

# **E L** Enterprise Learning! **C E** Conference & Expo

LEARNING & WORKPLACE TECHNOLOGY MARKETPLACE

## EXHIBITOR PROSPECTUS



**EXPO:**  
September 25-27, 2012

**VIRTUAL:**  
September 27, 2012

Hyatt Irvine  
Irvine, California  
[www.elceshow.com](http://www.elceshow.com)

Hosted By:



Program Partners:



## About Enterprise Learning Conference & Expo (ELCE)

At ELCE, enterprise executives learn how to build smarter organizations. Learning and workplace technologies drive enterprise performance. Yet, these technologies are constantly changing pressuring enterprise to adapt business, people and process. ELCE addresses these key challenges by bringing together all stakeholders to share, exchange and compete. *Elearning!* Media Group (ELM) is uniquely qualified to host ELCE as the voice of the enterprise learning market where 100% of our audience is charged with enterprise-wide learning and workplace technology initiatives.

## The Right Partners

ELCE engages a community of 400+ power users, key analysts, association partners and YOU, to guide the conference program and expo experience.

**YOUR ROLE:** As an industry supplier and strategist, your involvement matters at ELCE. You serve top learning organizations by helping them set strategy with your solutions and services. ELCE brings together your knowledge and buyers' needs through various sponsored sessions, Demo Day, the Innovations Theater, social media communities, ELCE Conference Advisory Board and ELCE expo hall.



## Bring Your Best

ELCE is the home of The Best of *Elearning!*, the exclusive reader's choice awards in the enterprise learning marketplace. In its 8th year, ELCE will host the Best of *Elearning!* awards program and showcase best in class solutions and applications in dedicated conference sessions. Showcase your solutions in the expo hall, Demo Day, Innovations Theater or sponsored case study sessions. Sixty-one percent of executives report that award recognition impacts their buying decision. Bring Your Best to ELCE.



1) ELCE 2011 Attendee Profile

## ATTENDEES AT A GLANCE<sup>(1)</sup>



**80%**  
have an active e-learning initiative

**87%**  
have buying authority

**41%**  
have over 5,000 employees



**"We look forward to working with the *Elearning!* team on this event. We welcome the opportunity to present new research and help make the conference a high-quality learning event serving the needs of executives and service providers."**

**— Josh Bersin, CEO & President,  
Bersin & Associates**

## Why Exhibit

Enterprise executives need your solutions to compete and win! ELCE pre-qualifies each attendee for buying authority, annual spend/purchase plans, organization size and industry. All this intelligence gives you a stronger qualified lead and shortens your sales cycle. Additionally, you can expand your reach to a previously missed market through ELCE Virtual. Now, exhibitors will meet buyers face-to-face and avatar-to-avatar to reach 100% of the active buying audience.



## Who Should Exhibit

Meet attendees who have the budget to invest for:

- E-learning Development Tools
- Learning and Content Management Systems & Service
- Talent Management Systems & Services
- Virtual Classroom, Web Conferencing
- Mobile Learning Tools & Solutions
- Social Learning Solutions
- Video Learning & Publishing Portals
- Assessment Tools & Solutions
- Performance Management & Support Solutions
- Rapid Authoring Tools
- Collaboration Software
- Content Suppliers, Developers
- Games & Simulations
- HR Information Systems
- Translation & Localization Services
- Video Production, Publishing, Learning Portals
- Outsourcing Resources

## Attendee Marketing Plan: How We Deliver Buyers To You

Our marketing efforts will deliver more than 13 million impressions, not to mention industry partners, public relations efforts and sponsor/exhibitor promotions.

Social Media Marketing:	5,424,980 impressions
E-mail Marketing:	3,328,000 impressions
Magazine Advertising:	2,258,000 impressions
Direct Mail:	140,000 impressions
Web Advertising:	1,800,000 impressions

## Sponsorship Participation Levels

ELCE connects you to buyers face-to-face and avatar-to-avatar. Gain greater exposure to drive sales from face-to-face and virtual sponsorships with these high-value programs. Packages start at \$3295. Call or e-mail us for more information.

## TOP TEN REASONS TO EXHIBIT

- 1** Target the \$160 Billion Learning & Workplace Technologies Industry<sup>(1)</sup>
- 2** 80% of attendees have active initiatives & budgets to spend at ELCE's Marketplace<sup>(2)</sup>
- 3** Reach 300% more buyers with ELCE & ELCE Virtual<sup>(2)</sup>
- 4** Share & exchange ideas in Innovations Theater
- 5** Compete for recognition at the Best of *Elearning!* Awards
- 6** Reduce sales costs by 158% at ELCE<sup>(3)</sup>
- 7** Shorten sales cycle and increase conversions 40% at ELCE<sup>(3)</sup>
- 8** Meet Buyers Seeking the Best of *Elearning!*
- 9** Leads, Leads, Leads ! Tell us who and how many, and we do the rest
- 10** Capture Your Missed Market with ELCE Virtual. 100% of buyers not traveling would attend a virtual event if given the option<sup>(4)</sup>

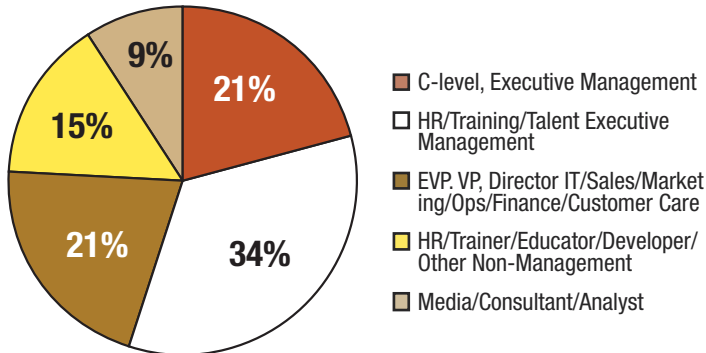
(1)Ambient Research, BH Research

(2)ELCE 2011 Attendee Profile (3)CEIR

2011 (4)*Elearning!* Reader Study 2010

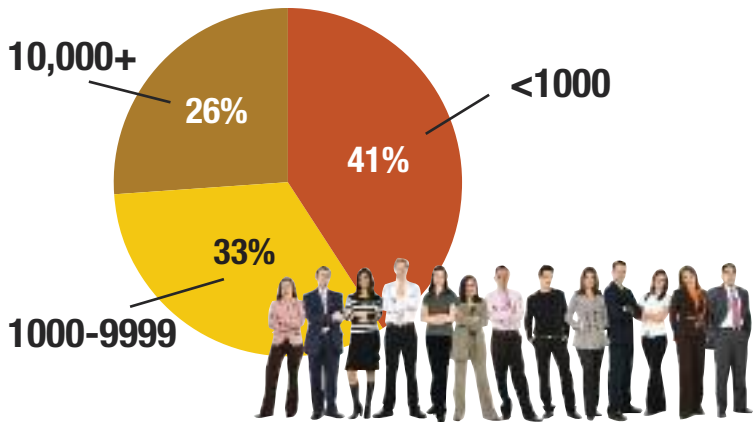
## Attendee Titles

75% of ELCE Attendees Hold Management Titles.

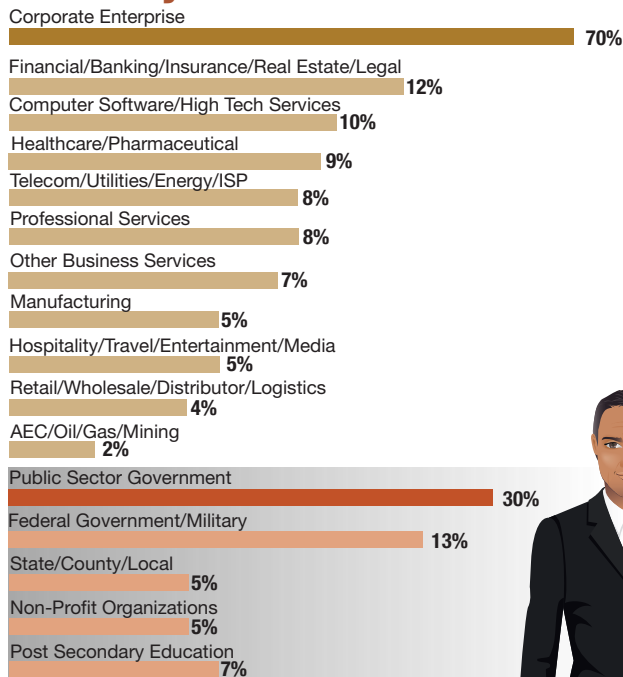


## Size Of Enterprise<sup>(2)</sup>

Large & Emerging Companies Attend ELCE



## Meet Key Industries In One Place<sup>(2)</sup>



www.elceshow.com

## The Hybrid Advantage September 27, 2012

Since 2008, ELCE Virtual (formerly Elearning! Summit) extends your reach to 300% more buyers and 500% more executives.<sup>(3)</sup> Seventy-two percent (72%) of surveyed executives report they were unable to attend a physical event because of budget or time constraints. Yet, 100% would attend a virtual option if offered. Exhibitors and sponsors will reach a missed market through the ELCE virtual via virtual booths, conference sessions, resource center and networking lounge. Meet these buyers avatar-to-avatar.

## Companies Previously Attended <sup>(1)</sup>

- |   |                                      |                              |
|---|--------------------------------------|------------------------------|
| AAA   | Deloitte                             | Northern Trust               |
| Administaff Inc.                                    | Denny's                              | Northrop Grumman             |
| Advance Auto Parts                                  | Disney                               | Northwestern Mutual          |
| Aetna   | Dominion Resources                   | Pfizer                       |
| Affinity Health System                              | Dow Chemical Company                 | Pitney Bowes                 |
| Alaska Airlines                                     | Eli Lilly and Company                | Pizza Hut                    |
| Alliance One International, Inc.                    | Fannie Mae                           | Qualcomm                     |
| American Association of Critical Care Nurses (AACN) | Federal Reserve Bank of Cleveland    | Raymond James Financial      |
| American Express                                    | Federal Reserve Bank of Philadelphia | Ritz-Carlton                 |
| American Heart Association                          | FedEx Express                        | Ryder System Inc             |
| American Honda Motor Corporation                    | FICO                                 | Sauer-Danfoss                |
| American Medical Association                        | First Data                           | SIEMENS                      |
| AMERIGROUP Corporation                              | First Federal                        | SPX Corporation              |
| Amgen Canada Inc.                                   | First Republic Bank                  | Starbucks                    |
| Amylin Pharmaceuticals, Inc                         | Ford Motor                           | SUPERVALU                    |
| Apollo Group, Inc.                                  | Frontier Airlines                    | Symantec                     |
| Apple, Inc.   | GE Capital                           | T. Rowe Price                |
| Armstrong World Industries, Inc.                    | GEICO                                | The Boeing Company           |
| ASAE & The Center for Association Leadership        | GlaxoSmithKline                      | The Vanguard Group           |
| AT&T  | Goodrich                             | Tiffany & Co.                |
| Avery Dennison                                      | Harris Corporation                   | TJX Companies, Inc.          |
| Bank of America                                     | Hewlett Packard                      | Toys "R" Us                  |
| Bank of the West                                    | Honeywell International              | Travelers                    |
| Bayer   | IBM                                  | Union Pacific Railroad       |
| BlueCross   | Intel                                | UnitedHealth Group           |
| BMC Software  | Iron Mountain                        | US Office of Personnel Mgt   |
| Bombardier  | IRS                                  | US Dept of Homeland Security |
| British Airways                                     | JetBlue Airways                      | US Air Force                 |
| Build-A-Bear Workshop                               | John Hancock                         | US Army                      |
| CA Technologies                                     | JP Morgan Chase                      | US Dept of Defense           |
| Cambridge ESOL                                      | Kaiser Permanente                    | US Dept of Veterans Affairs  |
| Canon USAO  | Kelly Services                       | US Navy                      |
| CarMax  | Lands' End, Inc.                     | US Health & Human Services   |
| Catholic Healthcare West Learning Institute         | Lockheed Martin                      | US Dept of Commerce          |
| Chicago Zoological Society                          | Lowe's                               | Vertex                       |
| Chick-fil-A Inc.                                    | Marine Corps Systems Command         | Vought Aircraft Industries   |
| CIGNA   | Marriott International               | Walmart                      |
| Citigroup   | McCormick                            | Waste Management             |
| Darden Restaurants, Inc.                            | McDonald's Corp.                     | WellPoint                    |
| Defense Acquisition University                      | Mckesson corp                        | Wells Fargo                  |
| Dell  | Memorial Health System               | Werner Enterprises, Inc      |
|   | Merck                                | Western Digital              |
|   | MetLife                              | Winn-Dixie Stores, Inc.      |
|   | Mirant                               | Wrigley                      |
|   | Monster                              | Xerox                        |
|   | NASA                                 | Yamaha Motor Corporation     |
|   | NASCAR                               |                              |
|   | Nationwide                           |                              |

<sup>(1)</sup> ELCE 2011 Onsite Attendee Profile <sup>(2)</sup> ELCE 2011 Attendee Profile <sup>(3)</sup> Elearning! Reader Study 2010



## Buyers Need Your Solutions

ELCE 2012 is the Learning & Workplace Technology Marketplace Event serving buyers' needs.

- 88% seek an event showcasing best practices from users & experts
- 52% want advice on products & solutions
- 66% seek implementation case studies

Attendees will network and learn from your experts and peers at ELCE 2012.



Best of Elearning!  
2011 Honorees

## Enterprise Learning Is A Robust \$160 Billion Market (1),(2)

ELCE exclusively serves executives who are leveraging technology-enabled learning and development to drive enterprise performance. As the industry event of this \$160 billion learning marketplace, our attendees see, share and collaborate on best practices, technologies and future trends.

## ELCE Attendee Buying Power(3),(4)



(1) Research & Markets: Global E-learning Study  
(2) Ambient Research: E-learning Markets  
(3) E-learning User Study: Private Sector 2011  
(4) E-learning User Study: Public Sector 2011

## PRODUCT PURCHASE PLANS

### Software/ Platforms

Learning Mgt System	41%
Talent Mgt System	50%
Performance Mgt/Support	39%
Skills Gap Analysis	59%
Career Dev Tools	50%
Integrated Enterprise System	46%

### Tools

E-learning dev tools	41%
Virtual Classroom	23%
Rapid Dev tools	19%
Collaborative author	16%
Assess & Measurement	21%
Games/Simulations	23%

### Engagement Tools

Mobile Learning Solutions	29%
Social Networking Tools	23%
Wikis/Blogs/Forums	23%
3D/ Virtual Worlds	16%
Video Solutions	14%

### Content /Services

Content	26%
Content Dev Services	19%
Knowledge Portals	18%
Outsource Services	19%



## CONTACT US:

**JW Upton**  
Vice President  
JW@2elearning.com  
888 201 2841 x844

**Tim Martin**  
Business Development Director  
tmarting@2elearning.com  
888 201 2841 x848

**SEE YOU IN IRVINE, CALIFORNIA! • September 25-27, 2012**

**“I had the pleasure of attending the ELCE 2011, and I thought it was very well done. The sessions all had something to offer. I have been in the elearning/lms space for about 15 years, and I got a lot of value from the presentations.”**

**-William Weber, Administrator, Catholic Healthcare West**

**“I attended ELCE in person and enjoyed it. After the event, I participated in the on-demand sessions and shared them with my Scripps teammates.”**

**- Nancy P. Saks, Director, Learning and Development,  
Center for Learning & Innovation (CFLI), Scripps Health**



*Hosted By:*



*Program Partners:*

