

## Partner, sponsor, and exhibitor information

Make uLearn21 an integral part of your marketing mix.

This online conference offers you two days to **engage** with conference delegates who will benefit from your products and services.

Share your knowledge, resources and collateral to with educators from Aotearoa New Zealand.

We are ready to host you in a purpose-built online environment!



**CLICK HERE**  
To read more  
about this year's  
conference theme  
Aotearoa e tōnui  
nei | Thriving  
Aotearoa

**13 – 14 October 2021**

[core-ed.org/sponsor](https://core-ed.org/sponsor)

## Tēnā koe, nau mai, haere mai!

Thank you for your interest in being part of the uLearn21 online education conference.

uLearn remains one of the largest education conferences in Aotearoa. Delegates are a mix of kaiako | teachers and leaders from the education sector from early childhood through to tertiary.

uLearn21 is an ideal opportunity for businesses and organisations aiming to connect with this audience.

This inspirational professional learning conference enables and empowers participants to strengthen their professional practice.

The Exhibitor Zone contributes to the overall experience and value of uLearn. Along with regular mentions and notes directing delegates to the Exhibitor Zone, we'll encourage them to visit your virtual space, with prizes available to delegates via gamification on the event platform.

Manaakitanga is key to the success of uLearn and at the forefront of everything we do as a company. Our products, services and events support all ākonga | learners across English, Māori and Pacific settings.

CORE acknowledges Te Tiriti o Waitangi as Aotearoa New Zealand's founding document, and have made a commitment to uphold and honour the Articles of Te Tiriti. We are committed to working in ways that demonstrate true partnership.

We would love to see you feature at uLearn21. Please take the time to discover the full list of benefits by exploring this document further.

**Ngā mihi nui**  
**uLearn21 team**  
**CORE Education**

# Benefits

	Event partner (negotiated)	Sponsor \$2500+gst	Exhibitor zone \$500+gst
Social media	✓ Opportunity to co-create 2 social media posts, shared on uLearn Facebook Event and uLearn Twitter	✓ Opportunity to co-create 1 social media post, shared on uLearn Facebook Event and uLearn Twitter	✗
Social media acknowledgements post-event	✓ Acknowledgement as an Event Partner (grouped with all sponsors and partners) on the uLearn21 Facebook Event page and uLearn Twitter	✓ Acknowledgement of the Keynote Sponsor (grouped with all sponsors and partners) on uLearn21 Facebook Event page and uLearn Twitter	✗
Airtime during livestream	✓ 1 x 3 minute 'airtime' before a main session (video or person delivery in our virtual stream with the MC)	✓ One 30 second video advert played before a keynote	✗
Logo on livestream (logo shown at least 4 times during uLearn21 at main sessions)	✓	✗	✗
Acknowledgement during conference opening and closing on livestream	✓	✗	✗
Logo on CORE uLearn21 Partner/Sponsor page (13,000+ page views in 2020)	✓	✓	✗
Exposure on public event website	✓ Logo, description, social media links and 2 resources links (accessible publicly)	✓ Logo, description and social media & website link	✓ Logo & website link
Logo on uLearn21 promotional emails to CORE database	✓ (if timing permits)	✗	✗
Acknowledgement via logo on uLearn21 delegate emails	✓ 1x pre-event email (if timing permits) 1 x post-event email acknowledgement	✓ 1x pre-event emails (if timing permits) 1 x post-event email acknowledgement	✗
Logo on online platform banner and event app splash screen	✓	✗	✗
Featured tile on the online platform home page Linked to your Exhibitor Zone page	✓	✓	✗
Page in the online platform Exhibitor Zone Including logo, description, social links, company website link	✓	✓	✓
Resources in your Exhibitor Zone page (videos, PDFs, weblinks)	Up to 12 items	Up to 6 items	Up to 3 items
Opportunity for delegate interaction in the Exhibitor Zone (via Zoom drop-in meeting room)	✓	✓	✗
Opportunity to gain leads from delegates via Exhibitor Zone page	✓	✓	✓
Free registrations	6	2	1

# Exhibitor zone

Partners, sponsors and exhibitors all have a space in the Exhibitor Zone within the uLearn21 platform. In this zone you can display your company logo and description, and upload resources and videos for delegates to explore.

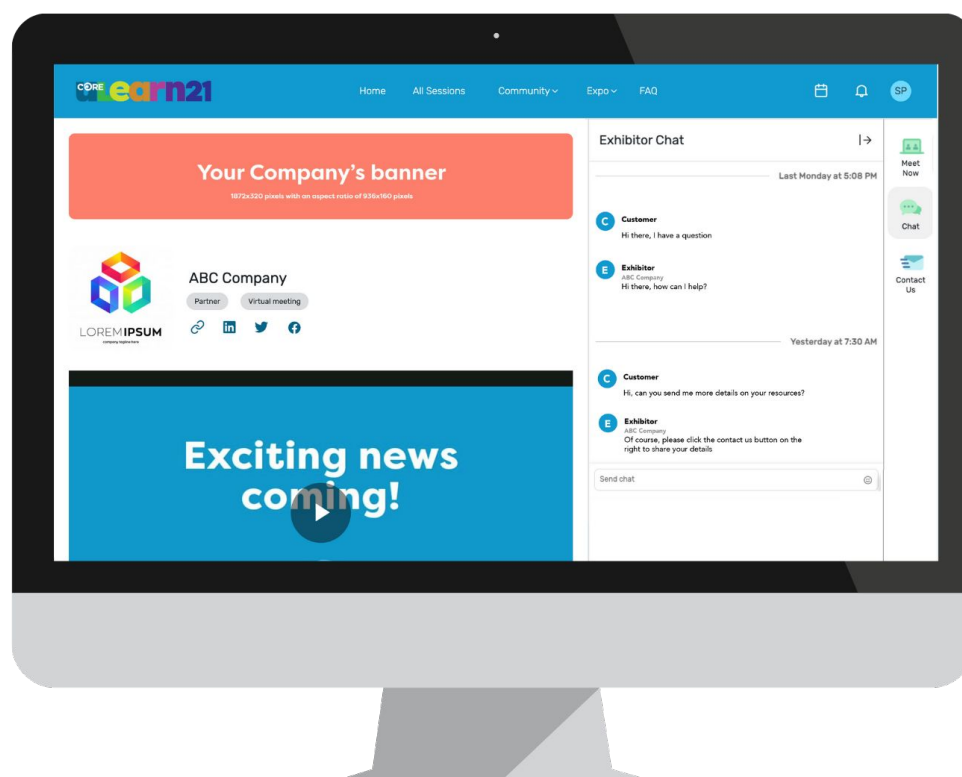
Interact with the delegates via typing chat. Partners and sponsors can also interact with a virtual video meeting room delegates can drop in to.

Delegates' information (name, emails, organisation and role) will be shared with you when they use the Contact Us feature, or join your virtual meeting room (partners and sponsors only).

Once you confirm you'll be joining us for this year's event, you will be invited to the exhibitor portal to upload your content.

## Visual examples

Please see an example of an exhibitor space on the next page.



## Example of exhibitor zone

The screenshot displays the exhibitor zone for 'ABC Company' on the CORE learn21 platform. The interface includes a top navigation bar with 'Home', 'All Sessions', 'Community', 'Expo', and 'FAQ'. The main content area features a large banner, a company profile with social media links, a video carousel, a description, resource files, and a sponsored session. A right-hand sidebar contains an 'Exhibitor Chat' window and a 'Contact Us' button. Blue callout boxes highlight specific features: 'Your banner & logo' (1872x320 pixels), 'Virtual meeting room (partner and sponsor only)', 'Social and website links', 'Delegate interaction via chat', 'Video carousel', 'Delegate info shared via contact us and virtual room features', 'Resource files and links', and 'Sponsored session (partner and sponsor only)'. The 'Company description' is noted as having an 800 word limit.

**Your banner & logo**

**Virtual meeting room (partner and sponsor only)**

**Social and website links**

**Delegate interaction via chat**

**Video carousel**

**Delegate info shared via contact us and virtual room features**

**Resource files and links**

**Sponsored session (partner and sponsor only)**

**Company description 800 word limit**

# Pricing and enquiries

## Partners

**Price:** To be discussed

Contact [sponsor@core-ed.ac.nz](mailto:sponsor@core-ed.ac.nz)  
or call Sam Perry on 021 449 738

## Keynote sponsors

**Price:** NZD\$2500 +gst

Limited sponsor spaces available

Contact [sponsor@core-ed.ac.nz](mailto:sponsor@core-ed.ac.nz)  
or call Sam Perry on 021 449 738

## Exhibitors

**Price:** NZD\$500 +gst

[Register now](#)

Or contact [exhibitor@core-ed.ac.nz](mailto:exhibitor@core-ed.ac.nz)

## Key dates

16 September: Your content is uploaded into the exhibitor portal.

27 September: Online conference platform open to delegates.

13 –14 October: uLearn conference days.

31 January: Online conference platform closes.