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IATEFL Glasgow 2017

Remaining Package Breakdown information

This document is a breakdown and explanation of remaining sponsorship packages.

Gold Package £11000 Conference Programme and App

Full sponsorship of the conference programme and the mobile App.

Advantages:

Exposure to your brand before, during and after the conference.

Delegates take your brand home with them.

A constant reminder that you are in the exhibition hall.

Perfect marketing campaign for your speakers, events, product launch or services offered

The app is downloaded by 60% of our delegates before and during the conference.

Push notifications to interact with the delegates on a personal level

What this package includes:

Sponsorship of the app includes but is not limited to:

- Branding on the loading page and the home screen of the app
- Editorial and hyperlink of your company in the app
- Your logo on all advertisements leading up to and at the conference
- Your company logo on the how to sessions for the app
- Two push notifications to be sent out to the delegates per day

Adverts on the printed Conference programme

This includes:

- The back outside page of the Printed Conference Programme & bookmark
- Each alternate page of the programme
- Sole sponsor of the printed day planner
- Sole sponsor of the pull out pages (quick reference)

Your logo on the delegate table in the registration area

- This is the area to collect delegate bags and conference programmes.

(Table covering to be supplied by sponsor)

Two invites to the SVA dinner

2 Conference registrations

Sole sponsorship of an IATEFL Ebulletin to all association members.

A dedicated mailing sent out to all IATEFL members before or after the conference

A quarter page advertisement in the post-conference edition of IATEFL Voices

- With a total readership of 13,500 ELT professionals

TRINITY COLLEGE LONDON
App UK Visas and Immigration
Discover ISE: Integrated Skills in English
Revised
Recognised
Contemporary
Integrated
Four skills
For study and employability.
Approved UK Visas and Immigration
visit us at stand 19

50th iatefl Conference 2016
Birmingham
TRINITY COLLEGE LONDON
Visit us at stand 19

Don't miss Trinity's sessions
Wednesday 13 April, 16:00-16:45
Hall 6
This is fun – Teaching English to very young learners
Friday 15 April, 12:30-13:00
Hall 7
Assessing qualifications and CPD – helping meet teachers' training needs
Saturday 16 April, 12:15-13:00
Hall 7
Language testing – a necessary evil or an essential tool?

Pop-up presentat
Thursday 14 April, 18:00
Pop-up stage
Top Ten Des and Davis – the best integrated skills education (TESOL) award
Friday 15 April, 13:40
Pop-up stage
Top Ten Des and Davis – the best integrated skills
Trinitycoll
Assessing English I
/TrinityCollegeLond
Assessing English language since 1938

Welcome to IATEFL's mobile conference App

- Find sessions & authors
- Real time programming
- Take notes, save dates & create an agenda
- Find your way with the venue map
- Locate individual stands fast & easy on the exhibition map
- Read about the companies in the exhibition
- Take part in the exhibition treasure hunt & **WIN** a free conference for 2017
- Keep in contact with friends through the Social Media tab
- Swap contacts with new friends & businesses with digital Business Cards

TRINITY COLLEGE LONDON

Silver Package £6500
Tea, Coffee and social meeting point and conference Finale.

Full sponsorship of the two free tea and coffee stations and the meeting point

Advantages:

Highly visible branding in the exhibition hall.

Visual communication with the delegates to build relationships.

Branding at the tea and coffee points which is visited by delegates approximately 4 times a day.

Strong association with IATEFL which increases your reputation in the ELT world.

Strong marketing opportunities to gain new clients and enhance your relationships with old ones.

A network ready area to conduct meetings on site.

Full branding on the meeting point

- This a fully branded lounge area in the exhibition hall.
- The meeting point will be in association with IATEFL.
- Branded as the sponsor wishes.
- Readily available networking area for the sponsor
- Branding and flyers placed at this stand can inform delegates of what you can offer

* The meeting point should not be seen as a stand for the sponsor and should not be used as such

Branding of the two tea and coffee areas in the exhibition hall

- As the tea and coffee is available continuously throughout the day, delegates tend to congregate in and return to this area at least 4 times a day
- Branded as the sponsor wishes.
- The 2 areas are on opposite sides of the hall, stretching your branding throughout

Branding on the final day of the event

- Roll up banner placed on the stage at the farewell plenary
- 1300 delegates attend the conference on-site
- 30,000 delegates stream the final plenary
- The recording of the final plenary is viewed by an additional 30,000 delegates after the conference.

Two invites to the SVA dinner

A quarter page advertisement in the post-conference edition of IATEFL Voices

- With a readership of 13,500 ELT professionals

* All branding to be supplied by sponsor



Bronze Package £2000
Social media and emailing campaign

Working with IATEFL for a complete online campaign

Advantages:

Interaction with 4000+ IATEFL members

Interaction with our social media followers - 11,000 Twitter followers, 8,000 Facebook likes, 14,000 Facebook group members, not all of whom are members

Interaction with our 3000+ delegates

Drives sales to your webpage

Strong association with IATEFL, which increases the reputation of your company

The campaign will run before, during and after conference to ensure high exposure of your company

Emailing Campaign

- We plan and execute a mailing plan with you - by post or email
- The mailings can target certain groups of IATEFL members such as
 - institutions
 - countries
 - students
 - freelance
 - all members

*This list is not exhaustive.

- Direct marketing to your exact audience type.

Social media campaign:

- Using the IATEFL social media platforms alongside your own
- We create a social media campaign and, if you wish, a competition of your creation
- Working with you throughout the year until the event and after

For the creation of these two campaigns, please let IATEFL know what your marketing strategy is and we will send you options and ideas or if you have something specific in mind, please let us know.

Bronze Package £3500
Jobs Market Fair
(For companies looking to recruit)

Full sponsorship of IATEFL Jobs Market Fair

Advantages

For organisations recruiting several members of staff.

Ideal for promoting yourselves, with the added ability to conduct interviews throughout the conference.

Logo and branding on the Jobs Fair at the conference

- Logo and sponsor branding throughout the Jobs Fair (10 m x15 m)

A fully Paid Recruiter package A which includes:

- A 3m X 2m space with 1.8m table and 4 chairs (allocated on a first come first served basis.)
- 3m wall panel to rear for posters
- Branding; a company/institution name board
- 2 Conference passes
- Single job posting -posted on the main Jobs Boards at conference, and online pre-conference (Vacancies remain online from the time of booking and posting through to May 2017.)
- Pre-conference candidate communication via the IATEFL Job Alert service online
- CV collection -collection and organisation of CVs for applicants

Free online advertising throughout 2017

General Benefits

With each sponsorship package IATEFL offers general benefits to all key sponsors, these include:

An introduction of your company on our Facebook page and twitter to our followers. Using your twitter handle, webpage link and Facebook page, constant advertising to the lead up and during the conference

- 11,400 Twitter followers, 8,200 Facebook likes, 14,400 Facebook group members
- Not all our social media followers are members, increasing your marketing to reach further ELT professionals
- Cultivates credibility in associating your brand with IATEFL aligns and signals the values of your association.

An introduction of your company as a sponsor on the IATEFL scrolling banner on the top of the IATEFL homepage

- Used by all members and delegates
- This is the main page to go to It is a highly visible area to introduce your brand to all involved in IATEFL.

Sponsorship logo.

- This is used to be added to your website, to your marketing emails and messages going out to advertise your sponsorship to your clientele.

Highlighted as a Key Sponsor on the Sponsorship page of the IATEFL conference website.

- This will include an editorial and a hyperlink to the website of your choice.
- To see example of this, please go to the Sponsors webpage

All Key Sponsors listed in the December online conference brochures.

- Each listing includes a logo and hyperlink to your website
- This is viewed by all delegates attending the conference, and those that are thinking about attending.

Recognition of all sponsors in the pre-conference eBulletin (March 2017) sent out to all IATEFL members, institutions and delegates.

- This mailing goes directly to all delegates registered and confirmed to attend

A video clip (with English subtitles) produced by your company that advertises a presenter, a speaker or an author at the conference to go on our You Tube and Facebook Page.

- This will go out once a week per sponsor

All Key Sponsors to be included on the screen backdrops in the main Auditorium, plasma screens and on the appropriate signage around the venue

- The auditorium is the busiest presenting room, with the plenaries being viewed by 60% of the delegates each morning
- All plenaries are streamed live and watched by 30,000 online viewers
- All plenaries are recorded and watched by a further 30,000 viewers
- Your branding will be visible to all individuals viewing these sessions

Your company will be included in a 'What can the sponsors offer you' email that goes out to the delegates before the conference. The mailing will include:

- What you are sponsoring
- What you are offering the delegates
- Where to find you in the conference venue (If you are attending)
- Contact information.

An 80 word editorial in the main conference programme on the sponsors' page.

- This is both printed and online
- This goes to each delegate who registers

Tannoy announcement, on the subject of your choice in the exhibition hall and at registration

- Only offered to sponsors, and can be booked at a busy time.
- Used to draw delegates to your stand, pop up or to advertise an event

All Key Sponsors are invited to, welcomed and included in the opening address in Glasgow by the IATEFL President at the welcome Drinks Reception.

- Attended by 700-1000 delegates

Pop-up presentation slot

- In the centre of the exhibition hall with seating for 30 attendees.
- At the Birmingham conference this year, this was attended on average by 60 attendees.
- This is a place to show your company's services, launch a product or give a demonstration.
- With AV and a PA system, they run during tea and lunch breaks
- An example of the pop ups can be found [here](#)

Key information

IATEFL is a registered charity and company in the UK. Company no. 2531041. Charity no. 1090853.

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