



# SXSW EDU 2023 CASE STUDY

PLATFORM  
**LEARN**  
BY INSTRUCTURE

"The buzz and excitement [of SXSW EDU] is always fantastic, and providing a safe space for leaders and individuals from all parts of the market to engage is deeply needed and valuable!"

- LearnPlatform





## AT A GLANCE

- Location: Headquartered in Salt Lake City, UT
- Employees: 1800 employees
- Industry: Education
- SXSW Product Featured:
  - EDU Expo Presenting Sponsor

LearnPlatform is the research-based edtech effectiveness system used by US schools, districts, states and solution providers to improve student and teacher outcomes, fiscal budgets, and equitable effectiveness of learning solutions.

## THE TARGET

Highlight the successes of LearnPlatform's new and existing solutions, generate leads, and gain awareness and value for them in the market.

## THE APPROACH

As the presenting sponsor of the highly attended EDU Expo, LearnPlatform positioned themselves at the heart of the event's buzz and excitement. This sponsorship included extensive logo placement both physically and digitally, a large, fully customizable booth within the expo, and a Partner Programming speaker session on the Next Stage.

## THE IMPACT

LearnPlatform helped to create an expo space that was fun, energetic, and substantive. The EDU Expo attracted nearly 12,000 attendees. By recording their speaker session, LearnPlatform continued their post-event presence on the SXSW Schedule. Their presence helped gain recognition, build valuable connections, and reinforce their position as a leading solution provider in the education industry.