
















IATEFL

Sponsorship opportunities

Brighton 2011

Companies and organisations are invited to support the IATEFL 2011 Brighton Conference and the following outlines some of the sponsorship opportunities available:

-  Annual General Meeting
-  Associates' Day
-  Badges & Lanyards
-  Bags
-  Coffee Breaks
-  Conference Programme
-  Certificates of Attendance
-  IATEFL Stand
-  IATEFL Internet Café
-  Posters
-  Pre Conference Brochures
-  Signage
-  Speakers' Quiet Room
-  Stewards
-  *NEW* Free Wi-Fi Access

Sponsorship of this prestigious event will raise your profile to key international professionals and institutions across the globe.

All sponsors will be highlighted in the pre-conference publicity material including the main conference programme, as well as being listed on the IATEFL website.

For further details please contact
Alison Wallis, Marketing and Sponsorship Officer on awallis@iatefl.org

Sponsorship Opportunities



Annual General Meeting

Sign language Brings Freedom

A great opportunity for IATEFL to offer refreshments to members attending the IATEFL AGM. Tables will be provided for the sponsor to display their publicity material which delegates can take away.

Associates' Day

University of Cambridge ESOL Examinations

IATEFL has 95 Associate Members who meet annually at the conference. Sponsorship of Associates' Day offers a truly international sponsorship for those wanting worldwide visibility.

SVA Dinner

University of Cambridge ESOL Examinations

The Associates and volunteers meet up prior to the conference for a prestigious evening dinner in one of Brighton's finest restaurants. During the evening the sponsor will have the opportunity to talk about their involvement at the event. A small table will be provided to supply literature for those attending to take away.

Badges - & to supply 2500 Lanyards

IELTS

The sponsors name and logo to be printed on all delegate badges in conjunction with the IATEFL logo. The lanyards provided also to be printed with the sponsor's name.

Coffee Breaks (2 still available £1000 per day)

English Speaking Board

Morning and afternoon breaks. Sponsors will have a great opportunity to display their publicity material and to distribute promotional literature. They will also be listed at the appropriate coffee breaks in the timetable of the conference programme.

Conference Programme

IELTS

The delegates' bible! This is handed to all delegates on arrival and is referred to all week. The sponsor's name and logo will appear on the front cover and at the bottom of most pages throughout. The sponsor is also entitled to a free A4 full colour advertisement within the programme.

Conference Programme Bookmark

IELTS

A double-sided laminated bookmark bound to the spine of the conference programme. One side is to show the sponsor's data and IATEFL's on the reverse.

Certificates of Attendance

EDI

Every delegate who attends the conference is entitled to a Certificate of Attendance. The sponsor's logo in conjunction with the IATEFL logo will be printed on each. Sponsors to provide the certificates.

Conference Selections

Pilgrims

Published eight months after the event, this book is sent to all IATEFL members and contains summaries of the best conference sessions and all the plenary talks in full. Sponsorship includes name and logo on the front cover as well as a black and white advertisement on the inside front cover.

Eco-friendly Conference Bags

ETS TOEFL & TOEIC

This great sponsorship opportunity covers 2500 environment-friendly bags to be sourced and provided by the sponsor. All delegates are given a delegate bag on arrival which includes the main conference programme and additional information which proves invaluable throughout. The sponsor's name and logo as well as IATEFL's logo are printed on both sides of the bag. The design and artwork are to be provided by the sponsor in agreement with IATEFL.

IATEFL Information Desk

Trinity College London

Another great opportunity to team up with IATEFL! The information desk will be manned for the duration of the conference offering delegates general information about IATEFL, the conference and things to do and places of interest in and around Brighton. The sponsor will be able to exhibit their marketing material, display posters and provide handouts for delegates to take away. The information desk is a hub of activity, always busy and the place where delegates collect their Certificates of Attendance.

IATEFL Stand

University of Kent (Centre for English and World Languages)

IATEFL has its own stand within the exhibition where committee members, SIG coordinators and staff are on hand to answer membership and SIG questions. IATEFL's publications and newsletters are displayed, and the sponsor will be welcome to include their own publicity materials if they wish.

Internet Café

Pearson Longman

The Internet café has proved enormously popular over the last few years and provides delegates with easy onsite access to the internet within the exhibition area. The number of internet stations is still to be confirmed. A table will be provided to display the sponsor's literature for delegates to take away.

Posters and Signage

D.Isom Print

For each conference, approximately 800 posters are produced. These are sent to institutions around the world and are displayed on notice boards from July until the conference commences. The posters are displayed at all IATEFL Special Interest events and at IATEFL Associate events. The sponsor's name and logo will appear at the bottom of each poster. Laminated directional signs are produced to help delegates find the session rooms, registration, the exhibition, etc. The sponsor's name and logo, as well as IATEFL's logo, will appear on all signs

Pre-Conference Brochure (June-Dec)

Mailability

A 24 page initial mailing is sent to around 5000 people about next year's conference, and continually sent until the next brochure in December. The brochure contains general information and all details about registration. This sponsorship includes a full-page colour advert on the inside front cover of the brochure. The sponsor's logo, name, web address and an acknowledgement on the front cover is repeated at the bottom of several pages throughout.

Pre-Conference Brochure (Dec-April)

Pilgrims

A 48 page conference brochure is printed in December and mailed continually until conference commences. This updated brochure contains the preview of presentations, updated general information and details about registration and will be sent to around 5000 people. This sponsorship includes a full-page colour advert on the inside front cover of the brochure. The sponsor's name, logo, web address and an acknowledgement will appear on the front cover and at the bottom of most pages throughout.

Speakers' Quiet Room

British Council

IATEFL provides a quiet room for speakers to prepare their presentations. With sponsorship, IATEFL aims to provide computers for speakers to preview their PowerPoint displays, overhead projectors for speakers to try out their transparencies, and a video player and TV monitor. A table will be provided to display the sponsor's literature for speakers to take away. This room is used for the first three days of the conference.

Stewards & to supply 120 T-shirts

IELTS

Where would IATEFL be without the stewards? Prominent in their T-shirts, they help to direct delegates, check badges and are in radio contact with the organisers at all times. The sponsor's name and logo, as well as IATEFL's logo, will appear on all stewards' T-shirts.

NEW

Free Wi-Fi Internet Access

University of Manchester (School of Education)

NEW

List of Participants

Royal Rangers School, Bangladesh

A comprehensive booklet of names and email addresses of all delegates attending IATEFL Brighton 2011. The sponsor's name, logo and web address will appear on the front cover.

Tours, Evening Events and Receptions

If you would like to sponsor any tours, evening events or receptions please let us know immediately. It would be great publicity for your company as well as enabling IATEFL to offer many exciting and interesting events to our delegates.

Additional ideas always welcome!

All sponsorship prices will have VAT added when billed

Please contact Alison Wallis, Marketing and Sponsorship Officer on awallis@iatefl.org to discuss these or any other sponsorship opportunities further.



45th IATEFL CONFERENCE & EXHIBITION

Brighton
15th – 19th April 2011

SPONSORSHIP REQUEST FORM

Name of Company _____

Address _____

Contact Name _____

Telephone _____

Email address _____

✂ We would like to sponsor _____ @ £ _____ ✂
(Please note, VAT will be added)

Please note that once signed, this form acts as a binding agreement and cancellation of sponsorship at any time, prior to the event, will incur the full sponsorship amount.

SIGNED _____

PRINT NAME _____ DATE _____

**Please return to: Alison Wallis, Marketing and Sponsorship Officer, IATEFL,
Darwin College, University of Kent, Canterbury, Kent CT2 7NY, UK Tel: +44
(0) 1227 824436 Fax: +44 (0)1227 824431 Email: awallis@iatefl.org**