

All Jock Tampson's Bairns Generations Apart - Connecting - Sharing, Learning in NetGen

eLearning Alliance Annual Conference 2008
30 October 2008

Scottish Widows, Port Hamilton Office, 69 Morrison Street, Edinburgh EH3 8YF

Sponsorship Opportunities

This year's conference brings the eLearning industry together **to be challenged** on how we can build on Scotland's reputation as a learning nation - its benefits, its challenges ... its future.

The Conference will have presentations from some of the leading international observers and commentators on the scene. We will examine some of the latest technologies, strategies and techniques in the eLearning arena. And we'll **discuss the impact** they can have on learner outcomes.

- * Is Web 2.0 making eLearning more flexible, accessible ... and democratic? So who are the 'experts' now?
- * Or is it just more time consuming, costly gimmicks?
- * Does it make eLearning more appealing - if so, to whom? And what about 'the others'?
- * Just what options are available and what are the implications of using them?
- * Are we really at a tipping point in history - or is it a cliff edge?

The Conference will be an **interactive event**, actively **engaging** those involved in the design, development, delivery and management of eLearning and sharing a wide spectrum of views.

The eLearning Alliance has a membership amongst key practitioners business, academia and public sectors. It is indeed a rich mix. **Bringing influencers and decision-makers together** at our annual conferences provides, we know, significant opportunities for networking and **building relationships**. Particularly when we're all sitting round the table sharing our experiences.

Attendees gain from the experience of others and the **insights** that are brought to their attention, going away from the day much more informed than when they arrived.

And while **you and your company** are there, you can bring your products and services directly to the attention of your customers.

Why not consider sponsorship? Get noticed and benefit!

Sponsorship Opportunities

Gold Sponsorship Opportunity - £3,000

- Sponsor's logo on the Programme
- Sponsor's logo on opening screens
- 2 free delegate places
- Logo and company profile on eLA website *
- eLA website link to Sponsor's website *
- One page insert into Delegate Pack
- Sponsor recognized during the event

**For an agreed period*

Silver Sponsorship Opportunity - £2,000

- Sponsor's logo on screen sponsors' page
- 2 free delegate places
- Logo and company profile on eLA website*
- One page insert into Delegate Pack
- Sponsors recognised during the event

**for an agreed period*

Name a Table - £150

The Conference will be an interactive event, with café style layout. We anticipate having 8-10 tables. Instead of a table number, why not name a table after your company? Your company name and logo will be displayed on the table. For just £150, your small business will get noticed. (And we've already got interest in three tables, so you'll need to move fast!)

Delegates Pack - £300

Sponsor the Delegates Packs and get your name and logo in front of every delegate and speaker on the day. The packs will be with the Delegates from the moment they arrive until they leave, so it's a great opportunity.

Customised Sponsorship

Maybe you want to insert a one page profile on your company or other branded "goodies" into the delegates' packs, such as pens or demo software?

Maybe you want your name and logo identified on the sponsors' page in the packs and on the screens.

Maybe you want a link from the eLA website to your website.

Whatever !

Drop Audrey an email (audrey@elearningalliance.org) or give her a call on 0845-331-3539. Let's talk about how we can help you raise your profile on the day.

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