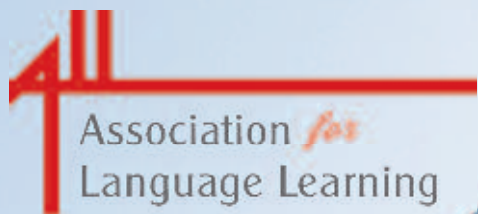


Language World 2011



For the first
time in London!

“ Language World in London
will be the highlight of every
language teacher's calendar in 2011.

KARL PFEIFFER, ALL PRESIDENT 2010-2011



Imperial College London

Friday 8 & Saturday 9 July

Queen's Tower Rooms
Imperial College London

Exhibitor Information Pack

All together

What is Language World?

Language World is the annual Conference and Exhibition of the Association for Language Learning, the UK's major subject association for teachers of foreign languages.

Exhibitors at Language World are:

- Language resources providers
- Examination Boards
- Government Departments
- Professional Organisations
- Cultural Institutes
- Companies which provide advice and support for language teachers

Why should you exhibit at Language World 2011?

- Exhibiting at Language World gives you the opportunity to promote, sell, display, and demonstrate your products and services to language professionals
- Delegates to Language World are all qualified language teachers looking to source the latest products and services available

Language World Conference Delegates and Exhibition Visitors are:

- Educationalists involved in language teaching from every sector of education: Early Years; Primary; Secondary; FE; Vocational and Teacher Trainers.
- Language professionals including Heads of Department, Advisers, Lecturers, Academics and Teachers.

The key themes for Language World 2011 are:

- Collaboration across subjects, sectors and sporting, educational and other organisations
- Curriculum innovation and design
- Reaching learners
- Teaching 'new' languages



Language World is unmatched in giving us the opportunity to meet decision makers – and we are looking forward to Language World 2011 in London!

EMMA BUTCHER, SANAKO



What makes this event unmissable?

- Circa 500 Conference delegates and Exhibition visitors are expected to attend over the course of the two day event
- The Exhibition is an important and integral part of Language World
- Delegate refreshments are all served in the Exhibition Hall
- The cost of exhibiting is just £159 per square metre for ALL Corporate members and the standard space rate is £166 per sqm which offers you excellent value in terms of return on investment
- Language World offers exhibitors various additional opportunities to get involved in the event
- You are welcome to attend Conference sessions* – you can hear great speakers and keep up with developments (*up to two exhibitors per stand, subject to seat availability)

The Promotional Campaign

- ALL manage all the promotional activities which promote both the Conference and Exhibition to all their members throughout the UK
- As an exhibitor you can have a 50 word editorial entry in the Exhibition Guide which is a 'must have, must keep' reference source for Language World delegates
- Your company will be listed on the ALL website, in the Events section, with a url link to your website



Language World is the highlight of the year for anyone involved in UK languages education. It's a melting pot for ideas and innovations – and lots of fun too! As educational publishers, it's by far the best opportunity to show our products to the exact target audience.

OLIVER GRAY, REVILO



Booking Details

The Exhibition floorplan shows the layout of the available stands. The exhibition is an open space event with the option of booking electrical power sockets, tables and chairs.

Stand space rates

£166 + VAT per square metre of open space

Please contact **Seema Quraishi**, the Conference Exhibition Organiser on **020 8767 4644** or email **seema.quraishi@btinternet.com** to check availability of your preferred stand.

Once the stand has been agreed you will be asked to sign and return the enclosed booking form.

Corporate Members rate

£159 + VAT per square metre of open space

Please note that the ALL Language World 2011 Exhibition terms and conditions provided will then apply.

You will receive an acknowledgement and an invoice for the full amount due from ALL.

The Exhibitor Manual will be available in March 2011.

Sponsorship Opportunities

- **Conference Gala Dinner** – Raise your profile at the social high spot for all the delegates with branding at the Dinner, an acknowledgement in the Conference Programme, and by the President at the Dinner itself. You also have the option to distribute a gift/piece of literature to all the Dinner guests.
£1200
- **Conference Gala Dinner Reception** – We will inform the delegates of your generosity through branding at the Reception, an acknowledgement in the Conference Programme and by the President at the Reception itself.
£1000
- **Keynote Seminar** – Align yourself with the informative aspect of the event by sponsoring a keynote seminar. Your sponsorship includes branding in the seminar room, an acknowledgment in the Conference Programme and the opportunity to distribute literature.
£500
- **Exhibition Reception** – We will promote your generous sponsorship of this social event designed to draw delegates back into the Exhibition Area on Friday afternoon.
£1000

Advertising

Raise your profile and support the event further by taking an advert in the Conference Guide and / or a logo in the Exhibition Guide.

Conference Guide:

Outside back cover	£600
Inside front cover	£525
Inside back cover	£525
Full page advertisement	£400
Half page advertisement	£225
Quarter page advertisement	£150

Exhibition Guide:

Colour logo next to your editorial entry	£100
Insert in the delegate bag	£350

(all prices are exclusive of VAT)

Enclosed in this pack:

- Exhibition Terms and Conditions
- Stand space booking form
- Advertising & Sponsorship booking form

All together

Floorplan

Language World 2011

8 & 9 July
Queen's Tower Rooms
Imperial College London

KEY

-  Catering Points
-  Pillars

This is an open space exhibition

Stand sites can be reconfigured to meet your space requirements

Plan diagrammatic – not to scale



To book your stand please contact:

Seema Quraishi

Language World 2011 Exhibition Organiser

Tel: **020 8767 4644**

Fax: **020 8672 1094**

Email: **seema.quraishi@btinternet.com**

Website: **www.ALL-languages.org.uk**

