

2024

DIGITAL LEARNING ANNUAL CONFERENCE

Sponsor Prospectus



February 26-28, 2024
Austin, Texas



deelac.com



About the Digital Learning Annual Conference (DLAC)

DLAC attracts educators and digital learning stakeholders from K–12 schools, districts, state agencies, non-profit organizations, and educational product and service companies, largely from the United States. DLAC 2023 attracted nearly 1500 on-site attendees (a nearly 50% increase over DLAC 2022), and the exhibit hall was sold out for the third year in a row. Attendance was driven largely by schools and districts sending a group to a previous DLAC and returning with even more people.

This conference is built around the idea that digital tools and resources alone don't magically transform education, but digital learning can increase student opportunities and improve student outcomes—especially when developed by thoughtful school leaders and implemented by effective teachers.

DLAC celebrates K–12 digital learning practitioners, researchers, and policymakers, offering them opportunities to learn from each other, share best practices, and share lessons learned in an innovative conference format. The program is built around short presentations, table talks, panel discussions, posters, and other sessions that prioritize sharing, networking, and discussion over long presentations.

Although attendees may be at various stages of using digital learning in online, blended, or hybrid environments, they share at least two common goals—

Please join us as a sponsor of the Digital Learning Annual Conference (DLAC) in Austin, Texas, February 26-28, 2024.

Key Benefits Include:

- Substantial opportunities to engage with prospective and existing customers built into the conference design
- Sponsor presentation times included in programming for sponsors to highlight their successes in the field (only guaranteed for sponsors committing by October 13, 2023)
- Face-to-face access to decision makers and purchasers looking for your products and services

Would you like to sponsor DLAC?

After July 12, 2023, register via our website at www.deelac.com/sponsors

Questions?

Contact DLAC Sponsor Director, Carol Klyver, at sponsorDLAC@evergreenedgroup.com or call +1 650.738.1200

to engage with ideas and methods they can use immediately to better serve their schools and students, and to explore the direction of the field in order to frame longer-term trajectories and strategies. DLAC is specifically designed to bring attendees into contact with the ideas, practices, products and services to help these goals be realized.

DLAC organizers and advisors

DLAC is organized by the [Evergreen Education Group](#) with the support of a wide range of advisors who are members of the [Digital Learning Collaborative \(DLC\)](#). DLC members include the most experienced people and organizations in the K–12 digital learning field, including a focus on online, blended, and hybrid environments. They include district leaders, directors of state virtual schools, principals of online schools and hybrid schools, teachers in a range of schools and classrooms, company directors, and managers of non-profit organizations.

Attendee profile

Based on past conference attendance, our projected attendee profile includes decision-makers from a variety of organizations who provide input on purchase decisions regarding digital tools, resources and content. Last year's [sponsors](#) and [exhibitors](#) can be found on our website. DLAC is designed for a wide range of attendees, including:

- Online/hybrid school educators (predominantly school/district leaders, but also teachers) seeking to share best practices and learn from one another
- Mainstream school educators seeking to start or develop system-level (school or district) digital learning programs and strategies
- Companies and non-profit organizations providing digital tools, resources, professional learning, and other support
- Researchers who work with educators to implement evidence-based improvements and enhancements
- State education agency personnel and other policymakers who seek to support digital learning in a range of schools

Forty-nine out of fifty states have been represented at one or more conferences to date, and attendees from several other countries have also participated in DLAC.

Valuing our sponsors

DLAC believes companies and non-profit organizations play a key role in supporting schools for the ultimate benefit of students. Few schools are implementing any type of digital learning without the help of one or more outside organizations providing content or support for teaching, courses, professional learning, strategic guidance, quality assurance, and technology platforms through their products and services. Third-party providers often play a key role in helping schools better understand best practices across the field.

DLAC demonstrates its understanding of the importance of these third-party partnerships with a design and structure that supports sponsors, including:

- The conference agenda includes two major receptions with poster sessions in the Exhibit Hall. No competing sessions are scheduled, and these events generate conversations with exhibiting sponsors
- DLAC is using almost all of the hotel space, making it easy for sponsors to hold onsite events during the morning prior to the conference opening and in the evenings
- Extensive networking areas will be set up throughout the space so planned or spontaneous conversations can easily be conducted in convenient, comfortable, quiet areas
- Sponsors are welcomed as session presenters and participants. (See guaranteed presentation opportunities for sponsors registered by October 13, 2023 on page 4)
- A variety of additional opportunities are available for sponsors, and ideas about other opportunities not yet considered are welcome

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Summary of sponsor levels and benefits (details on page 5-7)

	GOLD	SILVER	BRONZE
Non-Member Fee	\$30,000	\$12,000	\$6,000
DLC (Digital Learning Collaborative) Member Fee	\$25,000	\$10,000	\$5,000
BENEFITS			
Preconference or evening event space at a prime location in the conference hotel	<ul style="list-style-type: none"> Complimentary space provided subject to availability Order of choice based on date of sponsor registration/payment 	<ul style="list-style-type: none"> May be purchased for an additional fee if available Priority based on date of sponsor registration/payment 	
Presentation time	<ul style="list-style-type: none"> 75-minute organized session* (or equivalent) 	<ul style="list-style-type: none"> Two 20-minute contributed talks* (or equivalent) 	<ul style="list-style-type: none"> One 20-minute contributed talk* (or equivalent)
Email Marketing Opportunity	<ul style="list-style-type: none"> One branded marketing email sent on sponsor's behalf 		
Recognition	<ul style="list-style-type: none"> Prominent logo on conference website and mobile app Thank you signage at one of the two main receptions Logo displayed on welcome slide loop Prominent logo included on general sponsor signage displayed throughout conference Option to brand a networking area, subject to availability 	<ul style="list-style-type: none"> Logo display on conference website and mobile app Thank you signage at the Tuesday morning coffee break Logo included on general sponsor signage displayed throughout conference 	<ul style="list-style-type: none"> Small logo display on conference website and mobile app Small display logo included on general sponsor signage displayed throughout conference
Sponsored item	<ul style="list-style-type: none"> Option to provide a co-branded lanyard based on availability (sponsor is responsible for purchasing and shipping) Other ideas welcome 	<ul style="list-style-type: none"> Option to provide a co-branded pen, based on availability (sponsor is responsible for purchasing and shipping) 	
Social media exposure	<ul style="list-style-type: none"> Mention/logo in at least 4 social media posts with logo display, including individual welcome announcement ** 	<ul style="list-style-type: none"> Mention/logo in at least 2 social media posts with logo display, including group welcome announcement ** 	<ul style="list-style-type: none"> Mention/logo in at least 1 group social media post**
Conference registrations	<ul style="list-style-type: none"> 6 complimentary conference passes 	<ul style="list-style-type: none"> 2 complimentary conference passes 	<ul style="list-style-type: none"> 1 complimentary conference pass
Exhibit space	<ul style="list-style-type: none"> Complimentary 10x10 exhibit space in preferred location Option to purchase up to three additional contiguous spaces in preferred location One additional conference registration and one booth pass is provided for each purchased exhibit space*** 	<ul style="list-style-type: none"> Option to purchase up to three contiguous spaces in preferred location One additional conference registration and one booth pass is provided for each purchased exhibit space*** 	<ul style="list-style-type: none"> Option to purchase up to two contiguous spaces in preferred location One additional conference registration and one booth pass is provided for each purchased exhibit space***
NEW: Platinum level (\$60,000 Non-Members/\$50,000 Members) Available by special arrangement only Contact Sponsor Director Carol Klyver at sponsorDLAC@evergreenedgroup.com			

* The deadline for guaranteed session assignment associated with all sponsor levels is October 13, 2023. After this, we will attempt to provide the appropriate session allocations for new sponsors, but this cannot be guaranteed. In all cases, allocations may be filled with submission(s) from the sponsor received during the Call for Proposals.

** Number of social media posts cannot be guaranteed if registration is later than October 13, 2023.

***Booth passes may be converted to unrestricted All Access conference registrations by paying 50% of the current full conference pass cost.

Gold Sponsor benefits

\$30,000 contribution (\$25,000 DLC Members)

Event space at prime location in the conference hotel

Gold Sponsors will have the opportunity to host an event at the conference hotel on either Monday or Tuesday evening, or Monday morning prior to the conference start. We are also willing to consider events that overlap conference programming. Event spaces are complimentary to Gold Sponsors on a first come, first served basis, subject to availability. These events may be public (and open to everyone) or private (invitation only).

DLAC will provide approval for the event and coordinate introduction to appropriate hotel catering and management staff. Sponsors are financially responsible for food and beverages offered at these events.

Sponsored session

The DLAC program is built on 20-minute segments, followed by 5-minute transition periods. In some cases, three segments can be grouped into one 75-minute session. Gold Sponsors committed by October 13, 2023 have the opportunity to present a 75-minute session developed in consultation with DLAC organizers. Our expectation is that this session will combine three short talks, but alternative formats such as panel discussions, debates, and workshops may be proposed.

Email marketing opportunity

DLAC will send one email to DLAC registrants on behalf of Gold Sponsors. This opportunity to send an email to attendees is limited, ensuring that attendees are not “over marketed” and your message receives the attention it deserves. This email must be pre-approved by DLAC.

Recognition

Gold Sponsors receive prominent recognition throughout the conference including the following:

- Prominent logo displayed on the conference website and mobile app

- Thank you signage at one of the two main receptions (Monday or Tuesday afternoon)
- Prominent logo included on general sponsor signage displayed throughout the conference
- Logo displayed on the welcome slide loop
- Option to brand a networking area, subject to availability
- Mention/logo in at least 4 social media posts with logo display, including individual welcome announcement

Exhibiting

For details about purchasing space in the DLAC Exhibit Hall, see the Exhibiting at DLAC section (page 8) of this prospectus. Gold sponsors receive one complimentary standard size booth in a preferred location with sponsorship. There is also an option to purchase up to three additional exhibit booths (\$2,750 per 10x10 space) to create a quad-sized booth area. Only Gold Sponsors may create quad booths.

Sponsored items

Gold Sponsors have the opportunity to provide a co-branded lanyard. This is a first come, first served opportunity, and the branded item must also include the DLAC logo. Ideas for additional branded items will also be considered. Gold Sponsors awarded these opportunities are responsible for purchasing and shipping these items to the conference.

Conference registrations

Gold Sponsors receive six conference registrations. These are full conference registrations that allow for attending sessions and all conference-related events.

In addition, Gold Sponsors purchasing exhibit booths receive one full conference registration and one booth staff pass per purchased exhibit booth.

NEW: Platinum level
(\$60,000 Non-Members/\$50,000 Members)
Available by special arrangement only

Contact Sponsor Director Carol Klyver at
sponsorDLAC@evergreenedgroup.com

Silver Sponsor benefits

\$12,000 contribution (\$10,000 DLC Members)

Event space at prime location in the conference hotel

After Gold Sponsors have been assigned space, Silver Sponsors will have the opportunity to secure remaining space (subject to availability) to host an event at the conference hotel, on either Monday or Tuesday evening, or Monday morning prior to the conference start. We are also willing to consider events that overlap conference programming. These events may be public (open to everyone) or private (invitation only).

Remaining event space will become available eight weeks prior to the conference for an additional charge ranging from \$2,500 to \$5,000 depending on the space. DLAC will provide approval for the event and coordinate introduction to appropriate hotel catering and management staff. Sponsors are financially responsible for food and beverages offered at these events.

Sponsored session

Silver Sponsors committed by October 13, 2023, have the opportunity to present two 20-minute segments developed in consultation with DLAC organizers.

Recognition

Silver Sponsors receive recognition throughout the conference (although secondary in prominence to Gold Sponsors), including the following:

- Logo on the conference website and mobile app
- Thank you signage at a coffee break
- Logo included on general sponsor signage displayed throughout the conference
- Mention/logo in at least 2 social media posts with logo display, including group welcome announcement

Exhibiting

For details on purchasing space in the DLAC Exhibit Hall, see the Exhibiting at DLAC section (page 8) of this prospectus. Silver Sponsors have the option to purchase up to three contiguous exhibit spaces at \$2,750 per 10x10 space.

Sponsored items

Silver Sponsors have the opportunity to provide a co-branded pen. This is a first come, first served opportunity, and the branded item must also include the DLAC logo. Silver Sponsors awarded this opportunity are responsible for purchasing and shipping the item to the conference.

Conference registrations

Silver Sponsors receive two conference registrations. These are full conference registrations that allow for attending sessions and all conference-related events.

In addition, Silver Sponsors purchasing exhibit booths receive one full conference registration and one booth staff pass per purchased exhibit booth.



Bronze Sponsor benefits

\$6,000 contribution (\$5,000 DLC Members)

Sponsored session

Bronze Sponsors committed by October 13, 2023, have the opportunity to present one 20-minute segment, developed in consultation with DLAC organizers.

Recognition

Bronze Sponsors receive recognition throughout the conference (although secondary in prominence to Silver Sponsors), including the following:

- Small logo on the conference website and mobile app
- Small logo included on general sponsor signage display throughout the conference
- Mention/logo in at least 1 social media post

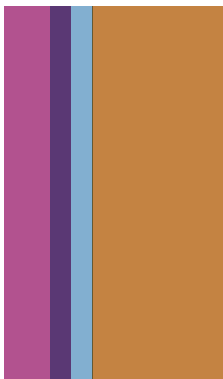
Exhibiting

For details on purchasing exhibit space in the DLAC Exhibit Hall, see the Exhibiting at DLAC section (page 8) of this prospectus. Bronze Sponsors have the option to purchase up to two contiguous exhibit exhibit spaces at \$2,750 per 10x10 space.

Conference registrations

Bronze Sponsors receive one conference registration. It is a full conference registration that allows for attending sessions and all conference-related events.

In addition, Bronze Sponsors purchasing exhibit booths receive one full conference registration and one booth staff pass per purchased exhibit booth.



Would you like to become a DLAC Sponsor?
Contact our Sponsor Director to register, or to discuss opportunities and address your questions:

Carol Klyver

DLAC Sponsor Director

Tel: +1 650.738.1200

Email: sponsorDLAC@evergreenedgroup.com

After July 12, 2023, you may register online at
www.deelac.com/sponsors

Exhibiting at DLAC

The DLAC Exhibit Hall offers a myriad of opportunities for companies and other organizations wishing to meet and engage with conference attendees. The Exhibit Hall is a large space with an open, pleasant atmosphere. Hosted receptions, networking areas, and other activities within the Exhibit Hall draw traffic for exhibitors.

Afternoon receptions

On both Monday and Tuesday afternoon, DLAC will host a 90-minute reception and poster session for all conference attendees in the Exhibit Hall. Drinks and appetizers will be served.

The Tuesday morning coffee break (main conference day) will also draw attendees to the Exhibit Hall.

Booth purchase/selection

Exhibitors may apply for booth space(s) during sponsor registration. Booth space is not confirmed until Evergreen Education Group approves purchase, terms and conditions have been agreed to, and payment is received in full. Evergreen Education Group reserves the right to deny any booth application if it determines at its sole discretion that the requested booth space rental is not in the best interests of the DLAC exhibit show. Special Sponsor Booth purchase includes:

- access to sponsor reserved booths in premium locations
- 10x10 space (pipe and drape)
- table and 2 chairs
- ID sign
- 1 full conference registration
- 1 booth pass (restricted to Exhibit Hall area)*

*Booth pass may be converted to an unrestricted All Access conference registration by paying 50% of the current onsite full conference pass cost.
Additional staff must register as DLAC All Access attendees.

Please note: Power must be purchased by exhibitor. Purchasing Internet is also recommended if reliable high-speed Internet is necessary to showcase products or services.

Please also note: Similar to professional conferences in many fields, and in consideration of trends toward more stringent privacy laws, DLAC does not share attendees' contact information. However, lead retrieval services are available for exhibitor purchase and attendee badges carry QR codes. Also, a sponsor-branded email message may be sent out by DLAC as a benefit of Gold Sponsorship.

Early registration fee (on or before Friday, December 15, 2023)

The early registration fee is \$2,750 per 10x10 space. Booth selection is based on date and time of registration, once the exhibit floor plan is available.

Late registration fee (after Friday, December 15, 2023)

The late registration fee increases to \$3,100 per 10x10 space. Booth selection is based on date and time of registration, once the exhibit floor plan is available.

Corner booth upgrade

Corner booths are available to sponsors without any additional cost or upgrade fees.

Additional booth purchase

Whereas standard exhibitors are limited to a single booth purchase, DLAC sponsors may purchase additional booths to create double, triple and quad booths depending on the sponsor level. Please see the benefit chart on page 4 for details about multiple booth purchases.

Passes associated with booth purchase

Sponsors receive one (1) full conference registration for every purchased booth and one (1) booth pass with restricted access to only the exhibition area. The booth pass may also be upgraded.

Hours

Monday, February 26

8:00AM – 3:30PM	Exhibitor setup
4:30 – 6:00PM	Exhibit Hall Grand Opening reception and poster sessions
6:00PM	Closes for the evening

Tuesday, February 27

10:00AM – 6:00PM	Exhibit Hall open
10:15AM – 11:00AM	Morning coffee break in Exhibit Hall
12:30 – 2:00PM	Lunch Break
4:30 – 6:00PM	Reception and poster sessions
6:00PM	Closes for the evening

Exhibition Hall hours and activities are subject to change. (Breaks/receptions are periods of highest traffic.)

DLAC SPONSOR AGREEMENT FORM (page 1 of 2)

Organization Name: _____ Date: _____

Organization Address: _____

Telephone: _____ Fax: _____

E-mail: _____ Website Link (for your logo): _____

Sponsor Level

We agree to sponsor DLAC at the (please check one):

Platinum Sponsor (\$60,000) or DLC Premium Member (\$50,000) - ***must be preapproved by Sponsor Director***

Gold Sponsor (\$30,000)

DLC Premium Member Gold Sponsor (\$25,000)

Silver Sponsor (\$12,000)

DLC Premium Member Silver Sponsor (\$10,000)

Bronze Sponsor (\$6,000)

DLC Premium Member Bronze Sponsor (\$5,000)

Check here if you are interested in:

Exhibit booth purchase

Total number of booths _____ (include complimentary booths in total if available at selected sponsor level)

Hosting an event onsite at the conference

Payment Terms and Binding Agreement:

Sponsor agrees that sponsor contribution will be paid in full within 30 days of receipt of invoice unless special arrangements have been made with Sponsor Director. Sponsor logos must be provided to Sponsor Director upon signing of this agreement. This is a binding agreement and cancellation of any portion of it is accepted only at the discretion of Evergreen Education Group. Prior to December 1, 2023, fifty percent (50%) of the total contribution may be refunded. After December 1, 2023, no refunds will be given, and Sponsor will remain responsible for total payment irrespective of the reason for cancellation.

Authorized Representative Name

Authorized Representative Title

Authorized Representative Signature

Date

Evergreen Education Group Representative Name

Evergreen Education Group Representative Title

Evergreen Education Group Representative Signature

Date

Sponsorship and recognition opportunities associated with items or events require DLAC Management/Evergreen Education Group approval. DLAC Management/Evergreen Education Group reserves the right to change recognition opportunities at its sole discretion in order to benefit the conference.

Please email signed/completed form to Sponsor Director below to secure your sponsorship.

Carol Klyver, Sponsor Director

Email: sponsorDLAC@evergreenedgroup.com

Tel: +1 650.738.1200

* After July 12, 2023, please complete online part of registration at www.deelac.com/sponsors and upload your signed/completed form online as well.

DLAC SPONSOR AGREEMENT FORM (page 2 of 2)

Sponsor contact for delivery of benefits:

Name: _____

Telephone: _____ Email: _____

Additional sponsor recognition

Please indicate your order of preference for the recognition options available for your sponsor level:

Platinum Level recognition (by special arrangement only)

Contact Sponsor Director at sponsorDLAC@evergreenedgroup.com

Gold Level recognition (number to indicate order of preference):

_____ Monday Afternoon Reception (available to all Gold Sponsors on board prior to October 13, 2023)

_____ Tuesday Afternoon Reception (available to all Gold Sponsors on board prior to October 13, 2023)

_____ Lanyards (limited to ONE sponsor, and sponsor must purchase and deliver items)

Silver Level recognition (number to indicate order of preference):

_____ Tuesday Morning Coffee (available to all Silver Sponsors on board prior to October 13, 2023)

_____ Pens (limited to ONE sponsor and must purchase, produce, and deliver items)

DLC (Digital Learning Collaborative) premium member discount eligibility

Current Premium DLC Members are offered a discount on sponsorship fees.

Is your organization a current Premium Member of the DLC (Digital Learning Collaborative)?

Yes Renewal Date _____ No

Payment method (choose one):

Credit Card Wire Transfer Check

If credit card payment (choose one):

Visa MasterCard American Express Discover

Card number: _____ Exp. date: _____ Security code: _____

Name as it appears on card: _____

Billing address (if different from above) _____

Address: _____

City: _____

State: _____

Zip: _____

If check payment:

Please make checks payable to **Evergreen Education Group** and send with a copy of your completed agreement form to:

DLAC Conference Sponsorship
c/o Executive Events, Inc.
PO Box 817
Niwtot, CO 80544

If wire transfer payment:

Please contact **Carol Klyver, Sponsor Director**, at sponsorDLAC@evergreenedgroup.com for wire transfer instructions.

Health and safety planning:

We will continue to adhere to current federal, state and local guidelines provided by public health officials regarding large gatherings throughout our planning and hosting of DLAC 2024.