

SPONSORSHIP AND EXHIBITOR INFORMATION

“ The Language World Exhibition is an integral part of the conference. Exhibitors, with their latest products and services play a key role in supporting language teachers when planning innovative curricula and in their daily mission to give their pupils an engaging, inspiring and cultural learning experience.”

René Koglbauer

President of the Association for Language Learning, 2014-2016

Language
World



Dunchurch Park
11-12 March 2016

Language World 2016

What differentiates Language World from other exhibitions?

- ↑ This is the Annual Conference and exhibition of the Association for Language Learning - the UK's major subject association for teachers of languages, at all levels, in all sectors
- ↑ Language World is unique as it is created by teachers, for teachers - giving our delegates the support they need, and addressing the issues they are concerned about. As a result, it attracts high calibre, enthusiastic, focused delegates - your potential customers, looking to source the latest products and services available
- ↑ Language World has a proven track record of delivering the contacts companies want for a sound return on investment - and it sells out year after year
- ↑ Exhibiting at Language World gives you the opportunity to promote, sell, display, and demonstrate your products and services to language professionals with a budget to spend
- ↑ Language World also allows you to carry out invaluable market research with language professionals - finding out what your customers want and developing your future product portfolio to meet their requirements.

What sort of organisations benefit by exhibiting at Language World?

- ↑ Cultural institutes
- ↑ Examination boards
- ↑ Language software providers
- ↑ Professional organisations
- ↑ Publishers of language resources for teachers and learners in primary, secondary and beyond
- ↑ Training and services providers
- ↑ Travel companies

Who are Language World Conference delegates and exhibition visitors?

- ↑ Language teaching practitioners from every sector of education: early years, primary, secondary, further education, higher education, vocational and adult education, teacher training
- ↑ Language professionals including heads of department, advisers, lecturers, academics and teachers

The theme for Language World 2016 is Curriculum Innovation

The speaker programme is likely to include major talks and workshops on: Research into practice, innovative use of technology and collaborative initiatives in languages education between schools, colleges and universities.

This year ALL is looking for paper submissions which focus specifically on these areas:

- ↑ Language entitlement for all (including SEN and disadvantaged groups)
- ↑ New GCSE and A Level curricula and examinations
- ↑ Languages curriculum leadership at primary and secondary level
- ↑ Enthusiasing and engaging able language learners
- ↑ Language across the curriculum - holistic approaches to mother tongue
- ↑ Foreign language learning and literacy
- ↑ Primary: links between languages and the wider primary curriculum
- ↑ CLIL approaches
- ↑ Teaching grammar
- ↑ Developing translation skills
- ↑ Meeting the challenges of bilingual learners in mainstream classes
- ↑ Authentic language (enriching the range of texts, using literature to and encouraging spontaneous spoken interaction)
- ↑ Progression and Transition: KS2-3, KS3-4, KS4-5, KS5- HE
- ↑ Assessing without levels at KS2 and KS3

“Thoroughly enjoyed all speakers and the sessions that I went to - very relevant and pertinent, full of practical ideas from start to finish.”

Language World 2015 Delegate

Language World 2016

What our exhibitors said, Language World 2015:

“Thank you very much for making my first Language World such a great experience!”

“The exhibition has been good, well attended and useful for networking, we felt very much looked after at the show as well. We really enjoyed the atmosphere at the exhibition and of course will be back next year again.”

“Delegates seemed very enthusiastic and spent time looking at the exhibition.”

What our delegates said, Language World 2015:

“I came away inspired and full of ideas for future planning. Both days were very inspiring and got me fired-up and reaffirmed my enthusiasm that language learning is healthy, Thank you for an amazing two-day Conference.”

“Fantastic two days, I feel re-energised.”

What is so special about Language World?

- ↑ 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 area (Mawson's Marquee)
- ↑ The cost of exhibiting is just £850+vat for ALL Corporate Members and the standard space rate is £900+vat which offers you excellent value in terms of return on investment
- ↑ Language World offers exhibitors various additional opportunities to get involved in the event
- ↑ Complimentary access to seminar sessions for two members of your stand staff - space permitting - which enables your company to keep abreast of trends and developments in languages education

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 around 7,000 unique visitors per month: <http://tiny.cc/LW2016>
 - ↑ Facebook: where ALL has 4,000 fans: www.facebook.com/alllanguages.org.uk
 - ↑ Twitter: where ALL has 6,000 followers: <http://twitter.com/ALL4language> #LW2016
- ALL's growing presence on LinkedIn (2,500 contacts) and Pinterest (500 followers)

Sponsorship Opportunities & Advertising

Sponsorship Opportunities

GOLD SPONSOR

Raise your profile at the social high spot for all delegates with branding at the Conference Dinner.

Pre-Conference - an acknowledgment in a special ALLNet e-bulletin promoting the Exhibition and sponsors, use of a logo which indicates your support for the event to promote to your clients, one full delegate place for both days of the conference* (for use by a member of staff or to offer a client), includes Dinner attendance); promotion via ALL's social media channels and its website.

At the Conference - your logo displayed during looped presentations (at the Conference and the Conference Dinner), a leaflet in the delegate bag, an acknowledgement in the Conference Programme with a colour logo next to your editorial entry (applicable to exhibitors); message of thanks from the President during the opening of the Conference and during the Presidential Plenary

At the Conference Dinner - an opportunity to distribute a gift/piece of literature to every diner, a speaking opportunity, attendance at the Conference Dinner for three additional guests *(excluding accommodation). At a time in the year convenient to your needs: a dedicated ALLNet message promoting only your products/services/news/offers.

£1,750+vat

ENHANCED
PACKAGE
FOR 2016

SILVER SPONSOR A

We will inform the delegates of your generosity through branding at the Conference Dinner Wine Reception.

Pre-Conference - an acknowledgement in a special ALLNet e-bulletin promoting the Exhibition and sponsors, use of a logo which indicates your support for the event to promote to your clients/audience, promotion via ALL's social media channels and its website.

At the Conference - an acknowledgement in the Conference Programme with a colour logo next to your editorial entry (applicable to exhibitors), a leaflet in the delegate bag, message of thanks from the President during the opening of the Conference and during the Presidential Plenary.

At the Conference Dinner Wine Reception - an opportunity to speak to guests and distribute a piece of literature, two Conference Dinner places.

Post- Conference follow-up - A dedicated ALLNet message promoting your products/services/news/offers

£1,350+vat

ENHANCED
PACKAGE
FOR 2016

SILVER SPONSOR B

We will promote your generous sponsorship of the Exhibition Wine Reception, a popular social event designed to draw delegates back into the Exhibition on Friday afternoon.

Pre-Conference - an acknowledgement in a special ALLNet e-bulletin promoting the Exhibition and sponsors, use of a logo which indicates your support for the event to promote to your clients/audience, promotion via ALL's social media channels and its website.

At the Conference - an acknowledgement in the Conference Programme with a colour logo next to your editorial entry (applicable to exhibitors), a leaflet in the delegate bag, message of thanks from the President during the opening of the Conference and during the Presidential Plenary, two full delegate places for the Conference on Friday 11 March (excludes Conference Dinner and accommodation), an opportunity to speak to guests and distribute literature at the Exhibition Wine Reception.

Post-Conference follow-up - a dedicated ALLNet message promoting only your products/services/news/offers

£1,350+vat

ENHANCED
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"Delegates seemed very enthusiastic and spent time looking at the exhibition."

Language World 2015 Exhibitor

Sponsorship Opportunities & Advertising

Sponsorship Opportunities

Sponsored Language - Specific Workshops

Sponsor one or more of the language-specific sessions on Saturday 12 March 2016.

These will be show and tell sessions with a convenor. The focus will be 'show and tells', with a number of participants presenting good teaching ideas or demonstrating an activity as used by pupils, **in the target language**.

Workshops which can be sponsored:

- Primary French
- Primary German
- Primary Spanish
- Secondary French
- Secondary German
- Secondary Spanish

NEW
FOR 2016

£500+vat per Workshop

Delegate Bag Sponsor

You can have your company logo on the bag given to delegates at the Conference.

Pre-Conference - You will have an acknowledgement in a special ALLNet e-bulletin promoting the Exhibition and sponsors, promotion via ALL's social media channels and its website.

At the Conference - Every delegate and Exhibitor will be given a delegate bag featuring your logo, you will have up to two inserts in the bag. As your sponsorship will be acknowledged in the Conference Programme, with a colour logo next to your editorial entry (applicable to exhibitors), you will receive a message of thanks from ALL's President during the opening of the Conference and during the Presidential Plenary.

£1,200+vat

Delegate Badge Sponsor

Your branding on every badge issued to delegates at the Conference.

Pre-Conference - You will have an acknowledgement in a special ALLNet e-bulletin promoting the Exhibition and sponsors, promotion via ALL's social media channels and its website.

At the Conference - Every delegate and Exhibitor will be given a delegate badge featuring your logo, you will receive a message of thanks from ALL's President during the opening of the Conference and during the Presidential Plenary.

£450+vat

Please note there are a limited number of each package available

Advertising

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

Cover Positions

Inside front cover	£540
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Inside back cover	£525
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Full page advertisement	£400
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Half page advertisement	£230
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Quarter page advertisement	£155
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Colour logo next to your editorial entry	£100
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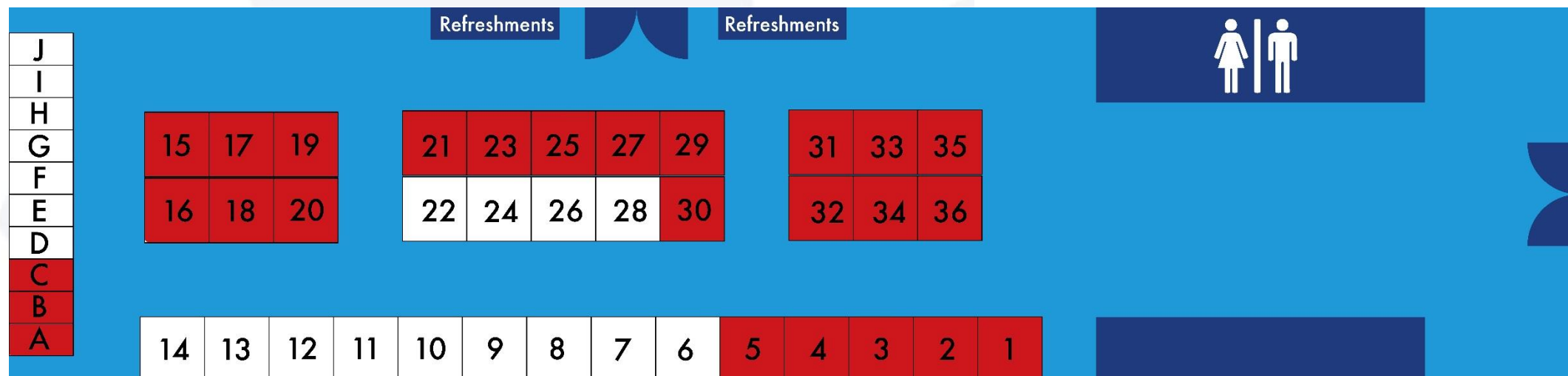
Insert in the delegate bag	£350
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Please note that prices quoted are exclusive of VAT, which is applicable

*"Thoroughly enjoyed the
Conference - great atmosphere.
Fabulous organisation and great
sessions."*

Language World 2015 Delegate

Exhibition Floorplan



BOOKING DETAILS

The exhibition floorplan shows the layout of the available stands (This will be updated and displayed on the website www.language-world.co.uk). The exhibition is an open space event, each stand is 2m x 2m and can be booked in multiples to create bigger stand areas, stands 15-36 will be separated by display boards.

Each space will include a table and two chairs.

Stands A- J are 'Pole & Pull' designed for smaller organisations that would like a presence at Language World, they are 1m wide and will accommodate a pull up banner stand and leaflets, one chair will be provided.

Please contact the conference organisers to check availability of your preferred stand. Once the stand has been agreed you will be asked to sign and return a booking form. Please note that the ALL Language World 2016 exhibition terms and conditions accompanying this brochure will then apply. You will receive an acknowledgement and an invoice for the full amount due.

Telephone: 01332 224504

e: all@kc-jones.co.uk

RATES

Corporate Members Rate, 2m x 2m stand £850+vat

Any subsequent stand space is discounted by 5%
(e.g. stand no.1 + stand no.2 £807.50, total £1,657.50+vat)

Non Members Rate, 2m x 2m stand £900+vat

Any subsequent stand space is discounted by 5%
(e.g. stand no.15 + stand no.16 £855.00, total £1,755.00+vat)

'Pole & Pull', 1m x 2m stand £425+vat

* The organisers reserve the right to amend the plan.

☐ White - stand available

☒ Red - stand taken

www.language-world.co.uk