
- Day 3 Closing Keynote, November 8: \$5,995



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Attendee Registration Sponsorship (Exclusive) - \$12,995

Elevate your brand as the exclusive registration sponsor of DevLearn Conference & Expo, ensuring unmatched visibility in this high-traffic area throughout all five event days. Your logo will greet every attendee at check-in, staying top of mind as they navigate sessions, keynotes, the expo, and the hotel. Sponsorship includes:

- Logo featured on alternating kick panels of every other registration desk alongside the DevLearn logo
- Prominent display on the background panel, solidifying your company as the Registration Sponsor
- Exclusive acknowledgment and thanks as the Registration Sponsor during the opening and closing general sessions, with an on-screen logo appearance
- Logo on the Registration Confirmation email



Conference Attendee Badge Holder Sponsorship (Exclusive) - \$13,995



Amplify your brand with our high-profile attendee badge holder sponsorship! Your logo takes center stage on every full-conference attendee's neck wallet throughout the event. Event management provides the badge holders, featuring your one-color logo.

Expo Lanyard Sponsor (Exclusive) - \$7,995

All Expo+ registrants receive lanyards featuring your logo in a single color.



Attendee Welcome Kit Sponsorship (Exclusive) - \$5,995

Full conference attendees receive conference materials in a zippered reusable pouch with your organization's logo and the DevLearn logo at registration, creating a prime branding opportunity. The pouch, supplied by event management, serves as a lasting keepsake used during and after the event.

Optional: Include your Literature Insert, a \$1,995 value, for just \$500. See page 14 for details.

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Sponsorship Opportunities

Attendee Bag Sponsorship (Exclusive) - \$5,995

We offer a rack for your branded bags next to the registration desk for easy attendee access and premium brand exposure. Your company supplies the bags, allowing for replenishment throughout the show. This sponsorship provides unmatched branding, reaching every attendee who grabs a bag for their materials at the show and beyond.

Attendee Pen Sponsor (Exclusive) - \$5,995

Pens are displayed at the attendee registration desk, their first stop at DevLearn! Your organization supplies the pens.

Literature Insert (Limited to 7) - \$2,995

Feature your 8.5"x11" promotional material alongside essential event materials distributed to every conference attendee at the start of the event. Gain maximum exposure for your brand among all participants and attract attendees to your booth. Limited to 7 insert opportunities, ensuring your message stands out.



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Sponsorship Opportunities

AM Conference Coffee Sponsorship (Exclusive) - \$2,995

2 DAYS
OF
VISIBILITY

Your brand will feature on signage at each coffee station outside conference session rooms, a prime branding opportunity in that area. We'll announce your partnership through the mobile app, and your sponsorship will be acknowledged during the morning Keynote.



Expo Coffee & Dessert Sponsorship - \$6,995

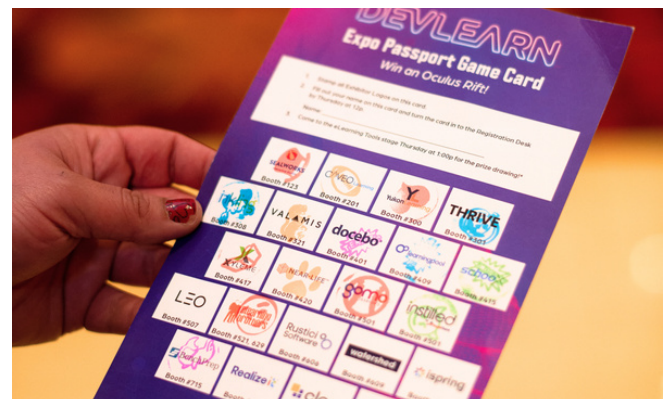
Includes the Ice Cream Social!

2 DAYS
OF
VISIBILITY

Your brand will stand out on signage at attendee break stations, be highlighted in the mobile app, and acknowledged during the Keynote on your sponsorship day. A prominent meter sign outside the Expo will feature your logo and booth number for both days. This sponsorship covers mid-morning and afternoon coffee breaks, as well as the Wednesday ice cream social, where an ice cream freezer will be stationed at your booth. Your promotional literature can also be displayed next to the coffee stations.

Expo Passport Traffic Driver - \$1,295 (Limited to 16 companies)

Drive traffic to your booth through our Expo Passport Traffic Driver. Your logo and booth number will be featured on the game card, instantly increasing visibility and networking opportunities. Participants receive a unique stamp from vendors, and those who complete the passport are entered into a raffle for prizes, including an iPad, Apple Watch, VR Headset, and future DevLearn Full Conference Registrations. The winner is announced at the end of the Expo, making visiting your booth an exciting part of the DevLearn experience.



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Sponsored Conference Sessions

As the sponsor of a session on the DevLearn Conference Program, your company will deliver educational content programmed on your choice of topic and presented by your choice of speaker(s). After your session, you'll have the ability to invite attendees to continue the conversation at your booth in the Expo Hall. Sessions run congruent with other sessions at the conference and are 60 minutes each.



Choose from:

- Wednesday, November 6, sessions: \$15,995
 - 10:45am – 11:45am (Limited to 2)
 - 1:15pm – 2:15pm (Limited to 2)
 - 3:00pm – 4:00pm (Limited to 2)
- Thursday, November 7, sessions: \$13,995
 - 10:45am – 11:45am (Limited to 2)
 - 1:15pm – 2:15pm (Limited to 2)

In addition to the session itself, your sponsorship also includes:

- The ability to distribute literature to attendees (seat drop or handed to attendees as they enter)
- One full-conference registration to DevLearn for the primary speaker of the session
- Three session-only passes for co-presenter and/or additional support staff from your organization
- Standard A/V room setup including projector, screen, microphones, and an A/V support tech on standby
- A sign with your session title and speaker(s), to be placed outside your assigned room during the session
- Session sponsors can conduct lead generation, lead retrieval scanners are available at an additional cost. (Badge scanning cannot be required for entry.)



**THESE
OPPORTUNITIES
SELL OUT YEAR
OVER YEAR!**

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DEVLEARN

Sponsorship Opportunities

Expo Stage Sessions - \$3,695

SELL
OUT
EVERY
YEAR

Present your 30-minute session on one of the themed stages in the Expo. Stage sessions take place throughout both days of the Expo, and are promoted alongside all other conference sessions and program activities on the website, in the mobile app, and on-site signage at each stage.



LIVE from DevLearn Expo Stage Sessions - \$5,595

Enhance your brand's presence at the largest learning tech event in North America—and beyond! With our Expo Learning Stage Session sponsorship, your 30-minute presentation will be one of only eleven live-streamed from DevLearn, ensuring visibility before, during, and after the conference. Sponsorship includes:

- Live Presentation: Engage the audience on the LIVE from DevLearn Stage with a 30-minute spotlight featuring a podium sign proudly displaying your logo.
- Professional Setup: Benefit from a well-equipped theater setup, complete with a large video screen, microphone for your presenter, in-person seating, and a dedicated team for live streaming and recording your presentation.
- Lead Generation: Utilize lead retrieval services (additional cost) to capture on-site attendee data, while the registration for your live stream generates additional leads delivered to you post-event.
- Promotion: We will promote your presentation on DevLearn.com, in the mobile app, via multiple pre-event emails, and on a sign scheduled adjacent to the stage (deadline applies)

Tip: Boost visibility by promoting your session through a unique registration link via email and social media, maximizing engagement with prospects and lead generation.

Post-Event Deliverables Include:

- Lead list from your livestream registration will include: name, company name, job title, email as an Excel file (GDPR compliant).
- Session recording posted in the LearningGuild.com sponsored library for future viewing.
- Session recording file for posting on your website and social media.

Contact Your Sales Representative for
Exhibit and Sponsor Opportunities:

Companies #, A - M
Christian Keator
+1 203.581.2945
CKeator@learningguild.com

Companies N - Z
Anthony Licata
+1 .707.387.1878
ALicata@learningguild.com

Countdown to DevLearn Webinars

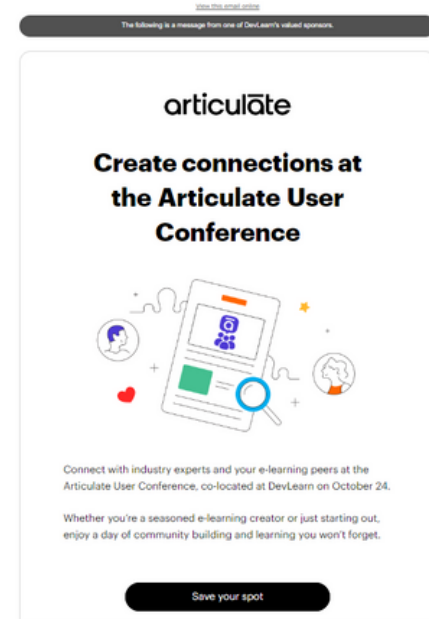
Promote your webinar recording on the DevLearn website and mobile app for a chance to boost your exposure. This opportunity is only available through mid-October.

- June, July, and August Webinars - \$5,995
- September & October Webinars - \$6,995

Pre-Event & Post-Event Email Promotions

Boost your visibility with a pre-event email blast! As a valued sponsor, you can send a customized message to all registered DevLearn attendees, enhancing awareness of your products and services. Drive traffic to your booth by creating the HTML email and subject line, distributed by event management on your chosen launch date. The email includes a DevLearn header indicating sponsorship and a standard Learning Guild footer. This opportunity is GDPR compliant. The body of the email may include up to 500 words.

- Pre-Event (10 opportunities available): \$5,995
 - Dates: 10/10, 10/15, 10/16, 10/17, 10/22, 10/23, 10/24, 10/30, 10/31, 11/1
- Post-Event (5 opportunities available): \$6,995
 - Dates: 11/12, 11/14, 11/15, 11/19, 11/20



2023 Pre-Event Email Example

Daily DevLearn Newsletter Advertising - 4 Opportunities

Highlight your organization and draw attention to your offerings with this direct-to-inbox DevLearn newsletter sent to all registered attendees, and up to 20,000 Learning Guild members each morning. Imagine your brand's message is the first thing attendees see—before they even leave their hotel room!

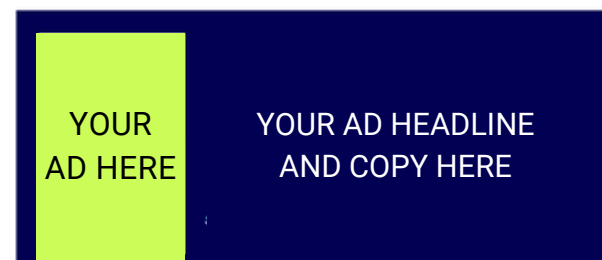
Your ad will be featured at the top of the newsletter below the masthead and will include: 1 graphic (your logo or other graphic with URL link), headline of up to 7 words, 30 character message with URL, and Sponsored by tagline with URL link.

- November 5 (day prior to the Expo opening) – \$3,995
- November 6 (day 1 of the Expo) – \$4,995
- November 7 (day 2 of the Expo) – \$3,995
- November 8 (last day of the conference) – \$2,995



Welcome to DevLearn 2023!

- Registration Hours: 7:00a - 6:30p
- Morning Buzz: 7:30a - 8:15a
- Keynote with Phil Rosenthal: 8:30a
- Expo Hall: 10:00a - 6:30p
- Learning Stage Sessions: 10:00a - 6:30p
- Keynote with Chef Jeff Henderson: 4:15p
- Expo Reception: 5:15p - 6:30p



2023 Newsletter Example

Expo Aisle Sign Sponsorship (Exclusive) \$10,995

Exclusively feature your logo and booth number on all Expo floor aisle signs, providing unparalleled visibility. Attendees will be reminded of your booth location while navigating the Expo floor.



Wi-Fi Sponsorship - \$7,995

As the exclusive Wi-Fi Sponsor, your company takes center stage with its name or product as the Wi-Fi network password, logo prominently featured in conference materials, and acknowledged during opening and closing sessions.

Conference A/V Sponsorship (Exclusive) \$7,995

Amplify your brand's presence as the exclusive sponsor of DevLearn Conference & Expo Audio and Visual Technology. Enjoy exceptional visibility across the conference space for five days, spanning two days of pre-conference workshops and all three conference days. Your A/V Sponsorship includes:

- Logo featured on every 24" x 36" sign outside 120+ session rooms, ensuring multiple daily impressions for every attendee (up to 16 rooms).
- Exclusive A/V Sponsor recognition during opening and closing general sessions, with on-screen logo display and gratitude acknowledgment.



Charging Station Sponsor - \$3,995

2 Opportunities: Session Rooms and Expo Hall

As a Charging Station Sponsor, your brand will prominently appear near session rooms or in throughout the Expo hall. Charging hubs with multi-USB and electric plugs will be set up in these high-traffic areas, conveniently located near Conference session rooms or in the back of the Expo hall. A 7-foot-tall sign featuring your logo will announce your sponsorship, acknowledging you as the provider of this convenience. Additionally, you can supply 4"x6" postcard-sized promotional flyers for attendees to review while charging their devices. Event management handles the sign, charging hubs, and electricity – you just provide your logo!



Video Advertising Opportunity

Maximize exposure with your video on a continuous loop throughout DevLearn, including pre-cons and Expo days. Positioned in the corridor between registration and the Expo hall, attendees will view your content multiple times as they navigate the event. Showcase your eLearning tools, feature your thought leaders, and invite attendees to your booth.

*Audio at a low decibel can be included.

*Video of 1 min to 5 minutes recommended for continuous loop play.

- 60" Video Display – \$5,495
- 82" Video Display – \$6,495

Meter Sign Advertising

Promote your brand on 3'x7' billboards strategically placed along the main corridor at DevLearn, ensuring high visibility to attendees moving between registration, the Keynote room, and the Expo hall. Meter Sign Advertising is a proven method to attract attention, showcase your activities, and highlight key information about your booth, product, special offers, and on-site experts.

- 1 Sign – \$2,495*

*Please note: rates increase by \$550 per sign as of August 1.

