



EAPRIL 2021

24-26 NOVEMBER 2021 // ONLINE EVENT

"LEARNING IN THE AGE OF
INDUSTRY 4.0"



EAPRIL 2021 SPONSORSHIP OPPORTUNITIES

WWW.EAPRIL.ORG/EAPRIL-2021

 EAPRIL.ORG

ABOUT EAPRIL

The European Association for Practitioner Research on Improving Learning (EAPRIL) promotes practice-based research on learning issues in the context of initial, formal, lifelong, and organisational learning. EAPRIL is unique in bringing together those interested in the crossroads between research and practice but also between education and professional learning.

Since 2006 EAPRIL organises Annual Conferences that bring together more than 450 delegates coming from Europe and overseas. The conference public is very diverse consisting of researchers, practitioners, policy makers and companies. Our annual Conference offers activities allowing to interconnect and exchange research and experience with fellow researchers, practitioners, and policy makers across a variety of fields.

EAPRIL2021 will run from Wednesday 24th of November until Friday 26th of November 2021.

In 2021, the EAPRIL2021 online conference will be **hosted virtually through Pheedloop**, a powerful and versatile virtual event platform. Given that virtual events attract an average of 30 % more attendees, we believe that our virtual conference offers plenty of interesting opportunities for sponsors and exhibitors.

We warmly welcome you to have a look at our sponsorship opportunities.

As a sponsor and exhibitor, you will have the chance to

- Showcase your publication portfolio or other products
- Network and discuss with leading educational experts
- Build partnerships with members of our research community

For more information about sponsorship opportunities, please contact:

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EAPRIL Association Manager
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OPTIONS AND FEES*

INDIVIDUAL OPTION	PRICE (EUR)	
Virtual Flyers as email notification	€ 325,00	
Online banner across the virtual event platform	€ 550,00	
Virtual Exhibition Booth** in the virtual exhibition	€ 825,00	

PROMOTIONAL PACKAGES	STANDARD	SUPERIOR
Virtual flyer	✓	✓
Online banner	✓	✓
Virtual Exhibition Booth	✓	✓
Mentioned on Conference website	✓	✓
Additional Conference ticket	-	✓
Sponsored session***	-	✓
Lead retrieval	-	✓
PRICE (EUR)	€ 1.350,00	€ 2.000,00

* All prices include 21 % VAT.

** Includes 1 free Conference ticket

*** One guaranteed timeslot in the conference programme for a 90-minute presentation to demonstrate your products and/or applications.

VIRTUAL FLYER

A virtual flyer will provide you the opportunity to create a sustainable connection with delegates. Conference delegates will all receive an **email** with your company announcement.

Purchasing a **virtual flyer** offers:

- Your add, emailed to conference delegates

ONLINE BANNER

Your company logo, clickable with a direct link to your company website, can be added across the virtual event portal to **provide visibility** to the sponsors of our conference.

Purchasing an **online banner** offers:

- Your clickable logo on the login page, used by every delegate to gain access to the virtual event portal
- Your logo in the homepage banner, displayed at the top of the “lobby” of the virtual event portal
- Your clickable logo in the portal header carousel, displayed on each page within the virtual event portal (looped, with 10 sec. per logo)

VIRTUAL EXHIBITION BOOTH

Our virtual exhibition is a great way to showcase your company and interact with delegates! This **fully brandable and customisable virtual booth** offers all the benefits of a live exhibition booth in allowing you to present your company, services and products through brochure upload, embedded videos, URLs and of course, one-to-one meetings with delegates. Additionally, the virtual exhibition booth allows delegates to easily connect with your company through live chat or one-to-one video calls.

Purchasing a **virtual exhibition booth** offers:

- A fully brandable, customisable virtual booth, on display in the virtual exhibit hall prior, during and up to three months after the conference
- Interactive booth options, such as live chat, video calls, booking one-to-one meetings...
- Access for the booth manager to the exhibitor portal, before the start of the conference
- Fully waived conference registration for the booth manager, with access to the full conference programme

STANDARD PACKAGE

A standard package offers you a combination of all previous options for **maximum visibility**. Moreover, your logo will be mentioned on our EAPRIL website which will continue to be visible on the Conference page.

Purchasing a **standard package** offers:

- All options of the virtual flyer
- All options of the online banner
- All options of the virtual exhibition booth
- Your logo mentioned on the EAPRIL website

SUPERIOR PACKAGE

Our superior package offers an even more **dynamic** approach of sponsorship. On top of all the previous options, the premium package offers you an additional conference ticket, your own sponsored session within the conference and lead retrieval.

A **sponsored session** is particularly aimed towards companies who wish to **showcase a specific product or software to delegates**. Sponsored sessions will be included in the conference programme as a live virtual session for delegates to attend on the spot. The session will also be recorded for on-demand viewing afterwards, available for all delegates up to three months after the conference.

Additional branding, such as logos and links to your company website, will be added to the session and will be visible across the conference platform (in the schedule, in the session details...).

Should you so wish, a pre-roll video showcasing your company can be added to the session schedule, so that anyone viewing the session details before the conference can already get to know your company.

Lead information is the best way to **capture contact information** from attendees.

It enables the ability for attendees visiting your Booth to send requests for information with a single click. Doing so will populate your list of captured leads with that attendee's contact information along with any optional notes the attendee submits and is available for you to **download at any time** via a private exhibitor portal.

Lead retrieval, which provides live tracking of visitors to your booth and collects data on delegates interested in finding out more about your company. And of course, fully GDPR-compliant as well.

Purchasing a **superior package** offers:

- All options of a standard package
- An additional conference ticket (on top of the conference ticket included in the virtual booth option) giving access to the full conference programme
- A more dynamic virtual Booth, allowing public demos and/or group chats for up to 25 attendees at any given time
- A dedicated timeslot in the conference programme (90 mins) to showcase your product
- A recording of the session for on-demand viewing after the conference
- Live tracking and lead retrieval

Should you be interested in the superior package, we kindly ask you to confirm this **before the 31st of July 2021**, to allow the session to be added to the conference programme.