



54<sup>th</sup> International Conference & Exhibition  
18 - 21 April 2020

# Sponsorship Opportunities



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# About IATEFL Manchester 2020

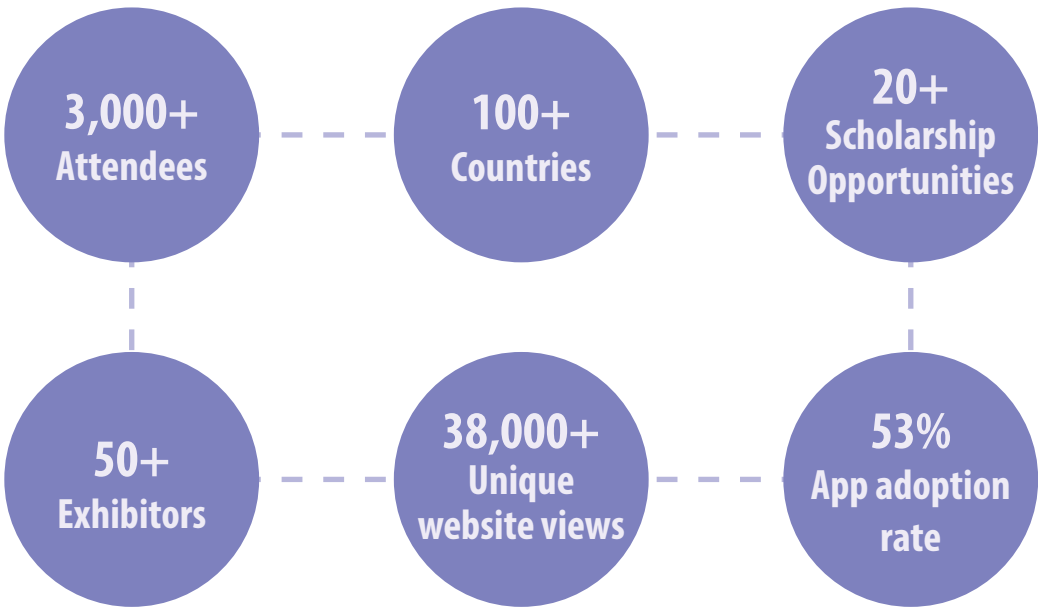
The 54<sup>th</sup> International IATEFL Conference and Exhibition will be held in the city of Manchester, commonly known as the gateway to the north. Hosted at the Manchester Central venue, the Conference will run from Saturday 18th April to Tuesday 21st April, with Pre-Conference Events taking place on Friday 17th April 2020.

The Conference brings together English Language Teaching professionals from around the world to hear from industry experts, explore the newest ideas and trends in ELT and connect with like minded professionals. Our delegates include both members and non-members of IATEFL, with at least 30% of delegates attending for the first time each year. The Exhibition showcases both innovative and established ELT organisations providing publications, courses, testing and other key services; while the Careers Fair offers a dedicated hub within the Exhibition for career development. Visitors to the Careers Fair can listen to career led 'How to...' sessions, get advice on working in a range of ELT roles, speak with industry recruiters about current job opportunities and have their CV professionally reviewed.

With headline plenaries, over 500 topical sessions, a range of special pre-conference events and a full social programme, the IATEFL conference is one of the leading ELT events in the calendar and is much loved by our delegates.

Please visit the [IATEFL conference website](#) for all the latest information about the event.

## The Conference in numbers...



# Becoming a sponsor

Supporting the IATEFL Conference is your opportunity to connect with a very active ELT community. Travelling from all over the world, our delegates are looking for new ideas which can help develop their work, but also for brands that they can rely on to achieve such goals - and that is where you could benefit from sponsorship exposure.

IATEFL recognises that no two organisations are the same, and whilst pre-determined sponsorship packages work for some marketing strategies, they do not always work for others. We understand that it's important that all of our sponsors get the most out of their partnership with us, and so we have created a flexible approach to sponsorship that allows greater freedom when considering the best route to build your brand awareness.

The opportunities outlined in this document give you the option to pick areas of sponsorship that are most relevant to you - building a unique package that reflects your organisation and its key marketing goals. You can choose individual options or group multiple options together to boost your exposure. Depending on your level of investment, your company will be listed under a tiered category of sponsorship. With each tier you will be offered additional key benefits to help promote your company further.

Whether you are looking to get your brand noticed, or perhaps want to use the IATEFL Conference as a platform for introducing a new product or service, sponsorship provides you the perfect opportunity to make new contacts whilst setting you apart from your competition.

If you would like to discuss any of our existing opportunities and how these could be tailored to suit your requirements, or if you would like to talk about your own ideas, please contact our Sponsorship and Exhibition Officer, Leanne Smith.

Please note that sponsors will always be listed according to spend and then in alphabetical order.



**Become a Scholarship Sponsor for IATEFL 2021**  
Why not consider funding a scholarship for IATEFL 2021 and give someone the opportunity to attend the IATEFL Conference who wouldn't otherwise be able to. For more information contact: [scholarshipcommittee@iatefl.org](mailto:scholarshipcommittee@iatefl.org)

# Sponsor benefits

As an IATEFL Conference Sponsor, you will be able to take advantage of a number of additional benefits that could help increase your brand exposure; not only to our conference attendees but also to our wider stakeholder network. Depending on your level of investment, you will be classified under one of the five sponsorship levels, each of which offers the following additional benefits:

	Key Sponsors				
	Sponsor £1,000 - £3,499 spend	Bronze Sponsor £3,500 - £6,499 spend	Silver Sponsor £6,500 - £10,999 spend	Gold Sponsor £11,000 - £14,999 spend	Platinum Sponsor £15,000 + spend
Introduction on our social media platforms <small>(Reach: Twitter 18K, Facebook 15K, LinkedIn 7k, Instagram 2k)</small>	✓	✓	✓	✓	✓
Highlighted as a sponsor on the IATEFL Conference website <small>(Key sponsors will be listed with hyper-linked logo &amp; short blurb. Sponsors will be listed with hyper-linked logo)</small>	✓	✓	✓	✓	✓
Listed in the online preview brochure under 'Sponsors' <small>(Key sponsors will be listed with logo &amp; short blurb. Sponsors will be listed with logo)</small>	✓	✓	✓	✓	✓
Listed in the conference programme under 'Sponsors' <small>(Key sponsors will be listed with logo &amp; an 80 word (+/-) editorial. Sponsors will be listed with logo)</small>	✓	✓	✓	✓	✓
Listed on conference App under 'Sponsors' with logo & contact information	✓	✓	✓	✓	✓
Included in dedicated sponsors email to all registered delegates - Sent in 2020 <small>(Key sponsors will be listed with logo, short blurb, stand number &amp; any session(s) details. Sponsors will be listed with logo.)</small>	✓	✓	✓	✓	✓
Additional social media exposure, pre- & during the conference		✓	✓	✓	✓
Recognition in the pre-conference delegate welcome mailing <small>(Sent to all pre-registered delegates. 3000+ deliveries)</small>		✓	✓	✓	✓
Use of IATEFL Manchester 2020 Sponsor logo		✓	✓	✓	✓
Included on main auditorium backdrops & on appropriate venue signage		✓	✓	✓	✓
Welcomed within the opening address in Manchester by the IATEFL President		✓	✓	✓	✓
Additional session filming <small>(optional)</small>		2	3	4	5
Invitation to the networking event on Thursday 16th April 2020		✓	✓	✓	✓
Priority booking of exhibition stand		✓	✓	✓	✓
Video posting on IATEFL social media <small>(optional)</small>			✓	✓	✓
Pop-up presentation session with tannoy announcement			✓	✓	✓
Complimentary conference registration(s)			1	2	4
Colour advertisement within the pre- or post- conference edition of <i>Voices</i>			1/4 Page	1/2 Page	Full Page
Signature event <small>(If confirmed with working title &amp; abstract provided before Friday 27th September 2019)</small>				✓	✓
1 year complimentary Institutional Membership <small>(or renewal)</small>					✓
Conference related blog post <small>(optional)</small>					✓



# Take your pick...

We've carefully crafted these sponsorship opportunities to help you engage with your key target audience and give your brand a voice at the conference.

*There are no limits to the imagination!* If you have an idea that you would like to discuss, please contact our [Sponsorship and Exhibition Officer](#).

## THINKING AHEAD

<b>Conference Preview Brochure</b> Be part of the eagerly anticipated first look brochure released in January 2020.	<b>SOLD</b>
<b>IATEFL <i>Voices</i> Advertorial</b> More than just an image - it's your chance to tell IATEFL members more about your product/service.	<b>SOLD</b>
<b>Welcome Reception</b> Help kick off IATEFL 2020 in style at the delegates' welcome reception on Friday 17 <sup>th</sup> April.	<b>SOLD</b>
<b>Associates' Day</b> It's your chance to make new connections with IATEFL representatives from around the world!	<b>SOLD</b>

## HEADLINE

<b>NEW Keep It Social</b> Support the social programme and encourage delegates to connect outside of sessions!	<b>SOLD</b>
<b>Delegate Lanyards and Badges</b> Keep your brand top of the mind by sponsoring these delegate essentials.	<b>£15,000</b>
<b>Delegate Bags</b> Increase your exposure long after IATEFL Manchester 2020 by branding reusable delegate bags.	<b>SOLD</b>
<b>Conference Programme</b> The 'go to' book for all conference information - and a great keepsake for delegates to take home!	<b>SOLD</b>
<b>Conference App and Guide for App Users</b> Growing in popularity each year, the Conference App is a 'one stop' shop for conference information.	<b>£5,800</b>

## CORPORATE SOCIAL RESPONSIBILITY

<b>Eco-partner</b> Support our eco pledge and show your company's commitment to the environment.	<b>SOLD</b>	<b>Reusable Drinks Cups (8oz)</b> Help us reduce single-use paper cups whilst placing your brand directly into delegates hands.	<b>£1,500</b>
<b>Book Swap</b> Encourage delegates to recycle their pre-loved books with this fun initiative.	<b>£1,500</b>	<b>NEW Delegate Wellness</b> Join us in promoting the importance of well-being whilst at the conference!	<b>£3,500</b>

## CATCH THEM IN THE EXHIBITION

<b>Tea and Coffee</b> Give delegates something to discuss over a brew! Sponsorship is available for individual days with a discount available for multiple day bookings.	<b>£1,500 per day</b>
<b>Careers Fair</b> Be part of our delegates' career development by supporting the Careers Fair.	<b>SOLD</b>
<b>'Stay Connected' - Internet &amp; Charging Zone</b> Sponsor these popular exhibition features, where delegates can recharge and connect with the world outside of the conference.	<b>£5,800</b>

You can boost your exposure even further with these key advertising opportunities:

- Delegate Bag Insert
- Conference Preview Brochure Advert
- Conference Programme Advert
- *Voices* Advert

**£POA | 10% discount**  
on programme & IATEFL *Voices* adverts for all sponsors

DON'T FORGET

## A LASTING IMPRESSION

<b>Conference Selections</b> This feature publication is a firm favourite for all academic shelves!	<b>£3,800</b>
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## FINISHING TOUCHES

<b>'You are here' signage</b> Point them in your direction by branding our venue signage.	<b>SOLD</b>
<b>Entrance Steps Branding</b> Catch their attention when delegates first arrive at the venue with this unique opportunity.	<b>£1,500</b>

# Full breakdown details

Below you will find a full breakdown of everything that’s included as part of each sponsorship opportunity and some extra notes to help in your planning.

## THINKING AHEAD

Conference Preview Brochure

SOLD

This will be released in January 2020 on our conference website and includes a sneak preview of what’s to come at the conference, including a preview of the presentations. It can be downloaded in PDF format and has previously been viewed by 10,000+ website visitors. As part of this sponsorship, your company will benefit from:

- Full branding of the online preview brochure, including logo on front cover and on alternate pages
- Inside front cover and back page advertisement within the brochure *(full colour with hyper-link as required)*
- Highlighted as the sponsor on the homepage of the conference website as part of the link to the brochure
- Highlighted as the sponsor on social media post(s) about the Preview Brochure

IATEFL *Voices* Advertorial

SOLD

Returning for 2020, this creative opportunity lets you put pen to paper to tell our Voices readers about your product/service. The A4 single page advertorial will feature in the pre-conference edition of Voices (273) launched in March/April 2020, which will be sent to all members of IATEFL either in print or electronic format. The advertorial must be relevant to ELT and all artwork / editorial must be approved by IATEFL before final submission. The IATEFL *Voices* editor reserves the right to make alterations to the advertorial if required. As part of this sponsorship, your company will benefit from:

- Full colour advertorial in Voices 273, formatted to your preferences
- Full colour banner advert in Voices 274. *(Banner size 181mm wide by 50mm high)*

Welcome Reception

SOLD

Attended by the Lord Mayor of Manchester and around 600 delegates, the welcome reception kicks off the IATEFL Conference each year. Beginning with official welcomes from the IATEFL President and our Patron, David Crystal; it will conclude with drinks, light entertainment and networking opportunities. As part of this sponsorship, your company will benefit from:

- Pop-up banners at the entrance to the auditorium and around the networking room *(To be supplied by the sponsor)*
- Branded tabletop (A4) signage around the networking room and at the bar *(Artwork to be supplied by the sponsor)*
- Recognition during welcome speeches by the IATEFL President
- Introduced to the stage as welcome reception sponsor and opportunity to introduce our Patron, David Crystal

Associates’ Day

SOLD

Taking place on Friday 17th April 2020, this full day event is attended by around 60 Teaching Association representatives from around the world. The day comprises of talks, working groups and TED-style presentations; and is considered a key wider networking opportunity. As part of this sponsorship, your company will benefit from:

- A relevant presentation at the Associates’ Day as part of the days agenda *(Time/subject to be agreed by IATEFL)*
- Pop-up banners around the venue during Associates’ Day *(To be supplied by the sponsor)*
- Literature distribution in key areas during Associates’ Day

## HEADLINE

Keep It Social

SOLD

The social programme is an integral part of the conference and offers a fantastic opportunity for delegates to meet like minded colleagues and make new friends! Our social programme is very well attended and gives delegates a place to unwind outside of the academic sessions. As part of this sponsorship, your company will benefit from:

- Sponsorship of nibbles and drinks at the ‘International Quiz’ and ‘Music Night’ with table top branded signage
- Pop-up banner(s) outside room for the night of the ‘International Quiz’ and ‘Music Night’ events
- Option for literature distribution around the room for the ‘International Quiz’ and ‘Music Night’ events
- Website banner on ‘Social Programme’ page of the conference website with hyperlink
- Logo on all social programme signage around the venue
- Logo on ‘Social Programme’ page of the Conference Programme
- Branding on social media posts about the social programme in lead up to and during the conference
- Branding on ‘photo opportunity’ at the conference *(Along with IATEFL branding. Photo booth/opportunity to be placed in central foyer)*

Delegate Lanyards and Badges

£15,000

Every delegate will need to show their badge to access any academic sessions and evening events, making this a fantastic branding opportunity. The exposure also continues long after conference with many images and videos showing delegates with their badges! The ‘Welcome and Information Desk’ is the go to spot for delegate questions and will be placed in the central foyer. The lanyards and steward t-shirts must be supplied by the sponsor and final designs must be approved by IATEFL. As part of this sponsorship, your company will benefit from:

- Company logo on the delegate badges, along with the IATEFL logo
- Company name/logo on the lanyards, along with IATEFL logo *(approximately 3,000 lanyards required)*
- Branding on the ‘Welcome and Information Desk’ in the central foyer
- Branding on the steward t-shirts *(approximately 250-300 t-shirts required)*

Delegate Bags

SOLD

Offered to all delegates, the delegate bags are a great give-away and can be utilised long after the conference, extending your brand exposure. The branded bags and bag insert must be supplied by the sponsor and final designs must be approved by IATEFL. This will be approximately 3,000 of each item. As part of this sponsorship, your company will benefit from:

- Company name/logo and branding on delegate bags
- Insert for the delegate bags - this could be a flyer, booklet or other branded item
- Divider (full page) advertisement in the conference programme; both printed and online

Conference Programme

SOLD

Jam packed with everything delegates need to know, this is an essential tool for all conference planning. All artwork must be supplied by the sponsor and must be approved by IATEFL. As part of this sponsorship, your company will benefit from:

- Branding on the front page of the conference programme; both printed and online
- Back page advertisement in the conference programme; both printed and online
- Logo on alternate pages of the programme; both printed and online
- Full branding on one side of the conference programme bookmark

Conference App and Guide for App Users£5,800

In the age of technology, the conference App has become a popular planning tool for the conference. For IATEFL Liverpool 2019, the free Conference App saw a 53% adoption rating by our delegates. All artwork must be supplied by the sponsor and must be approved by IATEFL. As part of this sponsorship, your company will benefit from:

- Branding on the homepage of the App
- ‘Top shelf’ listing as the App sponsor under the sponsorship section
- Branding on social media posts about the App in lead up to and during the conference
- 1 in App push notification for each day of the conference *(Content to be approved by IATEFL before scheduling)*
- Branding on the front page of the App supplement booklet
- Back page advertisement in the printed supplement
- Logo to feature on alternate pages of the printed supplement

CORPORATE SOCIAL RESPONSIBILITY

Eco-partnerSOLD

Sustainability within the ELT industry is a critical issue and one that IATEFL understands the importance of. We are working hard to try to reduce our global footprint and are looking for an eco-partner to support this effort and help give guidance to our delegates about reducing their own environmental impact. This has been raised by many of our delegates, who are actively changing their behaviours to become more environmentally conscious; and so is a fantastic opportunity to be creative and really engage with delegates as part of your own Corporate Social Responsibility. As part of this sponsorship, your company will benefit from:

- Branding at dedicated recycling feature area at the venue *(This area will include recycling initiatives such as eco-bricks to encourage delegate participation)*
- Logo on signage around the venue to promote recycling including your ‘top tips for sustainability’
- Blog relating to sustainability shared on our social media platforms *(optional)*
- Recognition in pre-conference delegate welcome email as part of sustainability awareness
- Recognition within the Conference Programme as our eco-partner
- Website banner on ‘Environmental Commitment’ page of the conference website with hyper-link
- ‘Top tips for sustainability’ promoted through our social media platforms in the lead up to the conference with appropriate branding and hyper-link
- Branding on other social media posts/ information relating to sustainability
- Other branding opportunities and initiatives available *(To be supplied by the sponsor & approved by IATEFL)*

*With this opportunity IATEFL encourages your creativity and so would be happy to discuss additional benefits and branding opportunities as part of the sponsorship.*

Reusable Drinks Cups£1,500

Proving very popular in Liverpool, these branded drinks cups will be offered to delegates when collecting their programmes, giving them the option to use the cup for both hot/cold beverages throughout the conference rather than single-use alternatives. The cups must be supplied by the sponsor (8oz cups) and artwork must be approved by IATEFL. As part of this sponsorship, your company will benefit from:

- Branded reusable drinks cups given out to all delegates on site. These can include branded tags
- Pop-up banner at the drinks cup collection point *(To be supplied by the sponsor)*
- Recognition on conference website ‘Environmental Impact’ page
- Recognition within ‘About the Conference’ pages in the Conference Programme

Book Swap£1,500

This initiative not only gives delegates the opportunity to expand their personal reading but is also a fantastic way to promote sustainability through ‘reuse’. The Book Swap tree will be positioned in a prime location at the venue, near to seating where delegates can take time out for some light reading. The sponsor is welcome to provide non-ELT books as part of this initiative and also provide additional promotional signage. As part of this sponsorship, your company will benefit from:

- Branding on the Book Swap Tree
- Additional branded signage around the venue about the initiative
- Social media exposure about the initiative
- Pop-up banner(s) in the Book Swap area *(To be supplied by the sponsor)*
- Recognition on conference website ‘Environmental Impact’ page
- Recognition within ‘About the Conference’ pages in the Conference Programme
- Option to give out additional branded items such as bookmarks *(To be supplied by the sponsor & approved by IATEFL)*

Delegate Wellness£3,500

This is a brand new opportunity which recognises the importance of our delegates’ well-being whilst at the conference. With morning and afternoon classes planned such as yoga, tai-chi and mindfulness sessions, you can help support our delegates, giving them the chance to refresh their minds and bodies each day! As part of this sponsorship, your company will benefit from:

- Pop-up banner(s) outside room for each morning/afternoon wellness class
- Recognition as the supporter of delegate wellness within the Conference Programme
- Branding on social media posts about delegate well-being in lead up to and during the conference
- Recognition in pre-conference delegate welcome email as part of well-being awareness
- Website banner on ‘Delegate Well-being’ page of the conference website with hyper-link
- Option to give out relevant branded items during wellness class *(To be supplied by the sponsor & approved by IATEFL)*

*We are also exploring the possibility of offering complimentary fruit each day, which could offer an additional branding opportunity.*

CATCH THEM IN THE EXHIBITION

Tea / Coffee£1,500 p/day or £5,000 for duration of conference

The tea and coffee stations offer complimentary hot beverages to all delegates throughout the day, and are a prime spot during break times and lunches as delegates look to refuel. Sponsorship is available for individual days or as a full conference package. All branding/literature must be supplied by the sponsor and must be approved by IATEFL. As part of this sponsorship, your company will benefit from:

- A4 signage at tea/coffee stations on chosen sponsorship day(s)
- Sole literature distribution at tea/coffee stations on chosen sponsorship day(s)
- Pop-up banners at the tea/coffee stations on chosen sponsorship day
- Literature distribution in exhibition seating areas on chosen sponsorship day(s) *(Placement to be determined by IATEFL)*
- Highlighted in the programme overview pages as tea/coffee sponsor on dedicated day(s)
- Option to give out additional branded items *(To be supplied by the sponsor)*

Careers FairSOLD

After it’s success in 2019 the IATEFL Careers Fair is back for it’s 2<sup>nd</sup> year! The professional hub offers delegates the chance to not only look at new job vacancies and speak to recruiters but also to get advice on career development, as well as listen to key ‘How to...’ Presentations. As part of this sponsorship, your company will benefit from:

- Banner advertisement on the Careers Fair page of the conference website with relevant hyper-link
- Branding on Careers Fair graphics
- Careers Fair Presentation (15 - 20 minute slot). *(Must be focussed on career development and must be approved by IATEFL)*
- Stand within the Careers Fair, including 2 conference registrations *(Specifications be to confirmed with final designs)*
- 6 months online advertising on the Jobs Market *(1 job posting per month)*



'Stay Connected' - Internet and Charging Zone

£5,800

The internet and charging zone is a place for delegates to recharge, get online and check in with the world. With lots of comfy seating, delegates will also be able to use the space to recharge themselves or even arrange small informal meetings. There will be 4 chrome-books in situ provided by IATEFL, along with charging points for all devices. All branding and literature must be supplied by the sponsor and must be approved by IATEFL. As part of this sponsorship, your company will benefit from:

- Full branding of the internet and changing zone
- Branding on the home screen of the chrome-books
- Sole literature distribution in this area
- Option to brand charging points *(Pricing and options to be confirmed with supplier)*
- Other branding opportunities and initiatives available *(To be supplied by the sponsor & approved by IATEFL)*

A LASTING IMPRESSION

Conference Selections

£3,800

Conference Selections is the academic publication to revisit key conference sessions all in one place and offers brand exposure for many years to come after each conference. As part of this sponsorship, your company will benefit from:

- Full sponsorship of the IATEFL Manchester *Conference Selections* *(Released in January/February 2021)*
- Insert placed within envelopes of all hard copies posted to IATEFL members *(To be supplied by the sponsor)*
- Branding as part of the electronic format delivery
- Sponsorship of the IATEFL Voices 'conference spotlight' pages published in July 2020

FINISHING TOUCHES

'You are here' Signage

SOLD

Located at various points around Manchester Central, these directional signs are key visuals to help delegates get between rooms and around the venue. There will be a minimum of 5 'You are here' points around the venue. As part of this sponsorship, your company will benefit from:

- Logo to feature on 'You are here' signage around the venue
- Logo to feature on pull out map within the Conference Programme and Guide for App Users

Entrance Step Branding

£1,500

Positioned at the main entrance to Manchester Central, the steps are a visually striking branding opportunity that will hit delegates when they arrive at the venue each day. There are 3 columns of steps, with 5 steps per column available for branding. Alternative steps will be branded by IATEFL. All artwork must be supplied by the sponsor, should include the conference logo and must be approved by IATEFL before production. Graphic size for each step is 1.5m x 0.1m. As part of this sponsorship, your company will benefit from:

- Production and installation of branding on alternative entrance steps in the venue forecourt

Here are a few *pick & mix* ideas that you might like to consider...

Great exposure for a smaller budget

Pick: 'You are here signage'

Pick: 'IATEFL Voices Advertorial'

£2,700

Sponsor

All about the delegate experience!

Pick: 'Delegate Wellness'

Pick: 1 day 'Tea/Coffee'

£5,000

Bronze Sponsor

Make a BIG statement

Pick: 'Entrance Step Branding'

Pick: 'Welcome Reception'

Pick: 'Eco-partner'

£8,500

Silver Sponsor

Take ownership of the conference programme

Pick: 'Conference Preview Brochure'

Pick: 'Conference Programme'

Pick: 'Conference App'

£11,600

Gold Sponsor

DON'T FORGET

If you have a collaborative idea that you think would heighten the delegate experience, we want to hear from you!

Please contact our [Sponsorship and Exhibition Officer](#).

# Contact us

If you would like to discuss any of our sponsorship opportunities and how these could be tailored to suit your requirements, please contact [sponsorship@iatefl.org](mailto:sponsorship@iatefl.org).

Chief Executive:	Jon Burton	<a href="mailto:jon@iatefl.org">jon@iatefl.org</a>
Deputy Chief Executive:	Louise Atkins	<a href="mailto:louise@iatefl.org">louise@iatefl.org</a>
Sponsorship and Exhibition Officer:	Leanne Smith	<a href="mailto:sponsorship@iatefl.org">sponsorship@iatefl.org</a>
Senior Bookkeeper:	Iwona Minkowska	<a href="mailto:finance@iatefl.org">finance@iatefl.org</a>
Careers Fair Organiser:	Katy Suckling	<a href="mailto:jobsmarket@iatefl.org">jobsmarket@iatefl.org</a>

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