

October 25 & 26, 2023 · The Mirage in Las Vegas, NV

# DEVLEARN<sup>SM</sup>

*The Largest Learning and Development  
Tech Event in North America*

## 2023 EXPO PROSPECTUS

### ***NEW Opportunities:***

AI Symposium Sponsorship  
xAPI User Conference Sponsorship  
AR / VR for Learning Summit Sponsorship

All-New Mobile App Sponsorship

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To learn more about exhibition and  
sponsorship opportunities, please contact  
Lenore Higgins at +1.973.934.0315  
or lhiggins@LearningGuild.com

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**June 20, 2023 version**

## GROW YOUR BRAND AT DEVLEARN, THE LARGEST LEARNING TECH EVENT IN NORTH AMERICA



DevLearn Conference & Expo is the annual meeting place for thousands of passionate learning and development professionals. Emerging startups to well-known organizations showcase their products and thought leadership at DevLearn knowing it will reach a savvy audience eager to explore the newest strategies and technologies.

DevLearn is your best opportunity all year to showcase your products, and demonstrate that your team has the ability to help training and talent development professionals succeed - in their careers, and in their organization's battle to attract, onboard, retain, and develop an adaptive and resilient workforce.

*Now in its 19th year!*

**DevLearn Expo SOLD OUT in 2022. A globally recognized event, it attracts thousands of learning professionals from around the world.**

### WHO ATTENDS DEVLEARN?

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

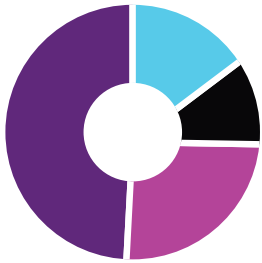
### DEVLEARN AT A GLANCE

**150  
Exhibitors**

**3,500+  
Attendees**

**200+  
Learning  
Activities**

### Attendee Roles



- 14% Executive
- 19% Director
- 31% Manager
- 36% L&D Practitioner

**64%**

of DevLearn attendees are in Leadership Roles

### Attendees by Organization



- 87% Corporate
- 5% Nonprofit
- 4% Academic
- 4% Government

### Attendees by Company Size



- 29% 10,000+
- 10% 5,001 - 10,000
- 18% 1,001 - 5,000
- 43% up to 1,000

### DevLearn Hosts a Global Audience

DevLearn attendees travel to Las Vegas from as many as:

**37**  
COUNTRIES  
around the world.





### DevLearn attracts 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 • ATD • 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 • HR.com • HubSpot • Hydro-Quebec • IBM • Idaho State University • Impact Sales Training • Indeed • Infor • Insperty • 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 • and many more!

## DEVLEARN ATTENDEES ARE INTERESTED IN ALL TRAINING AND DEVELOPMENT SOLUTIONS, INCLUDING:

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



## EXPO LEARNING STAGES

The DevLearn Expo is more than a showcase of exhibitors; it's also a high-energy setting for the unique learning stages, each exploring a different subject, and featuring sessions and speakers that will examine the best practices, hottest subjects, and most innovative new ideas in learning.



See page 14 for Learning Stage opportunities!

### EXPO HOURS (subject to change)

#### Wednesday, October 25

**Expo open:** 10a – 6:30p  
Learning Stage Sessions,  
Refreshment Breaks, Lunch,  
Ice Cream Social, and the  
Expo Reception

#### Thursday, October 26

**Expo open:** 10a – 3p  
Learning Stage Sessions,  
Refreshment Breaks, Lunch,  
Dessert, and Expo Traffic  
Builder Game Prize Drawing

### Exhibit Space Rates:

corner fees included in rates below

20x20 and larger spaces automatically provide Sponsor level visibility, see page 7 for details.

|                  |          |
|------------------|----------|
| 10x10            | \$5,795  |
| 10x10 1 corner   | \$6,295  |
| 10x20 1 corner   | \$12,090 |
| 10x20, 2 corners | \$12,590 |
| 10x30, 2 corners | \$18,385 |
| 20x20            | \$25,180 |
| 20x30            | \$36,770 |
| 20x40            | \$48,360 |
| 20x50            | \$59,950 |

### Select Your Exhibit Space Today!

Contact Lenore Higgins for the current floor plan: [lhiggins@learningguild.com](mailto:lhiggins@learningguild.com) or +1.973.934.0315

### Each DevLearn 10x10 Exhibit Space includes:

- 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.
- 8' high back drape, 3' high side drape - both in black; standard company ID sign - black text on white background.
- WiFi is provided event-wide for attendees and exhibitors.\*
- Online logo visibility now through the event.
- Logo visibility in select print and email promotions.
- Company profile in the mobile app.
- Ability to participate in additional sponsorships and advertising targeting DevLearn attendees.

Please note: the exhibit hall is fully carpeted, adding additional flooring is not required. Hardwall stall-style displays, furniture, electric 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.

### DevLearn Expo FAQs:

- 35+ exhibitors have increased the size of their exhibit space based on 2021 and 2022 results.
- The 2023 Expo will feature some of the largest exhibit spaces ever seen at DevLearn.
- This year's Expo is on pace to sell out again!

## PAST DEVLEARN EXHIBITORS

- 360Learning
- 7taps
- Anchored Training
- Aptara
- Arist
- Articulate
- Author-it
- Blinkist
- Bridge
- BUNDLAR
- Capsim Management Simulations
- Class
- Cloverleaf
- Copyright Clearance
- CYPHER LEARNING
- D2L
- Dashe & Thomson
- Docebo
- dominKnow
- ELB Learning
- Elearning Design Center
- Eurekos
- Evolve Solutions
- Global eLearning
- Global Lingo
- GO1
- HIS (frmly ej4)
- ICD Translation
- Immerse
- Indusgeeks
- Inkling
- Intellum
- Interpro Translation Solutions
- inWhatLanguage
- JPW Consulting
- Kahuna
- Language Intelligence
- LanguageLine Solutions
- Learn On Demand Systems
- Learning Pool
- LearnUpon
- Litmos
- LMS365
- Local Concept
- Lyadis
- Mobile Coach
- Motive.io
- NovoEd
- OCTIVO
- Onpoint Digital
- Open LMS
- Origin Learning
- Panopto
- Powtoon
- Propel
- Qstream
- Rapidmoooc
- Raptivity
- Realizeit
- Reflection Software
- RISC
- Rustici Software
- Schoox
- ScreenPal
- Sealworks Interactive Studios
- SkillGym
- Skyllful
- SkyPrep
- Spekit
- Sublime Media
- Synthesia
- Tesseract Learning
- Third Term Learning
- Thought Industries
- Thrive
- Toonimo
- TorranceLearning
- Training Orchestra
- TTS
- University of San Diego, MS in Learning Design and Technology
- Upside Learning
- uxpertise
- Vyond
- Watershed Systems
- Whatfix
- Writing Assistance
- Xyleme
- Yukon Learning

**Will your company be here in 2023?**

## DEVLEARN Sponsors: Gain Additional Visibility for Your Brand

**Premium Sponsor is the top-tier designation**, and is awarded to our partners with a **total investment of \$40,000 or more**. This includes exhibit space, branding opportunities, digital marketing, Learning Stage Sessions, Sponsored Sessions, and other opportunities and activations noted within this prospectus. Premium 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.

**Sponsor level 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. Sponsors receive priority branding placement second only to Premium Sponsors on the website, marketing sent to thousands of prospective attendees, and on signage at DevLearn.

### SOLD

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

Showcase your company's brand in front of all attendees with this truly impactful sponsorship which includes exclusive visibility, plus a unique thought leadership opportunity!

Sponsorship includes:

- Exclusive Learning Stage Session during the Expo Reception! All other Learning Stages will be dark, providing your organization with a captive audience—the focus is all on your 30-minute presentation and the reception that you're sponsoring!
- You are the host of the only DevLearn reception, which will be announced in the following ways:
- Your logo and reception sponsorship announcement in the dedicated pre-conference email promoting the Expo Reception
- One mobile app push notification announcing your sponsorship
- Your logo in a dedicated slide on the large video screen during the introduction of the opening general session
- Your logo featured on a meter sign announcing your sponsorship, placed at the entrance of the expo hall during the reception
- Your logo on the Expo Reception drink tickets distributed to all attendees—they will all know who to thank for their cocktails and refreshments!

Upgrade your Stage Session to a livestream opportunity with additional leads for \$2,000

#### Keynote Sponsorships

Get premium visibility at one of the conference's biggest events as a Keynote Session 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:

- One dedicated meter board featuring your company's logo at the entrance of the general session room
- Branded one-page flyer (max 8.5"x11") placed on every seat in the keynote session - you provide the printed flyer
- Your company name mentioned during pre-keynote announcements
- Your company's logo and URL featured on the event website's keynotes page and session description
- Your company thanked by our host during the keynote

#### Choose from:

Oct. 25/day 1 of Expo, AM: \$10,995

Oct. 25/day 1 of Expo, afternoon: \$10,995

- Oct. 26/day 2 of Expo, AM: \$10,995 **SOLD**

See page 12  
for the NEW  
Keynote Video Ad  
opportunities!



### Learning Stage Sponsorship \$25,995 (exclusive) **SOLD**

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.



To learn more about exhibition and sponsorship opportunities, please contact Lenore Higgins at +1.973.934.0315 or lhiggins@LearningGuild.com



### DemoFest Sponsorship \$10,995 (exclusive) **SOLD**

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



*DemoFest 2019 shirt. DemoFest shirt design changes every year!*



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 a great opportunity to connect with potential customers. DemoFest represents another ideal opportunity to connect with the DevLearn audience.



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### SOLD

#### **Attendee Registration Sponsorship: \$9,995 (exclusive)**

Your company will be recognized as the exclusive sponsor of the DevLearn Conference & Expo Registration. This exclusive opportunity gives your company incredible visibility at one of the most frequently visited areas of the conference. Your logo will be prominently displayed throughout the event, greeting every attendee as they check in and keeping your brand top of mind as people pass through this high-traffic area throughout all five days of the event (including two days of preconference workshops and all three days of the conference). Based on location, attendees will pass by registration multiple times each day as they go to session, keynotes, the expo and the hotel. Sponsorship includes:

- Your logo on every other registration desk kickpanel (alternating with the DevLearn logo)
- Your logo prominently displayed on the background panel, recognizing your company as the Registration Sponsor
- Your company acknowledged and thanked as the exclusive Registration Sponsor during the opening and closing general sessions of the conference, with your logo appearing on screen



#### **Expo Aisle Sign Sponsorship: \$7,995 (exclusive)**

Your company will have the exclusive opportunity to have your logo and booth number featured on all aisle signs across the entire Expo floor. This opportunity gives your company incredible visibility, as attendees will see your logo and be reminded of your booth location countless times as they navigate the Expo floor.



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**SOLD**

### Conference A/V Sponsorship: **\$6,995 (exclusive)**

Your company will be recognized as the exclusive sponsor of the DevLearn Conference & Expo Audio and Visual Technology. This exclusive opportunity gives your company incredible visibility throughout the conference space for five days, including two days of pre-conference workshops and all three days of the conference. Your A/V Sponsorship includes:

- Your company's logo on each 24" x 36" sign outside of all session rooms—**you gain visibility outside 120+ sessions!** Every conference attendee will see your logo multiple times per day! (up to 16 rooms)
- Your company acknowledged and thanked as the exclusive A/V Sponsor during the opening and closing general sessions of the conference, with your logo appearing on screen



### Sponsored Conference Sessions

**\$13,995 – \$15,995**

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). Sessions run congruent with other sessions on the conference and are 60 minutes each. Choose from:

- Wednesday, Oct 25: \$15,995 **2 available**
- Thursday, Oct 26 opportunities: \$13,995 **2 available**

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 sold out last year**

To learn more about exhibition and sponsorship opportunities, please contact Lenore Higgins at +1.973.934.0315 or lhiggins@LearningGuild.com



### Keynote & General Session Video Ads:

**\$5,995 – \$7,995**

Your company will have the exclusive opportunity to air a 60-second video during one of the keynote sessions at DevLearn. Our general sessions are the only times all DevLearn Conference attendees are gathered in a single place, giving you the rare opportunity to reach the broadest possible audience during a period of peak engagement. You will have the ability to create your own video and messaging to ensure maximum value for your business. There are four opportunities available as follows:

- Day 1 - Opening Keynote, Wed., Oct. 25: \$7,995 **SOLD**
- Day 1 - Afternoon General Session, Wed. Oct. 25: \$7,995 **SOLD**
- Day 2 - Morning Keynote, Thurs. Oct. 26: \$7,995 **SOLD**
- Closing Keynote - Fri. Oct. 27: \$5,995

### Pre-Event Email Promotions:

**\$3,995 to \$6,395**

Your company will have the ability to send a message to all registered DevLearn attendees (both full-conference and Expo-only) in the weeks prior to the event. This messaging opportunity will enable you to increase awareness of your company's products and services, and to drive more traffic to your booth during the event. You will create the HTML-email and subject line, which will be distributed by event management on the launch date you choose.

Emails include a customized DevLearn header indicating the message is from a valued sponsor, as well as a standard Learning Guild footer. This opportunity is GDPR compliant. The body of the email may include up to 500 words.

#### Remaining launch dates:

\$3,995: Sept 21

\$4,995: Sept 26, 27

\$5,995: Oct 4, 11

\$6,395: Oct 19, 20

Contact Lenore to secure your preferred launch date: [lhiggins@learningguild.com](mailto:lhiggins@learningguild.com).



To learn more about exhibition and sponsorship opportunities, please contact Lenore Higgins at +1.973.934.0315 or [lhiggins@LearningGuild.com](mailto:lhiggins@LearningGuild.com)

High  
Visibility

### Conference Attendee Badge Holder Sponsorship \$10,995 (exclusive)

One of the most high-profile branded attendee items available, this sponsorship opportunity will put your logo on the front of every full-conference attendee badge holder for the duration of the event. Event management supplies the neck wallet-style badge holders, printed with your one-color logo.

### Attendee Welcome Kit Sponsorship \$5,995 (exclusive) **SOLD**

Upon check-in at registration, full conference attendees will receive their conference materials in a zipped reusable pouch with your organization's logo and the Learning Guild logo prominently displayed on the front. This is a prime branding opportunity, attendees will use this keepsake both during and after the event. Event management supplies pouches, your logo is added in one-color printing. *Optional:* include your Literature Insert, a \$1,995 value, for just \$500 - see page 14.

### Wi-Fi Sponsorship \$6,995 **SOLD**

As the exclusive Wi-Fi Sponsor, your company's name will be on the lips of each attendee on-site as they access the DevLearn Wi-Fi network. Your company chooses the password (company name or product—limited to one word only), which we share with all attendees. Your logo is placed in conference materials referencing the Wi-Fi network, and your company will be acknowledged as a sponsor during the opening and closing general sessions.

### Attendee Pen Sponsor \$3,995 (exclusive) **SOLD**

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

### Expo Lanyard Sponsor \$5,995 (exclusive) **SOLD**

Distributed to all Expo+ registrants, the Expo Lanyard is one of the highest-profile sponsored items available! We produce the lanyards with your logo printed in one color.

### Mobile App Sponsor \$11,995 **NEW 2023 App!**

Sponsor the DevLearn mobile app and your company will receive a robust representation that includes an exclusive page for your company, your logo in a pre-event promotional email, one push notification messages to users, your booth highlighted on the interactive floor map, and your logo in on-site signage and materials. The mobile app is a great way to directly promote your presence and message to attendees on-site! **Stay tuned for more details about the new app!**

**Attendee Bag Sponsorship \$2,995 (exclusive)** We'll provide a rack for distribution of your branded bags—placed adjacent to the registration desk for attendees' easy access and top-notch brand exposure. Your company provides the branded bags and can replenish them throughout the show. This opportunity gives the sponsor unparalleled branding, with reach to every attendee who grabs a bag to tote their materials at the show—and well beyond.

### AM Conference Coffee Sponsorship \$2,995 (exclusive) 2 days of visibility - Wed. & Thurs.!

Your brand will be included on signage at every coffee station just outside the conference session rooms - one of the few branding opportunities in that area! We will also announce your partnership via the mobile app, and your sponsorship will be recognized during that morning's Keynote. Your promotional literature can be displayed adjacent to the coffee stations.

### Expo Coffee & Dessert Sponsor \$4,995 - 2 Days of

**Visibility!** Your brand will be distinctly displayed on signage at attendee break stations and promoted in the mobile app, and you'll be recognized during the Keynote on the day of your sponsorship. One meter sign just outside the Expo will announce your sponsorship on both days - this sign will feature your logo and booth #. This sponsorship includes both mid-morning and afternoon coffee and dessert breaks, **including the Wednesday ice cream social - during which we will have one of the freezers with ice cream treats stationed at your booth.** In addition, your promotional literature can be displayed adjacent to the coffee stations. **PLUS:** you will be included in the Expo Passport Traffic Driver at no additional cost, a \$995 value - see page 14 for details.

### Charging Station Sponsor \$4,995 (exclusive)

As the Charging Station Sponsor, your brand will be prominently displayed in the main (and only) corridor between attendee registration and the Expo entrance. We will set up 6 multi-USB and electric plug charging hubs in the corridor, which is also just outside many of the Conference session rooms. A meter sign will be on display to announce your sponsorship - featuring your logo - making attendees aware of who to thank for this convenience. You can provide 4"x6" postcard-sized promotional flyers with your company's message for attendees to review while charging their devices. Event management creates the sign, provides the charging hubs, electricity - you just provide your logo! **PLUS:** you will be included in the Expo Passport Traffic Driver at no additional cost, a \$995 value - see page 14 for details.

### Expo Passport Traffic Driver

**\$995** *only 6 spots remain available!*

The traffic driver steers attendees to the booths of participating vendors by way of a play card and a unique stamp we give vendors to verify attendees have visited their location. Your logo & booth # will be on the game card, instantly boosting your visibility and networking opportunities. Attendees who participate in the Expo Passport Traffic Driver are entered into a raffle for exciting prizes including an iPad, Apple Watch, VR Headset, future DevLearn Full Conference Registrations, with the winner announced at the end of the expo -- it makes visiting your booth an exciting part of the DevLearn experience -- and provides you with visibility with your logo and booth # on the game card, plus, additional networking opportunities when attendees visit.

**Literature Insert \$1,995** – Have your 8.5"x11" promotional literature inserted alongside key event materials given to each conference attendee at the start of the event! This is a great way to make your brand known to every conference participant and draw attendees to your booth. Limited to 7 insert opportunities so that your message stands out. *3 remain available*

### Meter Sign Advertising

**1 Sign \$1,295\* or 2 Signs \$1,995\***

Showcase your brand and/or information about your activities at the event on these 3 foot wide x 7 foot tall billboards displayed along the primary corridor between attendee registration and the Expo hall - making your signs a promotion they will see countless times each day! **NEW for 2023: you can select your sign location(s) on a first-come-first-served basis.** Meter Sign Advertising is a proven way to attract attendees to your booth, promote your product, special offers, and your subject matter experts on-site at DevLearn. [\*Please note: these rates increase as of August 1.]

### Expo Learning Stage Sessions \$3,595

*only 5 available*

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. Choose from: Innovations & Strategies Stage, or the Tools & Techniques Stage. ***These opportunities sell out every year!***

### LIVE from DevLearn Expo Stage Sessions

**\$4,995** *only 2 remain available*

Reach attendees at the largest learning tech event in North America—and beyond!

Your Expo Learning Stage Session will be one of only eleven that is livestreamed from the event - providing visibility before, during and after the conference! [In fact, these sessions will be the only content that will be provided virtually.]

Sponsorship includes:

- One 30-minute presentation on the LIVE from DevLearn Stage which will include a podium sign with your logo.
- The theater set up includes a large video screen, mic or your presenter, seating for in-person attendees, and a team livestreaming and recording your presentation.
- Lead generation: you can use lead retrieval services (additional cost) with on-site attendees, and registration for your livestream will provide additional leads that we collect and deliver to you post-event.

Tip: promote your presentation using your unique registration link via email and social media to further boost your visibility, engagement with prospects, and lead gen.

#### Promotions: we will promote your presentation:

- online at DevLearn.com
- in the mobile app
- via multiple pre-event emails
- on a sign schedule adjacent to the stage (deadline applies)

#### Post-Event deliverables:

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



### Daily DevLearn Newsletter Advertising

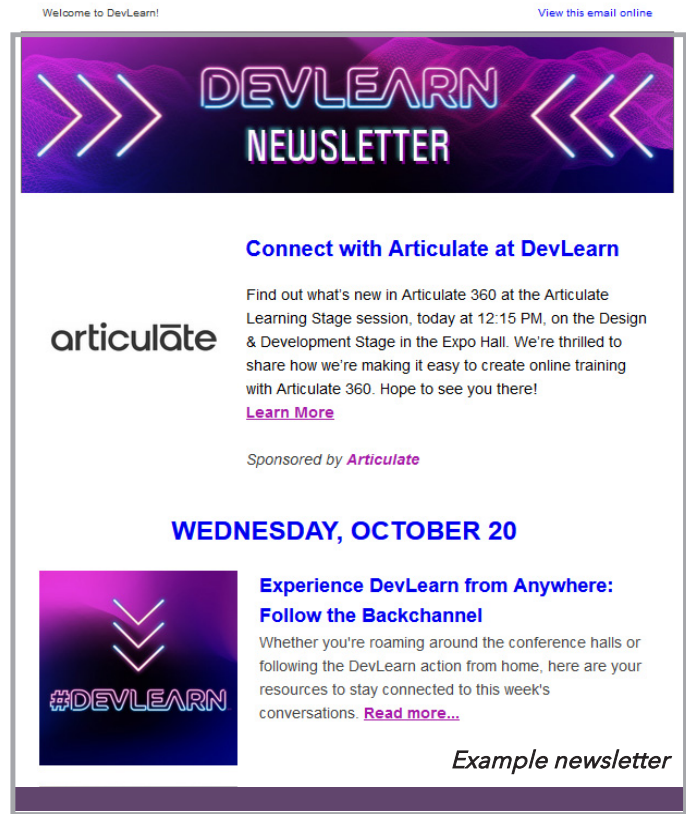
#### 4 Opportunities

This direct-to-inbox DevLearn newsletter will be sent to all registered attendees, PLUS a bonus distribution of up to 20,000 select Learning Guild members each morning. Imagine your brand's message is the first thing attendees see—before they even leave their hotel room!

Every newsletter edition will highlight that day's sessions and activities which attendees will want to review as they plan their day—the perfect opportunity to draw attention to your organization!

Your ad will be featured at the top of the newsletter just below the masthead. Your ad includes: 1 Graphic—your logo or other graphic with URL link; headline of up to 7 words; 30 character message with URL link; and Sponsored by tagline with URL link. Choose from:

- October 24—day prior to expo open: \$3,995 **SOLD**
- October 25—day 1 of the expo: \$3,995 **SOLD**
- October 26—day 2 of the expo: \$3,495
- October 27—last day of the conference: \$2,495



#### New for 2023!

### DevLearn Webinar Sponsorships

**Limited run now through mid-October** - contact Lenore at lhiggins@learningguild.com for details which include promotion of your webinar recording via the DevLearn website and mobile app!

July & August Webinars: \$3,595 **SOLD OUT**  
September & October Webinars: \$4,995

#### NEW for 2023!

### DevLearn Co-Located Event Sponsorships

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

- AI Symposium - Oct. 24 **SOLD**
- AR / VR for Learning Summit - Oct. 23 & 24
- xAPI User Conference - Oct. 24
- Learning Leaders Forum - Oct. 24

Learn more about these co-located events here: <https://devlearn.com/program/pre-conference-activities/colocated-events/> and contact Lenore Higgins for additional information at lhiggins@learningguild.com.

#### NEW for 2023!

### Video Advertising Opportunity

Your video will play on a continuous loop all 4 days of DevLearn - including the pre-cons, and both Expo days - in the corridor between attendee registration and the Expo hall! Attendees will see your video numerous times as they move between attendee registration and the Expo, the session rooms and Keynotes. Showcase your eLearning tools and techniques, feature your thought leaders images, and actively invite attendees to your exhibit space.

[Audio at a low decibel can be included. Video of 1 min to 5 min recommended for continuous loop play.] **Choose from:**

60" Video Display: \$6,495

82" Video Display: \$7,495