

T L C 18 EUROPE

Sponsorship Packages

April 9 – 12 2018 | University of Manchester

The Blackboard Teaching & Learning Conference 2018 Key Statistics



120+ HE institutions
in attendance



400+ delegates including
tech directors, educators
and course designers

- 120+ HE institutions across EMEA
- 400+ delegates
- Attendance: Tech directors, educators, course designers, elearning managers, system admins
- Focus: meet clients, check on the latest Blackboard innovations, partner technologies, etc
- Format: presentation sessions, interactive workshops, networking exhibition spaces, informal food / drink

***10% discount on all packages booked
before 31st December 2017***

Blackboard's Teaching and Learning Conference 2017 was our first experience of exhibiting and presenting at a Blackboard conference and it didn't disappoint! Over 400 delegates from across EMEA, with the majority operating at a strategic level within their organisations; lots of opportunities within the programme to network and proactive support from the Blackboard team to make the best possible connections with Blackboard customers, both during and after the event.

Add to that a broad and forward-thinking programme of sessions and one of the best event app's that I have seen to date, particularly in terms of facilitating connections at the event.

Thank you Blackboard for organising such a high quality event.

- James Redgate, RM Results

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Platinum Level Sponsorship

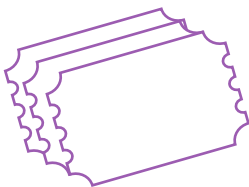
£15,000 (value: £38,465)

5m x 3m

Exhibition space



2x45 minute presentation



3 complimentary exhibitor registrations



Dedicated e-comms to all delegates

- 5m x 3m Exhibition space, including a table, 3 chairs and a plasma screen
- Dedicated pre-event and post event e-comms from sponsor to all delegates, distributed by Blackboard
- Sponsor dedicated webinar within reasonable timing post-live event
- Dedicated speaking opportunity (3minutes) as part of keynote (to all attendees)
- 5 complimentary full conference passes
- 3 complimentary exhibitor registrations
- Option to book private meeting room at the event subject to availability on a first come, first served basis
- Sponsor Logo, web address and 75 word description on TLC website
- Logo recognition on dedicated e-comms to prospects and delegates
- Attendee list distributed 2 weeks before event subject to delegates consent (Company and Attendee only, does not include contact details)
- Event App Sponsorship: Sponsor logo, web address and 75 word description on TLC event app (can have in-app promotional opportunities including one notification)
- In App Promotion on TLC event app
- Sponsor logo included on TLC welcome banner at live event
- Sponsor recognition at TLC keynote
- Delegate Bag print insert (provided by sponsor, A4 4pp restriction, subject to Bb approval)
- Delegate Bag branded giveaway (provided by sponsor, subject to Bb approval)
- Invitation to the Conference Party for all Exhibition/Sponsor badge holders
- A mobile app push notification to your exhibition space and session if you have one
- Sponsor inclusion in mobile app gamification

These are the sponsorship packages we have created, if you have any creative, interactive or experiential ideas of activity we'd be really interested to talk to you about how we can incorporate your ideas into a package

Delegate data capture tools are also available at an additional cost. A web link to hire these will be provided prior to the event.

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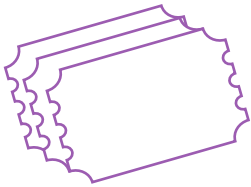
Sponsorship Packages

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Gold Level Sponsorship £10,000 (value £29,549)

4m x 3m

Exhibition space



3 complimentary
exhibitor registrations



45 minute presentation
or 2 x 20minute



Book private meeting
room at the event

- 4m x 3m Exhibition space, including a table and 3 chairs
- 3 complimentary full conference passes
- 3 complimentary exhibitor registrations
- Option to book private meeting room at the event subject to availability on a first come, first served basis
- Sponsor Logo, web address and 75 word description on TLC website
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Silver Level Sponsorship

£7,500 (value £15,236)

3m x 2m

Exhibition space



20 minute presentation



Mobile app push notification

- 3m x 2m Exhibition space, including a table and 3 chairs
- 2 complimentary full conference passes
- 3 complimentary exhibitor registrations
- Sponsor Logo, web address and 75 word description on TLC website
- Logo recognition on dedicated e-comms to prospects and delegates
- Attendee list distributed 2 weeks before event subject to delegates consent (Company and Attendee only, does not include contact details)
- Event App Sponsorship: Sponsor logo, web address and 75 word description on TLC event app (can have in-app promotional opportunities including one notification)
- Sponsor logo included on TLC welcome banner at live event
- Sponsor recognition at TLC keynote
- Invitation to the Conference Party for all Exhibition/Sponsor badge holders
- A mobile app push notification to your exhibition space and session if you have one
- Sponsor inclusion in mobile app gamification

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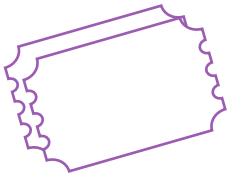
Delegate data capture tools are also available at an additional cost. A web link to hire these will be provided prior to the event.



Bronze Level Sponsorship £4,500 (value £9,990)

2m x 1m

Exhibition space



3 complimentary
exhibitor registrations



Mobile app push
notification

- 2m x 1m Exhibition space, including a table and 3 chairs
- 3 complimentary exhibitor registrations
- Sponsor Logo, web address and 75 word description on TLC website
- Logo recognition on dedicated e-comms to prospects and delegates
- Sponsor logo included on TLC welcome banner at live event
- Sponsor recognition at TLC keynote
- Invitation to the Conference Party for all Exhibition/Sponsor badge holders
- A mobile app push notification to your exhibition space and session if you have one
- Sponsor inclusion in mobile app gamification

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Additional Sponsorship Packages

Available as add on features to those sponsors choosing one of the 4 packages above

Photo Booth Sponsorship	£2,500
TLC18 Demo Track Sponsorship	£2,500
Sponsor dedicated webinar within reasonable timing post event TLC	£2,000
Dedicated Speaking Session (45mins)	£1,500
Lanyard Branding (in addition to Blackboard TLC) Limited to one opportunity	£1,500
Pre-event e-comms to all attendees distributed by Blackboard (template provided)	£1,500
Video spot on Social Media Wall *Max 45s all production to be handled by sponsor.	£1,250
Badge sponsorship Ad on reverse of Badge (A6 size)	£1,250
Post event e-comms *Blackboard approves content and will distribute on sponsors behalf. Won't include delegates who opted out of sponsor comms.	£1,000
Branded giveaway (provided by sponsor, subject to Bb approval)	£750
Web Banner Ad	£500
42" plasma screen and stand	£450
Exclusive private meeting room per day	£350
Additional Furniture for your stand is available, price dependant on exact selection	

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