

# moodle moot™

## ITALIA 2025

### Sponsor Prospectus

Applications due by September 8, 2025



## Ferrara December 17-19, 2025

### Italian Moodle Users Association A.p.s. (AIUM)

**MoodleMoot Italia 2025** will take place in **Ferrara**, a captivating Renaissance city in Italy, famed for its well-preserved historical center, which is a UNESCO World Heritage Site. It will be organized by **AIUM** in collaboration with **Università di Ferrara**.

Over three days, the conference will offer Moodlers a rich program of insightful experience sharing, engaging presentations, and practical hands-on workshops, exploring Moodle in various settings and scenarios. The program is further enriched by updates from Moodle HQ, invaluable community networking, and exciting cultural events.

Official event website

<https://www.aium.it/mootit2025>

## Benefits for the sponsors

- A speech/presentation in a parallel session for Advanced and Standard levels.
- Exhibition area with desk and chairs, electrical socket, and Wi-Fi connection.
- Company logo, a company description, and a link on the event sponsors page.
- Company logo on all event printed materials (e.g. conference program, folder, notepad).
- One to four A4 product and service communication flyers included in the conference kit.
- Free access to the conference for eligible representatives.

## Who will be attending

- Institutional leaders from many sectors (education, public and private services, defense, health, ...)
- Academic decision- makers
- Instructional designers, Course developers
- Moodle LMS administrators
- Educational technology developers and providers
- E-Learning Consultants
- Government officials and Policy makers
- Scientific Research Associations representatives (Informatics and Pedagogy)
- Faculty, Teachers, Trainers
- Academic Researchers
- Association board members, executives, and staff

## Application

Interested sponsors must apply to [segreteria@aium.it](mailto:segreteria@aium.it) no later than **September 8, 2025**, specifying:

- Full company name.
- Sponsorship level of choice.
- Extra sponsorships (optional).

The application will be quickly evaluated and, upon acceptance, AIUM will send a contract to be completed and signed by a legal representative of the company. The sponsorship will be effective **upon receipt of the financial contribution** for the chosen sponsorship plan; payment should be finalized **no later than September 30, 2025**.

## Sponsorship plans

	Advanced Sponsorship	Standard Sponsorship	Base Sponsorship
<b>Cost</b>	<b>€ 4.000</b>	<b>€ 2.300</b>	<b>€ 1.200</b>
<b>Speech/ Presentation</b>	1 x 20 minutes max	1 x 10 minutes max	<b>X</b>
<b>Exhibition space</b>	1 desk (*) with chairs, electrical socket and WiFi	1 desk(*) with chairs, electrical socket and WiFi	1 desk(*) with chairs, electrical socket and WiFi
<b>Flyers included in conference kit</b>	up to four A4 pages (+)	up to two A4 pages (+)	one A4 page (+)
<b>Logo on conference printed materials</b>	big	medium	small
<b>Logo on the conference website</b>	max 300 x 150 px	max 250 x 125 px	max 200 x 100 px
<b>Sponsors page</b>	logo, text (up to 600 chars), link to official website and social links	logo, text (up to 300 chars), link to official website and social links	logo, text (up to 200 chars), link to official website and social links
<b>Advertisements on AIUM social media</b>	✓	✓	✓
<b>Access to the conference</b>	Max 4 representatives per day	Max 2 representatives per day	Max 1 representative per day
<b>Available sponsorships</b>	<b>2</b>	<b>6</b>	<b>2</b>

(\*) Desks/Tables are of at least 80x120cm tables. The complete area available for the sponsor is around 5 square meters, but this may vary based on the chosen place for the event. The booth characteristics do not vary between different plans.

(+) If a sponsor provides sufficient justification and it is accepted by the AIUM committee, they may request a higher number of pages.

## Extra sponsorships

It is possible to extend the Advanced, Standard, and Basic sponsorships by covering, wholly or partially, coffee breaks (each estimated around € 1.000), lunches (each estimated around € 2.500), or the social dinner (estimated around € 3.500). This extended sponsorship may be highlighted with advertising material provided by the sponsor.

Please contact the administrative office for further information: [segreteria@aium.it](mailto:segreteria@aium.it).

## Constraints

Sponsors, presenters or exhibitors of a MoodleMoot officially recognized by Moodle Pty Ltd:

- 1. should not operate in direct competition with Moodle and/or its Certified Partners. This includes all Moodle providers specified on the page <https://moodle.com/services/certified-service-providers>;**
- 2. should not use the MoodleMoot event to promote other learning management systems (LMSs) to the detriment of the Moodle LMS.**

Representatives attending MoodleMoot will be required to register as Sponsor Representatives on the event website and specify which days they will be attending.

The organization will comply with the national and local regulations that apply during the conference.

## Logistics

The sponsors' area will be close to the parallel conference rooms.

A local storage location will be available for **standard delivery** of sponsor materials needed for booth setup. If you require the **return** of any boxes or materials after the event, please communicate this in advance to [segreteria@aium.it](mailto:segreteria@aium.it).

A specific document with all the logistics information will be sent to each sponsor upon final approval.

While sponsors are responsible for arranging their own device rentals (such as tablets, PCs, or screens), we can suggest local companies if needed. If you encounter any difficulties, please don't hesitate to contact [segreteria@aium.it](mailto:segreteria@aium.it).

## Important notes for representative management

The sponsor must communicate the personal information for each representative to [segreteria@aium.it](mailto:segreteria@aium.it) in advance, indicating the days they will be present at the event and specifying their participation in any extra/optional event moments, such as the social dinner or any special moments scheduled in the conference program.

**The sponsors' representatives may change over the conference days, not exceeding the maximum number of people allowed by the chosen plan.**

Attendance information should not change within 7 days before the event.

Sponsor representatives will collect their personal day pass at the registration desk, preferably before the official opening time of event registration for general participants.

If a sponsor needs any additional representatives, they should register at the same rate as a regular attendee at the time of the request (early or late rates).

## The Participant Welcome Kit

The Participant Welcome Kit is usually composed of a shopper that contains all the information flyers sent by the sponsors, the MoodleMoot Italia gadget, tourist information, event customized notebooks, and a pen.

## Contacting Us by Phone

As AIUM is a non-profit Association and does not have a dedicated headquarters with employees, all management staff are volunteers who have their own primary jobs. Therefore, please prioritize email for all communications.