

Fusion 2022 Sponsor Toolkit

Thank you for being part of D2L Fusion! We're looking forward to having you partner with us and sponsor Fusion. We want to equip you with some information and tools that you can use for your involvement in Fusion.

Important Dates

- **May 31**— Presentation title and abstract/description due
 - o Title (50-character limit)
 - o Abstract (350-character limit)
- **June 1** – In-Person booth assets due
 - o Submit using the Sponsor Submission Form (links below, under “Sponsor Assets”)
 - o Use official [Fusion PowerPoint template](#)
- **June 1**—Virtual assets due
 - o Submit using the Sponsor Submission Form (links below, under “Sponsor Assets”)
- **June 15** – On-Demand presentation due
 - o Portal information will be shared closer to this date
- **July 7**—Booth and venue demo of virtual space
 - o Calendar invite and meeting link will be shared closer to the meeting date

Sponsor Assets

- [Sponsor Submission Form](#)
 - o [Premium](#)
 - o [Plus](#)
 - o [Core](#)
 - o [Virtual](#)

Shipping

All packages should arrive no earlier than July 15, 2022 in order to avoid storage fees.

Donna Hall-Brodie (226) 750.4107
c/o FedEx Office at Boston Marriott Copley Place 110 Huntington Ave
Boston, MA, 02116
D2L Fusion 2022

Box ____ of ____

In-Person Booth includes

- WiFi, electrical, and carpet
- 40" monitor, with partner branding
- 42" white storage cabinet with locking door*
- Lead scanning solution

*If unable to fit all items, please store extra items in your hotel room.

Booth Setup

- Wednesday, July 20 noon ET – 3pm ET

Exhibit Hall Times

- Wednesday, July 20, 5pm – 6pm ET
- Thursday, July 21, 9am – 5pm ET
- Friday, July 22 9, am – 3pm ET

Registration

Make sure you [register for Fusion](#). You must be registered to attend in-person and have access to the virtual Fusion “venue” and resources. All sponsors will receive a Discount Code from the Partner team. Make sure you have yours before registering!

Share on Social Media

We’re excited to have you be a part of this year’s Fusion and would love to have you share the excitement on social media!

Feel free to use the [social graphics here](#) in any social media posts you are sharing about Fusion.

- As soon as your sponsorship is confirmed, feel free to start promoting your participation! This will create greater exposure for your organization and build interest in your Fusion participation.
- Be sure to tweet each day during Fusion to generate excitement, spark conversation, and encourage attendees to stop by your booth.

We also want to share your posts, so make sure to tag **@D2L** and use **#D2LFusion!**



Poster Sessions

- Dates/Times:
 - Thursday, July 21, 12:30pm – 1:15pm
 - Friday, July 22, 12:30pm – 1:15pm
- Location:
 - D2L Solution Partners - 4th floor Atrium
 - D2L Partners - 3rd floor Atrium
- Description
 - Fusion poster sessions provide an opportunity for sponsoring Partners to collaborate with their customers and provide micro-presentations of successful examples of their solution(s).
 - Recommended length of a micro-presentation is 3 to 5 minutes.
 - There will be two 45 time slots* for these sessions to be given and repeated throughout this time slot.
*Partners can switch up the presentations they give if so desired.
 - Conference attendees will have time to visit Partner booths and enjoy these 3 to 5 minute presentations. There will be time for attendees to visit several throughout the time slot.
 - These micro-presentations will be given simultaneously throughout the exhibit area, at the respective Partner booths.
 - The Fusion poster sessions have a dedicated time to be presented. There are no competing agenda items during these times.

Tips to Get the Most Out of Your Sponsorship

The best way for you to get the most out of your sponsorship is to be engaging. There are multiple ways you can engage and connect with Fusion attendees, be present, and interact. The more you put into your Fusion sponsorship, the more you will get out of it.

- **Participate in Fusion and network with attendees.** From drop-ins at your booth, in-person sessions, visiting the Fusion lounge, to joining a team for an interactive game or having a cup of coffee, there are many opportunities to connect with attendees away from your booth—take advantage of them!
- **Poster Presentation.** Coordinate with a great customer to spotlight successes that they have had with your solution, and how it integrates with Brightspace, or other D2L products.
Date/Time: July 22, 12:30pm – 1:15pm ET (45 minutes, subject to change)
Location: At your booth, and other respective sponsor booths
- **Join the conversation.** Visit the Fusion lounge, the wellness track, networking opportunities throughout the day, participate in social media and reply to any posts or questions about your organization or solutions you can offer.
- **Provide content for all options in your sponsorship level.** Each piece of content is an opportunity for attendees to engage with, learn about, and remember your company.
- **Offer something of value.** While everyone loves free stuff, you also want your giveaway to provide value. Consider a unique offer for Fusion attendees, such as access to a white paper or infographic, or a cool piece of swag that will make an impression.
- **Check the Fusion schedule.** Identify any sessions or activities that are of interest to you and/or align with your company. Add these sessions and activities to your calendar so you don't miss an opportunity to connect with Fusion attendees.
- **Have a call to action.** Use social media, the discussion forum and chat to provide a call to action for Fusion attendees. You can invite them to visit your booth or share their favorite Fusion session, create a poll on social media they can participate in, or ask them to join you for coffee.
- **Follow up and make it personal.** Connect with attendees after Fusion. You could send a follow-up email after a discussion, provide additional resources related to a question, or set a time to chat about Fusion highlights with them.
- **Share your contact information.** Provide your business cards, social media handles, LinkedIn profile, and email so attendees can connect with you outside of Fusion.

On-Demand Presentation Description

You will have the opportunity to share an on-demand recording for Fusion. Your presentation information- including title, description, and presenter(s)- can be submitted through [Hubb](#). We ask that presentation info be submitted by May 31, 2022 so that we can add the presentation to our website.

General On-Demand Presentation Guidelines:

Presentation length - shorter is better than longer

- For recorded presentations, you are not confined to the same session lengths as in-person presentations.
 - Standard in-person presentations are 40 minutes.
- Work-related videos tend to find their sweet spot in the 15-to-20-minute range.
- You can go longer, but keep in mind that people will tend to check out or drop off if they aren't highly engaged.
- How you start is important. Hook them right away or you might lose them.
 - Suggestion: Don't spend 5 minutes talking about your school/org unless it is highly integrated or important to the presentation.
 - Feel free to add some of the "less-important" content at the end of the presentation (if that's a thing).

Audience engagement

- Let them know early what their takeaway will be - what will they learn from you?
- Consider offering resources online (with a URL) or via download links.
- Encourage your audience to share their ideas (and yours) through social media. Consider giving them a hashtag to use in their posts.
- Consider a simulated Q&A. "I bet some of you are wondering about blah, blah, blah. Here's your answer - blah, blah, blah."

Make it personal (Fusion Theme: This Time It's Personal)

- Try to speak like you're talking with a friend, rather than lecturing or performing. Your video will be more engaging and authentic this way.
- Either use your webcam when recording or include a still photo of yourself on your slides.
 - Your attendees want to know who you are. Don't be a faceless voice
- Provide contact info and encourage them to reach out with questions or comments (unless that doesn't work for you or you're not comfortable with this choice).
- End with a Call to Action - such as inviting them to share with others what they learned.

Presentation slides or other content

- Optional: Use the official D2L Fusion PowerPoint template, linked at the top of this page.
- Remember that your recording will be viewed over the next year or longer. Only give dates if they're needed.
 - Don't give your audience a reason to believe that what you're telling them might now be out dated or irrelevant.
 - Avoid talking about what day it is or current events, unless doing so is critical to the presentation.
- Presentation slides should not look cluttered.
- If you are including video or a still photo of yourself in your recording, make sure to plan your slide layouts in a way that provides space for these items, usually in one of the corners of the slide.
- Images are great but only if they add to the learning, not just for show.
 - The Presentation Zen (PZ) approach is great with a live audience, but not so much with a recording.
- Make the slides available to your audience. If you don't, you will likely be asked several times to share them. If you're not going to share the slides, please state that up front.
 - Supply a URL to your slide deck (unless you've decided not to share).

Making the recording

- Create a script of your narration.
 - This can be done in many ways, including voice-to-text options
- When presenting, verbally reference what is on the screen and in your deck so that everyone can enjoy your content. There are accessibility concerns that call for the need to verbally share the copy and imagery, and not just reference the fact that it is visually available.
- Some people prefer a script that has major talking points rather than a word-for-word script.
 - Providing a word-for-word script (transcript) is good for accessibility reasons, but not for reading during your presentation.
- Make the script available in an easy-to-see place but try to maintain eye contact with your camera as much as possible.
- When it's time to make the recording, speak clearly, not too slow and not too fast, and SMILE!
- Practice, practice, practice.
- Since it's a recording, you can continue to perfect your performance.
- We can support most video file formats including: .mp4, .mov, .avi, .wmv.

Accessibility of your recording

To optimize your video presentation for people using assistive technologies, please consider these additional steps:

- Your video should have well-written, well-timed captions.
 - This is another advantage of writing a script for your presentation. The script can be used to improve the video captions.
- Please share your presentation slide deck when you share your video.
 - Attendees using a screen reader can go through your slide deck to have your content read to them.
 - We will make your slide deck available to attendees through your Fusion On-Demand page.
- Pay attention to the words you speak. Try to stay away from saying things like the following:
 - “As you can see on the screen”
 - “I’ll give you a second to read my slide”

Sending the recording to D2L

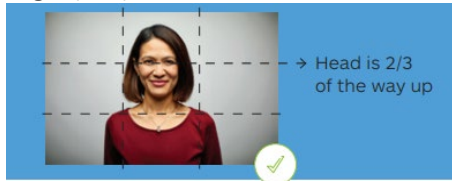
- When you are ready to send it in, let the Partner team know and they will give you instructions for uploading.
 - **Deadline: Wednesday, June 15.**
 - Sorry, but we need some time for processing and preparing the On-Demand site.

Recording Methods

- PowerPoint recording
 - One advantage is that you can re-record just a single slide without redoing the entire presentation.
 - Here's a [tutorial from Microsoft](#)
- Google Slides
 - You'll need something like the "Record to Slides" extension
 - [Here's a YouTube video tutorial](#) on Record to Slides
- Zoom or similar
 - Run a meeting for yourself, share your screen with your slides or other presentation materials, and include your webcam (or not).
 - Just a heads up, Zoom videos are not as high quality as many other options.
- [Panopto](#)
- [Clipchamp](#)
- [Screenrec](#)

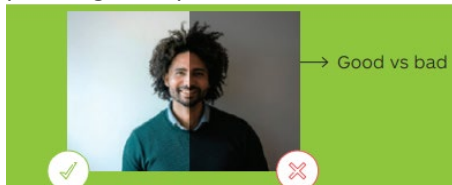
Webcam Best Practices:

Frame yourself properly. Think of the frame as a setting for a professional headshot. Aim to have your head to your waist/ribs in the frame, and make sure your camera is pointing directly at eye level. Your camera should be at a 90-degree angle (flat).

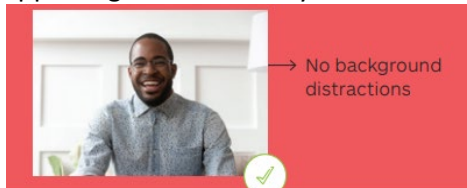


Avoid dark spaces and be sure to direct light from the front. Make sure you have a bright light source and that the light source is not behind you. Cameras focus on the brightest light source, so if you are sitting in front of a window, for example, your camera will focus on the light behind you. Play with different lighting ahead of time—at the same time of day as your presentation—so that you are ready on your event day.

Tip: Try pointing a lamp at a white wall or ceiling to provide bright and even room lighting.



Have a clean background. Avoid cluttered backgrounds and remove distractions from the frame. Clean spaces are visually appealing and will make you the focus! Try to also avoid wearing shirts with busy patterns.



Use a professional microphone. If necessary, a headset/headphone microphone hidden on your person, or within 2 feet but hidden from the view of the camera is better than a laptop mic.

FAQs and Technical Assistance

Visit the [attendee FAQs page](#) for help troubleshooting any technical difficulties.

If you have any questions, please reach out to us at Partners@D2L.com.

About D2L

D2L is a global learning innovation company, reshaping the future of education and work. We're leading the way into a new era of personalized learning, driven by the belief that everyone deserves access to high-quality education, regardless of their age, ability or location. Our signature technology products—D2L Brightspace and D2L Wave—enhance the learning experience for millions of learners at every stage of life, from the earliest days of school to the working world. Learn more at [D2L.com](https://www.d2l.com).

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