

Celebrating
25 years

Language World 2015



Friday 20 &
Saturday 21 March
The Venue
Student Union Building
Newcastle University



“ 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 in their daily mission to give their pupils an engaging, inspiring and cultural learning experience. ”

RENÉ KOGLBAUER, ALL PRESIDENT 2014-16

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

Language World

What differentiates Language World from other exhibitions?

- 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.
- This Conference is unique as the issues addressed are suggested by the delegates themselves which consequently attracts high calibre, enthusiastic, focussed delegates – your potential customers, looking to source the latest products and services available.
- Language World sells out year after year – clearly indicating its position as the event with a track record of delivering the contacts companies looking for a sound return on investment seek out.
- Exhibiting at Language World gives you the opportunity to promote, sell, display, and demonstrate your products and services to language professionals with budgetary spend.
- You have the opportunity to do invaluable market research with language professionals – finding out what your customers want and so develop your future product portfolio to meet their requirements.

What sort of companies benefit by exhibiting 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
- Publishers of resources to support practising teachers
- Providers of resources for the primary curriculum

Who are Language World conference delegates and exhibition visitors:

- 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, academics and teachers.

The key themes for Language World 2015 are:

Challenges raised by the new primary and secondary curriculum

- Primary: links between languages and the wider primary curriculum
- Transition: KS4-5, KS5- HE
- Language entitlement for all (including SEN and disadvantaged groups)
- Language across the curriculum - holistic approaches to mother tongue, foreign language learning and literacy
- Spontaneous speaking
- Grammar
- Literature
- Boosting translation skills

ALL Connect

- Teacher-led CPD
- Progression 7-14
- KS2-3 transition
- Collaborative initiatives in languages education between universities and schools

CLIL approaches

Innovative use of technology

Research into practice

“Well organised. Nice to see lots of small exhibitors with interesting ideas.”

“Great buzz – very efficient and friendly atmosphere, packed with ideas.”

LANGUAGE WORLD 2014 DELEGATES

Language World

What do the companies which exhibited at Language World 2014 have to say about it?

“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 and a highlight in our events calendar every year. ALL 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

“We would highly recommend exhibiting at Language World – we look forward to it every year as it's always a well worth while event for us. The organisers always make sure we are well looked after and that the event runs smoothly. We'll definitely be there again this year.”

OXFORD UNIVERSITY PRESS

“Language World is a true celebration of language teaching in the UK. The wealth of fresh and innovative ideas makes it a key event in our annual conference diary. Televic Education is proud to once again join this vibrant community to share thoughts, resources and best practise. The 2015 edition at Newcastle University promises to be a buzzing platform for everyone involved in teaching and learning languages.”

TELEVIC EDUCATION

“This will be our sixth year exhibiting at Language World and each year we have been very impressed with the organisation of the conference and the level of contact that exhibitors have had with delegates. If you want to meet language teachers in a friendly and informal environment and be part of the buzz that the conference brings, Language World is a must for your MFL calendar.”

VOCAB EXPRESS

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 Hall
- The cost of exhibiting is just £181 per square metre for ALL Corporate Members and the standard space rate is £196 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
- Complimentary access to seminar sessions for two members of your stand staff – space permitting – which enables your company to keep on abreast of trends and developments

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 6,000 – 8,000 unique visitors per month: <http://tiny.cc/LW2015>
- **Facebook:** where ALL has around 3,500 fans: www.facebook.com/alllanguages.org.uk
- **Twitter:** where ALL has around 3,500 followers: <http://twitter.com/ALL4language> #LW2015
- Our growing networks on LinkedIn, Pinterest and Google Plus

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 and your sponsorship will be acknowledged in the Conference Programme, in a special ALLnet e-bulletin and on the ALL website.

£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 (up to 10g). Your sponsorship will be acknowledged in the Conference Programme, in a special ALLnet e-bulletin and on the ALL website.

£1200

Advertising

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

Cover positions:

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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 | £350 |
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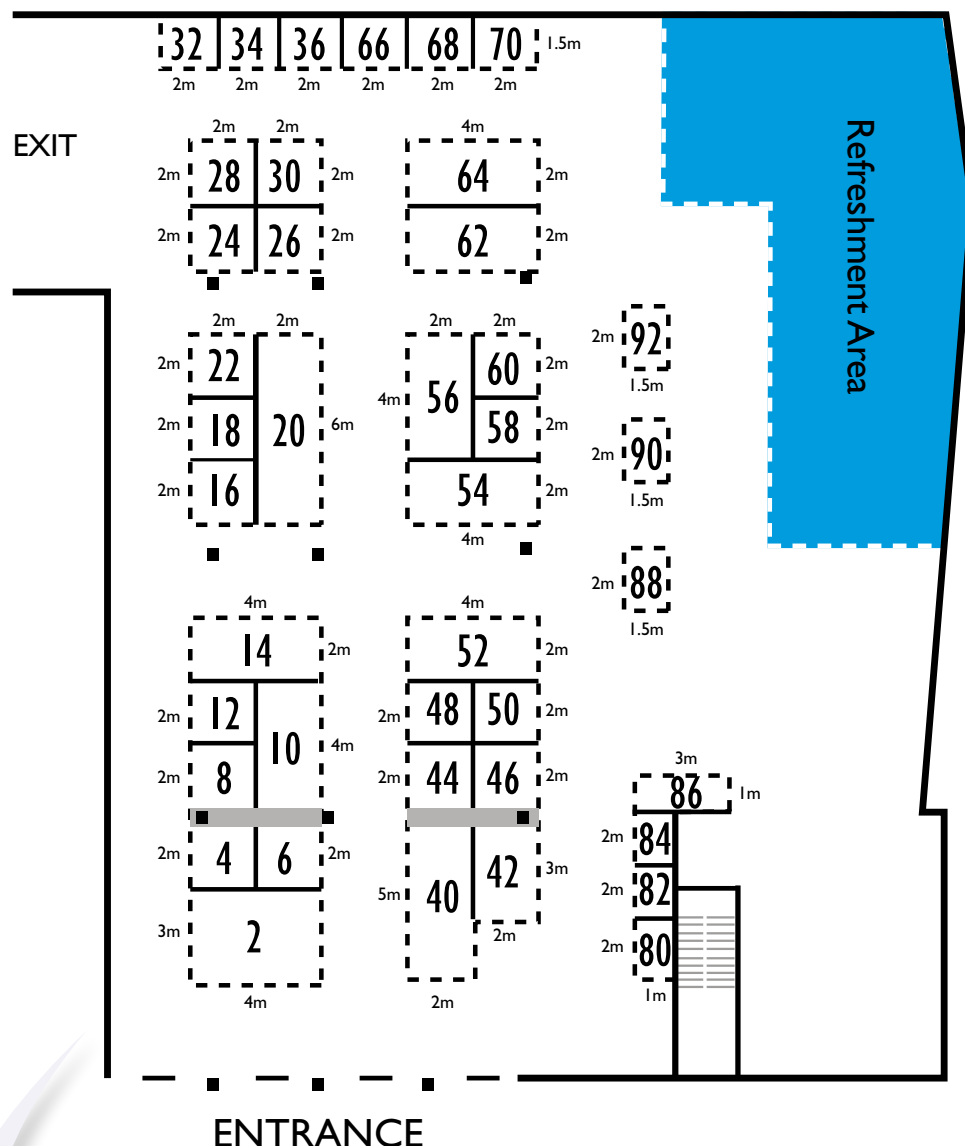
(discounts available for ALL Corporate Members)
(Up to 10g – please enquire re: costs for heavier items)

Please note that prices quoted are exclusive of VAT, which is applicable.

“ Always so well organised.
Love the exhibition. ”

LANGUAGE WORLD 2014 DELEGATE

Floorplan & Booking Details



Language World 2015 March 20 & 21

The Venue Student Union Building Newcastle University

The conference will take place in the Herschel Building/Kings Road Centre nearby. The conference timetable will accommodate delegates walking back to the exhibition for exhibition viewing, and refreshments and the drinks reception on Friday evening will be held at the exhibition venue.

KEY



Delegate Catering Point



Open sides

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.

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 £181

Standard space rate £196

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 2015 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.

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

Seema Quraishi

Language World 2015 Exhibition Organiser

Tel: **07740 157610**

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

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