



Sponsorship Opportunities

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Introduction

We are happy to announce that the popular Moodle community conference returns to London and will be held on **19 & 20 April 2011**, at Senate House, the University of London's iconic Art Deco building.

Mick Kahn, Head of Application Services at ULCC says "We are very pleased to be hosting MoodleMoot UK again. It's a great way to make a contribution to the Moodle community, which is doing so much to take forward the use of learning technology. The conference will allow teachers, developers and administrators across all education sectors to share best practice and explore new ideas for the use of Moodle."

Sean Keogh from pteppic.net, a member of the Planning Committee for MoodleMoot UK 2011, who organised MoodleMoot UK since its start in 2004 up to 2009, says "ULCC did a great job in 2010, and I'm really happy that they have stepped up to the front to take on the job again. I'm looking forward to seeing what new things we can expect for the Moot in 2011 – I'll be there!"

If you are looking to engage with the Moodle community please take a look at the sponsorship opportunities available around MoodleMootUK 2011. We are offering variety of opportunities for your organisation to get involved, ranging from sponsorship of the pre-Moot Unconference, evening entertainment, exhibition opportunities to delegate hand-outs and inserts.

Moodle partners will have first refusal on all sponsorship opportunities listed and will receive a **10% discount** on the prices quoted.

The brochure highlights some of the sponsorship packages available. We are happy to discuss combinations of existing packages and development of bespoke sponsorship opportunities to meet your organisations needs. If you would like to know more about each package then please do not hesitate to contact us.

We hope that you will be able to be a part of MoodleMoot UK 2011, joining the ever growing Moodle community and engage first-hand with users and decision makers alike in what has been referred to as 'most marvellous Moodle Moot in memory'.

We look forward to hearing from you.

Best wishes

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UK 2011
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Background to the conference

MoodleMoots are a way of getting members of the Moodle community together to share experience, learn new things about Moodle, and meet up face to face with their peers, as an extension of the virtual Moodle community on www.moodle.org.

First organised by Sean Keogh in **Oxford in 2004** as a way of getting UK-based 'Moodlers' together, MoodleMoots have since been organised in many countries in Europe, the USA, Canada, Australia, New Zealand and the Far East.

In line with the growing popularity Moodle as the Open Source Virtual Learning Environment of choice around the globe, the UK MoodleMoot has grown six fold to around **300 delegates in 2010**.

The number of 'registered Moodle sites' around the world is **49,955**, supporting some **36.4 million** users. There are 3105 registered sites in the UK and the largest operational Moodle site in the world, apart from moodle.org itself, is the UK Open University's OU Online with 651,000 users.

Why you should get involved

Mirroring the continuous growth of Moodle uptake worldwide, MoodleMootUK has been attracting an ever growing audience from across all education sectors with **over 250 delegates** attending MoodleMootUK 2010. The overall interest based on pre-registration and waiting list additions put the number of potential delegates at around **500**.

With **3,215 registered** Moodle sites the UK now ranks **fourth** amongst 210 countries worldwide using Moodle. Paired with the significant trend of organisations across all sectors exploring Open Source software in general it is likely that this number is going to rise in the near future.

MoodleMootUK 2011 will be the perfect place to reach out and engage with this growing community, with **over 300 people expected** to attend. In addition to ULCC experience of running this year's Moot we have been putting on our very own Future of Technology in Education conference and are going to draw on that experience.

The conference website www.mootuk11.org.uk will act as the go-to place for delegates and people interested in MoodleMoot and the conference blog will feature guest-posts from keynote speakers, workshop presenters, sponsors and community members. There will be regular & targeted communication with delegates in the run up to the conference, the perfect way introduce sponsors ahead of the conference.

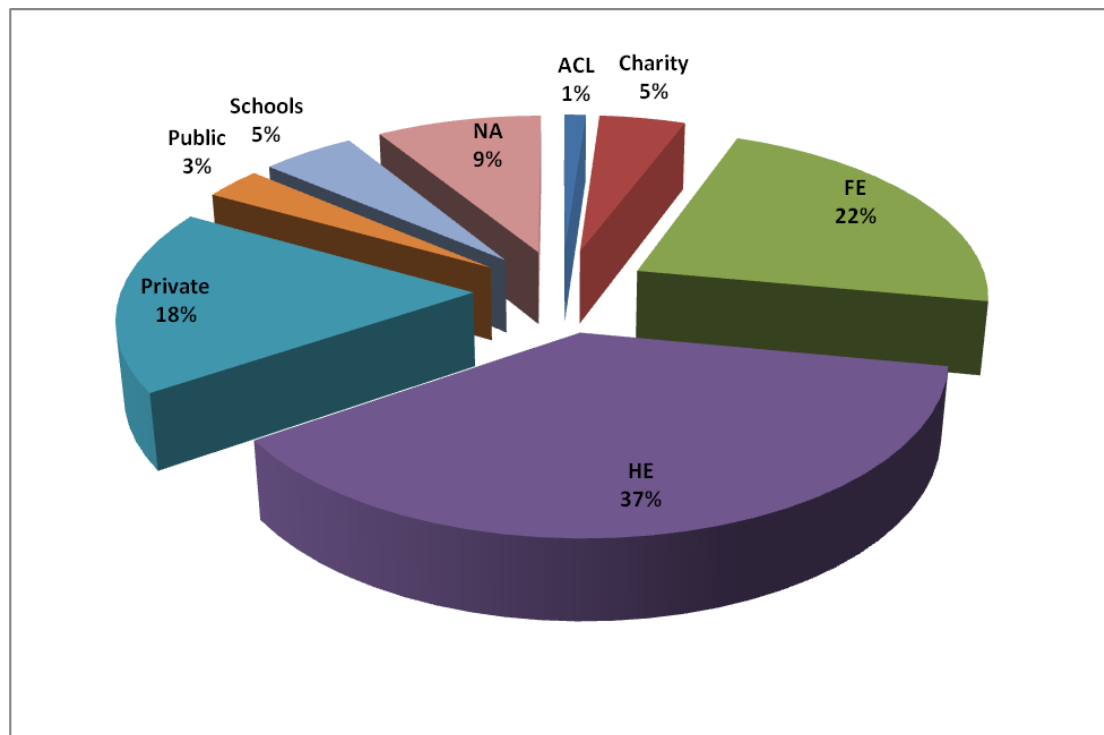
Who will attend?

Below is a list of organisations that attended MoodleMootUK in the past, illustrating the sectors and international audience MoodleMoot attracts:

American University of Beirut
Chartered Institute of Housing
City University
Copenhagen Business School
Dyslexia Action
Greenwich Community College
Knights Templar School

London School of Economics
Marie Curie Cancer Care
South Devon College
The Open University
UCL
University of Cambridge
University of Helsinki

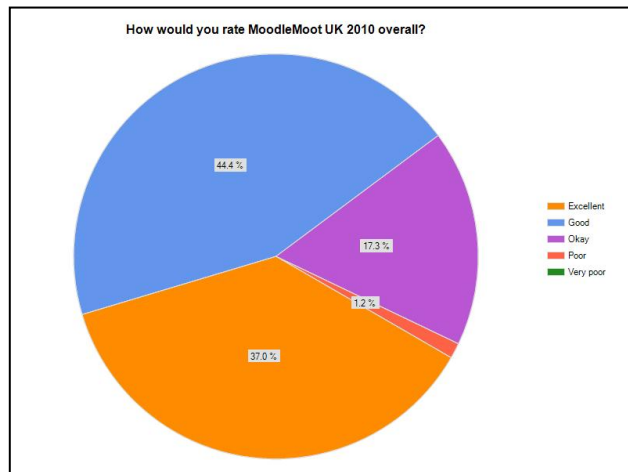
Below is the spread of sectors represented at MoodleMootUK 2010.



Graph 1: MoodleMootUK 2010 attendees by sector

Feedback from MoodleMootUK 2010

In an effort to get feedback on MoodleMootUK 2010 and allow delegates to provide input for next year's conference we asked all 285 attendees to fill in our online survey. At closing of the polls on 7 May 2010 we had received 81 responses, giving us a 28% response rate.



There was an equal split of Moot first-timers (49.4%) and more seasoned Moot attendees (50.6%) and the majority of respondents (81%) gave the 2010 Moot the thumbs up with either an *Excellent* (37%) or *Good* (44.4%) rating of the conference.

This trend continues with 87.7% rating the conference venue and facilities at Senate House as *Excellent* (45.7%) or *Good* (42%)

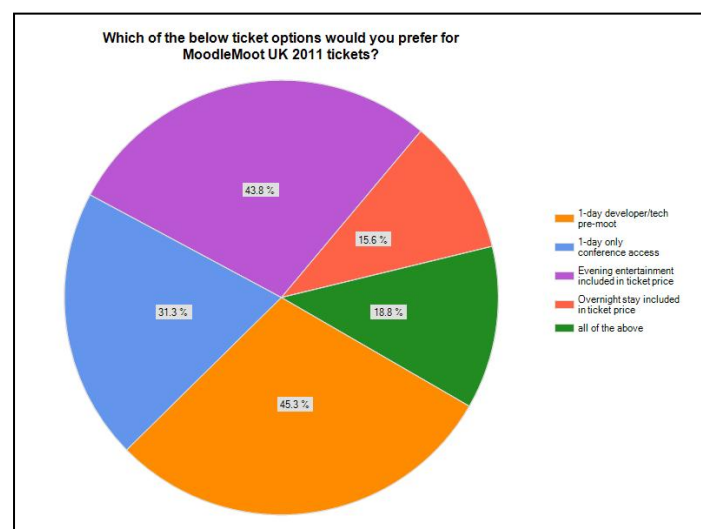
Graph 2: How would you rate MoodleMootUK 2010?

and the majority of delegates (78.4%) felt the Moot provided value for money, with only a fifth (21.6%) feeling it did not.

Many felt that the 1h workshop sessions were packed with too many small presentations allowing less time for Q&A and felt rushed at times, as one delegate said 'quality instead of quantity on workshops'. More detailed information on workshops upon sign-up and facilitation of all sessions for time-keeping purpose have been mentioned as areas for improvements, as well as considering to live stream all keynotes and workshops as they happen.

There was also a general trend for delegates asking for more technical presentations and a more tech/developer focused strand. As a result we are looking at putting together a **1-day pre-Moot developer**

Unconference. We are glad to have the support of Dan Humpherson, UI Developer at Synetrix/i2Q and member of the Planning Committee for MoodleMoot UK who volunteered to help us organise it.



Graph 3: Preferred ticket option/additional conference feature for MootUK11

The Sponsorship Packages

GOLD SPONSORS (A)

Pre-Moot Unconference Sponsor (A1)

This packaged offers exclusive sponsorship of the pre-Moot, the 1-day Unconference which will bring together 100 developers in an effort to collaborate, share and geek out; offering you an opportunity to enjoy a high level of brand exposure. The outcomes from the Unconference will be presented on day 1 of the MoodleMoot conference allowing additional reach.

Pre-event

- Logo, profile and link to sponsor website on the 'sponsor' page of the conference website
- Maximum of 3 guest posts on the conference blog
- 1 Feature in e-shots sent to all booked delegates as part of the regular pre-conference communication
- Logo & link to website featured in footer of all e-shots under 'proudly sponsored by' header

At the event

During the Unconference

- Feature on 'sponsor' section of printed marketing material, i.e. delegate pack & folder and signage
- Exhibition space in the pre-Moot break-out area
- 2 exhibitor passes (include entry to Unconference, lunch & refreshments)

During MoodleMoot

- Feature on 'sponsor' section of printed marketing material, i.e. delegate pack & folder and signage
- Exhibition space in the MoodleMoot break-out area
- Opportunity to present a 10min session during lunch break at your stand
- 2 exhibitor passes (include entry to conference, workshop sessions, lunch & refreshments and evening entertainment)
- Logo & mention in the keynote that reports on the Unconference

£5,000 +VAT
(£5,875.00)

Contact us

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Evening Entertainment sponsor (A2)

This packages offers you exclusive sponsorship of the evening entertainment with an expected audience of 150 delegates from the main conference. The evening entertainment will be held on Tuesday 19 April 2011 and offers a great opportunity to connect with delegates in a relaxed atmosphere.

Pre-event

- Logo, profile and link to sponsor website on the 'sponsor' page of the conference website
- Maximum of 3 guest posts on the conference blog
- 1 Feature in e-shots sent to all booked delegates as part of the regular pre-conference communication
- Logo & link to website featured in footer of all e-shots under 'proudly sponsored by' header

At the event

- Feature on 'sponsor' section of printed marketing material, i.e. delegate pack & folder and signage
- 2 exhibitor passes (include entry to conference, workshop sessions, lunch & refreshments and evening entertainment)
- Exclusive branding of the evening entertainment venue as agreed with ULCC and according to venue regulations
- Opportunity to offer corporate gifts (goody bag) at registration for evening entertainment

Add-on

Maximise your brand exposure and reach by adding an exhibition space to your sponsorship package at a **reduced rate** of £1,000 +VAT, saving 50% off the original price. Doing so will add the following benefits:

- Exhibition space in the MoodleMoot break-out area
- Opportunity to present a 10min session during lunch break at your stand
- 2 exhibitor passes (include entry to conference, workshop sessions, lunch & refreshments and evening entertainment)

£4,000 +VAT
(£4,700.00)

Add the exhibitor option
for only

£1,000 +VAT
(£1,175.00)

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Delegate badges & pocket guide sponsor (A3)

Your logo & brand prominently featured on the personalized delegate badges which will also function as a pocket delegate guide, containing the agenda for the two days of the main conference and top level workshop session information.

Pre-event

- Logo, profile and link to sponsor website on the 'sponsor' page of the conference website
- Maximum of 3 guest posts on the conference blog
- 1 Feature in e-shots sent to all booked delegates as part of the regular pre-conference communication
- Logo & link to website featured in footer of all e-shots under 'proudly sponsored by' header

At the event

- Your logo exclusively on the delegate badges & pocket guide
- Feature on 'sponsor' section of printed marketing material, i.e. delegate pack & folder and signage

Add-on

Maximise your brand exposure and reach by adding an exhibition space to your sponsorship package at a **reduced rate** of £1,000 +VAT, saving 50% off the original price. Doing so will add the following benefits:

- Exhibition space in the MoodleMoot break-out area
- Opportunity to present a 10min session during lunch break at your stand
- 2 exhibitor passes (include entry to conference, workshop sessions, lunch & refreshments and evening entertainment)

£3,000 +VAT
(£3,525.00)

Add the exhibitor option
for only
£1,000 +VAT
(£1,175.00)

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SILVER SPONSORS (B)

Exhibition stand (B1)

This is your chance to showcase your brand, raise your profile and promote your services to 350 delegates during the refreshment & lunch breaks of the conference.

Pre-event

- Logo, profile and link to sponsor website on the 'sponsor' page of the conference website
- Maximum of 2 guest posts on the conference blog
- Feature in e-shot announcing all Silver Sponsors sent to all booked delegates as part of the regular pre-conference communication
- Electronic copy of the delegate list (names, job title, institution only)

At the event

- 3x2 Exhibition space in the MoodleMoot break-out area
- Power supply and WiFi access available
- LCD screen rental available upon request
- Feature on 'sponsor' section of printed marketing material, i.e. delegate guide, pocket guide and signage
- 1xA4 insert (double sided, colour) into delegate pack (to be supplied by exhibitor)
- Opportunity to present a 10min session during lunch break at your stand (details TBC)
- 2 exhibitor passes (include entry to conference, workshop sessions, lunch & refreshments and evening entertainment)

£2,000 +VAT
(£2,350.00)

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Delegate pack sponsor (B2)

This sponsorship package gives you premier branding of the A4 sized delegate pack. The delegate pack is the key source of information for delegates during the conference and includes the delegate guide (B3) which includes information on speakers, exhibitors, agenda, workshop program and (C3) sponsorship inserts.

Pre-event

- Logo, profile and link to sponsor website on the 'sponsor' page of the conference website
- Maximum of 2 guest posts on the conference blog
- Feature in e-shot announcing all Silver Sponsors sent to all booked delegates as part of the regular pre-conference communication

At the event

- Your logo & brand prominently featured on the delegate pack
- Feature on 'sponsor' section of additional printed marketing material, i.e. delegate folder, pocket guide and signage

Delegate guide sponsor (B3)

Premier branding of the A4 sized (4-6 pages) delegate guide which will be included in the delegate pack (B2) and features keynote speaker information, exhibitors, conference agenda and workshop program.

Pre-event

- Logo, profile and link to sponsor website on the 'sponsor' page of the conference website
- Maximum of 2 guest posts on the conference blog
- Feature in e-shot announcing all Silver Sponsors sent to all booked delegates as part of the regular pre-conference communication

At the event

- Your logo & brand prominently featured on the delegate guide
- Feature on 'sponsor' section of additional printed marketing material, i.e. delegate pack, pocket guide and signage

£2,000 +VAT
(£2,350.00)

£2,000 +VAT
(£2,350.00)

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BRONZE SPONSORS (C)

Lanyard sponsor (C1)

This package gives you exclusive use of your company name or logo on the conference lanyards for the conference.

Pre-event

- Logo, profile and link to sponsor website on the 'sponsor' page of the conference website
- Maximum of 1 guest posts on the conference blog
- Feature in e-shot announcing all Bronze Sponsors sent to all booked delegates as part of the regular pre-conference communication

At the event

- Your logo & brand exclusively featured on the conference lanyards
- Feature on 'sponsor' section of additional printed marketing material, i.e. delegate guide, pocket guide and signage

Signage sponsor (C2)

This package gives you premier branding of all signage during the conference and includes outdoor signs to the conference venue, floor plans, agenda, workshop programme and additional venue signage.

Pre-event

- Logo, profile and link to sponsor website on the 'sponsor' page of the conference website
- Maximum of 1 guest posts on the conference blog
- Feature in e-shot announcing all Bronze Sponsors sent to all booked delegates as part of the regular pre-conference communication

At the event

- Your logo & brand featured on all conference signage
- Feature on 'sponsor' section of additional printed marketing material, i.e. delegate guide and pocket guide

Delegate pack insert (C3)

This packages gives you the opportunity to supply and insert an A4 (double sided, colour) promotional leaflet in the delegate pack, available to all attendees of the conference.

£1,000 +VAT
(£1,175.00)

£1,000 +VAT
(£1,175.00)

£500 +VAT
(£587.50)

Option	logo, profile & link on conference website	# of guest post on conference blog	exclusive feature in delegate e-shot	feature in delegate e-shot	feature in footer of all conference e-shot	2 passes (access to Unconference e-shots	2 exhibitor refreshments & evening entertainment)	3mx2m exhibition space in break-out area	10min lunch break presentation	A4 insert in delegate pack	logo featured on all conference signage	logo/brand on conference lanyards
A1	✓	3	✓	✓	✓	✓	✓	✓	✓	✓	✓	✗
A2	✓	3	✓	✓	✓	✗	✓	Op	Op	Op	✓	✗
A3	✓	3	✓	✓	✓	✗	✓	Op	Op	Op	✓	✗
B1	✓	2	✗	✓	✓	✗	✓	✓	✓	✓	✓	✗
B2	✓	2	✗	✓	✓	✗	✗	✗	✗	✗	✓	✗
B3	✓	2	✗	✓	✓	✗	✗	✗	✗	✗	✓	✗
C1	✓	1	✗	✗	✓	✗	✗	✗	✗	✗	✓	✓
C2	✓	1	✗	✗	✓	✗	✗	✗	✗	✗	✓	✗
C3	✓	1	✗	✗	✓	✗	✗	✗	✗	✓	✓	✗
OP - optional add-on												