



UNITED STATES DISTANCE LEARNING ASSOCIATION
NATIONAL CONFERENCE JUNE 21-25, 2027
FIND YOUR RHYTHM: GET IN TUNE WITH DISTANCE
AND DIGITAL LEARNING
CLEVELAND MARRIOTT DOWNTOWN AT KEY TOWER



SPONSOR AND EXHIBITOR PROSPECTUS
usdla.org/usdla-sponsorships



FIND YOUR RYTHM: GET IN TUNE WITH DISTANCE AND DIGITAL LEARNING NATIONAL CONFERENCE SPONSOR PROSPECTUS JUNE 21 – 25, 2027 | CLEVELAND, OH

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 21-25, 2027, in Cleveland, OH. Join Superintendents, Presidents, Provosts, Instructional Designers and other educational professionals as we gather at the Cleveland Marriott Downtown Key Tower. This year's conference will offer attendees certificate options in topics including AI and gamification along with personalized audience engagement opportunities. We will also have networking events including TEDx style presentations, Distance Learning

Awards, partner spotlights, customer-led sessions and a night event at the Rock & Roll Hall of Fame.

USDLA Sponsorship opportunities for 2026-27 increase visibility among attendees by featuring sponsors in customer-led concurrent sessions, dedicated presentation time and shoutouts within the main ballroom. These are key moments that allow sponsors to show how their products and solutions support the digital/distance learning community. Your 2027 Annual Conference sponsorship will put your organization in the hands of every conference attendee through the conference app, social media and website presence.

Exhibitors also have the option to sponsor several special events including the annual awards, tickets to the Rock & Roll HOF event, 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 2027 Annual Conference Exhibit Hall will be a hub of activity with keynotes and fireside chats on how AI is re-shaping the educational landscape. This year's conference will also highlight the return of the Student Poster session and increased attendee visits to the Exhibit Hall throughout the day and during lengthened networking breaks.



USDLA 2027 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 district superintendents, 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 40 years, USDLA has provided digital education guidance to thousands of member institutions from across the United States and the world. Attendees enjoy an intimate setting for networking with industry sponsors and 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 at the Bill Jackson Memorial Walk and our visit to the Rock & Roll Hall of Fame. Nights on the town are also opportunities 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 Cleveland starting on June 21, 2027, as we explore new technologies, methodologies and pedagogy practices defining digital and distance learning. For information on sponsorship opportunities, please contact Pat Cassella at pcassella@usdla.org.

Sincerely,
Pat Cassella, Executive Director

A handwritten signature in cursive script, likely belonging to Pat Cassella, is written on a light-colored background.



How will the 2027 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

#USDLA27

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.

A woman with long dark hair, wearing a dark blazer and tan pants, stands on the right side of the frame, facing a group of people seated at tables. The room is a modern meeting space with large windows, blue walls, and patterned carpeting. Several people are seated at tables, some looking towards the presenter. The scene is overlaid with a semi-transparent blue rectangle containing white text.

WHY #USDLA27?

"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 ANNUAL CONFERENCE

PRESIDENT/CEO/PROVOST

INSTRUCTIONAL DESIGNER

DISTRICT SUPERINTENDENT

DIRECTOR OF ADMISSIONS

PROGRAM DIRECTOR

VP OF DISTANCE EDUCATION

ONLINE LEARNING OFFICER

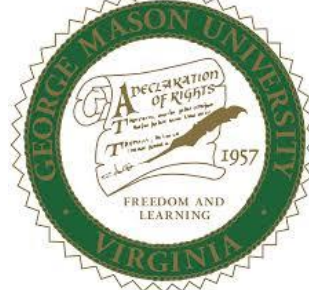
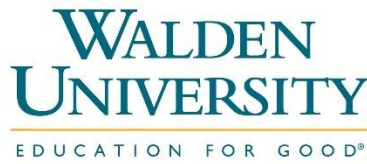
CURRICULUM DEAN

DIGITAL ACCESSIBILITY DIRECTOR

VP OF ACADEMIC AFFAIRS

WHO IS AT THE ANNUAL CONFERENCE

PAST CONFERENCE ATTENDEES



Meet your future customers at #USDLA2027! With our year-round sponsorship program and over 125,000 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 2027 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 Member Leap mobile membership 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

- **Ten (10) Complimentary Conference Registrations (use for staff or share with customers/prospects)**
- 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 and Participation in Partner Showcase
- **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

- **Six (6) Complimentary Conference Registrations (use for staff or share with customers/prospects)**
- 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 and Participation in Partner Showcase

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

- **Four (4) Complimentary Conference Registrations (use for staff or share with customers/prospects)**
- 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 and Participation in Partner Showcase

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

- Two (2) Complimentary Registrations (use for staff or share with customers/prospects)
- 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
- Participation in Partner Showcase

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](#)

2027 NATIONAL CONFERENCE

NATIONAL CONFERENCE EXHIBITOR \$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

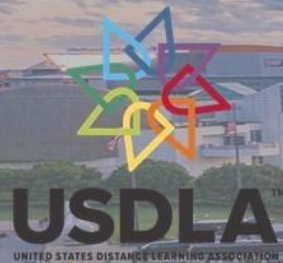
Rock & Roll HOF

\$2,000



Interested in a custom-tailored Sponsorship package?

Contact Pat Cassella – pcassella@usdla.org



FIND YOUR RYTHM: GET IN TUNE WITH DISTANCE AND DIGITAL LEARNING NATIONAL CONFERENCE SPONSOR PROSPECTUS JUNE 21 – 25, 2027 | CLEVELAND, OH

EXHIBIT HALL SCHEDULE

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

Monday 6/21

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 6/22

8:00 am - 5:00 pm	Exhibit Hall Open/Close
8:00 am - 9:00 am	Breakfast in Exhibit Hall
8:45 am - 9:45 am	Opening Announcements and Featured Speaker
11:00 am - Noon	TEDx Partner Visits and Introductions
Noon - 1:45 pm	Exhibitor Showcase, Lunch Service and Keynote
3:30 pm - 3:45 pm	Sponsor Product Demos, Test Kitchen, Attendee Break
4:00 pm – 5:00 pm	Evening Announcements and Daily Drawings
6:00 pm - 9:00 pm	Rock & Roll Hall of Fame Tour

Wednesday 6/23

6:00 am – 7:00 am	Bill Jackson Walk/Jog
8:00 am - 5:00 pm	Exhibit Hall Open/Close
8:00 am - 9:00 am	Breakfast in Exhibit Hall
9:00 am - 9:45 am	TEDx Partner Visits
11:00 am – 11:45 am	Fireside Chat
Noon - 1:45 pm	Lunch Service
2:00 pm - 4:00 pm	Sponsor Activities, Wrap-up, Drawings
5:00 pm	Exhibit Hall Closes; Sponsor/Exhibitor Move-out

Visit <https://usdla.org/events/national-conference/> for realtime schedule updates. The 2027 Annual Conference will be held at the Cleveland Marriott Downtown at Key Tower.



QUESTIONS?

CONTACT PAT CASSELLA AT PCASSELLA@USDLA.ORG

USDLA.ORG/USDLA-SPONSORSHIPS