

Language World 2013



Association *for*
Language Learning

Exhibitor Information Pack

“ If you want to meet energetic,
innovative, dedicated languages teachers,
Language World is the place to be! ”

ANN SWARBRICK,
ALL PRESIDENT 2012-2013

Friday 22 & Saturday 23 March

Nottingham Conference Centre,
Nottingham Trent University

NOTTINGHAM
TRENT UNIVERSITY 

Language World - The Association for Language Learning's Annual Conference

Language World

What makes Language World a 'must attend' event?

- 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
- In today's challenging times, Language World is the event with a track record of delivering the contacts you want for your business. 76% of exhibitors at last year's event said they intended to exhibit again at Language World 2013 - a ringing endorsement!
- Exhibiting at Language World gives you the opportunity to promote, sell, display, and demonstrate your products and services to language professionals

“The Conference was a really fantastic experience, a chance to meet teachers from around the country.”

LANGUAGE WORLD 2012 DELEGATE

Who exhibits at Language World?

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

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 2013 are:

- Imagination, creativity, motivation and inspiration in language learning
- Teaching grammar
- Primary languages
- The new curriculum
- Links between languages and the wider curriculum
- Transition from primary to secondary
- Key Stage 3 – Key Stage 5
- Collaboration across sectors

“As market leader in our particular business sector we have always found Language World to be a vital part of our publicity activities. As an event it never fails to deliver the required interaction between supplier & customer and I am confident that Language World 2013 will be no exception.”

SANAKO UK LTD
LANGUAGE WORLD 2012 EXHIBITOR

What can you expect from Language World 2013?

- 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 £170 per sqm for ALL Corporate members and the standard space rate is £180 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 manages 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 ALL delegates
- Your company will be listed on the ALL website, in the Events section, with a url link to your website
- Your company will also be listed in a special ALLnet e-bulletin about the Language World Exhibition, which goes out to circa 3,500 subscribers across the country initially, and virally to many more



“I went away from each day with my head buzzing with ideas and I really felt like my passion for languages was reignited!”

LANGUAGE WORLD 2012 DELEGATE

Sponsorship Opportunities & Advertising

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, 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 Gala Dinner 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 Reception

We will promote your generous sponsorship of this social event designed to draw delegates back into the Exhibition Area on Friday afternoon.

£1000

● Delegate Badges

Your company logo will appear on the Delegate badges.

£750

● Delegate Bags

Your company logo will appear on the Delegate bag and you can also have an insert in the bag.

£1500

“ We were happy with the number of teachers visiting the exhibition and the feedback from them about Teachit Languages was entirely positive. We'll be here again next time! ”

TEACHIT LANGUAGES
LANGUAGE WORLD 2012 EXHIBITOR

Advertising

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

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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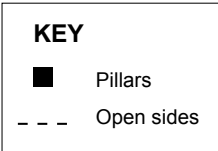
Insert in the delegate bag (up to 10g – please enquire re costs for heavier items) (ALL Corporate members receive discounts on inserts)	£350
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Please note that prices quoted are exclusive of VAT, which is applicable.

“ There was a really good atmosphere amongst delegates at Language World 2012 – we had some really positive conversations over the 2 days. Our stand was in an excellent position and the refreshments and organisation was great. We will definitely exhibit at Language World 2013. ”

OXFORD UNIVERSITY PRESS
LANGUAGE WORLD 2012 EXHIBITOR

Floorplan & Booking Details



Language World 2013

Level 0, Nottingham Conference Centre

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, display panels, tables and chairs.

**Corporate Members rate
£170**

**Standard space rate
£180**

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.

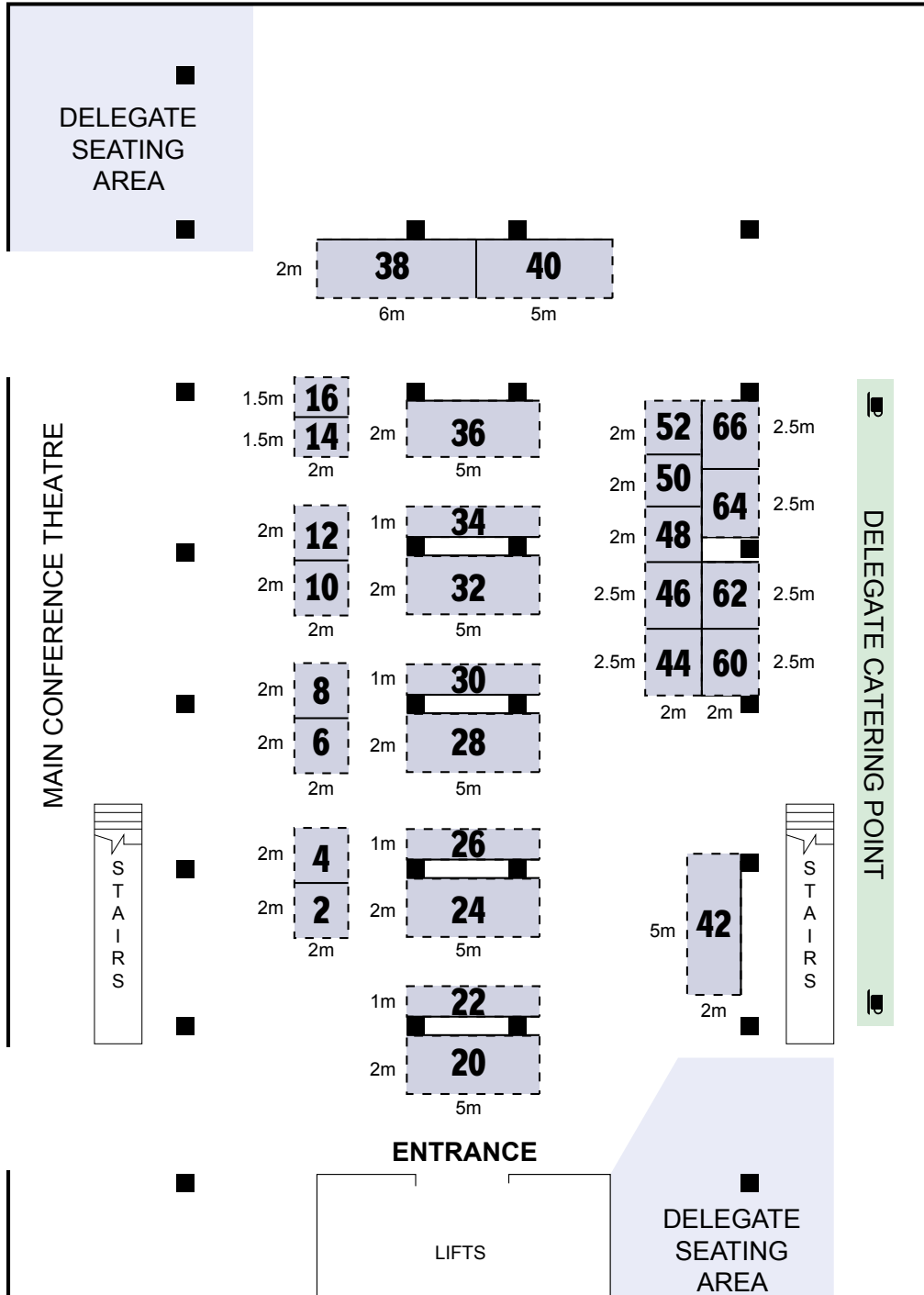
Once the stand site has been agreed you will be asked to sign and return the enclosed booking form. Please note that the ALL Language World 2013 Exhibition terms and conditions accompanying this brochure will then apply.

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

The Exhibitor Manual will be available in December 2012.

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 2013 Exhibition Organiser

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Fax: **020 8672 1094**
Website: **www.ALL-languages.org.uk**