

New Sponsorship Packages IATEFL Glasgow 2012



IATEFL Glasgow sees the launch of a new and exciting sponsorship programme. In the past, individual items have been sponsored; we are now pleased to offer Platinum, Gold, Silver or Bronze packages. IATEFL Glasgow 2012 is a fantastic platform to showcase your brand, products and services to educators, researchers and students in the field of ELT, and these packages are designed to maximise the exposure and impact that your brand can make on our conference attendees.

Over the past few years delegate numbers at conference have risen quite significantly from 1700 at IATEFL Cardiff 2009 to 2300+ in Brighton last year. With the Brighton conference being attended by delegates from over 127 countries and 50% of those coming from outside the UK, the conference represents excellent value for money in terms of reaching a global audience.

Benefits to Key Sponsors

1. The opportunity to book your exhibition stand/space first for Glasgow (Please note, stand price is not included)
2. Your company name to be included on the List of Sponsors on the IATEFL website and to include a hyperlink to your website
3. The opportunity to attend annual Key Partners meeting
4. Your company name to be included in all pre and post conference mailings
5. All Key Sponsors to be included on the signage around the SECC and on the screen backdrops in the main Auditorium
6. Recognition of sponsorship via the monthly e-bulletin sent to all IATEFL members and institutions
7. An 80 word editorial in the main conference programme on the sponsors' page
8. An Appreciation of Sponsorship Certificate
9. All Key Sponsors to be welcomed and included in the opening address at conference by the IATEFL President.

IATEFL Sponsorship Glasgow 2012

The IATEFL 2012 conference is a fantastic platform to showcase your brand, products and services to educators, researchers and students in the field of ELT, and these packages are designed to maximise the exposure and impact that your brand can make on our conference attendees.

IATEFL is already most grateful to the following key sponsors for their generous contribution to the success of the conference:

PLATINUM SPONSORS



sponsoring IATEFL Glasgow Online



sponsoring Conference Programme & Bookmark and back page advert, Day Planner page, Speaker Quiet Room and a joint evening event



ETS TOEFL® & TOEIC® sponsoring Conference Bags, Conference Farewell Snacks, Wednesday Overview Page at the back of the Programme and Preliminary Online Conference Brochure



sponsoring SVA Dinner, Associates' Day, Thursday Overview Page at the back of the Programme and Internet Lounge

GOLD SPONSOR



sponsoring Delegate Badges & Lanyards, Stewards and Tuesday Overview Page at the back of the Programme

SILVER SPONSOR



sponsoring IATEFL Jobs Market and raffle prize

BRONZE SPONSORS



sponsoring Preview Conference Brochure



sponsoring IATEFL Conference Selections

Only companies that take up the Platinum, Gold, Silver and Bronze sponsorship packages will be highlighted as Key Sponsors and entitled to the benefits listed.

In addition to the “packages” mentioned, above there is also the option of general sponsorship for those companies who are first time sponsors or who wish to add to their existing package thus increasing their level of sponsorship.

General Sponsors



Crowne Plaza Hotel Glasgow for sponsoring subsidised hotel rooms for the plenary speakers, IATEFL staff and president



D.Isom Print for sponsoring the conference posters and signage around the SECC



English Speaking Board for sponsoring the participants list



Mailability for sponsoring the delegate certificates of attendance



Trinity College London for sponsoring the IATEFL Information Desk



Scottish Qualifications Authority for sponsoring the coffee breaks on Tuesday 20th March



telc – language tests for sponsoring the coffee breaks on Wednesday 21st & Thursday 22nd March



Pearson for sponsoring the Pecha Kucha evening event on Thursday 22nd March

Sponsorship Opportunities still available

Four-page post conference supplement in *IATEFL Voices 225* @ £1000

The general sponsors will be included on the list of sponsors on the IATEFL website and in the main Conference Programme but will not be entitled to any of the other benefits offered to Key Sponsors.

Tours and Evening Events

If you would like to sponsor any tours or evening events please let us know. It would be great publicity for your company as well as enabling IATEFL to offer many exciting and entertaining events to our delegates. Please note that sponsorship of an evening event does not entitle the company to any of the benefits as a Key Sponsor but will be listed as a sponsor on the IATEFL website and in the main Conference Programme.

For further details please contact Alison Wallis, Marketing & Sponsorship Officer on awallis@iatefl.org to discuss these or any other sponsorship opportunities.