

HITTING HOMERUNS IN THE DIGITAL AGE OF DISTANCE LEARNING



SPONSOR AND EXHIBITOR PROSPECTUS
usdla.org/2025-sponsorship



HITTING HOME RUNS IN THE DIGITAL AGE OF DISTANCE LEARNING

NATIONAL CONFERENCE SPONSOR PROSPECTUS

JUNE 23-26, 2025 | ST LOUIS, MO

FROM THE EXECUTIVE DIRECTOR

I am pleased to invite you to become a Sponsor or Exhibitor for the United States Distance Learning Annual Conference on June 23-26, 2025, in St. Louis, MO. Join Presidents, Provosts, Instructional Designers and other educational professionals as we gather at the Hilton St. Louis at the Ballpark. This year's conference will offer attendees various certificate options in topics including accessibility and gamification along with personalized audience engagement opportunities that you have come to expect from past USDLA conferences. We will also have multiple networking events including the annual Distance Learning Awards, partner spotlights, customer-led sessions and a night on the town in Ballpark Village.

USDLA Sponsorship opportunities for 2025 increase visibility among attendees and can feature sponsors in customer-led concurrent sessions, as well as during keynotes within the main ballroom. These are key moments that allow sponsors to show the ways your products and solutions support the digital/distance learning community. Your 2025 Annual Conference sponsorship will put your organization in the hands of every conference attendee through the conference app, social media and website presence.

A new addition this year is the option to sponsor several special events including the annual awards luncheon, tickets to a Cardinals ballgame, the Bill Jackson Memorial Walk and several coffee breaks throughout the conference. These provide an opportunity to present and demonstrate how your product or services support the needs of institutions.

The 2025 Annual Conference Exhibit Hall will be a hub of activity with several keynote addresses including how AI is re-shaping the educational landscape. This year's conference will also highlight the return of the Student Poster session and increase attendee visits to the Exhibit Hall throughout the day and during lengthened networking breaks.




USDLA 2025 Annual Conference Sponsors and Exhibitors will interact with a large, diverse group of key decision makers from across the digital/distance learning landscape. Engage with college and university presidents, provosts, chief academic officers, chief financial officers, institutional researchers, faculty, system colleagues, and other professionals within the online learning community. Over the past 38 years, USDLA has provided digital education guidance to thousands of member institutions from across the United States and the world. Attendees enjoy the intimate setting for networking with industry sponsors and fellow attendees, something that other conferences can't offer.



There were so many memorable moments during last year's conference. Watching the audience engage with our keynote speakers and sponsors was extremely rewarding, as was the participation for the Bill Jackson Memorial Walk on Wednesday morning where we visited the St. Louis Arch. Our night on the town was yet another opportunity for partners to engage with attendees and better understand their needs. I truly appreciate the commitment from both our partners and members as we march towards our 40th anniversary in 2027.

Please join us in St. Louis starting on June 23, 2025 as we explore new technologies, methodologies and pedagogy practices defining digital and distance learning. For information on sponsorship opportunities, please contact Cheryl Oberlin at coberlin@usdla.org.

Sincerely,
Pat Cassella, Executive Director

A woman with curly hair, wearing a red sweater, is seen from behind, addressing a group of people seated at tables in a large, ornate room. She is holding a pink tablet and has her right arm raised. The room features high ceilings, white columns, and a large, multi-tiered chandelier. In the background, a banner for 'Syllabus management made easy' is visible.

How will the 2025 Annual Conference sponsorship support your organization?

1 / INCREASE YOUR VISIBILITY

2 / DEMONSTRATE YOUR SERVICES ONE-ON-ONE AND FOR LARGE AUDIENCES

3 / CONNECT WITH KEY DECISION MAKERS FROM USDLA MEMBER INSTITUTIONS

4 / ENGAGE PRE AND POST CONFERENCE THROUGH YEAR-ROUND PROMOTIONAL ACTIVITIES

#USDLA25

The USDLA Annual Conference provides Sponsors and Exhibitors with a variety of unique opportunities to engage and showcase their products and services to USDLA member institutions. The Annual Conference opportunities and benefits for Sponsors and Exhibitors are designed to increase attendee engagement.



WHY #USDLA25?

"It's an opportunity to network with like-minded individuals in the digital education space while seeing all of the newest tools to keep my institution a leader in online education."



ABOUT THE AUDIENCE

INFLUENCERS AND DECISION MAKERS AT THE 2024 ANNUAL CONFERENCE

PRESIDENT/CEO/PROVOST

INSTRUCTIONAL DESIGNER

OPERATIONS DIRECTOR

DISTANCE LEARNING ADMIN

PROGRAM DIRECTOR

VP OF DISTANCE EDUCATION

ONLINE LEARNING OFFICER

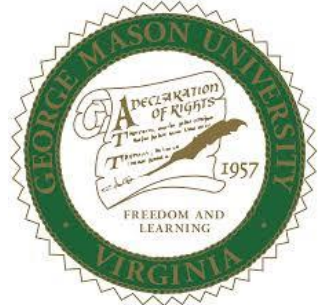
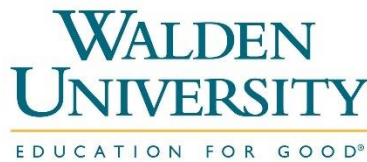
CURRICULUM DEAN

DIGITAL ACCESSIBILITY DIRECTOR

VP OF ACADEMIC AFFAIRS

WHO IS AT THE ANNUAL CONFERENCE

2024 ANNUAL CONFERENCE ATTENDEES



Meet your future customers at #USDLA2025! With our year-round sponsorship program and more than 100,000 subscribers to our newsletter, we can put you in front of our attendees even before the conference starts. Sponsors and Exhibitors who register early receive preferred booth location. Register now to spotlight your services for 2025 attendees!

DIGITAL ENGAGEMENT

Annual Conference Digital Reach

- **USDLA Newsletters**
- **USDLA Website**
- **USDLA Social Media**



OUR FOLLOWERS ARE YOUR FOLLOWERS
USDLA SOCIAL MEDIA POSTS ABOUT YOUR
COMPANY HELP TO BOOST YOUR SM PRESENCE

Our newly launched Member Leap mobile application is used extensively to help promote you before, during and after the conference.





SPONSOR & EXHIBITOR OPPORTUNITIES



PLATINUM SPONSOR
[Click Here to Sign Up](#)

YEAR-ROUND SPONSORSHIP

PLATINUM
\$10,000

Platinum Annual Sponsorship - \$10,000

- National Conference Exhibitor
- National Distance Learning Week (Virtual Event)
- Public Policy Week (Virtual Event)
- Year-round Promotion by the USDLA Marketing Team

National Conference

- **Four (4) Complimentary Conference Registrations**
- One (1) Table-top Exhibit with 2 Chairs, Electric and Wireless Internet
- Flyer in Bag (Optional – Supplied by Sponsor)
- Member Leap Conference/App Logo Display and Listing
- USDLA Conference Website Listing
- Digital Signage Display During Conference in Main Ballroom
- Pre-conference and Post-conference Registration List
- Social Media Promotion on LinkedIn, Twitter, Instagram
- Newsletter Logo Inclusion
- Post-conference Shoutout to Attendees
- Conference Presentation Session
- **Coffee Break Sponsorship and Branding on one item (Bag or Lanyard)**

National Distance Learning Week (NDLW)

- Sponsor Shoutout and Logo Inclusion During Webinars
- Presentation Slot

Public Policy Week (PPW)

- Sponsor Shoutout and Logo Inclusion During Webinars

Year-Round Marketing

- USDLA Website Logo Listing on Main Page, **Dedicated Page** and Weekly Newsletter Logo with Partner Link
- Annual Dedicated Webinar and Free-Friday Webinar Presentation
- **Ten (10) USDLA Annual Memberships**
- **Twenty-Five (25) SM Posts**
- **Two (2) Partner Spotlight Blasts**
- **Two (2) Advertising Listing in USDLA Quarterly Journal**
- **Up to 10 Annual Job Postings on USDLA Website**



SPONSOR & EXHIBITOR OPPORTUNITIES



GOLD SPONSOR
[Click here to Sign Up](#)

YEAR-ROUND SPONSORSHIP

GOLD
\$7,500

Gold Annual Sponsorship - \$7,500

- National Conference Exhibitor
- National Distance Learning Week (Virtual Event)
- Public Policy Week (Virtual Event)
- Year-round Promotion by the USDLA Marketing Team

National Conference

- **Three (3) Complimentary Conference Registrations**
- One (1) Table-top Exhibit with 2 Chairs, Electric and Wireless Internet
- Flyer in Bag (Optional – Supplied by Sponsor)
- Member Leap Conference/App Logo Display and Listing
- USDLA Conference Website Listing
- Digital Signage Display During Conference in Main Ballroom
- Pre-conference and Post-conference Registration List
- Social Media Promotion on LinkedIn, Twitter, Instagram
- Newsletter Logo Inclusion
- Post-conference Shoutout to Attendees
- Conference Presentation Session

National Distance Learning Week (NDLW)

- Sponsor Shoutout and Logo Inclusion During Webinars
- Presentation Slot

Public Policy Week (PPW)

- Sponsor Shoutout and Logo Inclusion During Webinars

Year-Round Marketing

- USDLA Website Logo Listing on Main Page, **Dedicated Page** and Weekly Newsletter Logo with Partner Link
- Annual Dedicated Webinar and Free-Friday Webinar Presentation
- One (1) Partner Spotlight Blast
- **Five (5) USDLA Annual Memberships**
- **Fifteen (15) SM Posts**
- **One (1) Advertising Listing in USDLA Quarterly Journal**
- **Up to 5 Annual Job Postings on USDLA Website**



SPONSOR & EXHIBITOR OPPORTUNITIES



SILVER SPONSOR
[Click Here to Sign Up](#)

YEAR-ROUND SPONSORSHIP

SILVER
\$5,000

Silver Annual Sponsorship - \$5,000

- National Conference Exhibitor
- National Distance Learning Week (Virtual Event)
- Public Policy Week (Virtual Event)
- Year-round Promotion by the USDLA Marketing Team

National Conference

- **Two (2) Complimentary Conference Registrations**
- One (1) Table-top Exhibit with 2 Chairs, Electric and Wireless Internet
- Flyer in Bag (Optional – Supplied by Sponsor)
- Member Leap Conference/App Logo Display and Listing
- USDLA Conference Website Listing
- Digital Signage Display During Conference in Main Ballroom
- Pre-conference and Post-conference Registration List
- Social Media Promotion on LinkedIn, Twitter, Instagram
- Newsletter Logo Inclusion
- Post-conference Shoutout to Attendees

National Distance Learning Week (NDLW)

- Sponsor Shoutout and Logo Inclusion During Webinars

Public Policy Week (PPW)

- Sponsor Shoutout and Logo Inclusion During Webinars

Year-Round Marketing

- USDLA Website Logo Listing on Main Page and Weekly Newsletter Logo with Partner Link
- **Annual Webinar and Free-Friday Webinar Presentation**
- **Three (3) USDLA Annual Memberships**
- **Ten (10) SM Posts**
- **One (1) Partner Spotlight Blast**
- **One (1) Annual Job Posting on USDLA Website**

Additional Opportunities (Based on Availability)

- Logo Listing in USDLA Quarterly Journal



SPONSOR & EXHIBITOR OPPORTUNITIES

BRONZE SPONSOR
[Click Here to Sign Up](#)

YEAR-ROUND SPONSORSHIP

BRONZE
\$3,000

Bronze Annual Sponsorship - \$3,000

- National Conference Exhibitor
- National Distance Learning Week (Virtual Event)
- Public Policy Week (Virtual Event)
- Year-round Promotion by the USDLA Marketing Team

National Conference

- One (1) Complimentary Registration
- One (1) Table-top Exhibit with 2 Chairs, Electric and Wireless Internet
- Flyer in Bag (Optional – Supplied by Sponsor)
- Member Leap Conference/App Logo Display and Listing
- USDLA Conference Website Listing
- Digital Signage Display During Conference in Main Ballroom
- Pre-conference and Post-conference Registration List
- Social Media Promotion on LinkedIn, Twitter, Instagram
- Newsletter Logo Inclusion
- Post-conference Shoutout to Attendees

National Distance Learning Week (NDLW)

- Sponsor Shoutout and Logo Inclusion During Webinars

Public Policy Week (PPW)

- Sponsor Shoutout and Logo Inclusion During Webinars

Year-Round Marketing

- One (1) USDLA Annual Membership
- Five (5) SM Posts
- USDLA Website Logo Listing on Main Page
- USDLA Weekly Newsletter Logo and Website Link

Additional Opportunities (Based on Availability)

- Free-Friday Webinar Presentation



SPONSOR & EXHIBITOR OPPORTUNITIES



EXHIBITOR ONLY
[Click here to Sign Up](#)

VALID JUNE 2025 ONLY

NATIONAL CONFERENCE EXHIBITOR ONLY
\$1,500

Exhibitor at the June National Conference - \$1,500

- **Tabletop exhibit with 2 Chairs, Power and Wireless Internet**
- **1 Complimentary Registration**
- **Exhibitor Listing on Website, Newsletter and Mobile Application**

National Conference

- One (1) Complimentary Registration
- One (1) Table-top Exhibit with 2 Chairs, Electric and Wireless Internet
- Flyer in Bag (Optional – Supplied by Sponsor)
- Member Leap Conference/App Logo Display and Listing
- USDLA Conference Website Listing
- Post-conference Registration List
- Newsletter Logo Inclusion

Year-Round Marketing

- Not Included – See All Inclusive Year-Round Sponsor Opportunities (Platinum, Gold, Silver, Bronze)

SPONSOR & EXHIBITOR OPPORTUNITIES



À LA CARTE SPONSORSHIP OPPORTUNITIES

Coffee Break

\$500

Badge Lanyard Logo

\$750

Attendee Bag Logo

Bill Jackson Walk/Jog

\$1,500

Breakfast or Lunch

Awards Luncheon

Cardinals Game

\$2,000

Interested in a custom-tailored Sponsorship package?

Contact Pat Cassella – pcassella@usdla.org



HITTING HOME RUNS IN THE DIGITAL AGE OF DISTANCE LEARNING

NATIONAL CONFERENCE SPONSOR PROSPECTUS

JUNE 23-26, 2025 | ST LOUIS, MO

EXHIBIT HALL SCHEDULE

**Featuring Extended Lunch and Attendee Breaks
(NOTE - Subject to Change; All Times CST)**

Monday 6/23

Noon – 8:00 pm	Early Bird Registration and Hall Setup
11:00 am – 5:00 pm	Exhibit Booth Move-in by Sponsors/Exhibitors
6:00 pm – 8:00 pm	Exhibit Opening Reception - Lite fares, cash bar

Tuesday 6/24

8:00 am - 5:00 pm	Exhibit Hall Open/Close
7:30 am - 9:00 am	Breakfast in Exhibit Hall
8:45 am - 9:30 am	Opening Announcements and Featured Speaker
11:15 am - Noon	Partner Visits and Introductions
Noon - 1:30 pm	Lunch Service and Keynote
2:45 - 3:15 pm	Attendee Break and Sponsor Activities
4:30 pm – 5:00 pm	Evening Announcements and Daily Drawings

Wednesday 6/25

6:30 am – 7:15 am	Bill Jackson Walk/Jog
8:00 am - 5:00 pm	Exhibit Hall Open/Close
7:30 am - 9:00 am	Breakfast in Exhibit Hall
8:45 am - 9:30 am	Featured Session
11:15 am - Noon	Attendee Break
Noon - 2:00 pm	Awards Luncheon
4:30 - 5:00 pm	Sponsor Wrap-up, Drawings
5:00 pm	Exhibit Hall Closes; Sponsor/Exhibitor Move-out

Visit <https://usdla.org/2025-schedule/> for realtime schedule updates. The 2025 Annual Conference will be held at the Hilton St. Louis at the Ballpark.

QUESTIONS?

CONTACT CHERYL OBERLIN AT COBERLIN@USDLA.ORG



USDLA.ORG/2025-SPONSORSHIP