

IATEFL Exhibition Stand booking form

for the IATEFL International Conference 2027 in Birmingham

- Please read the terms and conditions for exhibition bookings before sending your booking.
- Once your booking has been confirmed you will receive an invoice from IATEFL Trading Limited, to whom payment should be made. IATEFL Trading Ltd is a subsidiary of, and is fully owned by, IATEFL.
- If you have any questions please don't hesitate to contact us on the same email address.

Your company information

Company name:			
Key contact name:			
Key contact email:			
Key contact phone:			
Invoicing address:			
Accounts contact name:			
Accounts contact email:			
Accounts contact phone:			
Company VAT number:		Purchase order no:	

Your exhibition stand booking

	Stand number	Price
First choice:		
Second choice:		
Third choice:		

Stand type

Tick (✓)
to select

Pre-built stand (shell scheme)

or Self-build stand

Type of organisation

Tick (✓)
to select

Education / course provider

Teacher training & CPD

Exams & assessment

Publisher / resource provider

Ed-Tech & learning technologies

Government Ministry / regulator

Business support services

Other (please add type))

IATEFL advertising booking form

Prices applicable up to and for the IATEFL International Conference 2027 in Birmingham. All prices listed are exclusive of VAT.

Conference Preview advert	Dimensions	Price (excl VAT)	Tick (✓) to select
Full page	184mm x 270mm +3 mm bleed	£349	
Half page	184mm x 132mm	£199	
Quarter page	90mm x 132mm	£119	

Conference Programme advert	Dimensions	Price (excl VAT)	Tick (✓) to select
Inside front cover	210mm x 297mm +3 mm bleed	£1045	
Inside back cover	210mm x 297mm +3 mm bleed	£915	
Full page	184mm x 270mm +3 mm bleed	£789	
Half page	184mm x 132mm	£425	
Quarter page	90mm x 132mm	£259	

Delegate Bag inserts	Price (excl VAT)	Tick (✓) to select
1 page document	£275	
2-4 page document	£375	
5-8 page document	£475	
For 9 + page documents, branded pads or pens, or other branded giveaways:	Contact us	

IATEFL Conference Website banner adverts	Price (excl VAT)	Tick (✓) to select
IATEFL Conference website - homepage	£949 for 4 weeks	
IATEFL Conference website - any other page	£749 for 4 weeks	

IATEFL <i>Voices</i>	Dimensions	Price (excl VAT)	Tick (✓) to select
Inside front cover	210mm x 297mm +3 mm bleed	£650	
Inside back cover	210mm x 297mm +3 mm bleed	£575	
Full page	184mm x 270mm	£500	
Half page	184mm x 132mm	£350	
Quarter page	90mm x 132mm	£225	
Banner	184mm x 50mm	£225	
Advertorial	-	£1,200	

Digital opportunities	Dimensions	Price (excl VAT)	Tick (✓) to select
Banner advert for IATEFL eBulletin to all members	570 px by 200 px	£350	
Banner advert for IATEFL eBulletin and monthly update to all subscribed non-members	570 px by 200 px	£500	

Please send your completed form to: marketing@iatefl.org

Exhibitor Terms and Conditions

These terms and conditions apply to the provision of services by IATEFL Trading Limited ("the Organiser"). By submitting your order acknowledgement, you agree to be bound by these conditions; we will not accept orders or supply such services on any other conditions. These Conditions define the terms under which the Organiser and the submitting company ("the Client") enter into a contractual agreement for the services supplied by the Organiser, whether advertising, exhibition space, or otherwise as set out in the order acknowledgement ("the Service"). The Service relates to the IATEFL International Conference and Exhibition in Birmingham 2027 ("the Event").

1. Contractual period

- a. The Conditions take effect on the date the Organiser sends the order acknowledgement to the Client and remain in force until 9 April 2027 (the "Service Period"). The Organiser will confirm the Client's exhibition booking by issuing an email confirmation and an invoice.

2. Price and payment

- a. Unless the Organiser agrees otherwise in writing (including by email), the price for the Service is the price stated in the exhibition stand confirmation. All associated invoices issued will reflect that price.
- b. The Organiser reserves the right to refuse exhibitors access to their stand, or to remove any stand or exhibit, if payment has not been received in full before the exhibition opens.
- c. All prices are exclusive of VAT. Bank charges and any other duty or taxes which shall be added to the invoice if applicable or charged to the Client in addition to the invoice shall be fully payable by the Client.
- d. Unless the Organiser states otherwise on the order form or agrees otherwise in writing (including by email), payment must be made in full and in cleared funds within 30 days of the invoice date, and in any event no later than Thursday 18 March 2027.

3. Cancellation Policy and events beyond the event Organiser's reasonable control

- a. Once confirmed, the order acknowledgement remains in force until the end of the Service period. If the Client cancels their booking, they remain liable for all fees due under the contract, and no refund will be issued unless the Organiser agrees otherwise in writing (including by email).
- b. The Organiser may terminate this Agreement at any time by notifying the Client in writing (including by email). If the Organiser terminates the Agreement without cause, it will refund all fees paid by the Client, subject to a deduction for any services already provided as determined by the Organiser.
- c. The Organiser reserves the right to cancel an Event at any time and for whatever reason within a period of time deemed reasonable by the Organiser. If it does so, the Organiser will refund the price paid for the Service within a reasonable period. The Organiser's total liability to the Client for cancelling the Event is limited to the amount the Client has paid, subject to a deduction for any services that have already been provided, calculated on a fair and reasonable basis.
- d. In the event that the Organiser should decide, or be advised, that running the event in a face-to-face format is not possible, safe or practicable to do so, because of circumstances or causes beyond its reasonable control it shall, at its sole discretion, be entitled to reschedule to an alternate date or to transfer the event online to a virtual platform. Where exhibitor benefits can reasonably be delivered through the virtual platform, or have already been provided, no refund will be issued and the Organiser will use reasonable efforts to meet its contractual obligations virtually. If the Event is cancelled, or if exhibitor benefits cannot reasonably be delivered virtually, the Organiser will work with the Exhibitor to transfer appropriate benefits to the next face-to-face conference.
- e. The Organiser shall not be liable to the Client for any costs, expenses, losses, liabilities or other financial consequences incurred or suffered by the Client, whether directly or indirectly, arising from or in connection with any epidemic, pandemic, public health emergency or similar event which prevents, restricts, postpones, cancels or delays any booking, sale, payment, refund or other transaction by the Organiser under this Agreement or any contract or arrangement with a third party, or which prevents, restricts, postpones, cancels or delays the Organiser from performing any of its obligations under this Agreement, including (without limitation) any loss of revenue, profits, anticipated savings, business, opportunity or goodwill, and any costs or losses arising from or incurred in connection with such delay, postponement, cancellation, disruption or non-performance.
- f. Without limitation to any other provision of this agreement the Organiser shall not be in breach of this agreement nor liable for delay in performing, or failure to perform, any of its obligations under this agreement, or obliged to provide refunds if such delay or failure results from events, circumstances or causes beyond its reasonable control. In such circumstances it shall, at its sole discretion, be entitled to reschedule to an alternative or to transfer the event online.

4. Insurance

- a. The Organiser strongly recommends that all exhibitors purchase appropriate insurance to cover their conference trip as well as any losses, changes or cancellations that may arise owing to their participation in the Event.
- b. The Client attends the Event entirely at the Client's own risk. The Client is responsible for taking out appropriate insurance to cover eventualities such as cancellation, non-attendance, travel difficulties, ill health, infectious disease, liability, fire, theft and loss or damage to person or property in connection with the Event. The Client is solely responsible for all property, exhibits, articles of any kind which are brought into or kept at the Exhibition venue by the Client or on its behalf. To the fullest extent permitted by law, the Organiser shall not be liable to the Client for any loss or damage to the Client's property or person, or that of any of the Client's employees, contractors or other guests or invitees to the Event venue, whilst attending, or in connection with, the Event. The Client is responsible for ensuring that they have adequate insurance in place to cover all risks on Exhibitor Property and Employers' Liability.
- c. The Client must maintain Public Liability insurance with a reputable insurer for the duration of the Event. The policy must provide at least £2,000,000 of public liability cover per claim for any claim arising from the Client's participation in the Event. As a condition of participation in the Event, the Client must provide the Organiser with satisfactory evidence of such insurance before the Client's participation in the Event is confirmed.

5. Event related services

- a. This clause applies to all Event-related Services provided by the Organiser, including (but not limited to) exhibition stands, filming, advertising and promotional activities connected with the Event. The Client shall:
 - i. comply with all lawful instructions and regulations issued by the Organiser, its authorised agents or the venue, and with all applicable legislation, codes and standards;

- ii. ensure that any stand or display is ready when the Event opens, is staffed throughout the Event, and is not dismantled or removed before the Event closes at 13:15 on Friday 9 April 2027. If the Client leaves early, the Organiser will charge an additional fee of £100;
 - iii. agree that your Representatives will cooperate with us in all matters relating to the Services and shall not cause annoyance, disruption or offence to other participants at the Event or bring us or our Event into disrepute;
 - iv. use the venue and any allocated stand solely for the purposes permitted under these Conditions and not for any unauthorised activities;
- b. If the Client fails to comply with any of the above Conditions, the Organiser reserves the right to terminate this agreement without liability and ask the Client to leave, and all charges paid will be forfeited.
- c. IATEFL exhibition stands are intended for the use of only one company or organisation. Clients may not sub-let, share or otherwise permit any third party to use any part of their exhibition stand or display area without the Organiser's prior written consent..
- d. Whilst Event details are accurate when publicised, the Organiser may make changes to the Event's location, dates, content, programme, layout or timing. The Organiser will not be liable for such changes, but will notify the Client of any material changes as soon as reasonably practicable.
- e. The Client is responsible for checking for details of any cancellation or changes before travelling. The Organiser is not liable to the Client for any travel, accommodation or other costs incurred as a result of any cancellation, relocation or rescheduling of the Event or change of information.
- f. The Organiser will organise the Event with reasonable care and skill, but makes no guarantee as to the number, attendance levels or quality of attendees to the Event.
- g. Clients must comply with all applicable health and safety laws, regulations and venue rules. The Client must notify the Organiser as soon as they become aware of any actual or suspected health, safety or security issue relating to the Event. Clients must follow all safety announcements and comply with all reasonable instructions from the Organiser, venue staff or authorised agents. All electrical appliances used at the Event must be safe, in good repair and fit for purpose. The Organiser may inspect and, if it reasonably considers an item to be unsafe, remove any electrical equipment from the Event.
- h. The Client is responsible for removing all goods and supplies at the end of the Event and for leaving their allocated space clean and tidy. The Organiser will remove and, if necessary, dispose of any property or materials not removed in accordance with the Event breakdown instructions, and will pass on any charges incurred for removal, disposal, cleaning or repair. The Client is liable for any damage caused to the Organiser's or the Venue's property and for the costs of removing or disposing of any items left behind.
- i. The Organiser does not guarantee that the Services will achieve any particular result or meet the Client's specific requirements. To the fullest extent permitted by law, the Organiser gives no warranties or representations regarding the performance of preferred contractors, venue facilities, or any delivery, furniture or graphics suppliers recommended by the Organiser.
- j. The Organiser may stop any promotion, filming, drinks reception, stand activity or other activity at the Event if it considers that the activity breaches Organiser or venue policies, causes disruption or offence to participants, or presents a health and safety, or security risk. If the Client does not comply with a request to stop an activity, the Organiser may require the Client to leave the Event without compensation or any reduction in charges.

6. Intellectual property and other rights

- a. The Client grants the Organiser a worldwide revocable, non-exclusive, royalty-free licence to use the Client's logo and trademarks in connection with marketing and promotional materials for the Event. This licence includes the right for the Organiser to permit its contractors and suppliers to use the logo solely for the purpose of producing such materials.
- b. The Client shall not use the Organiser's name, trademarks or other intellectual property except with the Organiser's prior written consent.
- c. The Client shall indemnify and keep the Organiser indemnified against all liabilities, claims, costs, losses, damages and expenses arising from the Organiser's use or reproduction of the Client's materials for the purposes of the Event, to the extent that such liabilities arise from the Client's breach of law or infringement of third-party rights.

7. Advertisements within the Event

- a. Handouts (including books, flyers, gifts and similar items) are not permitted in academic sessions of the Conference. The distribution of literature or other materials during the Event is only permitted from the Client's exhibition stand, unless the Organiser has given prior written consent or the Client is sponsoring a Signature Event. If the Client sponsors a Signature Event and wishes to provide gifts to delegates, such gifts may not be advertised in the printed Conference Programme or in the delegate-bag inserts.
- b. All advertising other than that carried out from the Client's exhibition stand is only permitted through the Organiser's Conference Programme or as an approved insert in the delegate bags. All adverts and inserts must be submitted to the Organiser for approval in advance.
- c. The Organiser reserves the right to remove any advertising or leaflets that are placed in areas of the exhibition, or the venue, without having received express permission to do so. The Organiser reserves the right to make a reasonable charge to the Client for the disposal of such materials and for the disruption and inconvenience caused.
- d. For any material distributed at the event, whether online, in bag inserts or printed advertisements within the Event Programme:
 - i. the Client warrants that all materials and advertisements are lawful, copyright-compliant, decent, honest and truthful, do not contain unlawful or defamatory content, and comply with all applicable advertising laws, regulations and industry guidelines.
 - ii. the Client warrants that all advertisements comply with the Organiser's guidelines and do not, in the Organiser's reasonable opinion, compete directly with the Organiser's products or services.
 - iii. the Organiser may, at its discretion, reject, cancel or require amendments to any material submitted by the Client.
- e. If the Client organises any promotional or evening event during the dates of the Conference, the Client must not use the Organiser's name or imply any association with the Organiser without the Organiser's prior written consent.

8. Filming of sessions

- a. The Organiser reserves the right to film and/or stream any Session that is being held at the Event. If the Organiser is filming a Session, the Client is not permitted to film the same Session.
- b. Key sponsors of the Event are permitted to film a number of their own sessions, not including any sessions that the Organiser has chosen to film. Sponsors are required to submit a list of the Sessions that they wish to film to the

- Organiser by Thursday 25 February 2027. The Organiser will confirm in writing (including by email) permission to film that Session.
- c. Interviews conducted by the Organiser with any speaker, staff member, volunteer remain the property of the Organiser and are not permitted to be distributed to the Client.
 - d. Sessions that the Client has been granted permission to film may be done so if the following procedure is adhered to:
 - i. the client must inform the Organiser in writing (including by email) of the names and titles of the Sessions that they wish to film by Thursday 25 February 2027. Permission will be confirmed in writing (including by email);
 - ii. the Client must inform the Organiser in writing (including by email) what they intend to do with the recording;
 - iii. the Client must inform the audience at the beginning of the Session that it is being filmed;
 - iv. the Client cannot film the audience in the Session without their permission at the beginning of the Session and give any delegate not wanting to be filmed the opportunity to leave the session and view the footage at a later date;
 - v. the Client must vacate promptly at the end of the Session to allow time to change the room for the following Session;
 - vi. the Client is responsible for any additional charges from the venue for the use of their facilities if applicable.
 - e. If the Client wishes to request a copy of any Session filmed by the Organiser, they must obtain both the presenter and the Organiser's prior written permission. Copyright in the filmed Session is owned by the presenter, and no recording will be distributed without the presenter's written consent. Where permission has been granted, the Organiser will provide the Client with a copy of the filmed Session within a reasonable timeframe, as determined by the Organiser.
 - f. Pop-up Sessions may be filmed and distributed with the Presenter's prior written consent and do not require the Organiser's permission. However, the Client must inform the Organiser in advance of any filming. Any distribution of any recordings of these sessions must include recognition of the Event where the filming took place.
 - g. Filming by the Client within the exhibition hall must take place on the Clients stand and not within the exhibition gangways.
 - h. If the Client wishes to carry out roaming filming around the Conference, they must request permission from the Organiser in writing (including by email) before the Event and, if permission is granted, must follow the procedure below:
 - i. the Client must inform the Exhibition and Sponsorship Officer of when and where they would like to film.
 - ii. not be shared with any third party without the express agreement of the other party.
 - iii. the Client must not film delegates anywhere on the Conference site without their permission;
 - iv. when presenting the footage on their own platforms, the Client must recognise the IATEFL Conference and/or use the Conference hashtag: #iatefl2027
 - i. The Organiser may stop any filming by the Client if these Conditions are breached or if any reasonable request is not complied with. If the Client fails to comply with an instruction to stop filming, the Organiser may require the Client to cease all filming activities. The Organiser may also ban the Client from undertaking any filming at the Organiser's Events for a period of one (1) year.
 - j. Any member of the media, including reporters, podcasters or bloggers attending the Conference in a media capacity and intending to use images and/or video for media purposes (including on personal social media), must apply for 'Media permission' and comply with any associated conditions by contacting conference@iatefl.org.

9. Privacy and data responsibilities

- a. All parties shall take reasonable steps to ensure the reliability of its employees or agents with access to Personal Data and ensure that any Personal Data encountered in the course of this Event, including preparation for it, must:
 - i. accessed, transmitted and stored securely;
 - ii. not shared with any other parties without first having the express agreement of the other party;
 - iii. not be used for any purpose other than that requested; and
 - iv. be erased as soon as it is no longer needed to accomplish the services to be provided.
- b. In the event that one of the services rendered by the Organiser to the exhibitor involves processing or sharing of personal data for another purpose than the performance of this Agreement, and a controller to processor relationship is identified by the Parties, both Parties agree that they will conclude an additional Data Protection Agreement for that specific service.
- c. Once an exhibitor, who has paid for a data collection device, has received their collected data, they then become the data controller and the Organiser takes no subsequent responsibility. Such data should only be used for the purposes of follow-up from the conference as explained or requested by the delegate(s) concerned, and not for other or additional purposes.

10. General

- a. The Organiser reserves the right to refuse any exhibition, sponsorship or advertising booking at its sole discretion and without obligation to provide a reason.
- b. This Agreement constitutes the entire agreement between the parties in relation to the subject matter of these Conditions and supersedes all prior agreements, understandings or arrangements, whether written or oral, between the parties relating to that subject matter.
- c. This Agreement is separate and distinct from any other contract the Client may enter into with the Organiser, including but not limited to:
 - i. Contracts to advertise in the Organiser's publications,
 - ii. posting of job advertisements through the Organiser's Jobs Market;
 - iii. Contracts to sponsor within the Event
- d. This booking does not create, and shall not be construed as creating, a joint venture, partnership or contra agreement between the Organiser and the Client.
- e. The Organiser's acknowledgement of the Client does not constitute an endorsement of the Client's products or services and must not be represented as such by the Client.
- f. The Organiser reserves the right to film or photograph exhibition stands as part of its media coverage of the conference, and for use during and after the conference as it sees fit.

11. Liability

- a. These Conditions shall operate to exclude any liability of the Organiser to the Client for any matter which it would be illegal for the Organiser to exclude or attempt to exclude its liability. The Organiser will have no liability whatsoever for any special, indirect or consequential loss however caused or arising.
- b. In the event that the Client commits any breach of these Conditions, the Client shall immediately rectify the breach and shall fully indemnify the Organiser against any fines, losses, costs, damages, claims, demands, expenses, loss of profit, or any indirect or consequential losses arising from or in connection with that breach.

12. Representations and Warranties

- a. The Client acknowledges and agrees that the Organiser is the sole owner and/or controller of the Event to which this Agreement relates, together with all associated publicity, marketing, promotional, and ancillary activities. Nothing in this Agreement shall be construed as granting the Client any right, title, licence, or interest in or to the Event or any related intellectual property, goodwill, or promotional assets.

13. Governing Law

- a. This Agreement shall be governed by and construed in accordance with the laws of England and Wales. The courts of England shall have exclusive jurisdiction over any dispute arising out of or in connection with this Agreement, including any dispute relating to its validity, interpretation or performance.
- b. Both Parties acknowledge and agree that, in the event that unforeseen circumstances arise which materially affect these Conditions, they shall engage in good-faith negotiations and seek to resolve any resulting issues through discussion and/or mediation.