

ONLINE
ATESL 2021
LIGHTING THE FUTURE
EXPANDING
EXPECTATIONS

EXHIBITOR AND PUBLISHER INFORMATION

2021 ATESL
CONFERENCE



ALBERTA TEACHERS
OF ENGLISH AS
A SECOND LANGUAGE

A MESSAGE FROM THE 2021 CONFERENCE MANAGERS

Alberta Teachers of English as a Second Language (ATESL) is a membership based, professional organization that promotes the highest standards of teaching and English language program provision for all learners in Alberta whose first language is other than English.

Each year, ATESL hosts a two-day conference where English language professionals gather to generate new ideas, share knowledge and expertise, engage, and connect. Our annual event brings together more than 400 attendees from across Alberta in the ESL field.

The theme for our 2021 conference, "Lighting the Future: Expanding Expectations" inspires us to share the knowledge and experience acquired in the last year and to support each other in this time of transition. Like last year, our 42nd Annual Conference will take place virtually, on October 15th and 16th, 2021.

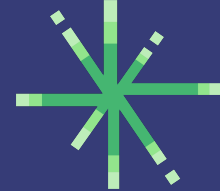
We would like to invite you to be part of our conference. Please take a moment to review the publisher and exhibitor opportunities detailed in this booklet.

View our conference website at atesl.ca/conference/welcome/ for more information

Stay well,

Sofia Elgueta and Denise Lo
2021 ATESL Conference Project Managers





ABOUT ATESL

As the professional organization for Teachers of English as a Second Language in Alberta, ATESL's mission is to promote the highest standards of teaching and provision of English Language programs for learners in Alberta whose first language is other than English.

WHAT WE DO

Professional Development Opportunities

Encouraging and providing professional development opportunities that are consistent with generally accepted principles of adult learning and with currently understood principles of second language learning and teaching.

Creating Awareness

Creating awareness about immigration, settlement of immigrants, and English language learning by communicating with government, business, and the general public.

Communicating Standards

Encouraging awareness of issues of accountability and program standards by communicating with English language program providers and learners.

Developing Policies & Procedures

Working collaboratively with government to develop policies and procedures which govern the provision of English language programs and related services for immigrants to Canada.

Involving Learners

Encouraging and supporting the participation of learners in the decision- making processes that determine their educational choices.

Liaising

Liaising with other organizations, local, provincial, national, and international, engaged in education.



LAST YEAR'S VIRTUAL CONFERENCE



450 attendees



59 sessions



98 speakers

Achēv

Video

1848

2

Visit Booth

ACE
Certificate in Online
Language Teaching?

Advance Consulting for
Education, INC.

Video

295

9

4

Visit Booth



AWES

Skills for Work: Gamified language resources has ended

Giveaway: Enter to win!

323

6

7

Visit Booth



Calgary Catholic Immigration
Society

204

3

Visit Booth



Columbia College

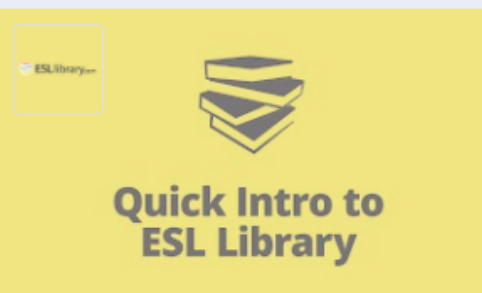
Video

204

12

2

Visit Booth



ESL Library

Teach Online with ESL Library has ended

Raffles: RAFFLE DETAILS...

386

10

13

Visit Booth

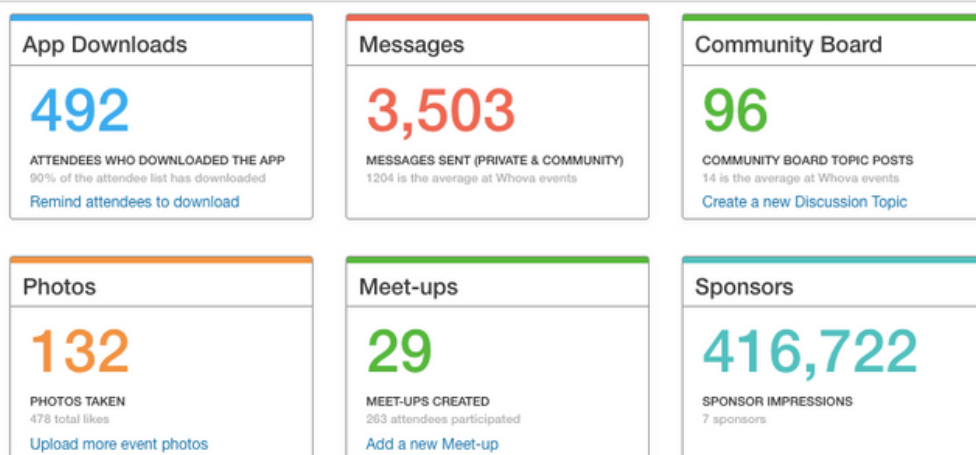
OUR ONLINE PLATFORM

Our online platform allows us to keep the same great components of a face to face event! Our conference platform features a showcase section for sponsors and exhibitors.

With a virtual booth in the Exhibitor Hall, you have the opportunity to:

- Customize your virtual booth
- Upload your logo, company/organization description
- Add links to website/social media
- Live stream or add a pre-recorded video
- Chat with attendees
- Manually collect leads, retrieval and export to email
- Drive virtual booth traffic with coupons and raffles

Virtual networking opportunities allow you to create virtual meetups, generate leads, and interact with attendees through the app community board.





2021 ATESL CONFERENCE KEYNOTES



DR. DWAYNE DONALD

Dr. Dwayne Donald is a descendent of the amiskwaciyiniwak (Beaver Hills people) and the Papaschase Cree and is an associate professor in the Faculty of Education at the University of Alberta. His work focuses on ways in which Indigenous wisdom traditions can expand and enhance our understandings of curriculum and pedagogy.

SCOTT THORNBURY

Scott Thornbury is a teacher and teacher educator, with over 40 years' experience in English language teaching, and an MA from the University of Reading. Until recently, he taught on the MA TESOL program at The New School in New York. His previous experience includes teaching and teacher training in Egypt, UK, Spain (where he lives), and in his native New Zealand. His writing credits include several award-winning books for teachers on language and methodology, as well as authoring a number of papers and book chapters on language and language teaching. Scott is a series editor for the Cambridge Handbooks for Teachers (CUP). He was also the co-founder of the dogme ELT group.





2021 ATESL CONFERENCE KEYNOTES



---- **DR. ENA LEE**

Ena Lee is an Assistant Professor in Language, Literacy, and English as an Additional Language Education in the Faculty of Education at Simon Fraser University in Vancouver, BC, Canada. Her interdisciplinary work is situated in the intersections of applied linguistics with equity studies. Specifically, she draws on identity theory, critical race theory, and transnational feminist theory to inform anti-oppressive praxes in EAL research and education. Her research has been published in TESOL Quarterly, TESL Canada Journal, International Journal of Multilingualism, and Journal of Multilingual and Multicultural Development, among others.

---- **DR. ROD ELLIS**

Rod Ellis is a Distinguished Research Professor in Curtin University (Australia), a longstanding professor at Anaheim University, visiting professor at Shanghai International Studies University and Emeritus Distinguished Professor of the University of Auckland. He is also a fellow of the Royal Society of New Zealand. He has written extensively on second language acquisition and task-based language teaching. His most recent (co-authored) book is Task-based Language Teaching: Theory and Practice (2020) published by Cambridge University Press.





FREQUENTLY ASKED QUESTIONS

WHO IS THE TARGET AUDIENCE FOR ATESL 2021?

- K-12 ESL/EFL Teachers
- Adult education ESL
- Higher education ESL
- LINC Instructors
- Lead Instructors
- Program Managers/Administrators/Coordinators

WHAT CAN PUBLISHERS/EXHIBITORS EXPECT ON THE ONLINE PLATFORM?

- Use of a customizable app to easily create and edit the company's description and product information
- Upload your company's logo, description and up to five images.
- Feature videos and live stream on the exhibitor's profile page
- Arrange virtual workshops with attendees using the virtual meet-up function
- Branch off into group chats or private chat
- Explore the information of all the attendees who have requested the promotional offers and directly follow up with them through the app
- Custom mobile coupons, raffles, and giveaway that attendees can claim directly through the app.
- Promote the booth on social media. Choose from the 4 ready-to-post social media images and directly post on social media accounts through the app.
- Add booth staff members on the app and allow the team to capture leads.
- Please note: Team members must be registered for the ATESL Conference





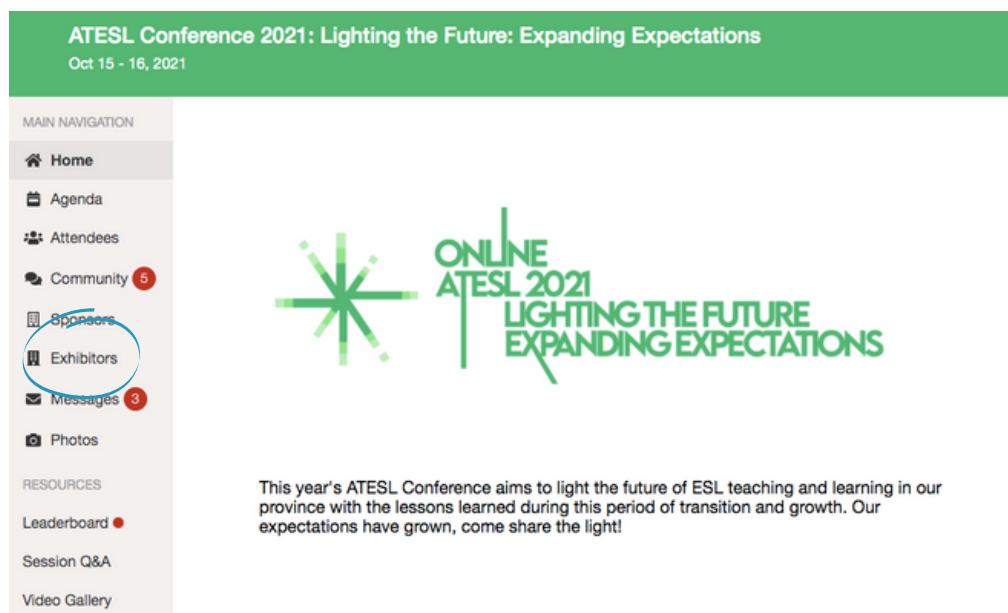
VIRTUAL BOOTH BENEFITS

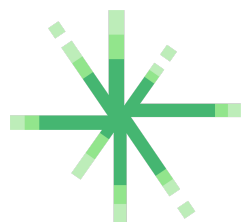
MANY WAYS FOR ATTENDEES TO FIND YOUR BOOTH

- All attendees will receive an email before the event with your information. You can include a brochure or a video.
- All the exhibitors will be announced on social media before the event.
- During the conference, your presence will be announced using the platform feature for announcements.
- All exhibitors are welcome to participate in ATESL 2021's virtual scavenger hunt.
- Publishers and exhibitors will be given an opportunity to showcase their products and services as a part of the main conference agenda.
- All exhibitors are also encouraged to set aside time for live product demos at their booth to attract attendees to the exhibitor hall.

WHERE CAN ATTENDEES FIND US?

- They will find you easily by clicking on "exhibitors"





MY ORGANIZATION/COMPANY IS INTERESTED!

HOW DO I GET STARTED?

If your organization is interested in participating in this year's ATESL 2021 Conference, register online using the direct link below, or contact Tyla Olsen or Lasha MacQuarrie, Publisher and Exhibitor Chairs, at publishers@atesl.ca.

Complete the following steps to register before September 15, 2021:

1. Fill out the [online application form](#).
2. Pay online or by cheque
 - \$250 premium virtual booth with two registrations
 - \$200 basic virtual booth with one registration(additional team members must be registered for the ATESL Conference)

Online payment: Email atesl.admin@atesl.ca.

Cheque payment: Mail cheques (payable to "ATESL") to the following address:


ATESL

PO Box 1983 Station Main

Edmonton AB

T5J 2P3

Once you have submitted your registration form, a conference organizer will make contact to guide you through the process of downloading and adding your organization's information to the conference app.

IMPORTANT DEADLINES	
Virtual booth Commitment	August 31st, 2021
Payment 	September 15th, 2021
Logo/Organization Information Submission *This information will be used to populate your Virtual Booth	September 15th, 2021
Virtual booth setup and training	October 1st or 2nd, 2021



#ateslconf2021  publishers@atesl.ca
atesl.ca/conference/publishers-exhibitors/

JOIN US!

SECURE YOUR VIRTUAL BOOTH TODAY!



Excellent opportunity

Our conference
platform offers
excellent showcasing
capabilities



Make connections

Share your brand and
connect with
attendees during the
event and beyond



Advancement in ESL

Your participation
impacts the ESL field.
Help us light the
future!

MAXIMIZE YOUR PRESENCE



#ateslconf2021 ✨ publishers@atesl.ca
atesl.ca/conference/publishers-exhibitors/



Publishers and Exhibitors Contact Information

Please direct all enquiries to:
publishers@atesl.ca

Publishers and Exhibitors Committee

Tyla Olsen and Lasha MacQuarrie (Co-chairs)
Donald Mason
Sara Gnida

ATESL 2021 Conference Managers

Sofia Elgueta and Denise Lo
conference2021@atesl.ca