



## ODBX 365 SPONSORSHIP

### PROSPECTUS OF OPPORTUNITIES & ASSETS

A promotional graphic for ODBX 1.0. It features a dark blue background with a pattern of binary code (0s and 1s). On the left, there are three interlocking gears in shades of blue. The text '- THE MISSING PIECE -' is written in orange above the large white text 'ODBX 1.0'. Below this, a white text box contains the description: 'The Open Digital Badge Experience (ODBX) is the single best learning opportunity to fill the digital badging knowledge gap for your organization's adult learning programs.' At the bottom, the IACET logo is displayed, followed by the text 'PORTABLE CREDENTIALS · METADATA · EVIDENCE · LIFELONG LEARNING · OPEN BADGES · MARKETING' in white.

*- THE MISSING PIECE -*

# ODBX 1.0

The Open Digital Badge Experience (ODBX) is the single best learning opportunity to fill the digital badging knowledge gap for your organization's adult learning programs.

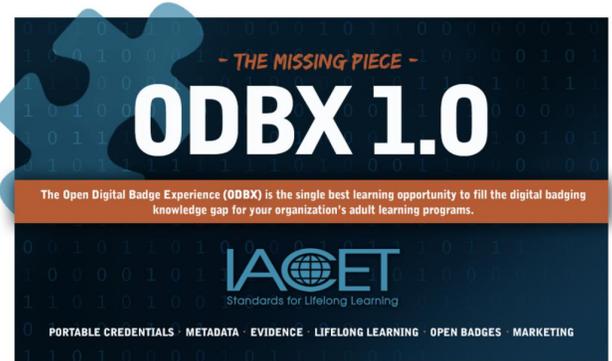
PORTABLE CREDENTIALS · METADATA · EVIDENCE · LIFELONG LEARNING · OPEN BADGES · MARKETING

#### To Sponsor, contact:

Katie Bender  
International Association of  
Continuing Education & Training  
e. [kbender@iacet.org](mailto:kbender@iacet.org)  
p. (815) 886-8899  
m. (815) 347-9897

## WHAT IS THE OPEN DIGITAL BADGE EXPERIENCE (ODBX)?

IACET's Open Digital Badge Experience (ODBX) course is designed to be the best single learning opportunity to fill the digital badging knowledge niche in an adult learning organization.



Digital badges provide organizations with new opportunities to promote their learning events, increase engagement and learner retention while also providing learners with a valuable portable credential they can be proud of. After this course, learners will have the knowledge they need to fully implement an effective ODB initiative in their organization.

To leverage the amazing benefits of 21<sup>st</sup> century credentialing technology, organizations must have someone prepared to implement these powerful tools in the right way which is what ODBX is designed to do. The ODBX is divided into two sections, an asynchronous online preparatory course and a one day highly interactive onsite or live virtual event.

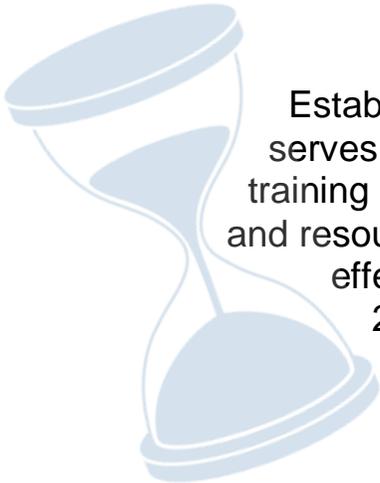
- The *online portion* of the course becomes available on April 5. It provides attendees with the opportunities to learn the basics of open digital badging in a user-friendly online asynchronous environment. This means the program can be taken at any time it's convenient for the learner. The program is designed to take approximately six hours to complete.
- The one day *live in person or virtual preparatory portion* is designed to focus on application of concepts learned in the online portion and provide higher level learning opportunities to attendees. Attendees will have access to Open Digital Badging experts and design their own program. Space is limited to 20 attendees per event. Participants now have the ability to attend the live ODBX course virtually through our virtual learning environments with MicroTek Learning Centers.

## WHY BECOME AN ODBX 365 PARTNER?

As an organization invested in the technologies that make digital badging and online learning possible, your company is positioned directly in front of a 100% qualified buyer audience of decision makers and key influencers in the purchase of technology solutions very specific to continuing education content creation, delivery, and earner outcome management.

**We invite you to learn more about IACET and the opportunities to support this highly-focused and one-of-a-kind event.**

## ABOUT IACET – The International Association for Continuing Education and Training



Established in 1968, IACET serves continuing education and training providers with the tools and resources they need to

effectively design and deliver adult continuing education for the 21<sup>st</sup> century. IACET developed the original Continuing Education Unit, or “CEU” – the industry standard term now known and used worldwide.

# ...HISTORY



## MISSION ...

IACET’s mission is to advance the global workforce by providing the standard framework for quality learning and development through accreditation.

Because of IACET's mission, organizations worldwide have been able to achieve IACET Accreditation. With providers across the globe, IACET maintains an internationally recognized standard for continuing education and training.



## IACET by the Numbers



Has accredited over **1,000**  
**training providers** in more than **18 countries**.

**CET Connection** – the IACET newsletter with a  
**database of more than 13,500 subscribers** responsible  
for their organization's continuing education  
and training initiatives.

An average of **28,000 active**  
**website users per month**.

**Contacts** with a diverse contingent  
of continuing education and  
training professionals **from over 80**  
**separate industries**.



Access to ANSI-Accredited  
CE providers **offering training**  
**services in over 18 countries**.

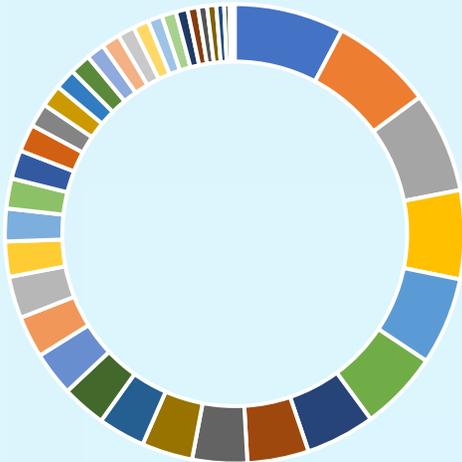


## IACET and the American National Standards Institute



IACET is the premier standard-setting organization for the continuing education and training industry, and is an accredited Standards Developing Organization (SDO) by the American National Standards Institute, also known as ANSI. Accreditation by ANSI signifies that IACET's procedures meet the Institute's essential requirements for openness, balance, consensus and due process. IACET's process of standards development ensures that interested individuals and organizations representing academia, industry, product users, and governments alike all have an equal vote in determining a standard's content. Participants are welcome from anywhere in the world.

## IACET Accreditation & Industries Served



- Engineering
- Education
- Healthcare
- Consulting
- Construction
- Manufacturing
- Other
- Business Operations/Human Resources
- Utilities
- College/University
- Computers / Information Technology
- Government Policy
- Military
- Project Management
- Transportation
- Childcare
- Financial Services
- Public Health
- Automotive
- Support
- Insurance
- Arts / Entertainment / Media
- Telecommunications
- Legal Services
- Biosafety
- Agriculture
- Social Services
- Plumbing
- Sales / Marketing
- Pharmacy
- Fitness
- Tourism / Hospitality
- Sports Sciences / Sports AND Recreation
- Social AND Physical Sciences
- Protective Services
- REAL Estate
- Publishing
- Mining

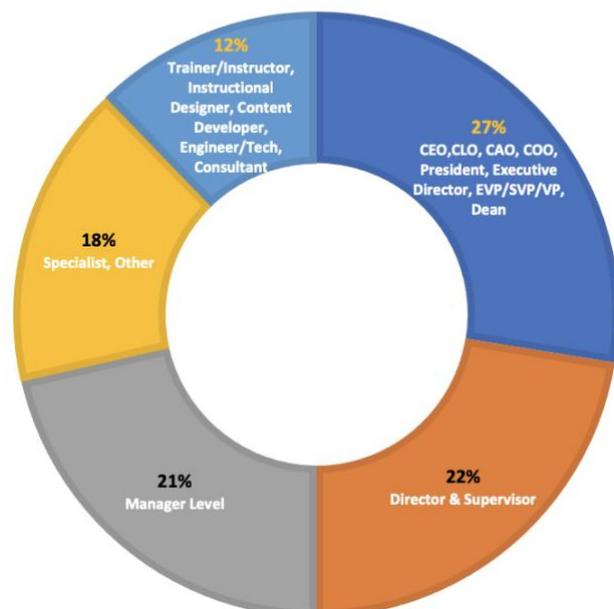
## About the IACET Audience

IACET members are your company's #1 targeted prospect audience ... the individuals responsible for the oversight and implementation of their company's continuing education initiatives; and therefore, responsible for directing or contributing to the purchasing decisions for goods and services required to deliver a successful CE/T program.

Those who provide technology solutions, such as learning management systems, course authoring tools, and digital badging solutions cannot reach a more direct buyer audience than the IACET member and subscriber audience

Below is a breakdown of IACET's historical attendee audience across all events it held in 2018. This really showcases the decision-making and purchasing power of IACET event attendees and mirrors our expectations for the ODBX attendee audience.

## IACET All-Event Attendee Audience Breakdown



# The 2019 Continuing Education and Training Insights Report

Our **2019 Continuing Education and Training Insights Report** was a major source in curating our **ODBX 365 Partnership Opportunities**. Key details of the report showcase what’s important to IACET members and reveal the value of becoming a 365 Partner.

**OPPORTUNITY AWAITS!** Below are some key results that showcase the compelling reasons to partner with IACET. Professionals are turning to technology to harness 21<sup>st</sup> century expectations and solutions to modernize their programs and streamline content creation, delivery, and earner management.

## Digital Badging

DOES YOUR ORGANIZATION USE DIGITAL BADGES?



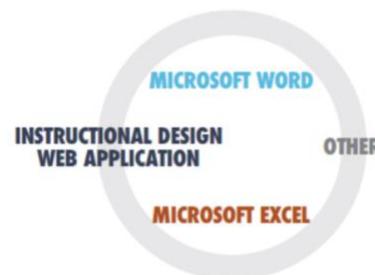
IACET’s survey results show badging is still relatively new to most respondents. Only 10% of respondents said they use open digital badges whereas 13% were not familiar with what a digital badge is.

Survey results collected throughout 2018 from 225 IACET-accredited training providers located across the globe prove that now more than ever, organizations serving the continuing education and training industry are standing at the doorway of the highest growth years among companies that can invest in their products and services.

## Instructional Design

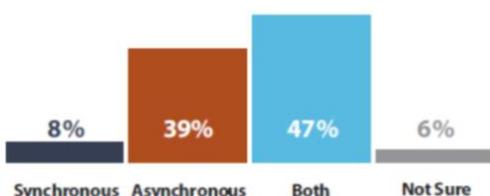
The most common tools used in instructional design according to respondents were traditional software applications like Microsoft Word® and Microsoft Excel®. This leaves a significant opportunity for web-based instructional design providers to cultivate new business growth from within the IACET membership and subscriber audience.

WHICH TOOLS DO YOU USE MOST IN YOUR INSTRUCTIONAL DESIGN PROCESS?



## Online Learning

ONLINE LEARNING METHODS



A total of 47% of respondents reported they use synchronous and asynchronous technologies in their online programs. This demonstrates the need to leverage each unique capability in the learning environment. Of those respondents who uniquely use one or the other, 39% use asynchronous, while only 8% use synchronous alone.

## BECOME AN ODBX 365 PARTNER

### Our ODBX 365 Partnership opportunities are:

- Intentionally designed to be interactive and foster business relationships.
- High-exposure/high-engagement.
- A diversified portfolio of touchpoints across a number of IACET assets and initiatives.
- Available at three levels of partnership ... Champion, Advocate and Supporting.

## Become an ODBX 365 **CHAMPION** Partner

### ODBX 365 Champion Partner Investment **\$5,000**

Our **ODBX 365 Champion Partner Sponsorship** is an ODBX plus year-long partnership opportunity that blends direct member engagement with organizational branding on IACET digital platforms, and opportunities to provide industry expertise to showcase your company's industry knowledge. Through this partnership, your company will have the resources to establish "household name" recognition and reinforce credibility as a leading service provider to the adult learning and continuing education business community.

Your company's investment includes the following assets:

✓ **ODBX 365 Champion Partner** – *(included with the full ODBX 365 Champion Partner Investment only)* – IACET will utilize your company's technology at one of our three ODBX 1.0 education programs (Chicago, Washington DC, or New York). The Digital Badging partner will have the opportunity to participate in person or remotely and walk attendees through the exercise of building the digital badge as part of the scheduled group exercise, showcasing your platform's full capabilities. Location participation is available on a first-come/first-served basis. **A buyout of all three events is available for an additional \$2,500 - based on availability.** ODBX 365 Champion Partners will receive the final attendee list for all three events, regardless of which event they sponsor. This particular asset is **only available to DIGITAL BADGING COMPANIES.**

✓ **Branding on the ODBX 1.0 registration page and swag placement in the ODBX 1.0 swag bag.** Your company's support of ODBX 1.0 is recognized on the event page with hyperlinked logo placement. You also get to include a branded giveaway and/or product discount coupon inside the attendee swag bag (i.e. – water bottle, mobile phone charging unit, etc. – company to provide 60 pieces of swag.)

✓ **A 45-second recorded product or service message** (partner to provide the video file) inserted after an organic break/at resumption of learning - during:

- one of the 2019 scheduled Accreditation Workshops.

- a recorded webinar/online training program of choice (first-come/first-served) from the inventory of 2019 webinars scheduled.

✓ **“Product Partner of the Month”** featuring a dedicated 30-45 minute product virtual demo/webinar, plus a 45-second recorded product or service message that runs the same month in **CET Connection**. Partner receives a post-webinar attendee participant list (emails included upon attendee checkbox approval).

✓ **Author an educational article to appear in an edition of CET Connection** (MUST be educational) – to appear in a different month than a product partner feature month.

✓ **A one-hour educational webinar on an original topic** (*to be submitted and approved*) **or as a co-presenter for a currently scheduled IACET webinar.**  
**Average attendance for webinars: 140 - 200 professionals**

✓ Presentation must be non-commercial. However, we do grant some leverage of product to underscore and reinforce the key learning points of your presentation if relevant. If not delivering an original webinar presentation, we recommend your participation in an existing webinar that has an organic connection to your company’s services and product offerings.



**Assets include:**

- Partnering organization receives company branding inside the webinar.
- Participation by a company representative as a content expert and program lead.
- Hyperlinked logo:
  - in pre-event digital promotion.
  - on the course registration site.
  - on the appropriate events category web page.
- Logo branding and brief write-up of the company webinar in **CET Connection** – IACET’S bi-weekly e-newsletter distributed to over 13,500 industry professionals.
- Post-webinar attendee participant list (emails included for those who check the box approving release of email address).
- Company hyperlinked logo posted on the Webinar Archives page.

✓ **3-month run of a choice of either a Skyscraper Banner ad** (160 x 600 pixels) **or a Top Banner ad** (728 x 90 pixels) **in CET Connection** delivered to 13,500+ subscribers – sponsor chooses the 3 consecutive months.

✓ **A 12-month detailed company listing** (1500x1440 pixels) **with hyperlink** on our [Partners and Sponsors](#) web page.

✓ **A 3-month Top Banner** (728 X 90 pixels) **run-of-website display ad.**



**12-month scrolling logo placement** (360 x 240 pixels) on IACET's [Partners and Sponsors](#) web page.

## Become an ODBX 365 **ADVOCATE** Partner

### **ODBX 365 Advocate Partner Investment** **\$3,000**

Our **ODBX 365 Advocate Partner Sponsorship** is an ODBX plus year-long partnership opportunity that blends some direct member engagement with organizational branding through IACET digital platforms to leverage industry expertise and showcase your company. Through this partnership, your company will garner name recognition and reinforce credibility as a leading service provider to the adult learning and continuing education business community.

Your company's investment includes the following assets:

- ✓ **Branding on the ODBX 1.0 registration page and swag placement in the ODBX 1.0 swag bag.** Your company's support of ODBX 1.0 is recognized on the event page with hyperlinked logo placement. You also get to include a branded giveaway and/or product discount coupon inside the attendee swag bag (i.e. – water bottle, mobile phone charging unit, etc. – company to provide 60 pieces of swag).
- ✓ **A 45-second recorded product or service message** (partner to provide the video file) inserted after an organic break/at resumption of learning - during:
  - One of the 2019 scheduled Accreditation Workshops.
  - A recorded webinar/online training program of choice (first-come/first-served) from the inventory of 2019 webinars scheduled.
- ✓ **“Product Partner of the Month”** featuring a dedicated 30-minute product virtual demo/webinar, plus a 45-second recorded product or service message that runs the same month in **CET Connection**. Partner receives a post-webinar attendee participant list (emails included upon attendee checkbox approval).
- ✓ **3-month run of a choice of either a Skyscraper Banner ad** (160 x 600 pixels) **or a Top Banner ad** (728 x 90 pixels) in **CET Connection** delivered to 13,500+ subscribers – sponsor chooses the 3 consecutive months.
- ✓ **A 3-month Top Banner** (728 X 90 pixels) **run-of-IACET website display ad.**
- ✓ **12-month scrolling logo placement** (360 x 240 pixels) on IACET's [Partners and Sponsors](#) web page.
- ✓ **A 12-month detailed company listing** (1500x1440 pixels) **with hyperlink** on our [Partners and Sponsors](#) web page.

## Become an ODBX 365 **SUPPORTING** Partner

### **ODBX 365 Supporting Partner Investment** **\$1,500**

Our **ODBX 365 Supporting Partner Sponsorship** is an ODBX plus year-long partnership opportunity that provides organizational branding through IACET digital platforms to showcase your company. Through this partnership, your company will garner name recognition and reinforce credibility as a leading service provider to the adult learning and continuing education business community.

Your company's investment includes the following assets:

- ✓ **Branding on the ODBX 1.0 registration page and swag placement in the ODBX 1.0 swag bag.** Your company's support of ODBX 1.0 is recognized on the event page with hyperlinked logo placement. You also get to include a branded giveaway and/or product discount coupon inside the attendee swag bag (i.e. – water bottle, mobile phone charging unit, etc. – company to provide 60 pieces of swag).
- ✓ **3-month run of a choice of either a Skyscraper Banner ad (160 x 600 pixels) or a Top Banner ad (728 x 90 pixels) in CET Connection** delivered to 13,500+ subscribers – sponsor chooses the 3 consecutive months.
- ✓ **A 45-second recorded product or service message** (partner to provide the video file) inserted after an organic break/at resumption of learning - during:
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  - A recorded webinar/online training program of choice (first-come/first-served) from the inventory of 2019 webinars scheduled.
- ✓ **12-month scrolling logo placement** (360 x 240 pixels) on IACET's [Partners and Sponsors](#) web page.
- ✓ **A 12-month detailed company listing** (1500x1440 pixels) **with hyperlink** on our [Partners and Sponsors](#) web page.

## ODBX 365 PARTNER ENROLLMENT FORM

**Please email the completed form to [kbender@iacet.org](mailto:kbender@iacet.org).  
Questions? Call (815) 886-8899**

COMPANY NAME: \_\_\_\_\_

CONTACT NAME: \_\_\_\_\_

CONTACT EMAIL: \_\_\_\_\_ PHONE: (\_\_\_\_) \_\_\_\_\_

ADDRESS: \_\_\_\_\_

CITY: \_\_\_\_\_ ST \_\_\_\_\_ ZIP \_\_\_\_\_

**Please indicate your desired participation level by checking the appropriate box below:**

ODBX Champion Partner \$5,000

ODBX Champion + Digital  
Badging Company Buyout  
(digital badging companies only) \$7,500

ODBX Advocate Partner \$3,000

ODBX Supporting Partner \$1,500

I'd like to customize my participation.  
Please contact me.

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

### **Terms**

Assets outlined in this partnership prospectus may have multiple partners/sponsors and as described herein, may be available on a limited or first-come/first-served basis. IACET and partner will fulfill such assets included with the above requested partnership (based on availability) over a 12-month period.

By submitting this form, you are requesting a binding Agreement for Partnership as indicated. Upon receipt of the signed Agreement, IACET will issue an invoice and Partner agrees to pay the partnership fee net 30 days. Partner may not cancel this Partnership after acceptance by IACET except for breach of the Agreement by IACET.