

Language World 2012



“Language World 2012, the must-attend conference for all teachers at the cutting edge of languages education.”

BERNARDETTE HOLMES,
ALL PRESIDENT 2011-2012

Friday 30 & Saturday 31 March

Exhibition Hall, Renold Building,
Sackville Street, University of Manchester

Exhibitor Information Pack

MANCHESTER
1824

The University
of Manchester

Languages for all - defining today, transforming tomorrow!

Language World

What is Language World?

- Language World is the long-established 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 and organisations which provide advice, support and services for language teachers

Why should you exhibit at Language World 2012?

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

“As a languages teacher it is the highlight of my working year!”

LANGUAGE WORLD 2011 DELEGATE,
HEAD OF TEACHING & LEARNING AREA – LANGUAGES

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 Teacher Trainers
- Language professionals including heads of department, advisers, lecturers, academics and teachers

The key themes for Language World 2012 are:

- Motivation and raising participation in language learning
- Improving achievement - at all key stages
- Progression
- New approaches to language learning, including the effective use of technology
- CLIL and bilingual learning

“It has been the highlight of my professional calendar for as long as I remember: it's been like an annual injection of new life!”

LANGUAGE WORLD 2011 DELEGATE,
LANGUAGE COLLEGE DIRECTOR

“I look forward to it every year. It brings everything together for me – everything happening in languages and I find that it revives me! I always come away with lots of new ideas and resources and I am much better informed because of it.”

LANGUAGE WORLD 2011 DELEGATE –
HEAD OF ITALIAN AND MINORITY LANGUAGES

What makes this event unmissable?

- 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 £163 per square metre for ALL corporate members and the standard space rate is £173 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

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 Conference 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



Booking Details

Stand space rates

£173 + 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 rates

£163 + VAT per square metre of open space

Please note that the ALL Language World 2012 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 January 2012.

Sponsorship Opportunities

- **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
- **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 Guide, 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 Guide 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 Guide 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 by taking an advert in the Conference Guide.

Conference Guide:

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 20 grammes)	£350
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(all prices are exclusive of VAT)

Enclosed in this pack:

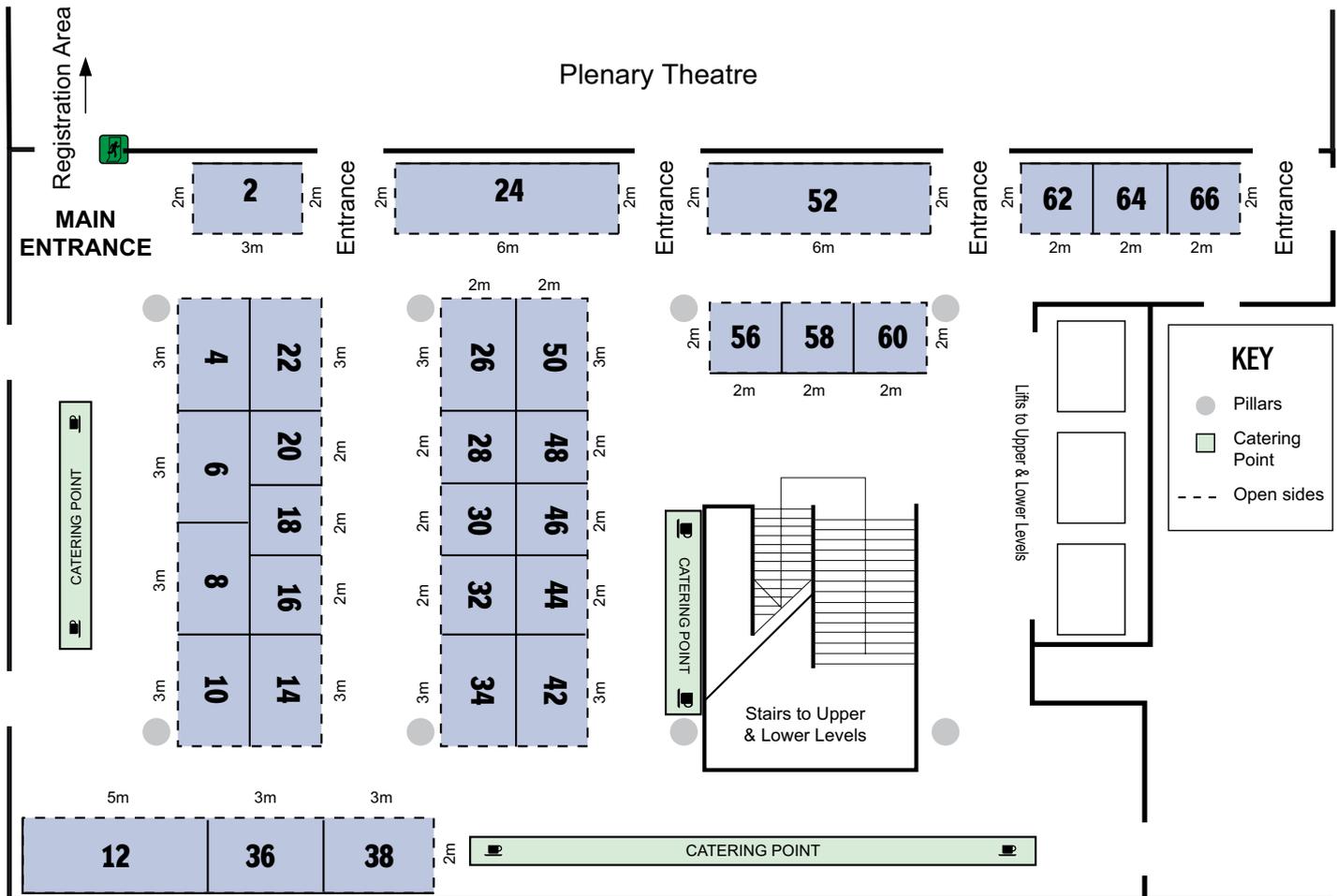
- Exhibition Terms and Conditions
- Stand space booking form
- Advertising & Sponsorship booking form

Floorplan

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 boards, tables and chairs.

Language World 2012 – 30-31 March

Exhibition Hall, Renold Building, Sackville Street, University of Manchester



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, or if you have any questions, please contact:

Seema Quraishi

Language World 2012 Exhibition Organiser

Tel: **020 8767 4644**

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

Fax: **020 8672 1094**

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

“Any publisher aiming at customers in UK schools should exhibit at Language World. It's the only exhibition where all the delegates are your exact target audience.”

OLIVER GRAY, REVILO