

Language World 2014

'ALL Joined Up'



Association *for*
Language Learning



Friday 4 & Saturday 5 April

**LICA Building
Lancaster University**

“*The Language World exhibition is always a highlight of the conference - a must for language teachers looking to enhance their teaching and inspire their pupils with the latest products and innovations*”

RACHEL HAWKES,
ALL PRESIDENT 2013-2014

LANCASTER
UNIVERSITY



Language World

Why should Language World be in your event schedule for 2014?

- This is the annual Conference and Exhibition of the Association for Language Learning - the major subject association for those involved in teaching foreign languages at all levels.
- Every year the Conference addresses the key issues facing teaching professionals and as a consequence attracts high calibre, enthusiastic, focussed delegates – your potential customers, looking to source the latest products and services available.
- Language World has been sold out for the past few years – a clear reflection of its position as the event with a track record of delivering the contacts you want for your business.
- Exhibiting at Language World gives you the opportunity to promote, sell, display, and demonstrate your products and services to language professionals.

Who exhibits at Language World?

- Language resources providers
- Training providers
- Travel companies
- Examination boards
- Professional organisations
- Cultural Institutes
- Companies which provide advice and support for language teachers

Amongst our 2013 exhibitors were: AQA, Brilliant Publications, Cambridge International Examinations, CfBT Education Trust, Discovery Language, Edexcel, Goethe-Institut London, Language Education and Partnerships Ltd, Network for Languages, OCR, Oxford University Press, Pearson, Routes into Languages, Sanako, Teachit Languages, Televic Education, UK German Connection and Vocab Express – **a ringing endorsement of a well-established, successful event organised by the Association of Language Learning!**

- Language World Conference delegates and Exhibition visitors are:
- Educationalists involved in language teaching from every sector of education: Early Years; Primary; Secondary; FE; HE; Vocational and Adult Education; Teacher Trainers
- Language professionals including heads of department, advisers, lecturers, teacher trainers and teachers

The key themes for Language World 2014 are:

- Challenges raised by the new curriculum
- Primary, in particular links between languages and the wider primary curriculum
- Language across the curriculum – holistic approaches to mother tongue, foreign language learning and literacy
- KS2-3 transition
- Progression 7-14
- Classroom talk/interaction
- KS3, KS4, KS5
- CLIL approaches
- Innovative use of technology
- Special educational needs
- Language learning for disadvantaged groups
- HE - in particular collaborative initiatives in languages education between universities and schools
- Research based practice – action research in schools and research in HE
- Languages in adult education

“As a head of department the whole conference and exhibition helped me come up with ideas to take my department forward.”

LANGUAGE WORLD 2013 DELEGATE



Language World

What can you expect from Language World 2014?

- Circa 300 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 £175 per square metre for ALL Corporate Members and the standard space rate is £190 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
- Access to seminar sessions for two members of your stand staff – space permitting

The Promotional Campaign

ALL manage all the marketing activities which promote both the Conference and Exhibition to all their members throughout the UK. The extensive campaign encompasses print and digital media:

- ALLNet: ALL's e-bulletin which goes out to around 3,500 language teachers and teaching professionals every week during term time
- Languages Today: ALL's termly magazine with a print run of 3,000, which goes out to ALL members and is also distributed at events around the country
- ALL website: which gets between 4,000 – 6,000 unique visitors per month: <http://tiny.cc/LW2014>
- Facebook: where ALL has over 2,500 fans: <http://www.facebook.com/alllanguages.org.uk>
- Twitter: where ALL has circa 1000 followers - #LW2014

“As a global supplier and market leader of language laboratory software systems we attend many exhibitions around the country, many of which are more expensive to attend than Language World. However, it is Language World which is always on top of our exhibition priority list. The organisers truly understand the balance between seminar time for delegates and exhibition viewing time for suppliers ensuring all parties are happy. It has always been a very fruitful event for Sanako UK and I am sure this trend will continue in the future.”

SANAKO UK LTD

LANGUAGE WORLD 2013 EXHIBITOR



Sponsorship Opportunities & Advertising

Sponsorship Opportunities

● Conference Dinner

Raise your profile at the social high spot for all the delegates with branding at the Dinner, an acknowledgement in the Conference Programme, in a special ALLnet e-bulletin, on the ALL website, 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.

£1250

● Conference Dinner Wine Reception

We will inform the delegates of your generosity through branding at the Reception, an acknowledgement in the Conference Programme, in a special ALLnet e-bulletin, on the ALL website, 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, in a special ALLnet e-bulletin, on the ALL website, and the opportunity to distribute literature.

£500

● Exhibition Wine Reception

We will promote your generous sponsorship of this social event designed to draw delegates back into the Exhibition Area on Friday afternoon with an acknowledgment in the Conference Programme, in a special ALLnet e-bulletin, on the ALL website, and the opportunity to distribute literature.

£1000

● Delegate Badges

Your company logo can feature on all the delegate badges.

£750

● Delegate Bags

You can have your company logo on the bag given to delegates at the Conference and have an insert in the bag.

£1200

Advertising

Raise your profile by taking an advert in the Exhibition Guide which will be distributed on-site.

Cover positions:

Outside back cover	£600
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Inside front cover	£525
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Inside back cover	£525
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Full page advertisement	£400
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Half page advertisement	£225
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Quarter page advertisement	£150
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Colour logo next to your editorial entry	£100
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Insert in the delegate bag (up to 10g – please enquire re costs for heavier items) (discounts available for ALL Corporate Members)	£350
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Please note that prices quoted are exclusive of VAT, which is applicable.

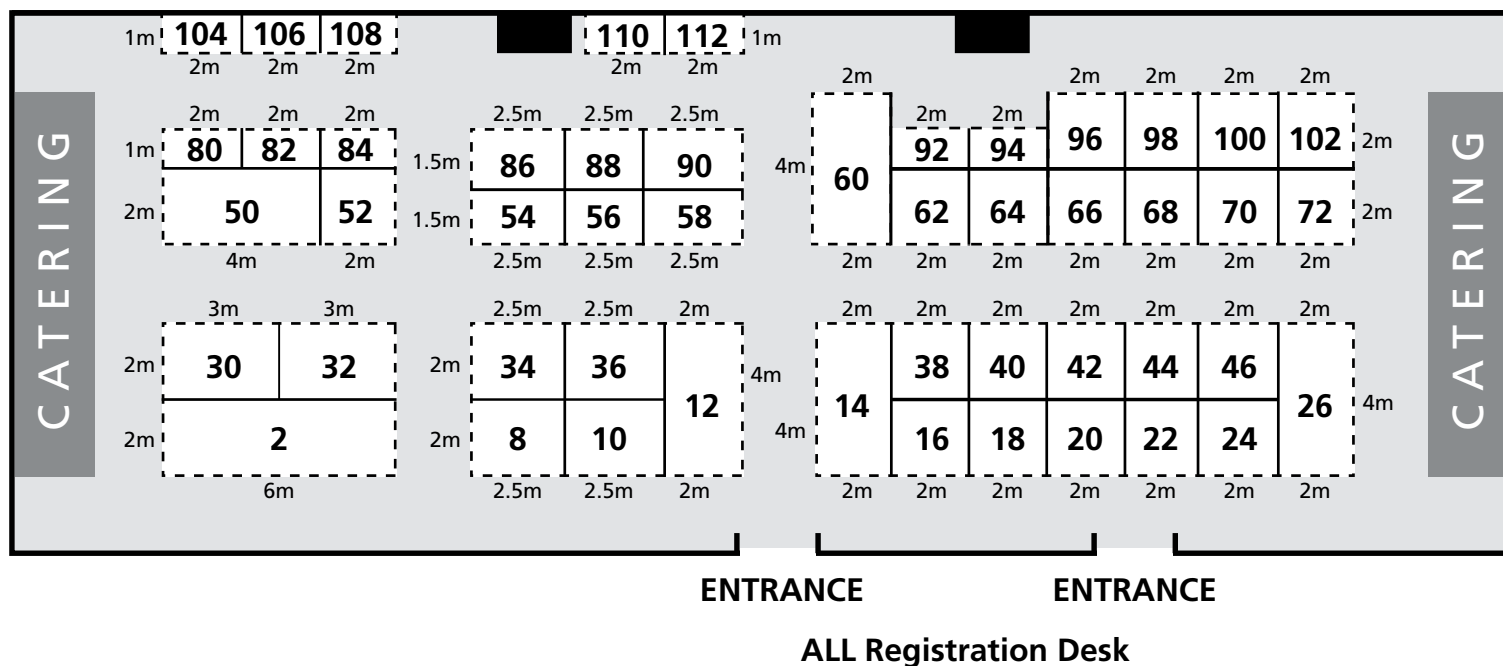
“After exhibiting at Language World over the last two years we now regard it as the primary conference in our event’s calendar. We appreciate the thoughtful planning that takes place as well as the assistance we receive during the event. As the event attracts large numbers of influential and key figures from the language world, we have been able to make good contacts with the people that really matter, all within a very supportive and friendly atmosphere. It goes without saying that we will be attending again in 2014.”

Floorplan & Booking Details

Language World 2014 - April 4 & 5

LICA Building, University of Lancaster

The Conference will be located in the Conference Centre and Faraday Building nearby. The Conference timetable schedule will accommodate delegates walking back to the Exhibition in the LICA Building for Exhibition viewing, all refreshment breaks (excluding breakfast) and the Drinks Reception on Friday evening.



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 and hiring tables, chairs and display boards.

Corporate Members rate **£175**

Standard space rate **£190**

Please note that stand space is VAT free but all additional services do attract VAT.

Please contact **Seema Quraishi**, the Conference Exhibition Organiser, to check the availability of your preferred stand.

Once the stand site has been agreed you will be asked to sign and return the enclosed booking form. Please note that the ALL Language World 2014 Exhibition terms and conditions accompanying this brochure will then apply.

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

Plan diagrammatic – not to scale

This is an open space exhibition and stand sites can be reconfigured to meet your space requirements. Please note that the organisers reserve the right to amend the floorplan if necessary.

To book your stand, or if you have any questions, please contact:

Seema Quraishi
Language World 2014 Exhibition Organiser

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