AURORA INSTITUTE

Symposium

Unlocking the Future of Learning

OCTOBER 15 – 17, 2023 | Palm Springs, California

2023 Sponsor and Exhibitor Prospectus

aurora-institute.org/symposium2023

About the Aurora Institute Symposium 2023

The Aurora Institute will convene 1,000+ attendees from across the nation at the Aurora Institute Symposium 2023, held in Palm Springs, California on October 15-17, 2023. Two-thirds of conference attendees are K-12 school and district leaders actively implementing personalized, competency-based learning new models and designs. Other attendees include technical assistance providers, non-profit organizations working in education innovation, policymakers, researchers, and other education leaders.

The Aurora Institute Symposium 2023 is the leading conference for K-12 education practitioners and leaders seeking to learn about breakthrough practices and policies for transforming teaching and learning, leading education systems change, and shifting to personalized, competency-based learning. Attendees return to their schools and districts prepared to plan and launch new personalized, competency-based learning and student-centered approaches. The Symposium is the premier conference to expose district and school leaders and others working in the education innovation space to new ideas, trends, products, and services. These learning and networking opportunities catalyze change and enable personalized, competency-based education systems to flourish, as demonstrated in our 2023 Symposium attendee evaluations:

- 96% reported the overall quality of the Symposium was excellent or good

- 93% would attend a future Symposium

- 92% increased their knowledge as a result of participating

- "Very substantial and important content. Education-changing ideas that really help students."

- "A game-changing symposium. Enlightening, interesting, and motivating!"

- "The Symposium's keynotes and sessions have inspired me to rise up and take action."

- "The Symposium's focus on personalized learning has propelled me as a school leader to work alongside our staff in support of personalized learning as a core goal of our school's teaching and learning practices."

Through keynotes and more than 40 sessions highlighting breakthrough practices and policies, the Symposium is designed to inspire and equip attendees with new knowledge and best practices, and spark action by leaders to implement new learning designs. Session strands include: Shifting to Competency-Based Education; Transforming Education Systems; Centering Mental Health, Well-Being, & Social Emotional Learning; Redesigning/Creating New Learning Models/Redesign; Enabling Anytime/Anywhere Learning; Modernizing Professional Learning; Advancing Policy & Advocacy; Creating K-12, Higher Education, CTE, & Employment Pathways; Elevating Diversity, Equity, Inclusion, & Antiracism; Examining Research & Evaluation; and Implementing Whole-Child Personalized Learning.

Please join us as a sponsor of the Aurora Institute Symposium 2023 on October 15-17, 2023.

Key benefits include:

- Substantial exposure to district and school leaders implementing personalized, competency-based systems, who are decision makers and who are seeking tools, products, and services to support their work.

- Branding exposure and recognition through Aurora Institute Symposium marketing materials, such as our Symposium website, email blasts, program book, social media channels, and during keynote plenary sessions.

- One-time use of the conference attendee list for a promotional/ marketing opportunity.

- Complimentary conference registrations for your staff to have access to the field's leading thinking around transforming education systems toward personalized, competency-based models.

To sponsor, please contact us at **sponsor@aurora-institute.org**.

Attendee Profile

Based on historical conference data, two thirds of Symposium attendees are district and school leaders who make purchasing decisions on tools, products, and services that support the implementation of personalized, competency-based learning and new school designs.
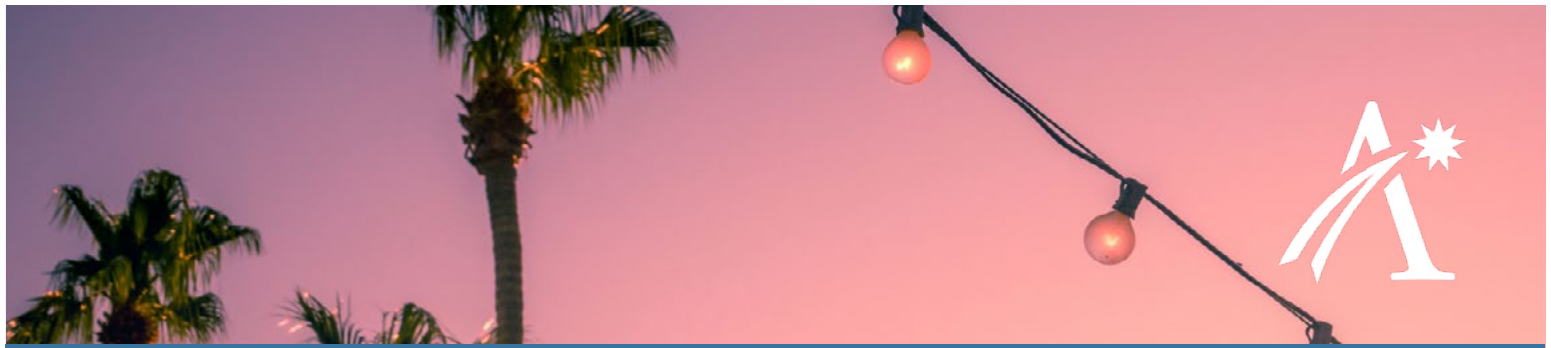
Summary of Sponsorship Levels and Benefits

BENEFITS	DIAMOND $100,000–$225,000	RUBY $50,000	SAPPHIRE $25,000	EMERALD $15,000	TOPAZ $7,500
Sponsor one programming track of your choice: Sponsor support is highlighted in the program book, on signage, and in one special email blast.	**Fully Customized**	●			
Present in conference breakout session: Host a one-hour presentation during breakout sessions.		●	●		
Complimentary space in the exhibit hall: Receive a complimentary 10'x10' exhibit booth.		●	●	*Option to purchase*	*Option to purchase*
Two complimentary exhibitor registrations: Receive two complimentary registrations for booth staff.		●	●	●	●
Complimentary registrations: Receive complimentary Symposium registrations for members of your team.		**5**	**4**	**2**	**1**
Special conference registration pricing: Receive member pricing for additional sponsor attendees.		●	●	●	●
Logo display on registration bag: Your organization's logo is featured on the attendees' tote bag.		● *large*	● *medium*		
Website exposure: Your organization is featured on the Symposium website.		● *largest logo & link*	● *large logo & link*	● *medium logo*	● *small logo*
Program book exposure: Your organization's logo is featured in the Symposium program book.		● *largest*	● *large*	● *medium*	● *small*
Recognition on conference signage: Sponsor signage is placed throughout the conference. Logos are displayed in full color.		● *largest*	● *large*	● *medium*	● *small*
Conference attendee list: Your organization receives a single use of the Symposium's final registration list (less registrants who choose to "opt out").		● *email & postal*	● *email & postal*	● *email*	● *postal*
Sponsor literature table: Designated literature tables are set up for sponsor use at the conference. Company literature and other materials may be placed on these tables in an area near the registration booth.		●	●	●	●

Diamond Sponsorship

$100,000–$225,000 Contribution

The Aurora Institute is pleased to work with philanthropic and corporate partners to co-design a customized package of programmatic sponsorship at the Diamond level. Please contact us at **sponsor@aurora-institute.org** for more information.

Ruby Sponsor Benefits

$50,000 Contribution

SPONSOR ONE PROGRAMMING TRACK OF YOUR CHOICE: Please note that sponsored tracks are available on a first-come, first-served basis.

- Inclusion of sponsor logo and recognition of program track sponsorship in the program book.
- Sponsor logo prominently displayed on exterior signage for each session in the program track.
- One special email blast with recognition to the sponsor for sponsoring the track will be sent and posted via Aurora Institute social media prior to the event.

PRESENTATION IN CONFERENCE BREAKOUT SESSION: Ruby sponsors are permitted to host a one-hour presentation during breakout sessions (presentation pre-approval is required).

COMPLIMENTARY EXHIBIT HALL SPACE: Ruby-level Sponsorship provides a complimentary 10'x10' exhibit booth in a preferred location on the exhibit floor. Ruby Sponsors also have the option to purchase double (10'x20'), triple (10'x30') or quadruple (20'x20') booths. In each case, the complimentary booth will reduce the total cost. Please note that booths are assigned on a first-come, first-served basis.

TWO COMPLIMENTARY EXHIBITOR REGISTRATIONS: Ruby Sponsors receive two complimentary exhibitor registrations for booth staff with each 10'x10' exhibit booth, which include attendance at the President's Welcome Reception.

FIVE COMPLIMENTARY REGISTRATIONS: Five individuals from your organization receive full conference registrations and benefits to attend the Symposium.

SPECIAL CONFERENCE REGISTRATION PRICING: Additional Ruby Sponsor attendees are offered member pricing on conference registrations.

LOGO DISPLAY ON REGISTRATION BAG: Ruby Sponsor logos (large) are displayed on the registration bags provided to all conference participants.

LOGO DISPLAY AND LINK ON SYMPOSIUM WEBSITE: Ruby Sponsor logos (largest, most prominent, full-color) are displayed on the Symposium website. Your logo is linked from the Symposium site to your organization's home page (or a specific URL of your choice).

LOGO DISPLAY ON CONFERENCE PROGRAM: Ruby Sponsor logos (largest, most prominent, full-color) are prominently displayed in the conference program provided to all participants.

RECOGNITION ON CONFERENCE SIGNAGE: Sponsor signage is placed throughout the conference. Logos are displayed in full color.

CONFERENCE REGISTRATION MAILING LIST (ONE-TIME USE): Ruby Sponsors are provided with a single use of the Symposium's final registration list (less registrants who choose to "opt out"). The list includes both email and postal addresses for a one-time marketing and promotional purpose.

SPONSOR LITERATURE TABLE: Designated literature tables are set up for sponsor use at the conference. Company literature and other materials may be placed on these tables in an area near the registration booth.

ADDITIONAL RUBY LEVEL RECOGNITION: Ruby Sponsors are specially recognized at the President's Welcome Reception. Your organization's logo appears on signage for this event. This reception is held in the Exhibit Hall and is the grand opening of the Symposium. More than one sponsor may be recognized at this event.

OPPORTUNITY TO PURCHASE:
- **Sole sponsorship of a Networking Lounge Area:** The sponsor receives sole logo recognition on a networking lounge area. Networking lounge topics are predefined by the Aurora Institute. Please note that sponsored lounges are available on a first-come, first-served basis. ($15,000)
- **Sole sponsorship of Symposium Wi-Fi:** Sponsor receives sole recognition for sponsoring the conference Wi-Fi network. ($10,000)
- **Student Scholarships:** The sponsor provides scholarships for 10 students to attend the Symposium. ($10,000)
- **Sole sponsorship of the Symposium Book Store:** Sponsor receives sole sponsorship recognition of a pop-up book store, located within the Exhibit Hall. ($15,000)

Sapphire Sponsor Benefits

$25,000 Contribution

PRESENTATION IN CONFERENCE BREAKOUT SESSION:
Sapphire Sponsors are permitted to host a one-hour presentation during breakout sessions (presentation pre-approval is required).

COMPLIMENTARY EXHIBIT HALL SPACE: Sapphire-level sponsorship provides a complimentary 10'x10' exhibit booth in a preferred location on the exhibit floor. Sapphire sponsors also have the option to purchase double (10'x20'), triple (10'x30') or quadruple (20'x20') booths. In each case, the complimentary booth will reduce the total cost. Please note that booths are assigned on a first-come, first-served basis.

TWO COMPLIMENTARY EXHIBITOR REGISTRATIONS:
Sapphire Sponsors receive two complimentary exhibitor registrations for booth staff with each 10'x10' exhibit booth, which include attendance at the President's Welcome Reception.

FOUR COMPLIMENTARY REGISTRATIONS: Four individuals from your organization receive full conference registrations and benefits to attend the Aurora Institute Symposium.

SPECIAL CONFERENCE REGISTRATION PRICING: Additional Sapphire Sponsor attendees are offered member pricing on conference registrations.

LOGO DISPLAY ON REGISTRATION BAG: Sapphire Sponsor logos (large) are displayed on the registration bags provided to all conference participants.

LOGO DISPLAY AND LINK ON SYMPOSIUM WEBSITE:
Logo display (large, full color) and link on symposium website. Sapphire Sponsor logos are prominently displayed on the Symposium website. Your logo is linked from the Symposium site to your organization's home page (or a specific URL of your choice).

LOGO DISPLAY ON CONFERENCE PROGRAM:
Sapphire Sponsor logos (large, full color) are prominently displayed on the conference program provided to all participants.

RECOGNITION ON CONFERENCE SIGNAGE:
Sponsor signage is placed throughout the conference. Logos are displayed in full color.

CONFERENCE REGISTRATION MAILING LIST (ONE-TIME USE): Sapphire Sponsors are provided with a single use of the Symposium's final registration list (less registrants who choose to "opt out"). The list includes both email and postal addresses for a one-time marketing and promotional purpose.

SPONSOR LITERATURE TABLE: Designated literature tables are set up for sponsor use at the conference. Company literature and other materials may be placed on these tables in an area near the registration booth.

ADDITIONAL SAPPHIRE-LEVEL RECOGNITION: Sapphire Sponsors are specially recognized at the President's Welcome Reception. Your organization's logo appears on signage for this event. This reception is held in the Exhibit Hall and is the grand opening of the Symposium. More than one sponsor may be recognized at this event.

OPPORTUNITY TO PURCHASE:
- **Sole sponsorship of a Networking Lounge Area:** The sponsor receives sole logo recognition on a networking lounge area. Networking lounge topics are predefined by the Aurora Institute. Please note that sponsored lounges are available on a first-come, first-served basis. ($15,000)
- **Sole sponsorship of Symposium Wi-Fi:** Sponsor receives sole recognition for sponsoring the conference Wi-Fi network. ($10,000)
- **Student Scholarships:** The sponsor provides scholarships for 10 students to attend the Symposium. ($10,000)
- **Sole sponsorship of the Symposium Book Store:** Sponsor receives sole sponsorship recognition of a pop-up book store, located within the Exhibit Hall. ($15,000)

Emerald Sponsor Benefits

$15,000 Contribution

PREFERRED SELECTION/PURCHASING OF EXHIBIT BOOTH(S): Emerald Sponsors have the option to purchase a single (10'x10'), double (10'x20') or triple booth (10'x30') and are offered preferred locations when available. Please note that booths are assigned on a first-come, first-served basis.

TWO COMPLIMENTARY EXHIBITOR REGISTRATIONS: Emerald Sponsors receive two complimentary exhibitor registrations for booth staff with each 10'x10' exhibit booth, which include attendance at the President's Welcome Reception.

TWO COMPLIMENTARY CONFERENCE REGISTRATIONS: Emerald sponsors receive two complimentary showcase space registrations for staff with each showcase space, which include attendance at the President's Reception.

SPECIAL CONFERENCE REGISTRATION PRICING: Additional Emerald Sponsor attendees are offered member pricing on conference registrations.

LOGO DISPLAY ON SYMPOSIUM WEBSITE: Emerald Sponsor logos (medium, full-color) are displayed on the Symposium website.

LOGO DISPLAY ON CONFERENCE PROGRAM: Medium-sized Emerald Sponsor logos are displayed in color on the conference program provided to all participants.

RECOGNITION ON CONFERENCE SIGNAGE: Sponsor signage is placed throughout the conference. Logos are displayed in full color.

CONFERENCE REGISTRATION MAILING LIST (ONE-TIME USE): Emerald Sponsors are provided with a single use of the Symposium's final registration list (less registrants who choose to "opt out"), which include email addresses for a one-time marketing and promotional purpose.

SPONSOR LITERATURE TABLE: Designated literature tables are set up for sponsor use at the conference. Company literature and other materials may be placed on these tables in an area near the registration booth.

ADDITIONAL EMERALD LEVEL RECOGNITION: Emerald Sponsors are specially recognized at one of the following events, depending upon availability. Please indicate your order of preference:

- **Monday or Tuesday Lunch:** Your organization is recognized during one of these lunches, and your logo will appear on signage for the event. More than one Emerald Sponsor may be recognized at this event.
- **Lanyards:** (Limited to 1 Emerald Sponsor) Emerald Sponsors may provide the conference with badge lanyards. These items are imprinted with your logo and the Aurora Institute logo. (NOTE: Participation in this opportunity requires purchasing, producing, and delivering the items to the conference.)
- **Water bottles:** (Limited to 1 Emerald Sponsor) Emerald Sponsors may provide each conference participant with a water bottle. These items are imprinted with your logo and the Aurora Institute logo. (NOTE: Participation in this opportunity requires purchasing, producing, and delivering the items to the conference.)

OPPORTUNITY TO PURCHASE:
- **Sole sponsorship of Symposium Wi-Fi:** Sponsor receives sole recognition for sponsoring the conference Wi-Fi network. ($10,000)
- **Student Scholarships:** The sponsor provides scholarships for 10 students to attend the Symposium. ($10,000)
- **Sole sponsorship of Phone Charging Stations:** Sponsor receives sole logo recognition on both sets of phone charging stations. ($10,000)

Topaz Sponsor Benefits

$7,500 Contribution

PREFERRED SELECTION/PURCHASING OF EXHIBIT BOOTH(S): Topaz Sponsors have the option to purchase single (10'x10') or double (10'x20') booths, and are offered preferred locations when available.

TWO COMPLIMENTARY EXHIBITOR REGISTRATIONS: Topaz Sponsors receive two complimentary exhibitor registrations for booth staff with each 10'x10' exhibit booth which include attendance at the President's Welcome Reception.

ONE COMPLIMENTARY CONFERENCE REGISTRATION: One individual from your organization receives full conference registration and benefits to attend the Aurora Institute Symposium.

SPECIAL CONFERENCE REGISTRATION PRICING: All Topaz Sponsor attendees are offered member pricing on conference registrations.

LOGO DISPLAY ON SYMPOSIUM WEBSITE: Topaz Sponsor logos (small, full color) are displayed on the Symposium website.

LOGO DISPLAY ON CONFERENCE PROGRAM: Small versions of the Topaz Sponsor logos are displayed in color on the conference program provided to all participants.

RECOGNITION ON CONFERENCE SIGNAGE: Sponsor signage is placed throughout the conference. Logos are displayed in full color.

CONFERENCE REGISTRATION POSTAL ADDRESS MAILING LIST (ONE-TIME USE): Topaz Sponsors are provided with a single use of the Symposium's final registration postal addresses (less registrants who choose to "opt out"), for a one-time marketing and promotional purpose. Please note this list is for a postal (not electronic) mailing.

SPONSOR LITERATURE TABLE: Designated literature tables are set up for sponsor use at the conference. Company literature and other materials may be placed on these tables in an area near the registration booth.

ADDITIONAL TOPAZ LEVEL RECOGNITION: Topaz Sponsors are offered one of the following special recognition opportunities, depending upon availability. Please indicate your interest:

- Monday or Tuesday Snack Break: Your organization is recognized during one of these snack breaks, and your logo will appear on signage for the event. More than one Topaz Sponsor may be recognized at this event.
- Conference Pens (Limited to 1 Topaz Sponsor.): One Topaz Sponsor has the opportunity for special recognition by providing the conference pens. These pens (given at registration) can be imprinted with your organization's name and/or logo in addition to the Symposium logo. (NOTE: Participation in this opportunity also requires the sponsor to purchase, produce, and deliver the pens)

OPPORTUNITY TO PURCHASE:

- Sole sponsorship of a Coffee Break: Sponsor receives sole logo recognition for a coffee break on Monday morning or Tuesday morning after the keynote and before breakout sessions and workshops begin. Please note these are offered on a first-come, first-served basis. ($7,500)
- Sole sponsorship of hotel key cards for Symposium attendees: Sponsor receives sole logo recognition, alongside the Aurora Institute Symposium logo, on hotel key cards for Symposium participants. ($10,000)

Sponsor Registration Form

Organization Name

Organization Website

We agree to sponsor Aurora Institute's 2023 Symposium as a:

☐ **Diamond Sponsor** ($100,000–$225,000 Contribution)   ☐ **Emerald** Sponsor ($15,000 Contribution)

☐ **Ruby** Sponsor ($50,000 Contribution)   ☐ **Topaz** Sponsor ($7,500 Contribution)

☐ **Sapphire** Sponsor ($25,000 Contribution)

AUTHORIZED REPRESENTATIVE

Name   Title

Organization Address

City   State   Zip

Phone   Fax   Email

CONTACT FOR DELIVERY OF SPONSOR BENEFITS

Name   Title

Phone   Fax   Email

AVAILABLE PAYMENT METHODS: Credit Card, Check or Purchase Order Payments

Credit Card Payments   VISA   Mastercard   American Express   Discover

Card Number

Expiration Date ☐☐ / ☐☐ (Month/Year)   Security Code ☐☐☐

Name as it appears on card

Billing Address (if different from above)

City   State   Zip

☐ Check - *Please make checks payable to Aurora Institute. Please note that Aurora Institute is classified as a nonprofit, and this contribution may be tax deductible for your organization.*

☐ Purchase Order

SEND CHECK PAYMENTS TO:
Aurora Institute Symposium
2023 Sponsorships
1100 N. Glebe Road, Suite 1010, Arlington VA 22201

Authorized representative signature   Date

Sponsorship Agreement

Aurora Institute and [**Company Name**] _____, henceforth known as "Sponsor," enter into this agreement freely and willingly on the [**Date**] _____ day of [**Month**] _____, [**Year**] _____.

The covenants of this agreement are as follows:

THE EVENT
Sponsor agrees to provide sponsorship (details below) for the Aurora Institute Symposium 2023, henceforth known as "Event."

THE SPONSORSHIP
Sponsor agrees to provide Aurora Institute with a [**insert sponsor level**] _____contribution in the amount of [**insert total amount of financial contribution**] _____ for Event along with high-resolution logo and specs to be used for sponsor promotion.

CREDIT
In exchange for this sponsorship, Aurora Institute agrees to perform the obligations and provide the benefits for the Sponsor contribution level described in the Aurora Institute Symposium Sponsor Prospectus.

PAYMENT AND DELIVERY
Sponsor agrees that sponsor contributions will be paid in full within 30 days of receipt of a valid invoice from Aurora Institute, (unless special arrangements have been made), and that the required logos will be delivered via electronic mail to Aurora Institute no later than 15 days after the signing of this agreement.

CANCELLATION
Cancellation of any portion of this Agreement will be accepted only at the discretion of Aurora Institute, and then only based upon the following refund policy. Prior to August 15, 2023, fifty percent (50%) of the total contribution will be refunded. After August 15, 2023, no refunds will be given. Except as the Sponsor's obligation may be reduced as set forth in the preceding sentence, the Sponsor is responsible for total sponsor contributions irrespective of the reason for the cancellation by Sponsor.

RELATIONSHIP
This agreement represents the only relationship between Aurora Institute and Sponsor. No other relationship between the two entities exists, implied or otherwise.

_____
Sponsor authorized representative name

_____
Sponsor authorized representative signature

_____
Date

_____
Aurora authorized representative name

_____
Aurora authorized representative signature

_____
Date

Exhibitor Prospectus

The Aurora Institute invites you to exhibit at the Aurora Institute Symposium on October 15-17, 2023 in Palm Springs, California.

The Aurora Institute Symposium is the leading conference for K-12 education practitioners and leaders seeking to learn about breakthrough practices and policies for transforming teaching and learning, leading education systems change, and shifting to personalized, competency-based learning. The Symposium is the premier conference to expose district and school leaders to new ideas, trends, products, and services. These learning and networking opportunities catalyze change and enable personalized, competency-based education systems to flourish, as demonstrated in our prior Symposium evaluations:

- 96% reported the overall quality of the Symposium was excellent or good
- 93% would attend a future Symposium
- 92% increased their knowledge as a result of participating
- "This is definitely one of the best shows of the year for us (better organized, better audience, etc.)."

Exhibitor Pricing:

10'x10' booth: $4,500

Additional cost for corner booth: $1,000

Exhibit Hall Pass: $750

The Aurora Institute Symposium 2023 attendees are **leaders making purchasing decisions** for their districts, schools, and programs.

The Aurora Institute Symposium 2023 is designed to provide exhibitors with numerous high-value opportunities to engage directly with attendees, giving you visibility and access to key decision-makers at the district, school, and program levels.

Benefits of Exhibiting:

- Engage with 1,000+ leaders and practitioners looking to identify new digital learning content, tools, platforms, and strategies.
- Optimize opportunities with attendees through unique, dedicated programming time in the Exhibit Hall, including the President's Reception and refreshment breaks.
- Gain visibility and recognition on the Aurora Institute Symposium 2023 website and program book.
- Provide a unique extension of attendees' professional learning as they discover your products and services.

Interested in Becoming a Symposium Sponsor?

Consider stepping up your support and exposure by becoming a Symposium sponsor. Five levels of sponsorship are available, each offering a unique set of benefits, including the opportunity to reserve preferred locations in the Exhibit Hall.

For exhibitor and sponsorship information, please contact us at **sponsor@aurora-institute.org**.

AURORA INSTITUTE

A New Dawn for Every Learner

20 YEARS OF LEADING, LEARNING, AND INNOVATING

The mission of the Aurora Institute is to drive the transformation of education systems and accelerate the advancement of breakthrough policies and practices to ensure high-quality learning for all.

1100 N. Glebe Road Arlington, VA 22201

ph. 703.752.6216

www.aurora-institute.org