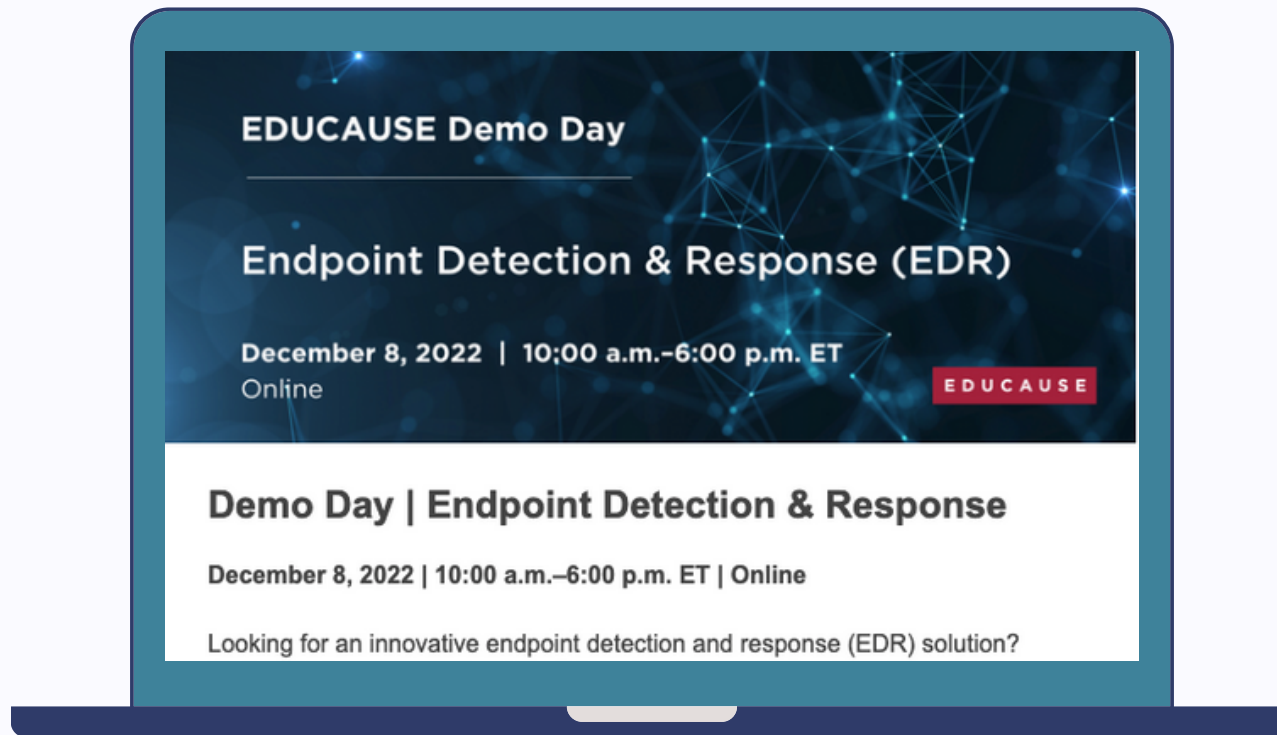


Demo Your Solutions to the Higher Education Community



EDUCAUSE Demo Days

2023 Sponsor Guide | Updated August 2023

Meet EDUCAUSE

EDUCAUSE is a nonprofit association whose mission is to advance higher education through the use of information technology. We are a community of more than 100,000 individuals at member organizations from around the world, and have programs and services that benefit every level and interest area in higher education technology.



2,100+

Member Organizations



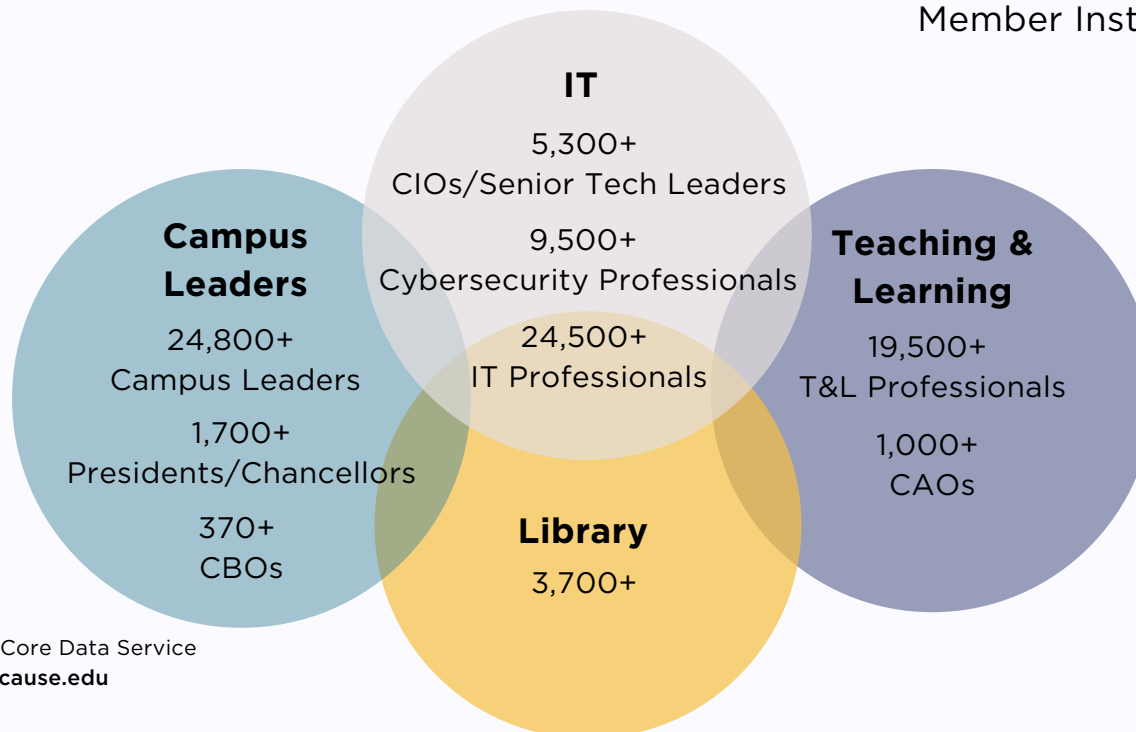
100,000+

Individual Members



\$9 Million

Median IT Spending Per
Member Institution*



*Source: 2021 EDUCAUSE Core Data Service
educause.edu | corp@educause.edu

Meet EDUCAUSE Demo Days

A great product or service demonstration can be a powerful way to start a conversation with a potential buyer. EDUCAUSE Demo Days are new online events designed to highlight particular products or services that have been identified by our community as technology needs for their institutions. During the event, a handful of companies conducts consecutive, live 30-minute presentations with 15 minutes of participant Q&A.



- ✓ *Live 30-minute demo with up to two presenters and 15-minute attendee Q&A**
- ✓ *Live chat available during your presentation*
- ✓ *Opt-in registration list for follow up, plus additional leads who reach out directly to you through your dedicated presenter page**
- ✓ *Prominent brand recognition on event web pages and the Demo Day site, and in email promotions*
- ✓ *Two-minute promotional video made available in advance for attendees on the Demo Day site (sponsor-produced)*

**The registrant list will include name, title, organization, and email address of those who agree to share their information during registration and may not represent total registrations. The EDUCAUSE Demo Day: Spotlight on Start-Ups will be a series of live 20-minute demos with up to two presenters and a 10-minute attendee Q&A.*

Extensive Marketing Reach

Demo Days are supported by a robust marketing plan to tens of thousands of higher education professionals across multiple channels, including:

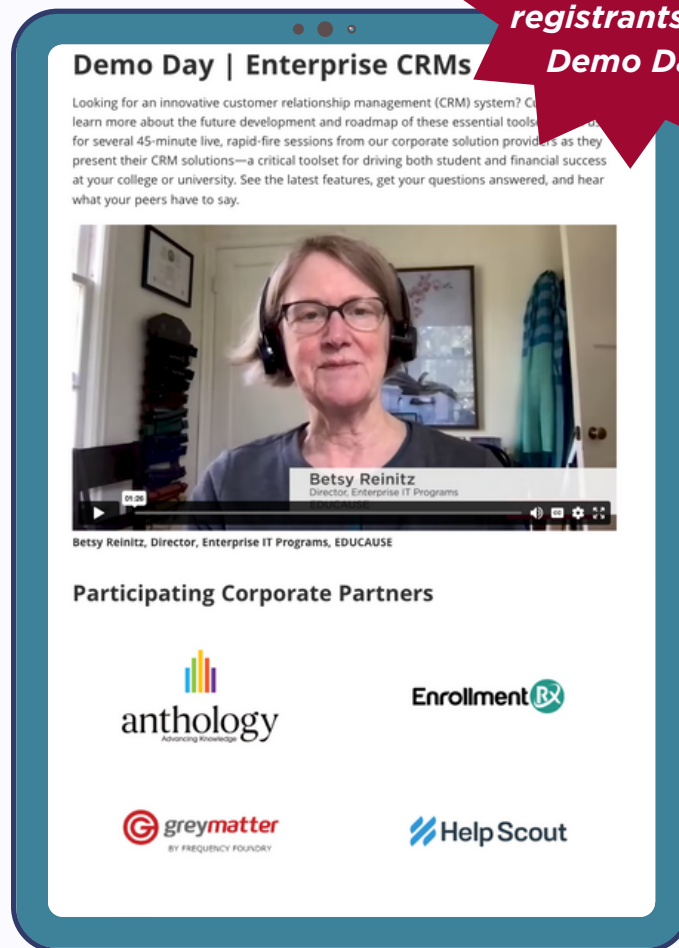
- Dedicated pre-event emails sent to 59,000+
- Relevant EDUCAUSE newsletters
- Multiple social media posts across the EDUCAUSE LinkedIn, Twitter, Instagram, and Facebook channels

Plus:

- Most Demo Days receive a promotional boost by being included in our popular EDUCAUSE Showcase Series.
- EDUCAUSE will produce a promotional toolkit for you to quickly and easily promote your participation.

Target numbers are subject to change. Key campus technology demos are promoted to various technology and leadership roles across campus. Specialized technology demos may be targeted to specific audiences. Contact us for more details on reach.

550+
Average
registrants per
Demo Day



2023 Demo Day Topics and Dates



Analytics Platforms | February 28

Demonstrate how your analytics solutions help higher ed institutions gain insight on institutional goals, operational efficiency, service quality, student outcomes, student engagement, or advising effectiveness.



Digital Learning Tools | April 27

Demonstrate your adaptive learning platform, courseware, course delivery platform, virtual classroom technologies, or other digital tools that might be incorporated into the learning experience.



Spotlight on Start-Ups | May 22

Technology start-ups—demonstrate how your products and services address core issues in higher education and use this opportunity to engage with technology decision makers, receive targeted feedback, and build awareness for your emerging company.



Data Governance Tools | June 29

Demonstrate solutions that help higher ed institutions catalog and define data, enforce governance and security policies, enforce business rules, and/or automate workflow and task management.

A handful of companies can secure a spot in each event (participation is on a first-come, first-served basis). A recording of your session will be made available for asynchronous viewing after the live event has concluded.

2023 Demo Day Topics and Dates



Enterprise Resource Planning (ERP) Solutions | August 8

ERP systems form the backbone of most business processes at higher ed institutions. Demonstrate the unique ways in which your HR, finance, or student information system helps support core business processes in higher ed.



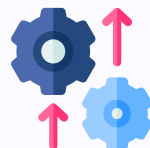
Tools for Enhancing Hybrid Learning | November 1

Demonstrate how your solution most effectively supports a hybrid teaching and learning environment that allows faculty to teach students on-campus and online at the same time.



Vendor Risk Management Tools | November 16

Demonstrate how your products and services help facilitate and manage the risk and security assessment of third-party solutions.



Data Integration Technologies | December 14

Data integration technologies make it possible to use data across multiple solutions and platforms, whether in the cloud or on-premise. Demonstrate how your solution helps higher ed leverage data as a strategic asset through data integrations.

A handful of companies can secure a spot in each event (participation is on a first-come, first-served basis). A recording of your session will be made available for asynchronous viewing after the live event has concluded.

Three Tips for a Successful Demo

We're here to help you get the most out of your involvement with us and broaden your brand's reach. To maximize your investment, consider the following tips:



1

Ensure your demo is focused on the needs of the higher education community and the specific Demo Day topic.

Please do not present other products or services that don't directly relate to the event topic you've purchased.

2

Prioritize diversity, equity, and inclusion when engaging your audience.

Diversity, equity, and inclusion is a priority for EDUCAUSE and is very important to the community we serve. Presenters who uphold this practice commonly find better engagement with our community.

3

Engage the audience through a variety of methods.

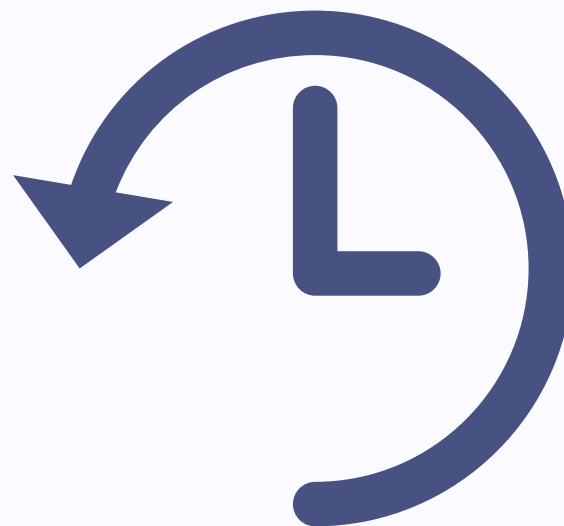
We encourage you to ask questions of the audience during your demo. We find a lively chat commonly signals a positive association with a presenter and their product. In addition, take full advantage of the opportunity to provide a PDF resource, which will be included on your dedicated sponsor page on our LMS site. In it, we recommend including an overview of your product or links to giveaways, raffles, or other incentives that your company is offering.

Deadlines and Next Steps

Ready to host a demo? Deadlines and next steps include:

- Purchase a demo slot by contacting our corporate team at corp@educause.edu.
- Confirm your purchase and provide your product logo.
- Submit your demo content one month prior to the demo date. Content includes presenter information, an optional two-minute promotional video, and a PDF resource about your company and offerings.
- Cross-promote your demo session. You will receive a promotional toolkit from EDUCAUSE to incorporate into your campaign.
- Participate in the pre-demo technical check with your EDUCAUSE producer.
- Present your demo.
- Receive an opt-in registrant list within 24 hours of your event and again one week after your presentation.
- Reach out to attendees from your opt-in registrant list and those who may contact you through your dedicated presenter page.
- Evaluate your experience.

EDUCAUSE will set up registration and your dedicated sponsor page in our LMS and collect your content; provide a presenter walk-through and host the demo; promote the Demo Day via email and social media channels; and share a downloadable archive of your demo recording.



Ready to Show Off Your Products and Services?

Now is the time to demonstrate how your offerings play a key role in making our community's jobs easier.

For more information and to secure your spot, contact our corporate team.

corp@educause.edu