

**EL** Enterprise Learning!  
**CE** Conference & Expo  
 August 26-28, 2013 | Anaheim, CA

Co-located with:



**Building Smarter Organizations**

**2013 EXHIBITOR PROSPECTUS**



*Meet the Learning, HR & Technology Market All in One Place*

**Conference:** August 26<sup>th</sup>-28<sup>th</sup>, 2013

**Expo:** August 26<sup>th</sup>-27<sup>th</sup>, 2013

**Workshops:** August 28<sup>th</sup>, 2013

**Virtual Event:** October 3<sup>rd</sup>, 2013

Anaheim Convention Center

Anaheim, CA

Marriott Anaheim Host Hotel

Hosted by:



Partners:



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[www.ELCShow.com](http://www.ELCShow.com)

# EL Enterprise Learning! GE Conference & Expo

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## Active E-learning Initiative

Active initiative:

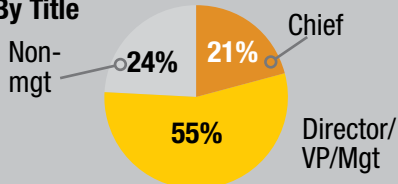
**80%**

### By Budget

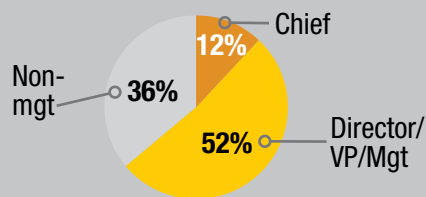
Average Planned Spend/Attendee

**\$2.36 million**

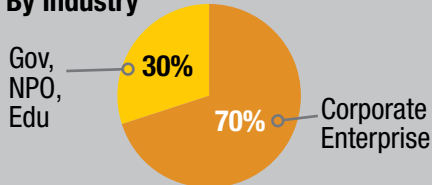
### By Title



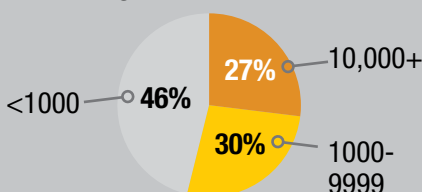
### PIHRA by Title



### By Industry



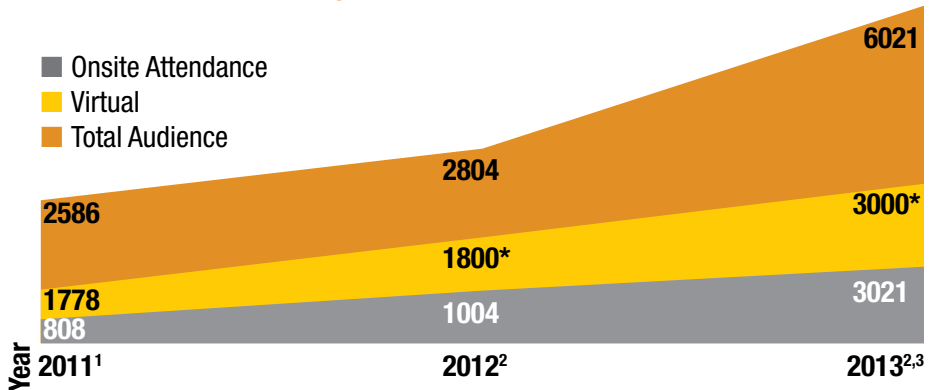
### Size of Organization



## About Enterprise Learning! Conference & Expo (ELCE)

ELCE 2013 co-locates with California HR Conference produced by Professionals in HR Association, the largest Society of HR Managers (SHRM) Chapter and event outside SHRM National. In 2013, exhibitors will meet over 3,000 executives building smarter organizations. Exhibit at ELCE in the combined HR & Technology Expo Hall and meet 3000+ buyers. Select ELCE Hybrid and double your reach to 6000+.

## ELCE Grows 232% Since 2011



## Meet the Best of *Elearning!* and the *Learning! 100*

In 2013, we bring together the best solution providers and top learning organizations awards program under one roof. The Best of *Elearning!* Awards is the exclusive reader's choice awards in the enterprise learning market. In its 9<sup>th</sup> year, the Best of *Elearning!* Awards will be presented to all ELCE & CA HR Conference attendees at Monday's luncheon.

In its 3<sup>rd</sup> year, the *Learning! 100* awards program honoring the top 100 learning organizations will move to ELCE 2013. The Monday evening reception brings together the best of private and public sector top performing organizations. Sponsor the reception, submit your client for consideration and join the elite award recipients at ELCE.

## ELCE Impacts Buying Decisions:

**80%** of attendees visited the expo hall<sup>1</sup>

**35%** consulted with a sales rep<sup>1</sup>

**77%** said ELCE impacted their learning strategies<sup>4</sup>

**90%** would recommend ELCE to a colleague<sup>4</sup>

**61%** said awards would influence them to consider a brand<sup>5</sup>

Sources: 1) ELCE Attendee Profile 2011 2) ELCE 2012 Attendee Profile 3) PIHRA Attendee Profile 2012 4) ELCE 2012 Mobile Survey 5) *Elearning!* Web Survey 2011 \*Projection based upon prior year actual.

Contact Sales: 888-201-2841 or sales@2elearning.com

## ELCE 2013 Exhibit & Sponsor Opportunities

### Why Exhibit

At ELCE 2013, reach the learning and workplace technology decision makers, HR and Talent executives that drive performance—all in one place. In 2013, ELCE co-locates with California HR Conference, the largest SHRM event outside SHRM National. These attendees need your solutions to drive performance and compete.

ELCE continues to pre-qualify 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.

ELCE Virtual expands your reach to a previously missed market. Meet buyers face-to-face and virtually to reach the total buying audience.

### Who Should Exhibit

#### Meet attendees who are investing in:

- Learning & Talent Management Systems & Services
- E-learning Development Tools
- Performance Management & Support Solutions
- Virtual Classroom & Web Conferencing Solutions
- Mobile Learning & Performance Tools & Solutions
- Social Learning & Recruitment Solutions
- Personalized Learning Portals
- Learning Content Management Systems
- Video Learning & Publishing Portals
- Assessment Tools & Solutions
- Rapid Authoring Tools
- Collaboration Software & Tools
- Content Suppliers & Developers
- Games & Simulations Solutions
- HR Information Systems
- Language, Translations & Localization Options
- Video Production & Publishing Solutions
- Outsourced & Shared Services

### Attendee Marketing Plan:

#### How We Deliver Buyers To You

Our marketing efforts generate more than 12 million impressions via print, online, email, not to mention industry partners, public relations efforts and sponsor/exhibitor promotions.<sup>3</sup> Book your booth now and leverage these impressions to build your brand awareness.

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 virtually. Drive your sales at ELCE with high-value programs. Packages start at \$3295. Call or e-mail us for more information.

Source: 1) E-learning User Study Private & Public Sectors 2012 2) LMS & TMS Buyer Survey 2012  
3) Publisher's Own Data 2012

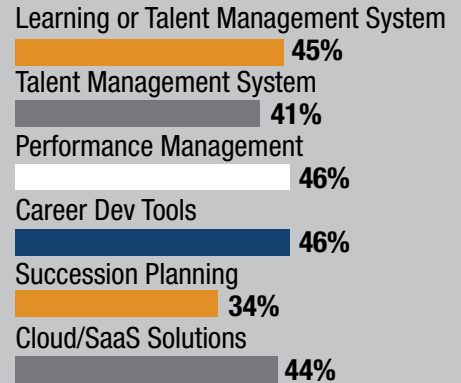
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## ELCE Enterprise Learning! Conference & Expo

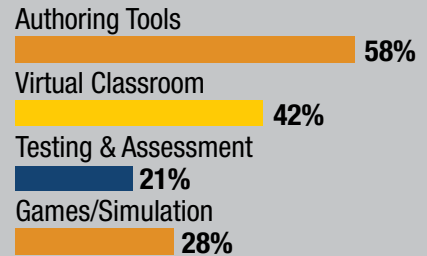
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### Product Purchase Plans<sup>1,2</sup>

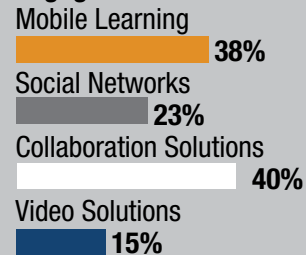
#### Software/Platforms



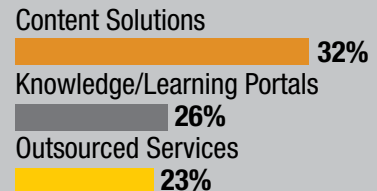
#### Tools



#### Engagement Tools



#### Content/Services



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## Top Ten Reasons To Exhibit

- 1 Target the \$160 Billion Learning Industry<sup>1</sup>
- 2 80% of attendees have active initiatives & budgets to spend at ELCE<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 from HR, Learning & Technology at ELCE
- 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 2) ELCE 2011 Attendee Profile  
3) CEIR 2011 4) *Elearning!* Reader Study 2011

“Because of the two days of information and discussion about various products [at ELCE Workshop], I was better prepared to have discussions with vendor.”

—Kathi Bellucci, Training Director, Modern Marketing Concepts

“I had the pleasure of attending ELCE...and 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, Catholic Healthcare West

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

—Nancy P. Saks, Director, Learning & Development Center for Learning & Innovation, Scripps Health

“This was a great conference. The attendees were very high level. I just went to a session with the chief learning officer from the US Navy. I will definitely be back next year.”

—Pam Cocoa, Compress US

“You did a great job with the speakers and sessions presented [at ELCE].”

—J. Alson, Lawrence Livermore National Laboratory



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