Sponsor Prospectus
2020 Open edX Conference

May 19–22, 2020
Lisbon, Portugal

openedx2020@edx.org | openedx.org | con.openedx.org
The Open edX project is an open source teaching and learning platform stewarded by edX, a non-profit founded by Harvard and MIT. Open edX software powers edX.org, the trusted platform for education and learning, and is deployed around the world at scales from single classrooms to national platforms.

The Open edX Conference is where edX and the Open edX community gather with leading experts in educational technology to invent the future of education. The conference combines inspiring keynotes with talks by the practitioners who are using Open edX technology to solve educational challenges today.

The chance to join this dedicated community of practitioners and thought leaders makes the Open edX Conference a unique, must-attend event.

This year’s event is focused on the future of work and using open technology to solve the challenges of upskilling, reskilling and delivering life-long learning.

We will hear about innovative uses of technology in higher education, inside corporations and across nations, and learn about advancements in instructional design, course production, and methods for operating, extending and enhancing the Open edX platform.
Sponsoring the conference is an opportunity to support Open edX’s transformative mission and connect with the community that is realizing it. Learn first-hand how Open edX technology is being used across the globe to solve real educational challenges. It is also an opportunity to share your products and services with the Open edX community and share the details of your unique contributions to the future of education.

As a sponsor, you will also be able to fund scholarships for underprivileged communities, national and international, who are doing amazing work but could otherwise not attend the conference. This is your chance to help us make these initiatives sustainable for a global audience.

Sponsoring the Open edX Conference puts your name front and center on the cutting edge of online learning.

Interested?
Please contact openedx2020@edx.org
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<th>Feature</th>
<th>Reception $35,000</th>
<th>Cornerstone $25,000</th>
<th>Premier $15,000</th>
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Sponsors are welcome to submit proposals for the CFP. Please e-mail openedx2020@edx.org with any questions.
2019 Attendee Survey Results

Appendix

We received 264 responses to our 2019 conference follow up survey. In order to give you a better picture of the types of attendees you will be able to reach at this year’s conference, we have included select survey response summaries.

Some selected tidbits not reflected in the data below:

- **85%** of respondents planned to work on engagements begun at the conference
- **41%** of respondents manage learning sites, reaching over 10 million learners
- **34%** of respondents use 3rd party vendors for their Open edX solutions
- **39** countries represented by attendees across 6 continents
Respondents by Vocation/Title

- Student: 1
- Researcher: 3
- Educator/Faculty: 3
- Instructional Designer: 12
- Software Developer: 25
- Business or Marketing Professional: 7
- Director or C-level executive: 16
- Project/Program Manager: 14
- DevOps/IT Professional: 12
- Other: 3
Diversity of Organization Types

- Higher Ed Institution: 30
- K-12 Educational Institution: 3
- Technology Vendor (1-1000 employees): 31
- Technology Vendor (1000 or more employees): 5
- Non-profit Organization: 6
- Government Agency (Federal or Municipal): 4
- Other: 3
Diversity of Use Cases

- Running online courses for a university: 42%
- Running online courses for a corporation: 33%
- Running online courses for a national initiative/government: 23%
- Providing technology services to online learners: 42%
- Teaching internal or residential students: 14%
- Training employees, customers, and/or partners: 29%
- Providing training or preparation for specific tests or certification (e.g. JPL, TOEFL, or CPA): 9%
- Other: 6%
Why did you decide to attend Open edX 2019?

- To connect with the community and share our work: 63
- To learn about technical aspects of the Open edX platform: 54
- To hear from edX leadership or employees: 51
- To learn about educational/academic uses: 45
- To learn about using Open edX platform in a corporate setting: 29
- To lead a session: 19
- Other: 3