

2017

# VWBPE Sponsorship Opportunities

## 10th Annual Virtual Worlds Best Practices in Education Conference

Use of 3D rendering technology has been making its way more and more into mainstream education in both academic and business settings. This conference is for those educators who need an opportunity to connect with others on the cutting edge in the use of virtual worlds and how to best apply them in a practical setting. Unlike other conferences on virtual world education and technology, this conference is for educators, by educators, having consistently delivered value for money far in excess of any other conference of its type available anywhere in the world today.

### Main Conference

**From:** Wednesday March 29, 2017

**To:** Saturday April 1, 2017

**Cost:** VWBPE is a FREE conference made possible by the generous contributions of time, money, and facilities by volunteers and conference partners.

**Website:** <http://www.vwbpe.org>

### Contact Information:

Kevin Feenan,  
VWBPE Executive Committee  
Sponsorship, Finance, and Logistics  
Tel: +1.613.250.2502  
eMail: [sponsorship@vwbpe.org](mailto:sponsorship@vwbpe.org)

VWBPE Executive Committee  
Virtual Worlds Best Practices in Education  
March 29-April 1, 2017



## VWBPE Background

Virtual Worlds Best Practices in Education is a global grass-roots community event focusing on education in immersive virtual environments. This open conference is organized by educators, for educators, to provide an opportunity to showcase the learning that takes place in this community of practice. All educators are encouraged to present, attend and take part in this discussion of collaborative deeper learning and co-presence in virtual worlds and games.



## The Global Classroom

Virtual Worlds Best Practices in Education is a meaningful way for presenters to share their research and experience about the rich learning systems in virtual worlds and games. This free online conference is produced entirely by volunteers. Conference proceedings are published as the Journal of Virtual Studies by Rockcliffe University Consortium.

## What are the Goals of VWBPE?

To the best ability possible, VWBPE provides educational and networking opportunities that are relevant to educational curriculum development utilizing virtual environments and “best practices”.

These include

- helping to build community through extension of learning best practices to practical application of those ideas and techniques;
- providing networking opportunities for educators and the communities that help support education; and
- providing access to current innovations, trends, ideas, case studies, and other best practices for educators and the communities that help support education.

## What qualifies as a virtual world?

A virtual world is an online community that takes the form of a unique environment through which users can interact with one another and use and create ideas irrespective of time and space. Virtual worlds can be either 2D or 3D. They may be co-located or distributed. The core aspect that defines a



virtual space is that a virtual environment provides a uniquely shared space for emerging relationships and serves as a foundation for the development of knowledge creation and sharing.

Examples include Second Life, OpenSim, Unity, Facebook, LinkedIn, Twitter, Pinterest, World of Warcraft, Eve Online and many others. These virtual environments are characterized by an open social presence and where the direction of the platform's evolution is manifest in the community. This is unlike systems such as WebEx, Sococo, JoinMe, and other platforms which are focused on more utilitarian purposes to a closed audience.

## Attendance

Over 2000 attendees representing over 60 countries participate in online presentations including theoretical research, application of best practices, virtual world tours, hands-on workshops, discussion panels, machinima presentations, and exhibits. You do not have to be a formal academic to participate. Our community includes those in the education field, those that support educators through products and services, and those accomplishments, and creative works, have been inspired by curriculums involving digital media.

The past several conferences have shown a consistency in both breadth and reach of the conference. Total participation figures represent one of the best attended conferences globally in the field of education.

| Conference | Confirmed Attendees | Countries | Presentations |
|------------|---------------------|-----------|---------------|
| VWBPE 2011 | 2400                | 95        | 200           |
| VWBPE 2012 | 2100                | 90        | 150           |
| VWBPE 2013 | 2200                | 65        | 100           |
| VWBPE 2014 | 3300                | 75        | 80            |
| VWBPE 2015 | 2500                | 60        | 80            |
| VWBPE 2016 | 2100                | 60        | 50            |

Table 1. Past 6 Years Attendance Figures

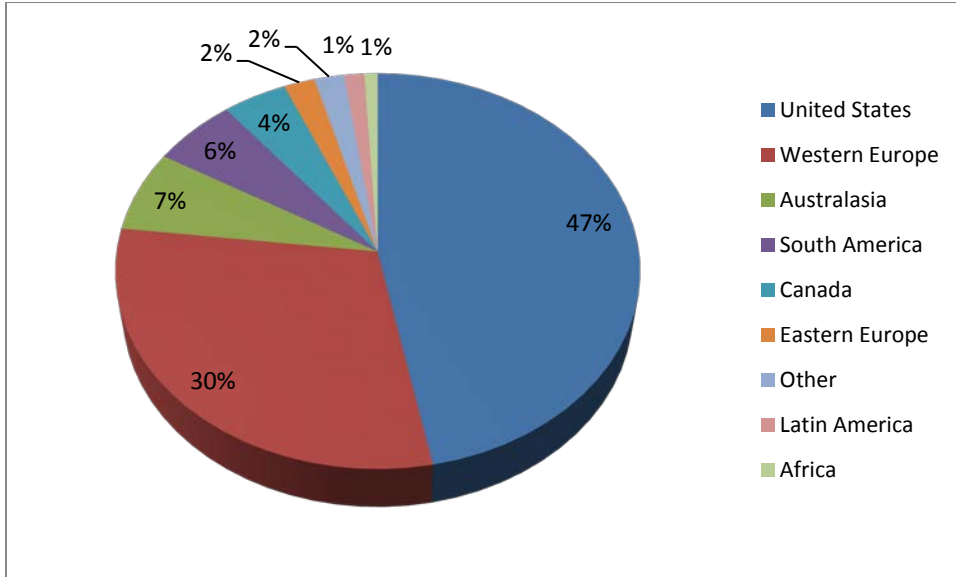


Table 2. Approximate Geographic Breakdown

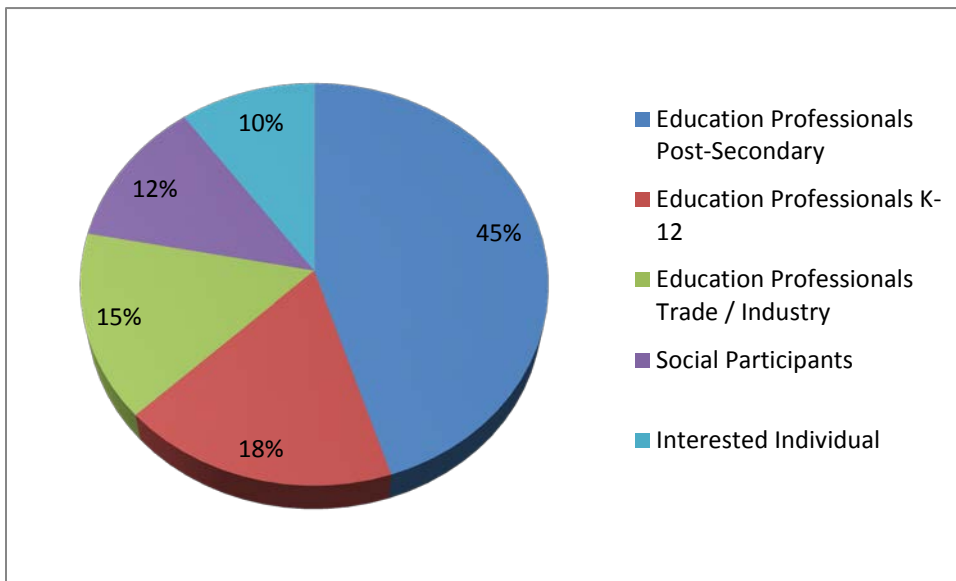


Table 3 Approximate Industry Breakdown



## Accessibility

The VWBPE conference spends time with various charitable organizations to ensure that the conference is as accessible as possible for persons with disabilities. While it may be surprising to some, VWBPE takes priding in having overcome challenges for people who are blind, deaf, have mobility impairments, and other challenges. VWBPE provides opportunities for people with disabilities to have meaningful engagement in all aspects of our conference including leadership and skills development opportunities.

## Marketing Opportunity

Marketing your products and services to the VWBPE Conference provides a number of benefits to your organization during and after the conference. As a sponsor of this event, your organization can associate its name with a high profile and growing annual event. One that reaches a broad international audience, is growing in global recognition, and has become a sustainable event on an annual basis.



As a sponsor, your organization gains the following competitive advantages:

- High visibility with leaders in the field of 3D virtualization and collaboration
- Opportunities to raise brand awareness globally both during the conference and after
- Opportunities to promote your products/services through presentations and/or exhibits
- Outreach to a broad spectrum of teachers, administrators, and business leaders

Use of 3D virtual technology has been making its way into mainstream education, non-profit and business settings for the past decade. VWBPE is one of the definitive events bringing together educators/trainers, practitioners, administrators and policy makers from around the world to present, discuss and review ongoing developments in the field of 3D virtualization, its applications, and opportunities.

## What We Need & What You Get

As a sponsor of the Virtual Worlds Best Practices in Education Conference, your organization will realize the following benefits highlighting your organization, brand, and current marketing communications.

- Access to technology that can be used as part of the conference venue;
- Access to provide demonstrations and workshops of your products and services;
- Opportunity in getting your software and/or hardware into the classroom;
- Increased brand awareness; and
- Opportunities to network directly with a specific demographic component of your market

Items of high interest that the VWBPE Conference are interested in include

- Cash Contributions;
- Access to technology both software and hardware as may be appropriate;
- Opportunities to network directly with your senior management and product designers; and
- Items that can be given to conference attendees;



## Cash Contributions

Many aspects of our program cannot be fully realized without cash contributions. Funding goes completely (100%) to program related activities. Funds are used to help support our information systems, development of archives, publications, live video streaming, social activities, swag bag materials for conference attendees, buildings supplies (mesh 3D objects), and graphics designs.

As a community run event our conference budget is extremely modest compared to other conferences with sponsorship levels ranging from \$500 to \$3000. That equates to approximately \$1 per participant at the platinum level. No other conference anywhere can deliver this type of return on investment value to a specific market segment.

## Access to Technology

As a virtual conference VWBPE is different in that we have a heavy reliance on technology to engage with our conference attendees. Our conference participants highly value opportunities to see, or participate in, demonstrations, workshops, and hands-on practicums related to 3D gaming, 3D content creation, games and simulations, social media, collaboration tools, video and audio broadcasting tools, and almost everything digital.

Further, opportunities do not necessarily need to begin or end with only digital content. If an opportunity exists to interact with various hardware components such as Google Cardboard to Oculus Rift, GoPros, Drone Quadcopters and everything in-between, chances are we have a conference segment that is able to participate or at the very least will be highly interested in seeing how such hardware can be used in an educational setting.

## Networking Showcase

New for 2017 is an opportunity for contributors to directly engage with conference participants. Our community is both tech savvy and information junkies. Given an opportunity our conference attendees will engage on your products and services in a thoughtful and considered dialogue.

What we are asking for is time during the conference to engage directly with senior executives and product managers.

Our conference participants want to know about you and how your products and services can best be used to support education. Your organization can gain immensely from these discussions to learn about the issues and challenges facing the educational community. This would include areas that may be serving from blocking educators from making better use of your



products and how to make your products and services more effective when working with persons with disabilities.

### Attendee Gift Bags

No conference is complete without some perks for the various attendees and a virtual conference is no different. While everyone loves getting that coffee mug or pen set, meaningful items in a virtual setting need to be more creative and things that can be used digitally. Access to beta software, collaboration opportunities, educational discounts, and arrangements for on/off-site product demonstrations, all have a more meaningful impact where educators can build these opportunities into the planning cycle.

The benefits of a March conference is that it provides conference attendees an opportunity to experiment with these products and services and to provide recommendations for incorporation into their classroom programs near the end of the school year when most of the planning is starting and budget requests are made for the 2017-18 academic year.





### Sponsorship Levels

VWBPE has four (4) sponsorship levels each of which as specific exclusivity rights and privileges. All contributions are gratefully appreciated. Not all types of sponsorship will be considered as a qualifying sponsorship at specific levels. For example, at the Platinum level, while in-kind, networking, and gift items are very much appreciated, only (1) platinum sponsor will be awarded and must include a cash contribution to be considered eligible.



|                 | No. | Cash |    | In-Kind                 |    | Network                 |    | Gift Items              |
|-----------------|-----|------|----|-------------------------|----|-------------------------|----|-------------------------|
| <b>Platinum</b> | 1   | ✓    |    | Optional <sup>(*)</sup> |    | Optional <sup>(*)</sup> |    | Optional <sup>(*)</sup> |
| <b>Gold</b>     | 4   | ✓    | Or | ✓                       |    | Optional <sup>(*)</sup> |    | Optional <sup>(*)</sup> |
| <b>Silver</b>   | 8   | ✓    | Or | ✓                       | Or | ✓                       |    | Optional <sup>(*)</sup> |
| <b>Bronze</b>   | 16  | ✓    | Or | ✓                       | Or | ✓                       | Or | ✓                       |

*(\*) contribution in addition to the primary selection shown by checkmark.*

#### Platinum

VWBPE is seeking one (1) platinum sponsor to provide a contribution of \$3000 USD. In-kind, networking, swag contributions, and or cash contributions in excess of this contribution are optional at the sponsor’s discretion and would be appreciated.

As a Platinum sponsor,

- Premier placement on Conference Homepage on VWBPE website with hyperlink
- Premier placement on Sponsor Page on VWBPE website with hyperlink
- Premier placement on Sponsor Boards throughout the venues
- Sponsor Booth in the Poster Area (see poster guidelines on the VWBPE website)
- Full Page Print Ad on the Conference proceedings (inside front page)
- Video ad spots on VWBPE live streaming channels up to 5 minutes in length
- Additional benefits and marketing arrangements to be negotiated with the sponsor

Only one (1) platinum sponsor will be awarded for 2017.



## Gold

VWBPE is seeking up to four (4) gold sponsors to provide a contribution of \$1500 USD or an in-kind contribution of technology or materials of equal or greater value. In-kind, networking, swag contributions, and or cash contributions in excess of this contribution are optional at the sponsor's discretion and would be appreciated. Preference will be given to cash contributions.

As a Gold sponsor,

- Prime placement on Conference Homepage on VWBPE website with hyperlink
- Prime placement on Sponsor Page on VWBPE website with hyperlink
- Prime placement on Sponsor Boards throughout the venues
- Sponsor Booth in the Poster Area (see poster guidelines on the VWBPE website)
- Full Page Print Ad on the Conference proceedings (inside back pages)
- Video ad spots on VWBPE live streaming channels up to 2 minutes in length
- Additional benefits to be negotiated with the sponsor

Only four (4) gold sponsors will be awarded for 2017.

## Silver

VWBPE is seeking up to eight (8) silver sponsors to provide a contribution of \$1000 USD, in-kind contribution of technology or materials of equal or greater value, or networking access to a senior officer or product manager that can be available during the conference.

In-kind, networking, swag contributions, and or cash contributions in excess of this contribution are optional at the sponsor's discretion and would be appreciated. Preference will be given to cash and in-kind contributions.

As a Silver sponsor,

- Preferred placement on Conference Homepage on VWBPE website with hyperlink
- Preferred placement on Sponsor Page on VWBPE website with hyperlink
- Preferred placement on Sponsor Boards throughout the venues
- Sponsor Booth in the Poster Area (see poster guidelines on the VWBPE website)
- Half Page Print Ad on the Conference proceedings (inside back pages).
- Video ad spots on VWBPE live streaming channels up to 1 minute in length
- Additional benefits to be negotiated with the sponsor

Only eight (8) silver sponsors will be awarded for 2017.



## Bronze

VWBPE is seeking up to sixteen (16) bronze sponsors to provide a contribution of \$500 USD, in-kind contribution of technology or materials of equal or greater value, networking access to a senior officer or product manager that can be available during the conference, or swag items to be provided to registered conference attendees.

Preference will be given to cash and in-kind contributions.

As a Bronze sponsor,

- Placement on Sponsor Page on VWBPE website with hyperlink
- Placement on Sponsor Boards throughout the venues
- Sponsor Booth in the Poster Area (see poster guidelines on the VWBPE website)
- Quarter Page Print Ad on the Conference proceedings (inside back pages).
- Video ad spots on VWBPE2<sup>(\*\*)</sup> and VWBPE3 live streaming channels up to 1 minute in length
- Additional benefits to be negotiated with the sponsor

Up to sixteen (16) bronze sponsors will be awarded for 2017.

## Blue Ribbon Community Sponsor

Many individuals and small groups ask about contributing below the Bronze level of sponsorship. For those people interested in contributing smaller amounts we have two mechanisms

- 1) Register with a donation. Our VWBPE registration page allows people to contribute amounts from \$20 up to \$499. Online registration may include a VWBPE perk such as a coffee mug, t-shirt, or other memorabilia from the conference;
- 2) Contribute in \$LIN to Boreas Santos. In-World donations using Second Life's \$LIN currency; and/or
- 3) Contributions to the VWBPE Virtual Gift bag. Each year VWBPE encourages all for-profit and non-profit organizations to contribute something to the Virtual Gift Bag. In the past these items have included virtual clothing (branded and unbranded), toys, tools, samples, scripts, coupons, etc.. In the past we have had upwards of 100 different items offered to the conference participants. If you have something to add please just pass it along in world or contact us at [info@vwbpe.org](mailto:info@vwbpe.org) to arrange.



Blue Ribbon Community Sponsors are recognized through

- Honourable mention on the sponsorship page,
- Certificate of appreciation, and
- Personal video thank-you on VWBPE's YouTube Channel.

### Restrictions

VWBPE has a strict policy of not sharing our contact and distribution lists with outside sources. Any contributions which require access to personal and confidential information either must adhere to our terms of use policy or else will be required to be communicated by the VWBPE organizational committee. Conference participants that choose to share their information with a sponsor after such communication has been arranged for are then free to do so.

Further, direct sales of a specific product or service 'on-premises', other than the distribution of specific marketing offers, promotions, or discounts previously agreed to in advance, are also not allowed. Information must be for informational purposes only. This provision applies to *all* conference exhibitors, presenters, and attendees, not just sponsors.

### Contact VWBPE Today

To arrange sponsorship, please contact us directly using the contact details below or go to our website at <http://vwbpe.org/exhibitors/sponsorship>.

Kevin Feenan  
Executive Director  
VWBPE 2017 Conference  
eMail: [sponsors@vwbpe.org](mailto:sponsors@vwbpe.org)  
Phone: 916 250-2502