

Sponsor Guide

EDUCAUSE DEMO DAYS 2022

Present your solutions to the higher education
community.

EDUCAUSE



Demo Your Solutions

A great product demonstration can be a powerful way to start a conversation with a potential buyer or, better yet, close a deal.

Now you can turn to EDUCAUSE Demo Days for the chance to present your products and services to our community of higher education professionals who are eager to hear about your offerings.

EDUCAUSE Demo Days are new one- or two-day virtual events comprising several 45-minute live, rapid-fire sessions designed specifically to highlight innovative and emerging solution providers in a given technology product or service category.

Features and Benefits

Live 30-Minute Demo & 15-Minute Attendee Q&A

Conduct a live 30-minute demo of your higher education solution with up to two presenters. A live chat will also be available during your demo.

Contacts for Follow Up

Receive a list of registrants who opt in to share their information for your team to follow up, plus additional leads who contact you through our new virtual "business card" functionality.*

Brand Exposure

Gain brand visibility via prominent logo recognition on the event web pages and LMS site, and in email promotions sent to 57,000* recipients.

Promotional Video (Sponsor-Produced)

Provide a two-minute promotional video to share with attendees. Your video will be made available in advance for attendees to view on the LMS site.

**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. Target numbers are subject to change. Contact us for the latest details.*

Extensive Reach

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

- Dedicated pre-event emails sent to 57,000
- Multiple social media posts across the EDUCAUSE LinkedIn, Twitter, Instagram, and Facebook channels
- Relevant EDUCAUSE newsletters
- Plus, most Demo Days receive a promotional boost by being included in our popular Showcase Series

AND...
EDUCAUSE WILL
PRODUCE A
PROMOTIONAL
TOOLKIT FOR YOU
TO USE TO QUICKLY
AND EASILY
PROMOTE YOUR
PARTICIPATION.

Thursday, April 28 | 11:00AM-5:00PM ET | Online

Demo Day | LMS Platforms

Looking for an innovative learning management system (LMS)? Curious to learn more about the future development and roadmap of these essential student-success products? Join us for several 45-minute live, rapid-fire sessions from our corporate solution providers, as they present their learning management systems—a cornerstone in your digital learning strategy. See the latest features, get your questions answered, and hear what your peers have to say.

Participating Corporate Partners



*Target numbers are subject to change.
Contact us for the latest details.*

Best Practices 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 critical priority for EDUCAUSE and is very important to the community we serve. Presenters who uphold this practice commonly find better engagement with our community.



Oh [@educause](#)....great topic, but not really loving this [#manel](#). Sigh. [#diversitymatters](#)

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.



2022 Demo Day Topics & Event Dates

- Learning Management System (LMS) Platforms | April 28
- Data Management and Data Integration Solutions | June 29
- Enterprise Customer Relationship Management Systems (CRMs) | September 27
- Endpoint Detection and Response (EDR) Solutions | December 8

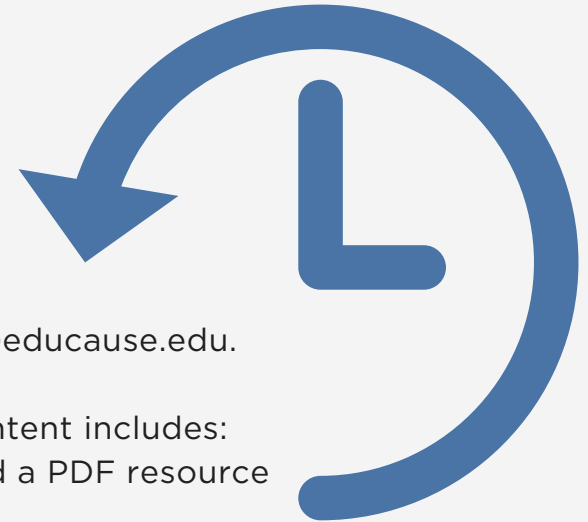
A handful of companies can secure a spot in each event (participation is on a first-come, first-served basis).

A recording of your session will be made available for asynchronous viewing after the live event has concluded.



PLUS:
REGISTRATION IS
FREE FOR
EVERYONE IN
OUR
COMMUNITY.

Deadlines & Next Steps



Ready to host a demo? Important deadlines and next steps include:

1. Purchase a demo slot by contacting our Corporate Team at corp@edUCAUSE.edu.
2. Confirm your purchase and provide your product logo.
3. Submit your demo content one month prior to the demo date. Content includes: Presenter information, an optional 2-minute promotional video, and a PDF resource about your company and offerings.
4. Cross-promote your demo session. You will receive a promotional toolkit from EDUCAUSE to incorporate into your campaign.
5. Participate in the pre-demo technical check with your EDUCAUSE producer.
6. Present your demo.
7. Receive an opt-in registrant list within 24 hours of your event and again, one week after your presentation.
8. Reach out to attendees from your opt-in registrant list and those who may contact you through our virtual business card functionality.
9. 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.



Contact Us

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, please contact our Corporate Team.

303-544-5664 | corp@educause.edu

