



2024 Virtual Conference EXHIBITOR AND PUBLISHER PACKAGE



**20
24**



publishers@atesl.ca

atesl.ca/conference/publishers-exhibitors/

A MESSAGE FROM THE 2024 CONFERENCE MANAGERS

We are thrilled to extend a warm invitation to you to participate in this year's Annual Conference hosted by ATESL.

Each year, ATESL hosts a two-day conference where English language educational 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 EAL field.

The theme for our 2024 conference, "Building Bridges: Evolve, Adapt, and Thrive" underscores the dynamic journeys of our community. It emphasizes the need to foster connections, embrace change, and thrive amidst evolving educational landscapes. This year's 45th Annual Conference will take place virtually, on October 18th and 19th, 2024.

We believe that your participation as a publisher or exhibitor would greatly enrich our conference, providing valuable resources and insights to our attendees. We invite you to explore the attached package detailing the various opportunities available to showcase your products and services to our engaged audience.

Thank you for considering this opportunity, and we hope to see you at the conference.

Warm regards,

Indira Cevallos Novillo and Doug Vantour
2024 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

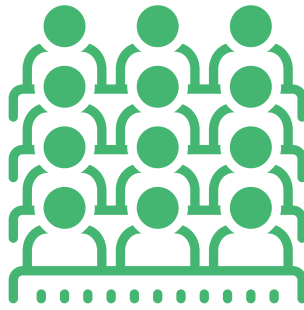
Encouraging and supporting the participation of learners in the decision-making processes that determine their educational choices.

Liaising

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



LAST YEAR'S IN-PERSON CONFERENCE



433 attendees



84 sessions



124 speakers



4 Keynote Speakers



THANK YOU TO OUR 2023 EXHIBITORS



Bow Valley College



**Centre for
Newcomers**



CAMBRIDGE
UNIVERSITY PRESS

**Cambridge
University Press**



Ellii



New Readers Press



Roshi



Pearson



**The Immigrant
Education Society**



publishers@atesl.ca

atesl.ca/conference/publishers-exhibitors/

THANK YOU TO OUR 2023 EXHIBITORS



Innovating workplace skills training

**Innovation Workplace
Skills Training**



Hamilton House



IELTS from the British Council

**British Council:
IELTS**



**New Language
Solutions**



**Oxford University
Press**



NorQuest College



TESL Canada



NorQuest - Alberta Routes



publishers@atesl.ca

atesl.ca/conference/publishers-exhibitors/

EXHIBITOR PRICING: \$350

+ \$10 online service payment fee

ATESL 2024 will be hosted virtually through the Pheedloop Virtual Events platform, October 18 and 19. Two conference registrations included!

COMPANY INFORMATION AND LOGO

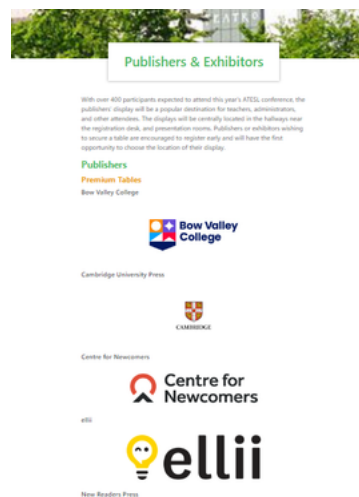
Display your company name, logo, contact information, website, and description on the ATESL Website and conference platform (Pheedloop)

PHEEDLOOP LOBBY SPLASH VIDEO

(Mock up)



ATESL WEBSITE



EXHIBITOR SHOWCASE

- Exhibitor Talk scheduled in official conference schedule during the conference break (15 minutes, live or pre-recorded).
- The virtual showcase will also have a gamification element. Secret code words will be hidden throughout the video, with attendees collecting codes to win prizes.
- In the morning, during pre-conference video broadcast (8:30am - 9:00am) and the nutrition break (10:20am - 10:30am), we have allocated time for attendees to watch a pre-recorded video.



publishers@atesl.ca

atesl.ca/conference/publishers-exhibitors/

CONFERENCE LUNCH HOUR NETWORKING/SOCIAL SESSION

Host a networking session on a topic of your choice!

- One session open during lunch break (45 minutes on Friday or Saturday)

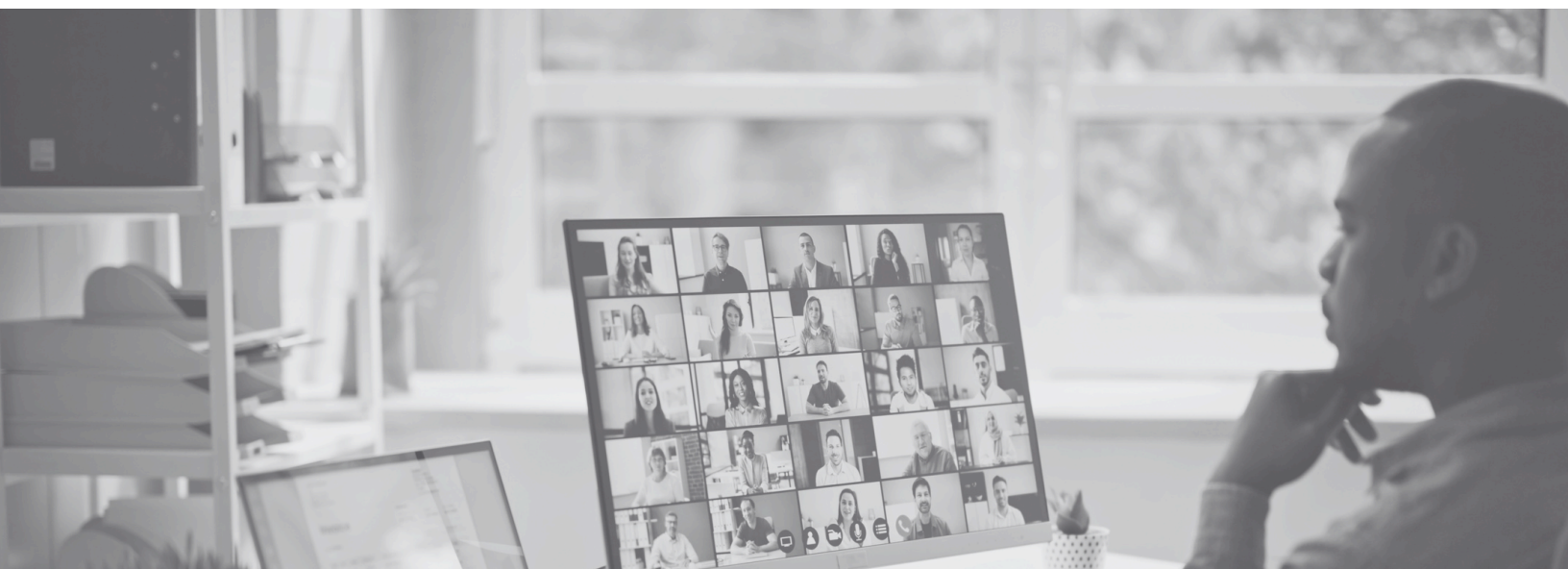
Between 12:30pm - 1:00pm, you are invited to attend an industry partner networking session. Your organization will have their own Zoom breakout room and delegates can join to network and ask questions.

ADDITIONAL OPPORTUNITY TO PRESENT A SESSION

Present during a time slot of your choice (Keynote time slot - unavailable)

- Your proposal must be accepted by the conference program committee.
- Deadline for Exhibitors proposal August 16th.

Sponsors and exhibitors are encouraged to submit proposals for educational presentations. Presentations that clearly offer technical insight and benefit without promoting a company's products or services are encouraged. Sponsors or exhibitors that are found to be promoting their products or services during educational sessions will not be permitted to present at future ATESL conferences.

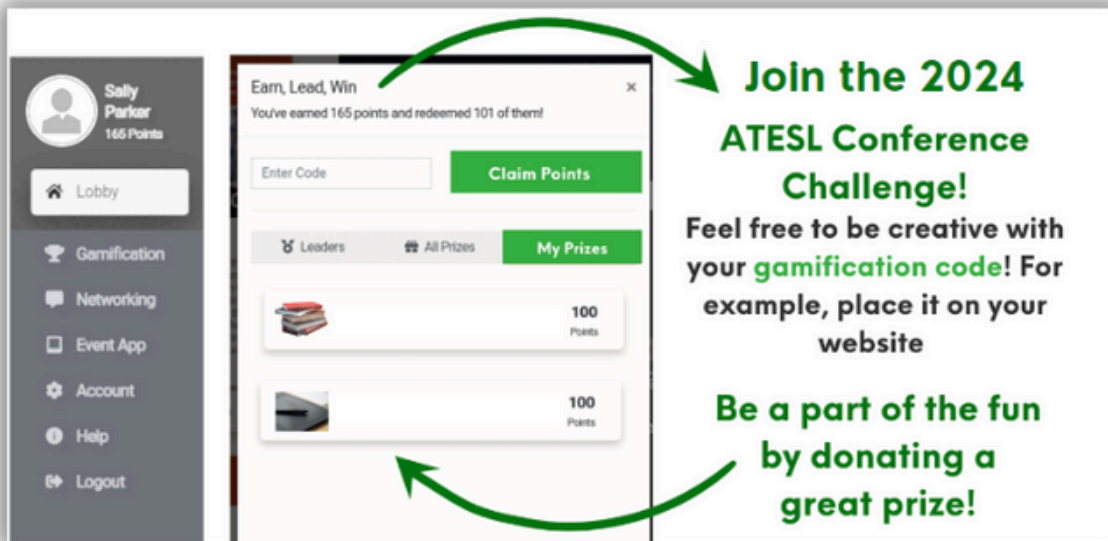


EXHIBITOR OPPORTUNITIES

GAMIFICATION

A scavenger hunt will be set up where attendees will be searching for gamification codes. Gamification codes can be hidden on sponsor/exhibitors websites (you will need to set this up on your end), embedded in session streams, announcements, push notifications, social media posts, and other locations. Attendees will enter codes, track their progress on a leaderboard, and collect prizes

- One gamification code



ONE PUSH NOTIFICATION IS INCLUDED!

ATESL CONFERENCE PUSH NOTIFICATION

Push notifications are the optimal way for exhibitors to make important announcements and promotional offerings to attendees directly.

Additional Push notifications can be purchase for \$50 each.

- One push notification via Pheedloop sent directly to event attendees on day one or two of the event

IN-KIND DONATIONS

In-kind donations to the ATESL 2024 conference are also welcome and will be acknowledged during the conference and on the conference webpage. We are currently seeking donations of gifts for our speakers and door prizes for our attendees and welcome all manner of gift cards. If you are interested in gift donations, please contact our Publisher Committee at publishers@atesl.ca.

Have an idea that isn't listed here? Let us know!

JOIN US!



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 sponsorship impacts the ESL field. Help us light the future!



publishers@atesl.ca

atesl.ca/conference/publishers-exhibitors/



APPLY TO BECOME AN EXHIBITOR

To show your support for the ATESL 2024 conference, please complete the fillable Exhibitor Package agreement on the ATESL website, or contact the Publisher and Exhibitor Committee, at **publishers@atesl.ca**.

Complete the following steps to register before September 20, 2024:

- Fill out the online application form.
- Pay online* or by cheque - \$350 (includes 2 conference registrations) (includes 2 conference registrations**)

* (\$10 online service payment fee)

**Additional team members must be registered for the ATESL Conference

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 platform.

Look out for an email from Irene Wood, ATESL Business Manager regarding payment for the event.

Email atesl.admin@atesl.ca.

EXHIBITOR PAYMENT CONTRACT

All exhibitor payments must be received before the payment deadline of September 20, 2024. If payment is received after this date, certain benefits cannot be guaranteed due to time restrictions and logistics.

Exhibitor Package

20 24



Publisher Contact Information

Haimei (May) Wang
publishers@atesl.ca

ATESL 2024 Conference Managers

Indira Cevallos Novillo and Doug Vantour
conference2024@atesl.ca

IMPORTANT DATES:

Exhibitor Commitment

September 6, 2024

Exhibitor Payment and Logo/Organization Information Submission

September 20, 2024



ALBERTA TEACHERS
OF ENGLISH AS
A SECOND LANGUAGE