

**Training** magazine's 2012

# Learning 3.0 Conference

## Taking eLearning to the Next Level

Certificates  
October 22-23, 2012

Conference  
October 24-25, 2012

McCormick Place  
Chicago, Illinois

Reserve Your  
Sponsorship

by **APRIL 20**  
and be included in  
the Learning 3.0  
Conference  
Brochure Mailed to  
**130,000+**  
Prospects

When trainers look for  
a technology solution,  
**make sure they find**

# YOU



Photo Credit: ©Chicago Convention & Tourism Bureau

**SPONSORSHIP PROSPECTUS**

Produced by:



Lakewood Media Group LLC

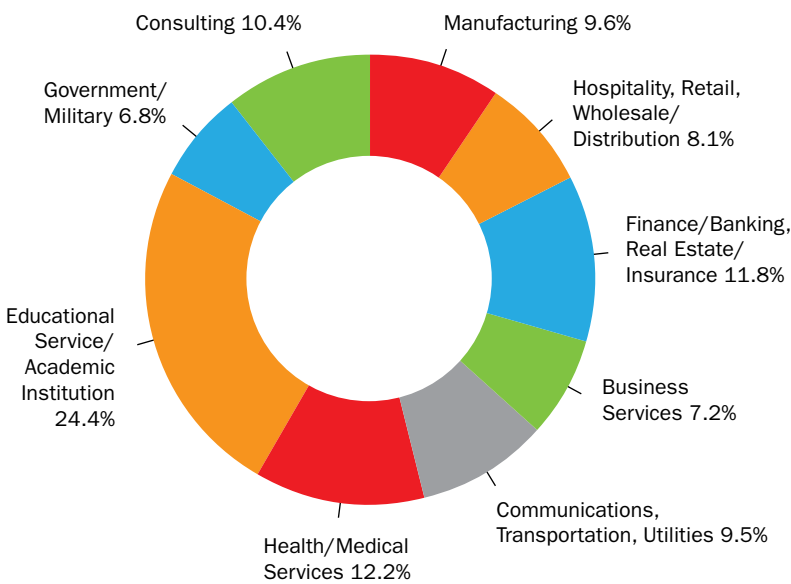
[www.Learning3point0.com](http://www.Learning3point0.com)

## Sample Attendees from Last Year's Event:

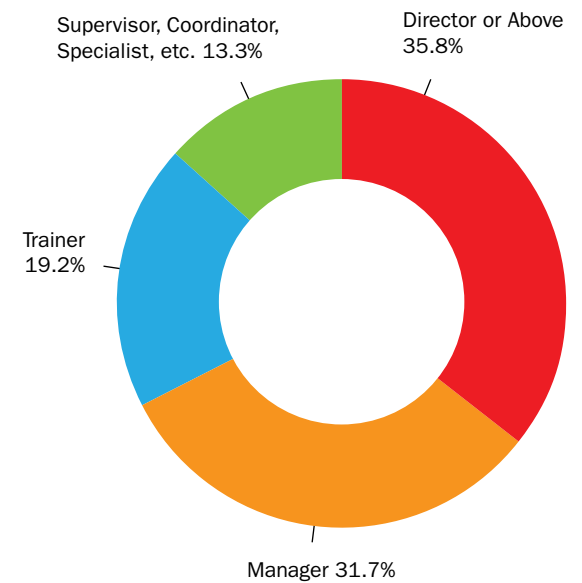
- Vice President, Training & Development – Anheuser-Busch Employees' Credit Union
- Senior Director of Training and Development – California Pizza Kitchen
- Director, Learning Networks – Choice Hotels International
- Director of Learning & Development – Coca-Cola Refreshments
- Senior Manager Professional Development – Discover Financial Services
- Executive Director, Training – Kaplan Higher Education Campuses
- LMS Catalog Administrator – McDonald's
- Sales Training Manager – Novartis Pharmaceuticals
- Director Learning Strategies – NSTC US Navy
- Vice President, Learning & Development – Wells Fargo

## HERE'S A PROFILE OF LEARNING 3.0 ATTENDEES YOU'LL MEET IN CHICAGO:

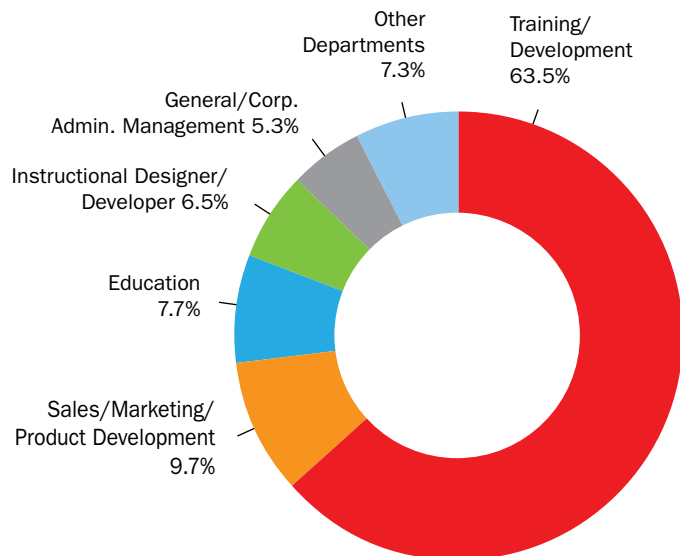
### Business/Industry



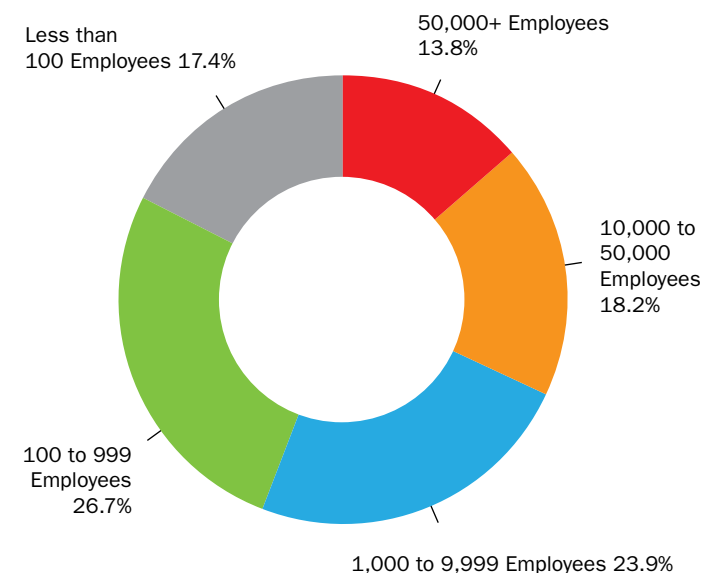
### Job Title



### Department



### Organization's Number of Employees



# FEATURED SPONSORSHIPS

## Tabletop Display + Lunch & Learn Sponsored Session

- 60-minute sponsored session over lunch on either day of the conference. Includes meeting room, wired microphone, data projector, screen, and wireless Internet. Lunch (food & beverage) provided by *Training* magazine.
- Your own tabletop display prominently displayed and readily accessible to attendees throughout both days of the conference
- Leaderboard banner ad at [www.Learning3point0.com](http://www.Learning3point0.com)
- Linked logo at [www.Learning3point0.com](http://www.Learning3point0.com)
- One complimentary two-day Learning 3.0 conference registration
- One-time use of the postal show list for a post-show follow-up mailing to the Learning 3.0 attendees

**Cost: \$3,500**

**Add-on: \$250**

- One-time post-show e-mail blast sent by Lakewood Media Group to all attendees



Put your business in front of forward-thinking training decision-makers. Become a part of the second annual Learning 3.0 Conference, held **October 24–25, 2012** at McCormick Place in **Chicago, Illinois.**

## Table-Top Display Sponsorship

Your own tabletop display prominently displayed and readily accessible to attendees throughout both days of the conference.

- Leaderboard banner ad at [www.Learning3point0.com](http://www.Learning3point0.com)
- Linked logo at [www.Learning3point0.com](http://www.Learning3point0.com)
- One complimentary two-day Learning 3.0 conference registration
- One-time use of the postal show list for a post-show follow-up mailing to the Learning 3.0 attendees

**Cost: \$2,500**

**Add-on: \$250**

- One-time post-show e-mail blast sent by Lakewood Media Group to all attendees

## Hands-On Lab Sponsorship

Sponsor the interactive learning lab room at Learning 3.0, with seven 60-minute lab sessions co-hosted by veteran elearning analyst Bryan Chapman. The Lab will give attendees the opportunity to build, explore, and play with the latest software and learning applications, including NexLearn's Role-Play Simulations, Adobe Captivate and Interactive eLearning, Allen Interactions' ZebraZapps, Storyline by Articulate, and HTML5 Mobile Course Authoring and Offline Tracking from Rapid Intake.

Your Hands-On Lab Sponsorship Includes:

- Sponsorship signage and verbiage wherever and whenever the Learning 3.0 Lab Sessions are promoted (includes pre-show promotion and on-site signage)
- 1 full-page, four-color ad in the September/October issue of *Training* magazine, with bonus distribution at Learning 3.0

- Your own tabletop display prominently displayed and readily accessible to attendees throughout both days of the conference
- Leaderboard banner ad at [www.Learning3point0.com](http://www.Learning3point0.com)
- Linked logo at [www.Learning3point0.com](http://www.Learning3point0.com)
- One complimentary two-day Learning 3.0 conference registration
- One-time use of the postal show list for a post-show follow-up mailing to the Learning 3.0 attendees
- One-time post-show e-mail blast sent by Lakewood Media Group to all attendees

**Cost: \$9,500**



## ADDITIONAL SPONSORSHIP OPPORTUNITIES:

### Learning 3.0 Conference Bag

**Giveaway:** \$2,500

Co-branded with *Training* magazine, one sponsor's logo will grace the bags given to all attendees at registration. Production costs responsibility of *Training* magazine.



### Note Pads/Pens: \$1,500 each

Inserted into each attendee bag, two sponsors can co-brand with *Training* magazine for these notepad and pen giveaways. Production costs responsibility of *Training* magazine.



### Show Bag Inserts: \$500 each

Only six sponsors can insert a promotional piece inside the attendee show bag giveaway.



### Lanyards: \$1,500

One sponsor can grace the lanyard provided with each badge at registration. Production costs responsibility of *Training* magazine.



### Book Giveaway: \$1,000 each

Trying to promote a new book? Place it inside our attendee show bag giveaway.



### Thumb Drives: \$3,500

Co-branded with *Training* magazine, one sponsor will grace a real take home: a thumb drive with the sponsor's logo. Production costs responsibility of *Training* magazine.



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## Taking eLearning to the Next Level

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October 22-23, 2012 | October 24-25, 2012 | Chicago, Illinois

For more information, visit [www.Learning3point0.com](http://www.Learning3point0.com)

## ABOUT THE CONFERENCE

Learning 3.0 will focus on key trends and technologies that are taking learning to the next level. Attendees will learn how cutting-edge innovators are solving business problems for their organizations by leveraging learning assets, knowledge and information across the cloud to make their learning efforts more cohesive, immediate, intuitive, inclusive, and immersive.

## CONTACT YOUR SALES REP:

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