

Blended and Personalized Learning Conference

PRESENTED BY:



HIGHLANDER
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The Learning
Accelerator

Dear Prospective 2018 Conference Exhibitors and Sponsors:

On April 5 - 7, the Highlander Institute, the Christensen Institute and The Learning Accelerator will showcase the best classroom, school, and district implementers from across the nation at our Blended Learning & Technology Conference in Providence, Rhode Island. Over the course of three days, both in and around the RI Convention Center, the event will offer educators and leaders a chance to discuss blended learning as it exists today on the ground. Participants will explore everything from the practical day-to-day work in blended classrooms to scaling, replication and implementation strategies for successful blended & personalized learning models.

April 5 - 6: Pre-Conference Activities

- On Thursday, approximately 200 participants will tour model classrooms across Rhode Island to observe key blended and personalized elements across K-12 schools.
- On Thursday afternoon and all day Friday, 200 experts from around the country will convene for the Advanced Practitioner Summit to discuss high impact models and solutions to persistent obstacles.
- On Friday, an additional 100 leaders will join Summit participants to convene on Leading Transformative Change
- On Friday evening, 150 participants will join us at the Welcome Party between 7 - 10pm

April 7: The Conference

An audience of 1,200+ innovative educators and administrators from across the country will convene on Saturday for our main event. Focused on supporting and delivering quality instruction, participants will be offered a wide array of opportunities to get a tactical and in-depth look at blended learning design and implementation. A variety of personalized learning experiences will be available as participants explore, learn, and share throughout the day.

Sponsors are offered a menu of options that can be mixed and matched to meet the needs of companies and organizations of various sizes, focus areas and interests. Many opportunities are limited and offered on a first come, first served basis; consequently, we highly recommend timely registration. I am happy to schedule a meeting or phone call to provide additional background and context around our unique April 2018 event. I look forward to hearing from you.

Eric Butash

BPLC Co-Chair, Vendor Relations

The Highlander Institute

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Blended and Personalized Learning Conference

2018 Sponsorship Opportunities

PRESENTED BY:











	Option	Cost	#	Description
Saturday Tables & Booths	High Top Table 	\$500*	20	Share information about your company or organization and interact with our 1,200 conference participants. 1 per company. <ul style="list-style-type: none"> One high top table; up to 2 chairs Easel space for a 2'x3' sign or poster Shared power between three tables Standard Wi-Fi (1.5Mbps) Company logo and link on the website, conference program There is no space for backdrops or large tabletop displays
	Small Booth (6'x6' Maximum) 	\$1,000*	12	Share information about your company or organization and interact with our 1,200 conference participants. Companies may select more than one. <ul style="list-style-type: none"> One 6' skirted table; up to 2 chairs Standard Power (5 amps) and standard Wi-Fi (1.5Mbps) Company logo and link on the website, conference program Upgrade options will be available at a later date. There is no space for backdrops or large tabletop displays
	Large Booth (12'x12' Maximum) 	\$2,000	12	Share information about your company or organization and interact with our 1,200 conference participants. Companies may select more than one. <ul style="list-style-type: none"> Extra large, customizable (maximum 12'x12') exhibit space Prime locations (selected on a first come, first served basis) Includes space for back drapes and two tables, one of which can be used for demonstrations; up to 8 chairs Company logo and link on the website, conference program Upgrade options will be available at a later date.
Booth Add-ons	Meet & Greets / Book Signing	\$500	2	Add an adjoining networking center to your booth where keynote speakers / authors will greet participants in a relaxed setting. Companies will be notified about VIP selections by March 15
	Snack packages	\$1,250	6	Include a salty or sweet snack at an adjoining table. 50 - 70 snacks are served 4 times throughout the conference event. Companies will be notified about snack selections by March 15
	All Day Coffee / Tea	\$1,500	3	Connect your booth to an all-day beverage service. Choose from hot coffee & tea or iced coffee & tea
Saturday Sessions	25 min**	\$1,250	Up to 42	Present your products and services to an audience of 70+. We recommend focusing on a classroom problem of practice and inviting teachers who are currently using your product to showcase strategies and solutions. Presentation times include: <ul style="list-style-type: none"> AM 9:40 - 10:05 PM 1:00 - 1:25 PM 1:30 - 1:55 Select both afternoon sessions for a 50 min presentation
	50 min	\$2,500	Up to 14	

* Start-ups and non-profit organizations are offered a 50% discount on these options with an invitation code.

** Non-profit organizations are offered a 50% discount on these options

Please contact Roshni Lakhi for more information at rlakhi@highlanderinstitute.org





Special Saturday Opportunities

EdUnderground Room 	\$2,500	1	Sponsor the EdUnderground Room - a mini Maker Faire for educators interested in making, coding, robotics, 3D printing, and more. This student-run space will showcase incredible tools and classroom applications that educators can use with their students. <ul style="list-style-type: none"> • One high top table; up to 2 chairs • Space for a 2'x3' sign on an easel • Standard Power (5 amps) & Wi-Fi (1.5Mbps) • Room for banners / pull up signs around the area • Company logo and link on the website, conference program
Shark Tank 	\$2,000	1	As the exclusive sponsor of this event, your company will welcome audience members to the Shark Tank - finalists from the Thursday evening pitchfest who will be competing for a cash prize. <ul style="list-style-type: none"> • One high top table; up to 2 chairs • Room for banners / pull up signs around the area • Company logo and link on the website, conference program
Wifi Zone 	\$3,000	1	Sponsor enhanced WIFI for participants at the conference event. <ul style="list-style-type: none"> • Company name and logo on WIFI hotspot signs • Company name as WIFI password • Company logo and link on the website, conference program
BPLC Party 	\$2,000	1	Welcome participants to the onsite "after party" - a fun, interactive place to network, reflect and relax from 3:45pm - 5pm <ul style="list-style-type: none"> • Logo on beverage cups • Keg of craft domestic beer and 2 wine options • Company logo and link on the website, conference program • Room for banners / pull up signs around the area • Room for games or activities led by the sponsor
Video Testimonial Booth 	\$1,500	1	The conference video booth will be the one stop location for interviewing attendees and live streaming to a social media audience. <ul style="list-style-type: none"> • Sponsor live streaming powered by Periscope • Sponsor reference during filmed and live streamed interviews • Logo on attendee interviews shown at later date • Room for banners / pull up signs around the area • Company logo and link on the website and conference program
Classroom Furniture 	in-kind	1	Outfit our classroom simulation room with state of the art classroom furniture and equipment. <ul style="list-style-type: none"> • Present information about the furniture and equipment to audiences at the end of our 3 simulation sessions. • Room for banners / pull up signs around the area • Company logo and link on the website and conference program
Welcome Bags 	\$2,000	1	Splash your logo on participant bags that are distributed to 1,200 participants at registration <ul style="list-style-type: none"> • Prominent logo along with the BPL18 logo (one color) on the conference bag • Company logo and link on the website and conference program
Water Bottles 	\$2,000	1	Affix your logo to bottles of water distributed to 1,200 participants at registration <ul style="list-style-type: none"> • Prominent logo along with the BPL18 logo (one color) on the bottle label; signage on all water refill stations • Company logo and link on the website and conference agenda

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Pre-Conference Opportunities	Site Visit Busses 	\$1,000	5	Thursday, April 5 from 8:00am - 3:30pm: Sponsor a site visit bus to model blended & personalized classrooms across RI <ul style="list-style-type: none"> • Busses depart from the Providence Omni • Decorated tour bus for up to 40 educators with your logo, company information and swag. • Short presentation during bus tour. • Company logo and link on the website, conference program
	Advanced Practitioner Summit (invite only) 	\$3,000	4	Thursday, April 5 from 1pm - 4:00pm at the Providence Hilton Friday, April 6 from 8:30am - 3:30pm at the Providence Omni The Summit convenes 200 expert blended and personalized learning practitioners from around the country. Participating representatives are asked to listen, reflect on and contribute to the identification of implementation pain points and best practices not through a marketing lens, but through a learning lens. <ul style="list-style-type: none"> • Up to two representatives from each company may participate in leadership discussions and sessions • Additional representatives may staff a company table and mingle with participants during breaks and the cocktail reception • A high top table, up to 2 chairs, easel for signage (Thurs / Fri) • Standard Power (5amps) & Wi-Fi (1.5Mbps) • Company logo and link on the website, conference program
	Welcome Party 	\$2,500	2	Friday, April 6 from 7pm-10pm at the Providence GPub One company may sponsor the pre-conference welcome party on Friday, April 5. Traditionally an incredibly fun night, this event includes drinks, appetizers and entertainment for a rotating roster of 150 guests. <ul style="list-style-type: none"> • Sponsor may welcome participants • Signage in the event room • Table for information distribution • Company logo and link on the website, conference program
Tickets	Required for all sponsor participants 	\$75	-	All sponsor representatives must purchase entrance tickets for the Saturday event for \$75. Clients and colleagues may be part of a group vendor ticket purchase.

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