



# Language World 2010

*Building on Firm Foundations: Steps to Success*



THE UNIVERSITY *of York*

Friday 26 & Saturday 27 March  
Exhibition Centre, University of York

**Exhibitor Information Pack**



# What is Language World?

*Language World is the annual Conference and Exhibition of the Association for Language Learning, the UK's major subject association for teachers of foreign languages.*

## Who should exhibit at Language World?

Language resources providers; Examination Boards; Government Departments; Professional Organisations; Cultural Institutes and any companies which provide advice and support for language teachers.

## Who are Language World delegates?

Educationalists involved in language teaching from every sector of education: Early Years; Primary; Secondary; FE; Vocational and Teacher Trainers.

The delegates are all language professionals including Heads of Department, Advisers, Lecturers, Academics and Teachers.

## What are Language World themes for 2010?

- New approaches, often highlighting cross-curricular work.
- Creativity and independence for both learners and teachers.
- Renewed emphasis in professional development.

Addressing these key issues will be at the core of **Language World 2010 - Building on Firm Foundations: Steps to Success.**

*“We never miss exhibiting at Language World - it is an important event where we can meet new and existing customers.”*

Emma Butcher, Channel Marketing Manager – Western Europe, Sanako

*“Still an essential exhibition for anyone involved in the educational language market.”*

Stephen Cooper, Managing Director, Grant & Cutler Ltd

## What makes this event unmissable?

- Circa 350 delegates are expected to attend and all refreshments are served in the Exhibition Hall, giving you the time and opportunity to promote, sell, display and demonstrate your products and services to both existing and new customers.
- Delegates are all qualified language teachers looking to source the latest products and services and to meet providers to exchange views on their current needs and gaps in the market.
- The cost of exhibiting starts at just £324 + VAT for a 2m stand which offers you excellent value.
- Language World offers exhibitors various additional opportunities to get involved in the event.

## The Promotional Campaign

- ALL manage 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.

# Building on Firm Foundations: Steps to Success

# Booking Details

*The Exhibition floorplan shows the layout of the available stands. The exhibition is an open space event with the option of booking display (backing) panels, electrical power sockets and tables and chairs.*

## Stand space rates

£162 + VAT per square metre of open space

## Corporate Members rate

£155 + 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](mailto: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.

Please note that the ALL Language World 2010 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 2010.

## Sponsorship Opportunities

- **Conference Reception** – We will inform the delegates of your generosity through branding at the Reception, an acknowledgement in the Conference Programme and by the ALL 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 and the opportunity to distribute literature.

**£500**

- **Exhibition Reception** – We will promote your generous sponsorship of this sociable event designed to draw delegates back into the Exhibition Area on Friday afternoon.

**£1000**

## Advertising

Raise your profile and support the event further by taking an advert and / or a logo in the Exhibition Guide.

### Cover positions:

Outside back cover	£600
Inside front cover	£525
Inside back cover	£525
Full page advertisement	£400
Half page advertisement	£225
Quarter page advertisement	£150
Colour logo next to your editorial entry	£100
Insert in the delegate bag	£350

(VAT will be added to all prices quoted at the prevailing rate)

### Enclosed in this pack:

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

## Building on Firm Foundations: Steps to Success

# Floorplan

Language  
World 2010

26 & 27 March  
Exhibition Centre  
University of York



Plan diagrammatic – not to scale



To book your stand please contact:

**Seema Quraishi**

Language World 2010 Exhibition Organiser

Tel: **020 8767 4644**

Fax: **020 8672 1094**

Email:

**seema.quraishi@btinternet.com**

Website:

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

*Building on Firm Foundations: Steps to Success*