

LEARNING 2023SM

The Learning Leaders Conference

December 4 – 7, 2023

Hilton Buena Vista Palace · Disney Springs, Orlando, FL

Sponsorship Opportunities



Gain the Attention of Learning Leaders from Top-Notch Organizations

To learn more about sponsorship opportunities, please contact **Anthony Licata, Sales Manager**, at **+1.707.387.1878** or **alicata@LearningGuild.com**

Meet The Learning Leaders

The Unique Learning 2023 Value Proposition

The Learning 2023 event is designed to attract learning leaders from Fortune 1000 organizations and beyond. These professionals choose Learning for the engaging and energizing interaction with their peers, industry thought leaders, and you —solution providers that can help take their onboarding, upskilling, and talent development programs to the next level. After all, Learning 2023 attendees continually aspire to greatness in their field.

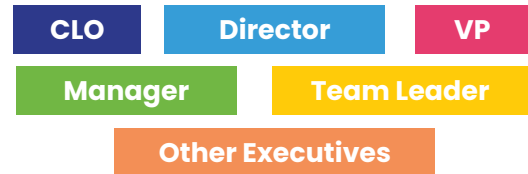
Your L&D Solutions are Presented in a Format that Resonates with Learning Leaders:

Your in-depth thought leadership presentations are a key part of the Learning 2023 experience. Your team will take attendees on a journey, allow them to fully explore your organizations' expertise, and listen to their fellow attendees' provocative questions at the conclusion of your presentation.

Pique the audience's curiosity during your presentation and throughout the conference. Enjoy networking time to address attendee's specific needs and follow up questions, while you begin to build long-lasting relationships.

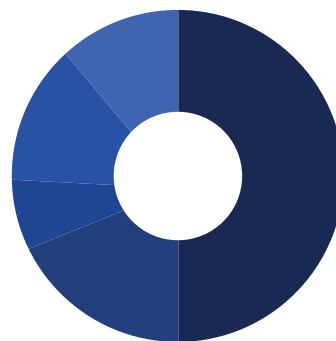
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Over **70%** of attendees are decision makers - with these job titles:



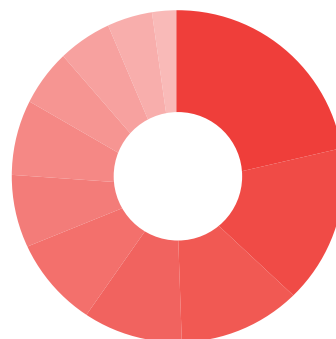
Company Size

69% of attendees represent organizations with 1,000 or more employees



- **50%** >5,000
- **19%** 1,000 – 4,999
- **7%** 500 – 999
- **13%** 100 – 499
- **11%** <100

Industry



- **21%** Hospitality & Entertainment
- **15%** Technology
- **12%** Banking & Finance
- **10%** Healthcare & Pharmaceutical
- **9%** Consulting & Professional Services
- **7%** Government
- **7%** Retail
- **5%** Transportation
- **5%** Insurance
- **4%** Higher Education
- **3%** Manufacturing
- **2%** Other, including media, communications, non-profit

Demographics based on 2022 in-person conference

MEET THE LEARNING LEADERS

TESTIMONIALS

I love this show! I've been coming to the Learning show for almost 20 years and I think it's a great collection of learning leaders, but also a great collection of new thoughts and innovations in the field.

Kevin Oakes

CEO, Institute for Corporate Productivity



This is my favorite workweek of the year—coming to Learning every year, I've been doing it for 20 years. It's a great time to bring together all of us in our career: we benchmark, we network and we figure out what's next.

Kathy Tague

Senior Director, Talent Acquisition & Onboarding, Northwestern Mutual



I love the Learning conference; Learning 2019 is off to a really great start. Folks are getting a lot of takeaways and they are meeting a lot of smart learning leaders. I believe what is happening here is going to help people with their career trajectory.

Martha Soehren

Chief Talent Development Officer, Comcast



Visit www.Learning2022.com to see featured topics, more attendee testimonials, and much more!

2023 website launch:

May 30, 2023

ATTENDEES HAIL FROM TOP-NOTCH ORGANIZATIONS

Every year, this one-of-a-kind event attracts learning leaders from a wide variety of organizations. These L&D professionals are eager to discover how your solutions can take their onboarding, talent development, and upskilling to the next level. Organizations like these rely on Learning 2023, the learning leaders conference:

3M Company	Cleveland Clinic	HealthSouth	Moderna	State of Colorado
7-Eleven	Coca-Cola	Herman Miller	Morgan Stanley	State of Ohio
AARP	Cognizant	Hewlett Packard	National Weather Service	State of Rhode Island
Abercrombie & Fitch	Colgate Palmolive	Hilton	Nationwide Insurance	Steelcase
Accenture	Columbia University	Hitachi	NBCUniversal	Stryker
ADP	Comcast	Home Depot	NCR Corporation	Subway
Aetna	Conagra	Honda North America	Nestle Purina	SUNY Empire State College
Aflac	Concentra Health	Honeywell	New York Life Insurance	Sysco
Airbnb	Corning	HubSpot	New York Presbyterian Hospital	T. Rowe Price
Alaska Airlines	Costco	Hudson's Bay Company	Nike	Target
Alibaba Group	Cox Communications	Hulu	Northwell Health	TD Bank Group
Allianz Life Insurance Company	Cummins	Human Performance Institute	Norwegian Cruise Line	Texas Department of Savings & Mortgage Lending
Allstate Insurance Company	Darden Restaurants	Humana	Novartis	TGI Friday's
Ally Financial	Dell	Hyatt Hotels Corporation	Novo Nordisk	The Hershey Company
Amazon	Delta Air Lines	IBM	Office Depot	The Kellogg Company
American Academy of Orthopaedic Surgeons	Department of Commerce	IKEA	OhioHealth	The Wonderful Company
American Express	Department of Veteran Affairs	Intel	OppenheimerFunds	Thomson Reuters
Amgen	Deutsche Bank	InterContinental Hotels Group	Oracle	Tiffany & Co.
Amway	Discover	International Paper	Orlando Health	TJX Companies
Apple	Domino's	Iron Mountain	Owens Corning	Toyota Motor North America
Arkansas State Bank	Dow Chemical	JetBlue	Pacific Gas and Electric	Travelers Insurance
Department	Dow Jones	John Deere	Paychex	Tupperware Brands
ASAE The Center for Association Leadership	Dun & Bradstreet	Johns Hopkins University	PayPal	Tyson Foods, Inc.
AstraZeneca	Dunkin' Brands	Johnson & Johnson	Penske Truck Leasing	USAA
Audible.com	DuPont	Johnson Controls	Pepsico/Frito Lay	U.S. Air Force
AXA	E*TRADE	JPMorgan Chase	Pfizer	U.S. Army
Bank of America	Ecolab	Kaiser Permanente	Pizza Hut	U.S. Department of State
Bank of Montreal	Educational Testing Service	Keller Williams Realty	Port of Seattle	U.S. Federal Government
BASF Corporation	Edward Jones	Keurig	Princess Cruises	ULTA Beauty
BAYADA Home Health Care	Eli Lilly & Company	KFC/Yum! Brands	Procter & Gamble	Union Pacific Railroad
Bayer	Emirates	Kimberly-Clark	Progressive	United Airlines
Bersin, Deloitte Consulting LLP	Ericsson	Kohler	Prudential	United States Golf Association
Bloomberg LP	Ernst & Young	KPMG	Publix Super Markets	United Technologies
Boeing	ESPN	Kraft Heinz Company	PwC	UnitedHealthcare
Booz Allen Hamilton	Expedia	Kroger	Quicken Loans	Universal Orlando Resort
BOSCH	Experian	La Quinta	Raytheon	University of Iowa
Boston Scientific	ExxonMobil	Land O'Lakes	Restaurant Brands International	University of Michigan
Bridgestone	Facebook	Lear Corporation	Rite Aid	University of Pennsylvania
Bristol-Myers Squibb	Farmers Insurance Group	Levi Strauss & Co.	Roche Bros. Supermarkets	University of Phoenix
Canadian Red Cross	FedEx	LexisNexis	Rockwell Collins	University of Toronto
Capital One	Feeding America	Liberty Mutual Insurance	Salesforce	University of Wisconsin
CarMax	Fellowes Brands	Lincoln Financial Group	Sam's Club	US Census Bureau
Caterpillar	Fiat Chrysler Automotive	LinkedIn	SC Johnson	USAA
CBRE	Fifth Third Bank	Lockheed Martin	Schneider Electric	Utah Transit Authority
Center for Public Health Continuing Education	Florida State University	LongHorn Steakhouse	Scotts Miracle-Gro	VA Medical Center
Centers for Disease Control and Prevention	Ford Motor Company	Lufthansa	Seattle-Tacoma International Airport	Valvoline
Charles Schwab & Co.	Fox Entertainment Group	Macy's	Shell Oil Company	Vanguard
Chevron	Gannett	Manulife	Siemens	Verisign
Chewy	Garney Construction	Marriott International	Silicon Bay Training	Verizon Wireless
Chick-fil-A	Gartner	Mars	SiriusXM	Viacom
Chicos, FAS	GE	Mattress Firm	Sleep Number	Visa
Choice Hotels International	General Mills	Mayo Clinic	Snap-on Incorporated	Walmart
Chubb Insurance	General Motors	McDonald's	Society for Human Resource Management	Walt Disney Company
Cisco Systems	GlaxoSmithKline	McGraw-Hill Education	Society of Insurance Trainers & Educators	Warner Bros. Entertainment
Citi	Golden Corral Corporation	McKesson	Southern California Edison	Whataburger
Clayton Homes	Goodyear Tire Company	McKinsey & Company	Southwest Airlines	Whirlpool Corporation
	Google	Merck	State Farm Insurance	Xerox
	Grubhub/Seamless	MetLife		YMCA of the USA
	GSA	Microsoft		Zenith Insurance Company
	Harvard Business School	MIT		

INNOVATION SHOWCASE SPONSORSHIP OPPORTUNITIES

ENJOY THE SIMPLICITY OF A TURNKEY EXPERIENCE

Two sponsorship options to choose from:

Traditional Innovation Showcase Sponsorship

See page 8

Premium Innovation Showcase Sponsorship

See page 6

NEW!

Whether you choose a **Traditional** or **Premium** Sponsorship, your team will benefit from a plug-and-play package:

Step 1: Your Thought Leadership Session:

Your presenter arrives on-site and plugs in their laptop in your private session room, which is ready to go upon arrival with A/V setup.

Step 2: Attendee Networking:

Your graphics are printed and installed at your kiosk by event management in advance of your arrival; electric and Wi-Fi are provided, along with a lead retrieval scanner.

Add a second session—details on page 8!

Time (EST)	Traditional Sponsorship					Premium Sponsorship				
6:00 AM	Morning Fitness Activities					Morning Fitness Activities				
7:00 AM	Breakfast					Breakfast				
8:00 AM	101 - 110 Program	111 Sponsor Session	112 Sponsor Session	113 Sponsor Session	114 Premium Session	501 - 510 Program	511 Sponsor Session	512 Sponsor Session	513 Sponsor Session	514 Sponsor Session
9:00 AM	Break					Break				
9:15 AM	General Session					General Session				
10:45 AM	Break					Break				
11:00 AM	201 - 210 Program	211 Sponsor Session	212 Sponsor Session	213 Sponsor Session	214 Premium Session	601 - 610 Program	611 Sponsor Session	612 Sponsor Session	613 Sponsor Session	614 Sponsor Session
12:00 PM	Lunch					Lunch				
1:45 PM	301 - 310 Program	311 Sponsor Session	312 Sponsor Session	313 Sponsor Session	314 Premium Session	701 - 710 Program	711 Sponsor Session	712 Sponsor Session	713 Sponsor Session	714 Sponsor Session
2:45 PM	Break					Lunch				
3:15 PM	401 - 410 Program	411 Sponsor Session	412 Sponsor Session	413 Sponsor Session	414 Premium Session	801 - 810 Program	811 Sponsor Session	812 Sponsor Session	813 Sponsor Session	814 Sponsor Session
4:15 PM	Break					Break				
4:30 PM	General Session					Innovation Gallery Reception				
5:45 PM	Innovation Gallery Reception									

Schedule subject to change.

Sponsor session selection is on-going, please inquire regarding availability.

PREMIUM INNOVATION SHOWCASE SPONSORSHIPS

\$17,995 early rate ends June 30



As a Premium Innovation Showcase Sponsor, you will attract attendees with your presentation topic. Utilize this captive audience opportunity to display your industry knowledge and insights, engage attendees through Q&A, and invite additional interaction and idea sharing during strategically-timed networking opportunities in the Innovation Gallery—an attendee networking area and main activity hub.

Plus you will:

- Spark excitement prior to the event with your direct-to-attendee email.
- Gain industry awareness with your heightened sponsorship status.
- Benefit from boosted on-site visibility with your dedicated meter sign advertising opportunity.
- Generate leads with an additional lead retrieval scanner.

All while enjoying the simplicity of a turnkey sponsorship process.

SPONSORSHIP INCLUDES:

Dedicated Pre-Conference Attendee Email:

Your HTML email will be delivered to all registered attendees in the weeks leading up to the conference. You create the HTML email and subject line, and event management will launch your email on the distribution date of your choice, selected on a first-come-first-served basis.

Top Sponsor Billing:

Your organization's logo and sponsorship profile will be elevated above other sponsors—online, on-site, in pre-conference promotions, and in the mobile app.

Meter Sign Advertising:

Your messaging and graphics will be featured on a double-sided sign that is 7' tall x 3' wide, displayed in a high traffic conference area that attendees will pass by multiple times each day! You provide the graphics; event management will have the sign printed and displayed.

NEW! Two Lead Retrieval Scanners:

With your upgraded Premium Sponsorship you will receive two attendee badge scanners. Generate leads at both your presentation and at your kiosk in the Innovation Showcase Networking Area.

Double-Sided Networking Kiosk Upgrade:

More space, and more visibility in the Innovation Gallery. Details on next page.

Details continued →

PREMIUM INNOVATION SHOWCASE SPONSORSHIPS

Continued from previous page

THOUGHT LEADERSHIP PRESENTATION:

- 1-hour presentation with Q&A time in a dedicated breakout room.
 - Standard A/V set up, including LCD projector, large screen, up to 2 mics.
 - Please note: Session time slots will be made available on a first-come-first-served basis.
- 4 full registrations for your co-presenters, your staff, or your special guests.
 - Additional discounted registrations for your organization are available.
- Promotions: Your session title, description, and presenter(s) will be listed within the conference agenda online and in the mobile app.

SPONSOR VISIBILITY:

- Your organization will be featured on the Learning 2023 website with your logo and profile featured—before, during, and after the event.

ATTENDEE NETWORKING: DOUBLE-SIDED KIOSK UPGRADE

- Branded networking kiosks will be provided to each sponsor within the Innovation Gallery, an attendee networking area. You give us your art file, we create and install your sign—on both sides for increased visibility! Your kiosk is ready to use when you arrive, and is in an easy-to-locate meeting spot for product demos and attendees' follow-up inquiries. Your double-sided kiosk provides two workstation areas for laptops, business cards, and your printed materials, and two small cabinets for storage. Wi-Fi is available throughout the conference area.
 - Sponsors can offer branded promotional items from their kiosk.
 - Standard electric will be provided to each kiosk.



TRADITIONAL INNOVATION SHOWCASE SPONSORSHIPS

\$11,995 early rate ends June 30



As an Innovation Showcase Sponsor you will attract attendees with your presentation topic. Utilize this captive audience opportunity to display your industry knowledge and insights, engage attendees through Q&A, and invite additional interaction and idea sharing during strategically-timed networking opportunities.

Sponsorship includes:

THOUGHT LEADERSHIP PRESENTATION:

- 1-hour presentation with Q&A time in a dedicated breakout room.
 - Standard A/V set up, including LCD projector, large screen, up to 2 mics.
 - Please note: Session time slots will be made available on a first-come-first-served basis.
- 4 full registrations for your co-presenters, your staff, or your special guests.
 - Additional discounted registrations for your organization are available
- Promotions: Your session title, description, and presenter(s) will be listed within the conference agenda online and in the mobile app.

SPONSOR VISIBILITY:

- Your organization will be featured as a Sponsor on the Learning 2023 website with your logo and profile featured—before, during and after the event.

ATTENDEE NETWORKING:

- Branded networking kiosks will be provided to each sponsor within the Innovation Gallery, an attendee networking area. You give us your art file, we create and install your sign. Your kiosk is ready to use when you arrive, and is in an easy-to-locate meeting spot for product demos and attendees' follow-up inquiries. Each kiosk provides a workstation area for laptops, business cards, and your printed materials, along with a small cabinet for storage. Wi-Fi is available throughout the conference area.
 - Sponsors can offer branded promotional items from their kiosk.
 - Standard electric will be provided to each kiosk.

LEAD RETRIEVAL:

- Your Traditional Sponsorship package will include one attendee badge scanner. You can gather leads at both your session and your kiosk.
- Additional scanners are available for rental during the event.

Second Thought Leadership Session:

On Dec. 7 there are a limited number of opportunities to either repeat your presentation from a previous day, or cover a completely different topic. Your presenters will have yet another opportunity to engage with learning leaders and maximize time at the event! This opportunity is exclusively offered to all Premium and Traditional Innovation Showcase Sponsors on a first-come-first-served basis. [\$4,995 each]

BRANDING SPONSORSHIPS & ADVERTISING OPPORTUNITIES

Maximize your experience and visibility at Learning 2023



MOBILE APP SPONSORSHIP

EXCLUSIVE

\$4,995

This sponsorship provides visibility with attendees before, during, and after the event! Attendees will have your organization to thank for keeping all of the event details at their fingertips. Your sponsorship will include:

- **Promoted Session Posts.** You will be the only sponsor able to promote their thought leadership session via two posts.
- **Exclusive Menu Tab.** Your company name will appear in the app menu and your mobile-friendly website link will launch directly from the tab, getting eyes directly on your homepage or the landing page of your choice!
- **Pre-Event Brand Visibility.** You will be listed in the “know before you go” email sent to all attendees prior to the event, an email with key details that attendees reference multiple times before the conference begins.
- **General Session Recognition.** Your organization will be recognized for your sponsorship during the opening and closing general sessions via an announcement made from the podium.

ATTENDEE LANYARD SPONSORSHIP

EXCLUSIVE

\$4,995

Every attendee will wear your company name around their neck, and be reminded of your organization’s dedication to L&D professionals every time they look at their fellow attendees! This sponsorship provides four days of visibility starting on Nov. 6, when attendees first arrive! You select the lanyard color, and event management will produce with one-color printing.

NEW

ATTENDEE BAG SPONSORSHIP

EXCLUSIVE

\$1,995

You supply the bags, and your sponsorship will provide this “must have” keepsake that everyone is sure to carry all four days of the conference, and use again and again for business and pleasure long after the event! Event Management will provide a rack and meter sign featuring your logo at attendee registration where your bags will be displayed and made available to attendees. [Event Management will provide an address that your bags need to be shipped to.]

Contact Anthony Licata to discuss sponsorship opportunities:

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alicata@learningguild.com

+1.707.387.1878

BRANDING SPONSORSHIPS & ADVERTISING OPPORTUNITIES

Maximize your experience and visibility at Learning 2022



KEYNOTE SPONSORSHIPS

ONLY 4 AVAILABLE

Gain top-notch visibility with the sponsorship of a Learning 2022 Keynote with exclusive opportunities on the day of your choice – includes:

- One dedicated meter sign featuring your company's logo at the entrance of the Keynote room (created and displayed by event management)
- Your one-page flyer placed on every seat in the Keynote room (maximum size 8.5x11, postcard size recommended; you print/ship the flyer to an address we provide prior to the event)
- Your company name mentioned during pre-Keynote announcements
- Your company's logo featured on the Keynote page of Learning2022.com

Choose from:

- Pre-Con - Evening Opening Keynote: **\$2,995**
- Day 1 - Morning Keynote: **\$5,995**
- Day 2 - Afternoon Keynote: **\$4,995**
- Day 3 - Morning Keynote: **\$2,995**

WIFI SPONSORSHIP

EXCLUSIVE

\$4,495

Your sponsorship provides multiple layers of visibility and acknowledgement for your organization with your logo present in:

- Splash page (loading page)
- Sponsorship announcements:
 - the pre-conference “know before you go” email sent to all attendees
 - the attendee welcome packet distributed at registration
 - on-site signage about the mobile app
 - the welcoming remarks at the Opening Keynote
 - the thank you and acknowledgements during the closing general keynote

Plus: your choice of WiFi password, use your company or product name (as one word).

REGISTRATION PEN SPONSORSHIP

EXCLUSIVE

\$995

Get your logo in every attendees' hand! Your organization's branded pens will be the only ones provided at attendee registration—every day of the event. Attendees will pass registration numerous times each day of the Conference. (Sponsor ships pens in advance to an address we provide.)

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ADVERTISING OPPORTUNITIES



METER SIGN ADVERTISING

ONLY 8 OPPORTUNITIES \$1,295

Your messaging and artwork will be featured on a double-sided, 7-foot tall x 3-foot wide sign in a high traffic conference area attendees will pass by countless times as they walk between the sessions and the Innovation Gallery Networking Area. Promote your session and your presenters, and your product capabilities!

PRE-CONFERENCE ATTENDEE EMAILS

ONLY 3 OPPORTUNITIES \$5,995

You create the HTML email and subject line, and event management will send your message directly to all registered attendees in the weeks leading up to the event. Launch dates available on a first-come-first-served basis.

DAILY NEWSLETTER ADVERTISING

ONLY 4 OPPORTUNITIES

This direct-to-inbox newsletter will be sent to all registered attendees, **PLUS a bonus distribution of up to 20,000** select Learning Guild members each morning. 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 session! 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:

- **Day Before Conference Start** \$1,995
- **Day 1**, First full day of the conference \$2,295
- **Day 2**, Second full day of the conference \$1,995
- **Day 3**, Last day of the conference \$995

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