Training magazine’s 43rd Annual

training 2020 conference & expo

Conference .......................... February 24–26
Expo ..................................... February 24–25
Certificate Programs ................. February 21–23
Learning Leaders Summit .......... February 22 (pm)–23
Innovations in Training ............... February 26 (pm)–28

Disney’s Coronado Springs Resort, FL

Limited Sponsorships
Reserve NOW

100 exhibitors
More than 2,000 attendees

#TrainingMatters

www.TrainingConference.com
Attendee and Exhibitor Reactions to the 2019 Conference & Expo:

“The traffic to our booth was great. We look forward to reaching out to the leads we generated.”
— Erin Pinkowski, VP of Marketing, BizLibrary

“The breadth of learning options available during Training 2019 covered every aspect of a Learning and Development organization.”
— Kevin Wyatt, Leadership Development, BlueCross BlueShield of SC

“I learned things from this conference that will not only make me a better employee, but a better person in all areas of my life.”
— Shay McMullin, Training Coordinator, Brigham Young University

“Training 2019 Conference & Expo was honestly the most comprehensive, most seamlessly run conference I have ever attended as a trainer.”
— Randy Freidus, Training & Development Specialist, Crown Uniform

Show Them You’re the Leader. Connect on a Deeper Level.

Sponsorship opportunities at Training 2020 will ensure you reach key training decision makers and leaders. The Training Conference offers a wealth of options to fit any budget or set of marketing objectives, from basic enhancements to highly exclusive sponsorships. Training 2020’s Expo staff can help you customize a package that makes the most of your resources and builds the greatest return on your involvement.

As a Training Top 10 Hall of Fame company executive told Training magazine, “We rely on vendor partners to make the magic happen.” Don’t miss this once-a-year chance to work your magic.

Exhibit at Training 2020

$3,400 per 10 × 10 booth space in rows 400 & 500 (plus $300 per corner)
$3,300 per 10 × 10 booth space in rows 300 & 600 (plus $300 per corner)
$3,200 per 10 × 10 booth space in rows 200 & 700 (plus $300 per corner)
$3,100 per 10 × 10 booth space in rows 100 & 800 (plus $300 per corner)

Reserve Online at www.TrainingConference.com

Double your exhibit exposure with these lead-generating packages (for exhibitors only):

GOLD SHOW PACKAGE: $3,450

- Full-page ad in Training magazine’s March/April 2020 digital and print issues, the official Training 2020 show edition, which reveals the Training Top 125 rankings ($10,200 value)
- Full-page ad in the Training 2020 Official Show Directory ($1,200 value)
- Leaderboard (728 × 90) banner ad on Training’s flagship site, www.TrainingMag.com for 2 months (Feb-Mar; $1,495 value); plus sponsor branding and link on www.TrainingConference.com ($1,000 value)
- Highlighted listing in the Official Show Directory including your 4C logo ($300 value)
- Banner Retargeting: This banner campaign (use any standard IAB) allows you to deliver banner ads to our website visitors AFTER they have left our site. Guaranteed 400 clicks ($2,000 value)

SILVER SHOW PACKAGE: $2,450

- Half-page horizontal ad in Training magazine’s March/April 2020 digital and print issues, the official Training 2020 show edition, which reveals the Training Top 125 rankings ($6,500 value)
- Half-page horizontal ad in the Training 2020 Official Show Directory ($700 value)
- Premium Square (300 × 250) banner ad on Training’s flagship site, www.TrainingMag.com for 2 months (Feb-Mar; $1,295 value); plus sponsor branding and link on www.TrainingConference.com ($1,000 value)
- Highlighted listing in the Official Show Directory including your 4C logo ($300 value)
- Banner Retargeting: This banner campaign (use any standard IAB) allows you to deliver banner ads to our website visitors AFTER they have left our site. Guaranteed 400 clicks ($2,000 value)

Get a taste of the Conference and sponsorship opportunities at: www.TrainingMag.com/SponsorVideo
Decision Makers, Key Influencers, and Leading Training and L&D Experts Come Together Here.

33% of attendees have a training/learning budget of more than $1 million

What’s in it for me?

Value-added bonuses for exhibitors include:

- Listing in the Training 2020 Official Show Directory, an essential guidebook that many attendees keep as a reference throughout the year. Provides long-term exposure to thousands of leading companies.
  - Full-page 4-color ad: $1,200
  - Premium cover 2, 3, or 4 position charge: $299
  - Half-page horizontal 4-color ad: $700
- Your company name and description on Training 2020’s Official Show Website, www.TrainingConference.com
- Complimentary Training 2020 Expo-Only Passes so you can invite your best customers and prospects to walk the show floor as your guest.
- One 3-Day Conference Registration for every 100 square feet of booth space.
- Up to four Expo-Only Passes for your exhibit staff. Includes complimentary lunch.
- One-time use of the pre-show postal attendee list to promote your booth at the Training Conference.
- Exclusive opportunities to rent the post-show attendee list.
  - Post-show postal list rental: $300
  - Post-show HTML e-mail: $500
- Multiple opportunities to magnify your presence through sponsorships (many of them exclusive), including sponsored speaker sessions.

LEVEL UP

your exhibit exposure and/or your Gold or Silver sponsorship with a Demo Webinar! (See under “More Sponsorships”)

Expo Hours NEW for 2020
Monday, February 24: 11:00 am – 5:30 pm
Tuesday, February 25: 9:00 am – 3:00 pm

www.TrainingConference.com
More Sponsorships

**DEMO WEBINARS: $8,000**
Showcase your product, tool, or training solution like never before with a 30-minute Demo Webinar. We’ll provide a producer to help develop, deliver, and introduce your demo. Help listeners get hands-on with a virtual tour of your latest product, upgrade, or integration. You’ll receive the complete list of registrants as leads, and all leads from the on-demand recording (400–800 leads).

**LANYARDS: $6,000**
An exclusive opportunity to put your company’s name and logo on the lanyards every attendee will be wearing. Manufacturing and production of lanyards included in sponsorship price.

**SHOW BAG: $6,000**
An exclusive opportunity to sponsor the official Training 2020 bags given to each attendee that contain all the pertinent materials about the Conference and Expo. Co-branded with your logo on one side and the Training logo on the other. Manufacturing and production of show bag included in sponsorship price.

**2020 EXHIBITOR PASSPORT GAME (EXHIBITORS ONLY): $750**
The Expo Hall will host a Passport game open to all registered attendees. Participants will win prizes by visiting participating exhibitors. Don’t miss your chance to be included in this popular booth traffic driver!

**EXHIBITOR LOUNGE SPONSORSHIP: $2,000**
The Expo Hall will include a designated lounge area for exhibitors, with tables, power strips, access to WiFi, and beverages. Sponsorship includes logo/branding on signage and an exhibitor information flyer. The sponsor can also provide their own flyer or brochure to be distributed from the lounge area.

**CYBER CAFÉ: $2,000**
The Cyber Café is where attendees can print handouts and get online. Your company’s branding will appear on Cyber Café signage.

**WIFI SPONSORSHIP: $3,000**
Free WiFi is available to all Training 2020 Conference attendees, in designated areas around the conference. As the WiFi sponsor, your logo/branding will appear in on-site signage promoting the WiFi, as well as on the official conference Website. Bag insert also included.

**EXCLUSIVE EXPO STAGE SPONSORSHIP: $3,500**
As the exclusive sponsor of the Training 2020 Expo Stage, located in the heart of the Expo floor, your company will receive ongoing recognition as the Expo Stage Sponsor throughout the conference and trade show, distribution of sponsor-provided handouts near the Expo Stage, your company’s name on applicable signage, and a full-page ad in the Training 2020 Official Show Directory.

**EXCLUSIVE EXPO FLOOR FOOTPRINTS: $3,000**
Lead the way to your booth with a set of logoed footprints on the floor of the Expo Hall. Manufacturing and production of footprints included in sponsorship price listed. A customized carpet decal for in front of your booth is also available—ask your rep for pricing.

**RAFFLE TICKET: $3,000**
Engage with every attendee by providing a raffle ticket with their registration badge promoting your special offer. The raffle ticket includes the attendee’s name and e-mail address. Attendees will visit your booth to drop off the raffle ticket. You choose the winner!

**PORTFOLIO SPONSORSHIP: $8,500 – $10,500**
*Price may vary depending on portfolio style and branding*
Sponsor a conference keepsake portfolio, co-branded with your logo and the Training logo. Manufacturing and production included.

**EXCLUSIVE E-MAIL SPONSORSHIP: $2,500**
Your company’s name and/or linked logo will be embedded in a series of graphically rich HTML e-mails sent between October 2019 and February 2020 promoting Training 2020. These e-mails are sent to Training’s master database of subscribers and attendees (more than 500,000 e-mail exposures).

www.TrainingConference.com
Profile of Attendees You’ll Meet Face-to-Face at Training 2020:

Attendee Job Title
- CLO/COO/VP/Director or above .......... 21%
- Manager/Supervisor .......................... 30%
- Training Specialist .......................... 26%
- Instructional Designer/Developer ........ 11%

Attendee Size of Training Budget
- Less than $50,000 (24%)
- $50,000 to $100,000 (9%)
- $100,001 to $1,000,000 (11%)
- $1,000,001 or greater (33%)

Organization’s Number of Employees
- Less than 100 employees (15%)
- 100 to 999 employees (27%)
- 1,000 to 9,999 employees (30%)
- 10,000 to 50,000 employees (16%)
- 50,000+ employees (12%)

Attendee Business/Industry
- Manufacturing – 9%
- Hospitality (food, lodging) – 5%
- Retail – 4%
- Wholesale, Distribution – 2%
- Finance, Banking – 9%
- Real Estate, Insurance – 6%
- Business Services – 6%
- Communications – 2%
- Transportation, Utilities – 5%
- Health, Medical Services – 12%
- Educational Service, Academic Institution – 9%
- Government, Military – 9%
- Consulting – 4%

Total 2019 Attendance: 2,035

Training Conference & Expo attendees* come from a variety of Fortune 500 companies and other notable organizations including:
- ADP
- Aetna
- Aflac
- Anthem
- Best Buy
- Blue Cross and Blue Shield
- Booz Allen Hamilton
- Caterpillar
- CenturyLink
- CITGO Petroleum
- CVS Health
- Davita
- Dell
- DISH
- Dollar General Corporation
- Edward Jones
- Eli Lilly and Company
- ExxonMobil
- Farmers Insurance
- Georgia-Pacific
- Holland America Group
- IBM
- Johnson & Johnson
- KPMG
- MasterCard
- Mercedes-Benz USA
- Michelin
- National General Insurance
- Nationwide Insurance
- Nestle Purina
- Northrop Grumman
- Paychex
- Paycor
- Procter & Gamble
- Quicken Loans
- Raytheon
- Rolls-Royce
- Sanofi Pasteur
- SAP
- Siemens
- Sonic Automotive
- The Coca-Cola Company
- The Walt Disney Company
- TIAA
- UPS
- Verizon
- Volvo Group
- Walmart

*Partial list from Training 2019
ATTENDEE PHOTO OPS SPONSORSHIPS: $3,000 ea.

Add to the fun of the overall conference by sponsoring a classic “pose-and-print” photo booth, or an “update your headshot” photo op in the Expo Hall.

INK/STYLUS PENS: $1,000

Put your company name literally at the fingertips of every attendee by sponsoring the Training 2020 Conference Ink/Stylus Pens that will be used by attendees during and long after the show.

SPONSORED SPEAKER SESSIONS

$1,500 for exhibitors
$3,000 for non-exhibitors*

15 Sessions available at 12:45–1:45 PM on Monday, February 24

*Non-exhibitors: Contact Payton Powell for availability at Payton@TrainingMag.com

Personally deliver your message to conference attendees by sponsoring a 60-minute breakout session. This direct, face-to-face engagement is one of the best ways to promote your business in a personal and memorable way. Standard session A/V provided, as well as a session description in the on-site Event Guide and on the conference website.

METERBOARD SIGNAGE: $900 ea.

Drive traffic to your booth or speaking session or highlight your latest product with a meterboard. Your 2-sided (38" wide by 82" tall), full-color meterboard will be prominently displayed in a high traffic area.

A.M. CONFERENCE COFFEE & SODA BREAKS
February 24 – 26
$1,000 per day

Conference attendees will gather between sessions in the lobby of the Disney’s Coronado Springs Resort for much-needed coffee and soda breaks. Sponsorship includes signage recognition at the break. Beverages included in sponsorship price.

SHOW BAG INSERTS (EXHIBITORS ONLY): $500

Direct attendees to your booth or provide a special offer with a full-page color insert in every show bag. Exhibitor supplies pre-printed insert and is responsible for shipping to the conference.

“We were so excited about the 2019 conference that we’ve already booked our booth space for 2020.”

— Emily Koehler, Marketing Coordinator, ej4

For more information on these sponsorship opportunities and to exhibit at Training 2020, please contact:

Mike Murrell
President/Publisher
952.401.1283
Mike@TrainingMag.com

Lori Gardner
Associate Publisher
952.451.6228
Lori@TrainingMag.com

Jeff Richards
Account Executive
612.309.1129
Jeff@TrainingMag.com

Payton Powell
Exhibit and Sponsorship Sales
612.978.4195
Payton@TrainingMag.com

www.TrainingConference.com

Exclusive Pre- and Post-Conference Sponsorship Opportunities

Training magazine’s

LEARNING LEADERS SUMMIT
Saturday, February 22 (pm) – Sunday, February 23

INNOVATIONS in Training
Wednesday, February 26 (pm) – Friday, February 28

From a pre-conference gathering of learning leaders, to a post-conference “field trip” with behind-the-scenes access to various corporate learning facilities, secure your sponsorship TODAY for one of these powerful, memorable, and limited-access events.