LAK23 Sponsorship Prospectus

The Society for Learning Analytics Research (SoLAR) is the largest global community of researchers and leaders exploring the role and impact of analytics on teaching, learning, training and development across the higher education and K-12 sectors.

The 13th Learning Analytics and Knowledge conference (LAK23) organized by SoLAR in partnership with the University of Texas at Arlington, will be hosted in Arlington, TX, USA from **March 13 to 17, 2023**. LAK attendees include internationally recognized leaders and researchers in Learning Analytics, senior level academic administrators, instructional designers/technologies, doctoral students and more. Again, this year there will be a Practitioner's and Corporate Analytics track highlighting the impact that Learning Analytics is having in the real world. We encourage sponsors or interested industry partners to submit to the Practitioner's track to showcase their work. Please note that all sponsors and industry partner papers will be held to the same reviewing standards as all other authors. Details can be found in the LAK CFP and submission guidelines.

In addition to LAK, SoLAR offers an annual Summer Institute (LASI) to provide an intensive training event for graduate students and staff new to the field of learning analytics.

Diamond, Gold and Silver Sponsors automatically become sponsors and enjoy benefits of LASI23 which will be held face to face at the University of British Columbia in Vancouver, Canada from June 20 to 22, 2023.

Sponsorship of LAK and/or LASI will provide a unique opportunity for your organizations to:

- Instantly gain exposure to a diverse set of individuals from world-leading researchers to senior managers with different levels of analytics expertise
- Interact with other participants and build innovate new partnerships
- Showcase products and services to international leaders in the learning analytics and educational data mining fields.

The last 4 LAK conferences each had over 600 participants from 40 countries and we are projecting at least the same number again this year.

Why Does LAK Need Sponsors?

Organizations are able to choose a level of support outlined in the table below, or propose a customized sponsorship level. Sponsors enable us to keep registration rates as low as possible, provide open access proceedings, offer scholarships for students and early career researchers, expand the impact of new research findings, connect the next generation of learners with researchers and promote discussions between practitioners and researchers.

LAK23 Sponsorship Opportunities

The following packages provide a general overview of sponsorship levels. Please keep in mind that space is limited, and sponsorship opportunities will be accepted on a first-come, first-served basis.

Summary of Benefits	Diamond $20,000 USD (1)	Platinum $12,000 USD (2)	Gold $8,000 USD	Silver $5,000 USD	Bronze $2,500 USD
Recognition as main LAK/LASI sponsor	Y				
LAK Passes	10	8	5	3	1
LASI Passes	5	3	2	1	
Verbal and website recognition during LAK and LASI	Y	Y	Y	Y	Y
Sponsor Booth	Y	Y	Y	Y	Y
Session Sponsor	Y	Y	Y	Y	
Social Event Sponsor	Y	Y	Y		
Keynote Introduction	Y	Y			
Keynote Introduction	Y	Y			
Poster Networking Session Sponsor	Y				
Included in press releases and newsletter distribution pre-& post event	Y				

If you'd like more detail about the conference and how we support sponsorship, please contact us. In addition, custom sponsor opportunities are also available - please contact the Conference Chair Dr. Grace Lynch at solarcommittee@gmail.com to discuss.