



D2L Fusion 2022

Sponsorship Opportunities

July 20–22, 2022 | Boston, MA | In Person and Virtual

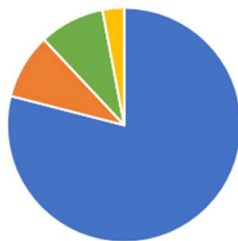
# D2L

## D2L Fusion

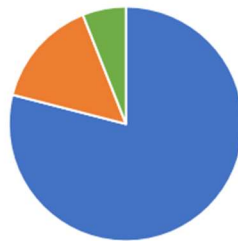
Our annual conference is an incredible opportunity to make new connections—with peers, with ideas and with innovation. As one of today's leading teaching and learning events, Fusion offers D2L partners the ability to connect with educators and learning leaders from around the world, provide new perspectives, and build your network in a meaningful way. Visit [D2L.com/Fusion](https://D2L.com/Fusion) for more information about Fusion.

## Who Attends?

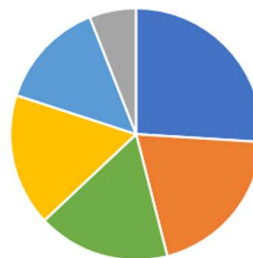
Fusion is attended by educational and learning stakeholders from around the world who understand that driving progress with technology and learning requires the sharing of knowledge and best practices.



- Higher Education 79%
- K-12 9%
- Corporate 9%
- Government/Other 2%



- United States 79%
- Canada 15%
- International 6%



- Director/Executive 26%
- Faculty/Trainer 20%
- Manager/Coordinator 17%
- Technologies Specialist 17%
- Instructional Designer 14%
- Site Admin 6%

## Top 5 Reasons to Sponsor Fusion



1. Take advantage of the opportunity to reach key educational and learning strategy and technology decision makers and influencers.
2. Gain recognition as a leader in educational technology by aligning your brand with our premier industry event.
3. Leverage valuable Fusion marketing resources to maximize your ROI.
4. Connect with the D2L sales organization to promote your products and services—an unparalleled opportunity.
5. Attend a comprehensive partner summit for exclusive insight into Brightspace product road maps plus networking opportunities with senior executives.



## Sponsorship Levels

For information on our health and safety plan, including our COVID-19 protocols, please visit <https://www.d2l.com/events/fusion/health-and-safety>.

\*Please note: To attend in-person Fusion, you must be fully vaccinated and provide proof of vaccination with photo ID upon check-in.

IN-PERSON SPONSORSHIP BENEFITS	PREMIUM	PLUS	CORE	VIRTUAL
Pricing (USD)	<b>\$25,000 Early Bird</b> (until April 30) \$30,500 starting May 1	<b>\$18,500 Early Bird</b> (until April 30) \$20,000 starting May 1	<b>\$12,500 Early Bird</b> (until April 30) \$15,000 starting May 1	<b>\$5,500 Early Bird</b> (until April 30) \$7,000 starting May 1
Number of Sponsorships Available	2	TBD	TBD	TBD
Exhibit Area	Large	Medium	Small	Virtual
Presentation	On-demand presentation (1)	On-demand presentation (1)	On-demand presentation (1)	On-demand presentation (1)
Special Recognition	One special event sponsorship	Signature drink, snack or experience at a social event or meal break		
In-Person Full Registration Passes	4	3	2	
Dedicated Time for Attendees to interact in Ecosystem (“Exhibit Hall”)	X	X	X	
Welcome Reception in “Exhibit Hall”	X	X	X	
Poster Session Networking Option	X	X	X	
Virtual Sponsor Level	X	X		X
Attendee Opt-In List	X	X	X	X
Access to D2L Sales Team	X	X	X	
Recognition Throughout In-Person Event, Branding, Promotion	X	X	X	
Listing on In-Person Event Mobile App	X	X	X	
Logo and Listing on Event Website	X	X	X	X
Social Media Mentions	X	X	X	X
Lead Capture Capabilities	X	X	X	
WiFi Access	X	X	X	



IN-PERSON SPONSORSHIP BENEFITS	PREMIUM	PLUS	CORE	VIRTUAL
Sponsor Toolkit (prebuilt assets to use for getting the most out of the sponsorship)	X	X	X	X
Exclusive Meet and Greet With D2L Moose at Partner Breakfast	X	X	X	
Virtual Exhibit Booth	X	X		X
PDF Asset in Fusion On Demand	X	X		X
Listing in Event Sponsor Directory (with logo, description and integration hub link)	X	X		X
Logo in Virtual Exhibit Hall Signage	X	X		X

**AVAILABLE ADD-ON OPTIONS AVAILABLE FOR SPONSORS:**

Add Additional Link to PDF Asset in Fusion On Demand	\$1,000	Per asset (max of 3)
Add a 5-Minute On-Demand Flare Presentation	\$1,500	Limit of 20 available (max of 1 per sponsor)
Add a 20-Minute On-Demand Presentation	\$2,000	Limit of 5 available (max of 1 per sponsor)

# D2L

## Hear What Sponsors and Attendees Are Saying

### ATTENDEE FEEDBACK

79% of Fusion attendees found value with Fusion sponsors.



**Matthew E. @evinsmj**

“Had a great time at my first (and hopefully not last) #D2LFusion.”



**Brendan R. @brendan\_reed**

“Incredible time at #D2LFusion today! Thankful to @JohnBakerD2L and the entire @D2L team for your work this week!”



**Kevin C. @cormierk**

“Thanks to @JohnBakerD2L @D2LBarry and the folks @D2L for another great #D2LFUSION conference. #ReachEveryLearner”



**Kevin D. @KevDinIT**

“good sessions but also great conversations in between. love that so many from such different backgrounds are sharing ideas. #D2LFusion”

### SPONSOR COMMENTS

“Fusion was executed spectacularly and everyone was a delight. It could not have been easier for us to walk in and just get started. It was very clear a lot of planning/organizing went into this event. The genuine excitement from the D2L team was contagious!”

“I can't tell you enough how much I LOVE the branded booth! Plug in and go! The setup and location were really well done. We had consistent traffic and very little downtime.”

“LOVE the booth design! Other conferences make you set up your own booth and travel with a ton of signage ... D2L made it easy! Attendees seemed to love it as well.”

“Well-organized conference. Good networking and lead generation opportunity.”

## Ready to Join Us in Boston?

Email [Partners@D2L.com](mailto:Partners@D2L.com) to learn more about the opportunities available for your organization to connect with leading educators and learning technology leaders.