

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.

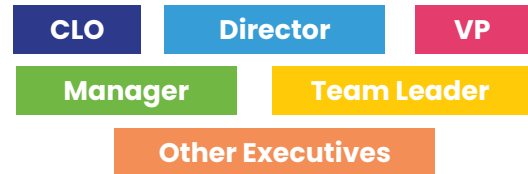
Your L&D Solutions are Presented in a Format that Resonates with Learning Leaders:

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.

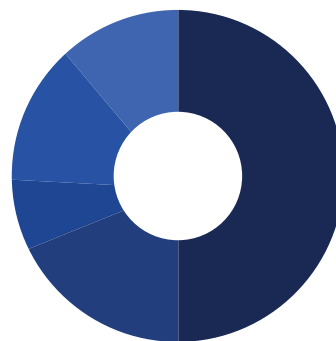
To learn more, please contact **Anthony Licata** at **+1.707.387.1878** or **alicata@LearningGuild.com**

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



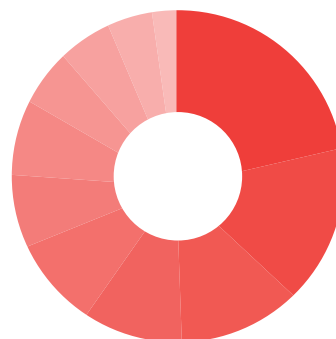
Company Size

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.TheLearningConference.com to see featured topics, Keynote announcements, and much more!

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 | Linkedln | 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

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 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!

Two sponsorship options to choose from:

Traditional Innovation Showcase Sponsorship

See page 8

NEW!

Premium Innovation Showcase Sponsorship

See page 6

| Time (EST) | Tuesday, December 5 | | | | | Wednesday, December 6 | | | | |
|------------|---------------------|----------------------------------|---------------------------------------|--------------------------------------|--------------------------------------|-----------------------|---|---------------------------------|----------------------------------|-----------------------------------|
| 6:00 AM | Morning Walk | | | | | Morning Walk | | | | |
| 7:00 AM | Breakfast Bites | | | | | Breakfast Bites | | | | |
| 8:00 AM | General Session | | | | | General Session | | | | |
| 9:30 AM | Break | | | | | Break | | | | |
| 9:45 AM | 101 – 108 Program | 109 Sponsor Session IDLance | 110 Sponsor Session ELB Learning | 111 Sponsor Session | 112 Premium Session Sealworks | 501 – 508 Program | 509 Sponsor Session Crucial Learning | 510 Sponsor Session Engagell | 511 Sponsor Session | 512 Premium Session Storyboard |
| 10:45 AM | Break | | | | | Break | | | | |
| 11:00 AM | 201 – 208 Program | 209 Sponsor Session Regis Co. | 210 Sponsor Session Artha Learning | 211 Sponsor Session OpenLMS | 212 Premium Session | 601 – 608 Program | 609 Sponsor Session Becoming Your Best Global Leadership | 610 Sponsor Session | 611 Sponsor Session | 612 Premium Session Ingenuity |
| 12:00 PM | Lunch | | | | | Lunch | | | | |
| 1:30 PM | 301 – 308 Program | 309 Sponsor Session Skillsoft | 310 Sponsor Session PearsonVue | 311 Sponsor Session ExitCertified | 312 Premium Session Learning Pool | 701 – 708 Program | 709 Sponsor Session | 710 Sponsor Session | 711 Sponsor Session Sealworks | 712 Premium Session 7taps |
| 2:30 PM | Break | | | | | Lunch | | | | |
| 3:00 PM | 401 – 408 Program | 409 Sponsor Session MHS | 410 Sponsor Session | 411 Sponsor Session | 412 Premium Session | 801 – 808 Program | 809 Sponsor Session Flowsparks | 810 Sponsor Session | 811 Sponsor Session | 812 Premium Session |
| 4:00 PM | Break | | | | | Reception | | | | |
| 4:15 PM | General Session | | | | | | | | | |
| 5:30 PM | Reception | | | | | | | | | |

Schedule subject to change. Sponsor session selection is on-going, please inquire regarding availability.

PREMIUM INNOVATION SHOWCASE SPONSORSHIPS

\$17,995 early rate ends Aug 31

Only 3 Available



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:

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

- Branded networking kiosks will be provided to each sponsor within the Innovation Gallery, an attendee networking area - open Dec. 5 & 6 from Noon to the end of day Receptions. 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.

NEW for 2023: upgrade to a Kiosk with built-in monitors on both sides for \$995.



TRADITIONAL INNOVATION SHOWCASE SPONSORSHIPS

\$11,995 early rate ends Aug. 31



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 - open from Noon to the end of day Receptions. 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.

New for 2024: upgrade to a Kiosk with built-in monitor for \$599.

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 push notifications.
- **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!
- **Exclusive Advertisement.** Your ad will be visible every time attendees access the mobile app - which will be multiple times per day, every day, the app is the only source of all event information including session schedules and locations, speaker details, and much more.
- **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 **SOLD** 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 Dec. 4, 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:

Anthony Licata
alicata@learningguild.com
+1.707.387.1878

BRANDING SPONSORSHIPS & ADVERTISING OPPORTUNITIES

Maximize your experience and visibility at Learning 2022



KEYNOTE SPONSORSHIPS ONLY 3 AVAILABLE

Gain top-notch visibility with the sponsorship of Keynote 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 www.theLearningConference.com

Choose from:

- Dec. 5/day 1 - Morning Keynote: **\$5,995**
- Dec. 5/day1 - Afternoon Keynote: **\$4,995**
- Dec. 6/day 2 - Morning Keynote: **\$4,995**

WIFI SPONSORSHIP EXCLUSIVE

\$3,295

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

- the pre-conference "know before you go" email sent to all attendees
- the attendee welcome kit
- 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:

Splash page with your logo, visible every time WiFi is accessed, and your choice of WiFi password, use your company or product name and attendees will type it in each time they need WiFi access! (Password is one word, 8 characters, either upper or lowercase.)

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.)

Contact Anthony Licata to discuss sponsorship opportunities:

Anthony Licata
alicata@learningguild.com
+1.707.387.1878

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! [Rates increase October 2]

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, please inquire.

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

Contact Anthony Licata to discuss sponsorship opportunities:

Anthony Licata
alicata@learningguild.com
+1.707.387.1878