

2025

LEARNING FORWARD ANNUAL CONFERENCE

BOSTON, MA | DECEMBER 7-10

BOSTON CONVENTION & EXHIBITION CENTER

learningforward 
THE PROFESSIONAL LEARNING ASSOCIATION

Bridging
PROFESSIONAL
LEARNING
& STUDENT
SUCCESS



Sponsorship Opportunities

#learnfwd25
conference.learningforward.org

Get In Touch

2025 SPONSORSHIP OPPORTUNITIES

ALIGN YOURSELF WITH THE BEST IN THE FIELD. BECOME A SPONSOR.



Our sponsorship options offer an alternative to the traditional trade-show hall. You will be able to join the conference as an attendee with

added opportunities to present a session, schedule client meetings, and engage in a dedicated sponsor reception with leaders and decision makers that influence today's education industry! Design your own conference schedule and join **Learning Forward's 2025 Annual Conference**.

SPONSOR LEVEL RECOGNITION

LEGACY LEVEL SPONSOR	\$50,000+
PLATINUM LEVEL SPONSOR	\$35,000
GOLD LEVEL SPONSOR	\$20,000
SILVER LEVEL SPONSOR	\$10,000
BRONZE LEVEL SPONSOR	\$5,000

As a sponsor and attendee:



Choose the level that meets your needs



Present sessions during dedicated sponsor time



Engage with attendees throughout the conference program



Attend conference sessions



Schedule private client meetings

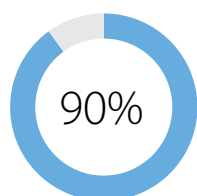
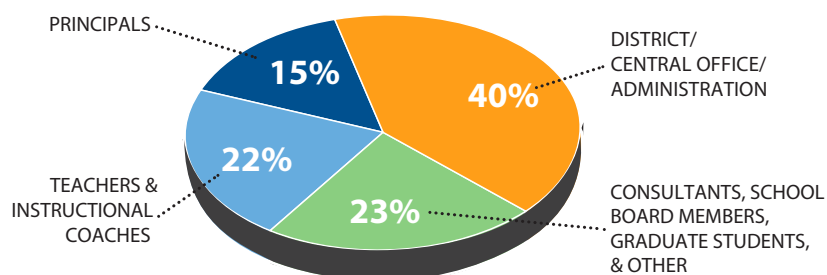


2025 SPONSORSHIP OPPORTUNITIES

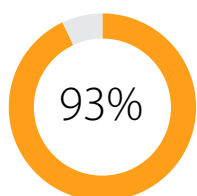
CONNECT WITH KEY DECISION MAKERS FOR YOUR PROGRAMS AND SERVICES!

CONFERENCE ATTENDEE PROFILE

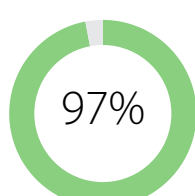
Who attends the Learning Forward Annual Conference?



MASTER'S DEGREE OR HIGHER



OF ATTENDEES REPORT THAT THEY LEAVE THE CONFERENCE WITH IDEAS THEY WILL IMPLEMENT OR APPLY.



RECOMMEND, MAKE, OR APPROVE PURCHASES

36

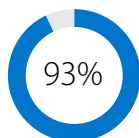
NUMBER OF LEARNING FORWARD STATE AND PROVINCIAL AFFILIATES THAT SUPPORT STAFF DEVELOPERS.

40

NUMBER OF STATES THAT HAVE ADOPTED OR ADAPTED LEARNING FORWARD'S STANDARDS FOR PROFESSIONAL LEARNING TO SHAPE THE QUALITY OF PROFESSIONAL LEARNING EDUCATORS EXPERIENCE.

1969

FOUNDED IN 1969, LEARNING FORWARD NOW HAS MORE THAN 18,000 MEMBERS AND 88,000 SUBSCRIBERS IN 50 STATES AND 15 COUNTRIES.



OF MEMBERS USED A LEARNING FORWARD PRODUCT OR PUBLICATION DURING THE PREVIOUS 12 MONTHS.

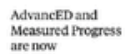
Why sponsor Learning Forward's 2025 Annual Conference?

-  SUPERINTENDENTS
-  DIRECTORS OF LEARNING
-  DIRECTORS OF PROFESSIONAL DEVELOPMENT
-  CURRICULUM AND INSTRUCTION DIRECTORS
-  CENTRAL OFFICE ADMINISTRATORS
-  STATE/REGIONAL/ PROVINCIAL EDUCATION PERSONNEL
-  COACHES
-  PRINCIPALS
-  TEACHERS
-  EDUCATIONAL CONSULTANTS



2025 SPONSORSHIP OPPORTUNITIES

PREVIOUS SPONSORS



2025 SPONSORSHIP OPPORTUNITIES

LEGACY LEVEL/\$50,000+

Three emails to conference attendees sent out by Learning Forward on vendor's behalf †

Half-page ad in conference preview (Ad deadline April 15)*

Full-page ad in conference program (Ad deadline June 1)*

20x20 booth in the Learning Forward registration area

Two sessions during reserved sponsor session time on Tuesday, December 9*

12 complimentary four-day conference registrations

One reserved table at one general session

One on-stage introduction of one keynote speaker

Two tables during 60-minute sponsor reception on Monday, December 8

Link from Learning Forward conference website

Recognition in general session, conference mobile app, social media, and conference signage

Two full-page ads in *The Learning Professional* journal (any 2026 issue)

Twelve Learning Forward standard memberships

Space for a private party on Monday or Tuesday

** Time sensitive, items have deadlines*

† Email content subject to Learning Forward's approval

SPONSORSHIP ADD-ON OPTIONS

Morning coffee break sponsor\$4,000

One sponsorship available per day

Mobile app banner\$3,000

Four available

Logo on lanyards\$3,500

Only one available

To take advantage of these sponsorship opportunities, please contact:



Laura Gaenzle

laura.gaenzle@theygsgroup.com

717-825-9276



2025 SPONSORSHIP OPPORTUNITIES

PLATINUM LEVEL / \$35,000

- Two emails to conference attendees sent out by Learning Forward on vendor's behalf †
- Half-page ad in conference preview (Ad deadline April 15)*
- Full-page ad in conference program (Ad deadline June 1)*
- 20x20 booth in the Learning Forward registration area
- Two sessions during reserved sponsor session time on Tuesday, December 9*
- Ten complimentary four-day conference registrations
- Two tables during 60-minute sponsor reception on Monday, December 8
- Link from Learning Forward conference website
- Recognition in general session, conference mobile app, social media, and conference signage
- Full-page ad in the April or June 2026 issue of *The Learning Professional* journal
- Ten Learning Forward standard memberships
- Space for a private party on Monday or Tuesday

* Time sensitive, items have deadlines

† Email content subject to Learning Forward's approval.

GOLD LEVEL / \$20,000

- Two emails to conference attendees sent out by Learning Forward on vendor's behalf †
- Half-page ad in conference preview (Ad deadline April 15)*
- Full-page ad in conference program (Ad deadline June 1)*
- One table in the Learning Forward registration area
- One session during reserved sponsor session time on Tuesday, December 9*
- Six complimentary four-day conference registrations
- Two tables during 60-minute sponsor reception on Monday, December 9
- Link from Learning Forward conference website
- Recognition in general session, conference mobile app, social media, and conference signage
- Full-page ad in the April or June 2026 issue of *The Learning Professional* journal
- Six Learning Forward standard memberships

* Time sensitive, items have deadlines

† Email content subject to Learning Forward's approval.

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2025 SPONSORSHIP OPPORTUNITIES

SILVER LEVEL / \$10,000

- One email to conference attendees sent out by Learning Forward on vendor's behalf †
- Logo in the conference preview (Deadline to be included is April 15)*
- Logo in the conference program (Deadline to be included is June 15)*
- One session during reserved sponsor session time on Tuesday, December 9*
- Four complimentary three-day conference registrations on concurrent session days
- One table during 60-minute sponsor reception on Monday, December 8
- Link from Learning Forward conference website
- Recognition in general session, conference mobile app, social media, and conference signage
- Half-page ad in the April or June 2026 issue of *The Learning Professional* journal
- Four Learning Forward standard memberships

* Time sensitive, items have deadlines

† Email content subject to Learning Forward's approval.

BRONZE LEVEL / \$5000

- One email to conference attendees sent out by Learning Forward on vendor's behalf †
- Logo in the conference preview (Deadline to be included is April 15)*
- Logo in the conference program (Deadline to be included is June 1)*
- Two complimentary three-day conference registrations on concurrent session days
- One table during 60-minute sponsor reception on Monday, December 8
- Link from Learning Forward conference website
- Recognition in general session, conference mobile app, social media, and conference signage
- Two Learning Forward standard memberships

* Time sensitive, items have deadlines

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