

Sponsor Prospectus

2020 Open edX Conference

OPEN^{ed}X® 2020



Fundação
para a Ciéncia
e a Tecnologia

May 19–22, 2020
Lisbon, Portugal

openedx2020@edx.org | openedx.org | con.openedx.org



Shaping the Future of Education Together

The Open edX project is an open source teaching and learning platform stewarded by edX, a non-profit founded by Harvard and MIT. Open edX software powers edX.org, the trusted platform for education and learning, and is deployed around the world at scales from single classrooms to national platforms.

The Open edX Conference is where edX and the Open edX community gather with leading experts in educational technology to invent the future of education. The conference combines inspiring keynotes with talks by the practitioners who are using Open edX technology to solve educational challenges today.



The chance to join this dedicated community of practitioners and thought leaders makes the Open edX Conference a unique, must-attend event.

This year's event is focused on the future of work and using open technology to solve the challenges of upskilling, reskilling and delivering life-long learning.

We will hear about innovative uses of technology in higher education, inside corporations and across nations, and learn about advancements in instructional design, course production, and methods for operating, extending and enhancing the Open edX platform.



Sponsoring the conference is an opportunity to support Open edX's transformative mission and connect with the community that is realizing it. Learn first-hand how Open edX technology is being used across the globe to solve real educational challenges. It is also an opportunity to share your products and services with the Open edX community and share the details of your unique contributions to the future of education.

Interested?

Please contact openedx2020@edx.org

As a sponsor, you will also be able to fund scholarships for underprivileged communities, national and international, who are doing amazing work but could otherwise not attend the conference. This is your chance to help us make these initiatives sustainable for a global audience.

Sponsoring the Open edX Conference puts your name front and center on the cutting edge of online learning.

	Reception \$35,000	Cornerstone \$25,000	Premier \$15,000	Keystone \$10,000	Contributing \$6,000	Friend \$2,000
Limit	1	2	2	Unlimited	Unlimited	Unlimited
Reception Sponsor sign with logo at Reception on 5/20	●					
YouTube interview on Open edX channel	●	●	●			
Thank you & Intro from Open edX team at plenary either 5/20 or 5/21	●	●	●			
5 minutes to address attendees either 5/20 or 5/21	At plenary	At plenary	At lunch			
Included in the thank you email to all attendees post-conference	●	●	●			
Spotlight blog post with logo on website	●	●	●			
Mention in sponsor round-up blog post				●	●	
Logo in program	Large Logo plus tag line	Large Logo plus tag line	Medium Logo	Small Logo	Small Logo	Small Logo
Logo slide in Conference video running at plenary	●	●	●	●		
Access to opt-in attendee information	●	●	●	●		
Demo table with monitor during Conference on 5/20 & 5/21	●	●	●	●	●	
Email mention to attendees before the conference	●	●	●	●	●	
Social media announcement of sponsorship	●	●	●	●	●	
Opportunity to provide swag for swag table on 5/20 & 5/21	●	●	●	●	●	
Access to Speakers and Sponsors Lounge on 5/20 & 5/21	●	●	●	●	●	●
Full Conference passes	6	5	4	3	2	1

Sponsors are welcome to submit proposals for the CFP. Please e-mail openedx2020@edx.org with any questions.

2019 Attendee Survey Results

Appendix

We received 264 responses to our 2019 conference follow up survey. In order to give you a better picture of the types of attendees you will be able to reach at this year's conference, we have included select survey response summaries.

Some selected tidbits not reflected in the data below:

85%

of respondents planned to work on engagements begun at the conference

41%

of respondents manage learning sites, reaching over 10 million learners

34%

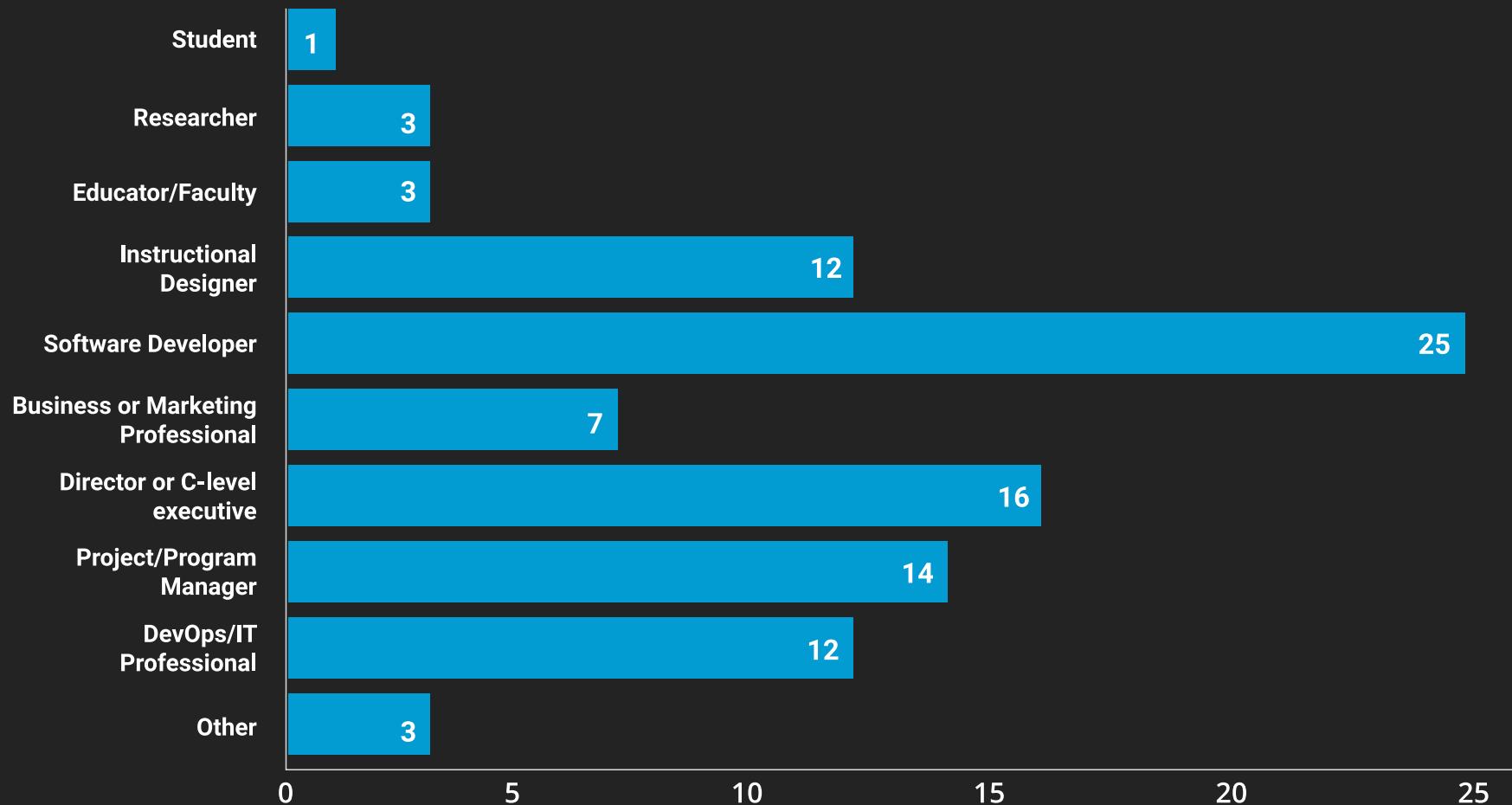
of respondents use 3rd party vendors for their Open edX solutions

39

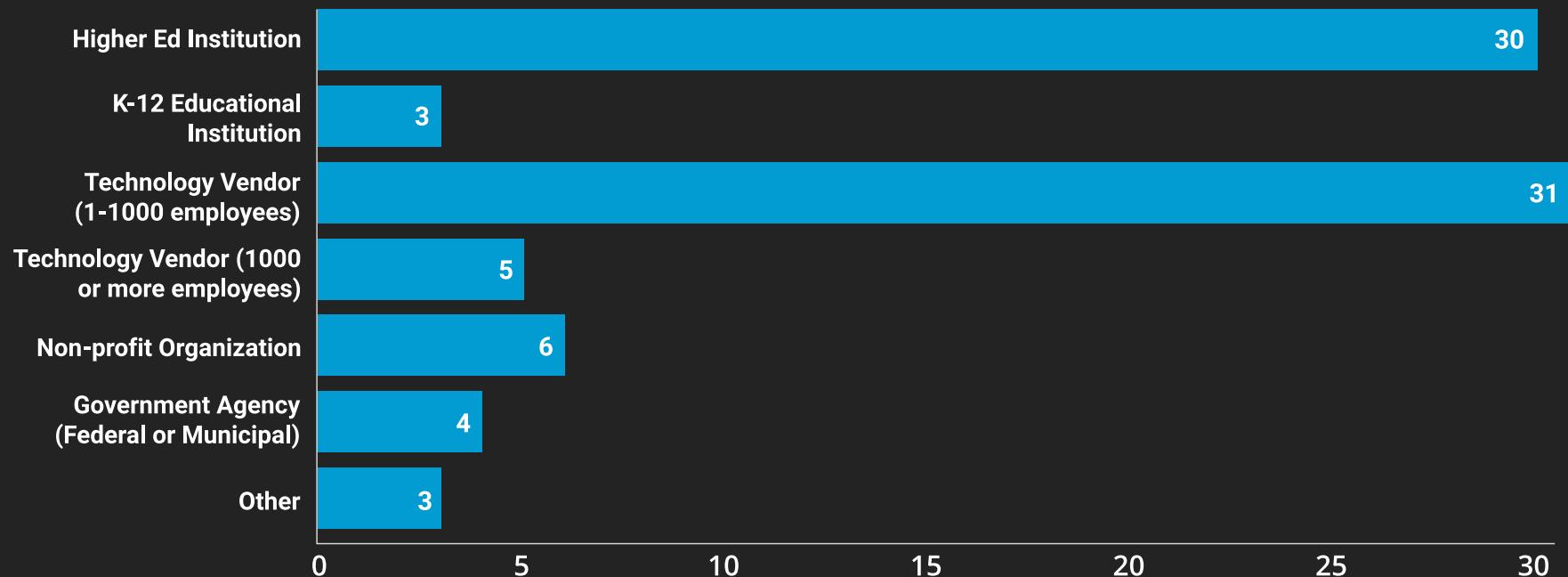
countries represented by attendees across 6 continents



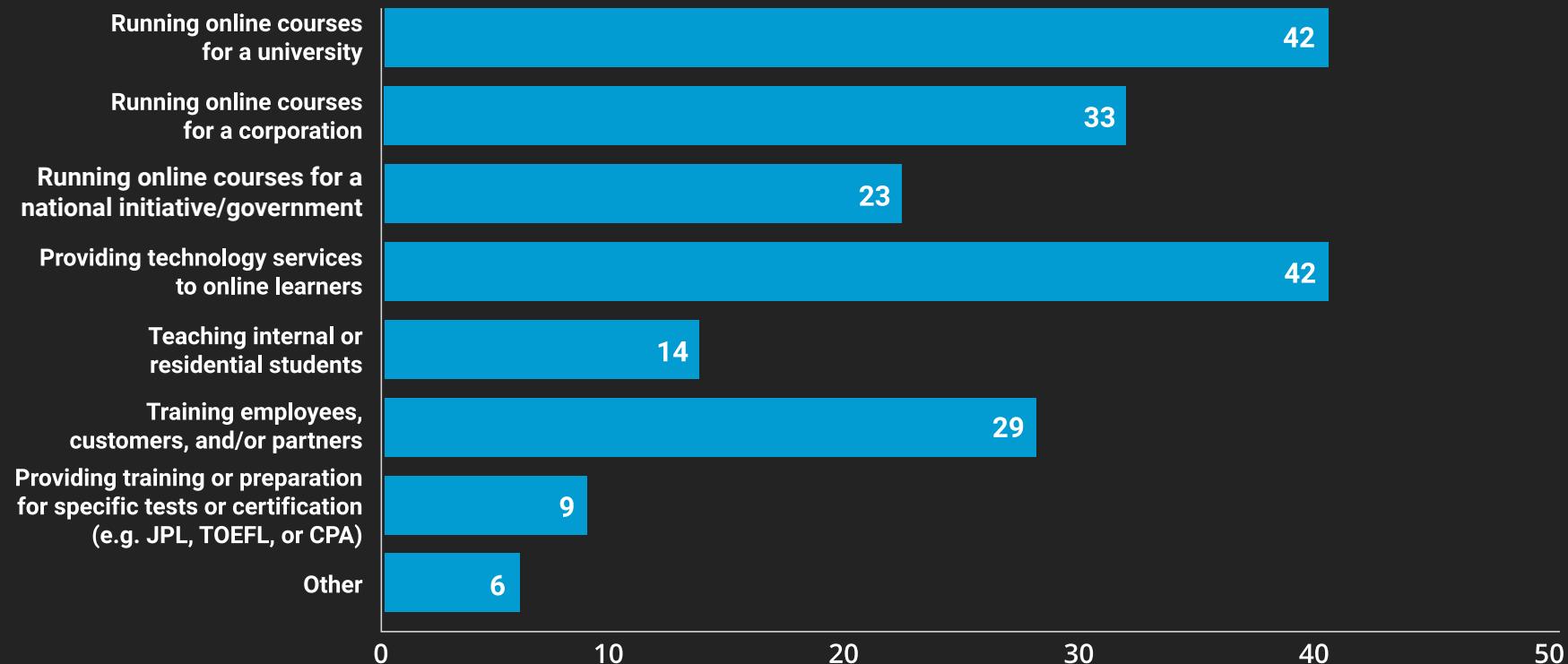
Respondents by Vocation/Title



Diversity of Organization Types



Diversity of Use Cases



Why did you decide to attend Open edX 2019?

