



2025 GED CONFERENCE
August 4 – 6 in Chicago, IL

SPONSORSHIP OPPORTUNITIES

Your investment in the GED Conference makes it possible for us to equip educators with resources to enhance their local GED programs for adult learners. For over 75 years, the GED has been a path to a better future for millions. It's the only high school equivalency program with proven outcomes and accepted by virtually all U.S. colleges and employers.

For inquiries and to participate in the GED Conference, please contact Monica Guthrie at monica.guthrie@pearson.com or at **480-973-3799**.



GED Conference Partner		\$20,000
Registrations	<ul style="list-style-type: none"> • Six complimentary registrations • One complimentary exhibit space in prime location 	
Engagements	<ul style="list-style-type: none"> • Exclusive sponsor of the Welcome Reception • Six VIP seats at the Awards Luncheon 	
Advertisements	<ul style="list-style-type: none"> • Logo prominently featured on Welcome Reception signage • Logo prominently featured on signage at registration area • Logo prominently featured on the conference mobile app • Logo prominently featured on the conference website • Full-page digital ad in the conference program 	
Communications	<ul style="list-style-type: none"> • One sponsored email to GED Educator list • One sponsored email to conference attendees • One sponsored announcement on the conference mobile app • One LinkedIn post acknowledgement from GED Testing Service 	
Giveaways	<ul style="list-style-type: none"> • One giveaway item to be included in conference welcome bags 	

Premier Sponsor		\$15,000
Registrations	<ul style="list-style-type: none"> • Five complimentary registrations • One complimentary exhibit space in premier location 	
Engagements	<ul style="list-style-type: none"> • Exclusive sponsor of the Meet the Grads Mixer (ticketed event) • Five VIP seats at the Awards Luncheon 	
Advertisements	<ul style="list-style-type: none"> • Logo prominently featured on Meet the Grads Mixer signage • Logo prominently featured on signage at registration area • Logo prominently featured on the conference mobile app • Logo prominently featured on the conference website • Full-page digital ad in the conference program 	
Communications	<ul style="list-style-type: none"> • One sponsored email to conference attendees • One sponsored announcement on the conference mobile app • One LinkedIn post acknowledgement from GED Testing Service 	
Giveaways	<ul style="list-style-type: none"> • One giveaway item to be included in conference welcome bags 	

Gold Sponsor		\$10,000
Registrations	<ul style="list-style-type: none"> • Four complimentary registrations • One complimentary exhibit space 	
Engagements	<ul style="list-style-type: none"> • Exclusive sponsor of one breakfast or the farewell reception • Four VIP seats at the Awards Luncheon 	
Advertisements	<ul style="list-style-type: none"> • Logo prominently featured on breakfast or farewell reception signage • Logo prominently featured on signage at registration area • Logo prominently featured on the conference mobile app • Logo prominently featured on the conference website • Full-page digital ad in the conference program 	
Communications	<ul style="list-style-type: none"> • One sponsored announcement on the conference mobile app • One LinkedIn post acknowledgement from GED Testing Service 	
Giveaways	<ul style="list-style-type: none"> • One giveaway item to be included in conference welcome bags 	

Silver Sponsor		\$5,000
Registrations	<ul style="list-style-type: none"> • Three complimentary registrations • One complimentary exhibit space 	
Engagements	<ul style="list-style-type: none"> • Sponsor of one snack station • Three VIP seats at the Awards Luncheon 	
Advertisements	<ul style="list-style-type: none"> • Logo prominently featured on snack station signage • Logo prominently featured on signage at registration area • Logo prominently featured on the conference mobile app • Logo prominently featured on the conference website • Half-page digital ad in the conference program 	
Communications	<ul style="list-style-type: none"> • One LinkedIn post acknowledgement from GED Testing Service 	
Giveaways	<ul style="list-style-type: none"> • One giveaway item to be included in conference welcome bags 	

Bronze Sponsor		\$2,500
Registrations	<ul style="list-style-type: none"> • Two complimentary registrations • One complimentary exhibit space 	
Engagements	<ul style="list-style-type: none"> • Sponsor of one beverage station • Two VIP seats at the Awards Luncheon 	
Advertisements	<ul style="list-style-type: none"> • Logo prominently featured on beverage station signage • Logo prominently featured on signage at registration area • Logo prominently featured on the conference mobile app • Logo prominently featured on the conference website • Quarter-page digital ad in the conference program 	
Communications	<ul style="list-style-type: none"> • One LinkedIn post acknowledgement from GED Testing Service 	
Giveaways	<ul style="list-style-type: none"> • One giveaway item to be included in conference welcome bags 	

Exhibitor		\$2,000
Registrations	<ul style="list-style-type: none"> • One complimentary registration • One complimentary 6' exhibit table 	
Engagements	<ul style="list-style-type: none"> • Complimentary breakfasts & refreshments • One complimentary seat at the Awards Luncheon 	
Advertisements	<ul style="list-style-type: none"> • Exhibitor account & conference app portal access • Organization listed in conference program 	

Consultant		\$1,000
Registrations	<ul style="list-style-type: none"> • One complimentary registration • One complimentary 3' round table 	
Engagements	<ul style="list-style-type: none"> • Complimentary breakfasts & refreshments • One complimentary seat at the Awards Luncheon 	
Advertisements	<ul style="list-style-type: none"> • Consultant account & conference app portal access • Organization listed in conference program 	

Individual Sponsorships

Our individual sponsorship and promotional opportunities offer prominent brand exposure, recognition, acknowledgement, and customized engagement options to meet your specific marketing objectives and ensure maximum return on investment.

\$20,000 – Keynote Speaker
\$15,000 – Workforce Plenary
\$15,000 – Conference Wifi
\$10,000 – Conference Mobile App
\$10,000 – Conference Badges & Lanyards

\$5,000 – Sponsored Session (*multiple available*)
\$5,000 – Branded Portable Phone Chargers
\$2,500 – Water Station (*multiple available*)
\$2,500 – Branded Hotel Room Keys
\$1,000 – Quiet Room (*multiple available*)

Tentative Schedule

Monday, August 4

7:00 a.m. – 7:00 p.m. Badge Pick-Up & Exhibit Hall Open
1:00 p.m. – 4:00 p.m. Breakout Sessions & Professional Development
5:30 p.m. – 7:00 p.m. Welcome Reception

Tuesday, August 5

7:00 a.m. – 12:00 p.m. Badge Pick-Up
7:00 a.m. – 7:00 p.m. Exhibit Hall Open
8:00 a.m. – 8:30 p.m. President’s Address
8:30 a.m. – 9:30 a.m. Keynote Speaker
9:45 a.m. – 10:45 a.m. Workforce Plenary
11:00 a.m. – 12:15 p.m. Breakout Sessions & Professional Development
12:30 a.m. – 2:00 p.m. Awards Luncheon
2:15 p.m. – 5:15 p.m. Breakout Sessions & Professional Development
5:30 p.m. – 6:30 p.m. Meet the Grads Mixer (ticketed event)

Wednesday, August 6

8:00 a.m. – 8:30 a.m. Leadership Announcements | Q&A
8:45 p.m. – 11:30 a.m. Breakout Sessions & Professional Development
12:00 p.m. Conference Concludes

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