TESOL 2016 International Convention & English Language Expo
5–8 APRIL 2016 • BALTIMORE, MARYLAND, USA | SHOW: 6–8 APRIL (WEDNESDAY–FRIDAY)

INVITATION TO EXHIBIT

Reflecting Forward
1966–2016

BE PART OF TESOL’S 50TH ANNIVERSARY CELEBRATION!

- Meet key decision makers and potential buyers from the international English language teaching field
- Position your brand and organization at the world’s largest industry event
- Network, recruit, and build relationships with current and future customers

www.tesolconvention.org
TESOL 2016 International Convention & English Language Expo

5–8 APRIL 2016 (TUESDAY – FRIDAY) • BALTIMORE, MARYLAND, USA

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About TESOL
Celebrating 50 years in 2016, TESOL International Association is a professional community of educators, researchers, administrators, and students committed to advancing excellence in English language teaching for speakers of other languages worldwide. With more than 13,000 members representing 163 countries, TESOL fosters the exchange of ideas, research, and peer-to-peer knowledge, and provides expertise, resources, and a powerful voice on issues affecting the profession. With more than 6,500 attendees, the annual International Convention & English Language Expo is the largest gathering of ESOL professionals in the world.

Don’t miss the chance to be part of TESOL International Association’s 50th Anniversary Celebration!

TESOL’s International Convention & English Language Expo, the largest event of its kind, is the perfect venue to showcase your latest products, publications, software, and teaching tools to more than 6,500 international educators in the field of English to speakers of other languages (ESOL).

Stand out from competitors! Combine TESOL’s advertising, sponsorship, and exhibiting opportunities and reach leaders in the profession—program directors, ESL/EFL instructors and educators, and the most influential people throughout the field.

Here is a sampling of the companies that have exhibited at the English Language Expo:

- Advance Consulting for Education, Inc.
- Allama Institute of Education
- Alberta English Publishers Inc.
- American College of Education
- American Federation of Teachers
- American TESOL Institute of Florida
- American University
- Anaheim University
- Anaheim University Press
- Anenberg Learner
- Asia for Kids and Culture for Kids
- Ballard & Tighe, Publishers
- Barnes’ Educational Series, Inc.
- Benchmark Education Company
- Black Cat
- Blended Schools
- BrainPop
- British Council
- Cambridge English: Advanced
- Cambridge University Press
- CAEL
- CASAS
- Center Publishing and Consulting
- Center for Applied Linguistics
- Command Performance Language Institute
- Compass Publishing
- Continental Press
- Corwin
- CTE, McGraw-Hill
- DystEd International, Inc.
- Easy English Times
- Edventum
- e-future Ltd
- Education
- ESL Language Centers
- English Central
- English Talk Shop LLC
- EnglishCentral Inc.
- EnglishUSA – AATSE
- ETS, Educational Testing Service
- Express Publishing
- Federal Trade Commission
- First Book
- Global LT, Inc.
- Hampton University
- Handwriting Without Tears
- Hawthorn Musical English Language Centre
- Heinemann Publishers USA
- Highland Publishing
- CELTS USA
- IE–Council for International Exchange of Scholars
- Imagine Learning
- JAG Publications
- Kansas State University
- Kaplan
- Key Publications
- Kurzweil Educational Systems
- Language Arts Press
- Language Cloud
- Language Magazine
- Language Testing International, Inc.
- LDS & Associates, LLC
- Learning A-Z
- LearningGuru
- Macmillan Education
- Mango Languages
- McGraw-HR ESL/ELT
- Merriam-Webster Inc.
- MJ Publications
- Mondiale-Testing
- Monroe Institute of Int’l Studies
- Multilingual Matters, LTD
- National Geographic Learning
- New Readers Press and News for You
- New York Times
- Norhoff Grumman
- Oxford University Press
- Pacific Learning
- PALS Marketplace
- Peace Corps
- Pearson ELL
- Preparatory University (Graduate School of Education and Psychology)
- Phoenix
- Pro Lingua Associates
- Read Naturally
- Reading Horizons
- Red River Press
- ESL-Library.com
- Renaissance Learning
- Robotek, Inc.
- Rosetta Stone Ltd.
- Roughedge, Taylor & Francis Group
- Saint Leo University
- SANAKO Inc.
- SANS, Inc.
- Santillana USA Publishing
- Schoolastic, Inc.
- Selective Service System
- SIT Graduate Institute
- St. Giles International CELTA
- The College Board
- The Color Vowel Chart
- The New School University
- Thompson Rivers University
- Towson University
- TutorsGroup
- U.S. Department of State, Office English Language Programs
- U.S. San Diego Extension
- University of Michigan Press
- University of North Texas, Intensive English Language Program
- Wellesley Press
- Viro Manufacturing
- Viva Way International
- Vay Inc.
- WIDA
- Wiley
ATTENDEE PROFILE

WHO
- Primary Teachers
- Secondary Teachers
- System & School Administrators
- Ministers of Education
- Teacher Trainers
- Researchers
- University Faculty

WORKING WHERE
- Pre K-12 Settings
- Higher Education
- School Districts
- Higher Education
- Adult Education
- Intensive English Programs
- Government Agencies
- Ministries of Education
- Private Language Schools

39% of attendees recommend, make purchases, or give final approval

The average cost to exhibit per attendee $0.28

More than 42% of surveyed exhibitors generated 41+ sales leads at the 2014 Expo!

FROM
Attendees come from 120 COUNTRIES

Top 10 Outside of USA, Mexico, and Canada
- Japan
- Brazil
- Peru
- Saudi Arabia
- United Kingdom
- China
- Thailand
- Ecuador
- Turkey
- Costa Rica

Don't miss this opportunity to meet with potential customers in Baltimore.

For specific information, please call +1 703.518.2538, email exhibits@tesol.org, or visit www.tesolconvention.org
EXHIBITING AT TESOL’S 2016 INTERNATIONAL CONVENTION & ENGLISH LANGUAGE EXPO

Exhibit Booth Pricing

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<tr>
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<tbody>
<tr>
<td>10’ x 10’ Standard</td>
<td>$2,000</td>
<td>$2,200</td>
<td>$2,400</td>
</tr>
<tr>
<td>10’ x 10’ Premium</td>
<td>$2,300</td>
<td>$2,500</td>
<td>$2,700</td>
</tr>
<tr>
<td>10’ x 20’ Mini-Island</td>
<td>$4,500</td>
<td>$5,000</td>
<td>$5,200</td>
</tr>
<tr>
<td>20’ x 20’ Island</td>
<td>$9,000</td>
<td>$10,000</td>
<td>$10,000</td>
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*2015 returning exhibitors are guaranteed this pricing if 2016 space is contracted during the priority points booth draw.

10’ x 10’ booths can be combined to create large, inline spaces. For pricing on island booths larger than 20’ x 20’ or to add additional booths to your package, contact TESOL, at +1 703.518.2538 or exhibits@tesol.org.

NOTE: For an interactive floor plan, including information on premium, and standard booth locations, see the floor plan on the TESOL Convention 2016 Web site: www.tesolconvention.org

Booth Price Includes:
- Two (2) 3’ side drapes and one (1) 8’ back drape with a company sign (Note: island spaces do not include drapes)
- Two (2) full Convention registrations with Convention bags and program books
- Four (4) company Expo Passes, good for Exhibit Hall only
- One (1) exhibitor session per 10’ x 10’, up to 6 sessions
- Additional Convention registrations are available at a discount, up to 10 per booth.

Exhibitor Sessions
For each 10’ x 10’ booth reserved with 50% deposit by 1 October 2015, exhibitors have the opportunity to submit a 45-minute Exhibitor Session. Exhibitors must submit their session(s) through the Exhibitor Service Center no later than midnight 1 October 2015. Exhibitors are entitled to one (1) Exhibitor Session per booth purchased, not to exceed six (6) sessions total.

Additional Exhibitor Sessions are available for purchase.

Expo Passes
- Full Registration........................................$155
- Exhibit Hall Only........................................$70
  (intended for booth personnel who work the duration of the event)

Additional Options
- Booth Furniture Package:
  One (1) 6’ table, two (2) chairs, one (1) trash can, one (1) 10’ x 10’ carpet ....$225
- Enhanced listing on Virtual Expo.....................$500
- Additional Exhibitor Session.........................$350

EXHIBITOR HOURS
NEW PATTERN THIS YEAR
(Wednesday–Friday)

Wednesday 6 April....... 8:30 am – 5:30 pm
Thursday 7 April......... 8:30 am – 5:30 pm
Friday 8 April............ 8:30 am – 3:30 pm
(Note new closing time)
ADVERTISING & MARKETING OPPORTUNITIES

Convention Website
Reach the TESOL community before you arrive in Baltimore! The Convention website goes live soon after the closing of the previous year’s Convention. You can choose which pages to advertise on and for how long.

<table>
<thead>
<tr>
<th>PRICING</th>
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<tbody>
<tr>
<td>3 Months</td>
<td>$4,000</td>
<td>Convention Homepage</td>
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<tr>
<td>3 Months</td>
<td>$3,000</td>
<td>Education Main Page</td>
</tr>
<tr>
<td>3 Months</td>
<td>$4,000</td>
<td>Registration Page</td>
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<tr>
<td>3 Months</td>
<td>$3,000</td>
<td>Hotel and Travel Page</td>
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Convention Mobile App
Advertising Opportunities exist for the popular mobile app.
Contact advertising@tesol.org.

Convention Program Book
Increase your visibility at the TESOL 2016 Convention with a premium advertising position in the Convention Program Book! Attendees, presenters, and exhibitors use the printed Convention Program Book throughout the Convention to navigate the exhibit floor, plan what sessions to attend, and locate other activities of interest. Many keep the book for future reference, and this year, as a commemoration of the 50th anniversary.

FRONT MATTER AND COVER ADS
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<tbody>
<tr>
<td>Half-page, black/white</td>
<td>$1,250</td>
</tr>
<tr>
<td>Full-page, black/white</td>
<td>$1,750</td>
</tr>
<tr>
<td>Cover 3, full-color</td>
<td>$3,000</td>
</tr>
<tr>
<td>Cover 2, full-color</td>
<td>$4,000</td>
</tr>
<tr>
<td>Cover 4, full-color</td>
<td>$5,000</td>
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GENERAL ADVERTISER SECTION
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<tbody>
<tr>
<td>Quarter-page black/white</td>
<td>$800</td>
</tr>
<tr>
<td>Half-page black/white</td>
<td>$975</td>
</tr>
<tr>
<td>Full-page black/white</td>
<td>$1,250</td>
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The ad specifications will be sent upon purchase.

Sponsorship Opportunities are available, including special 50th Anniversary events and publications. Contact Pamela Strother at pstrother@tesol.org or +1 202.486.5990
EXPAND YOUR REACH

Job MarketPlace
Secure your recruitment space at the Job MarketPlace and get a free job description to be posted on TESOL’s online Career Center careers.tesol.org

- 10’ x 10’ private hard-walled interview booth, two recruiter badges. Standard Rate........US$2250
- Premium includes a 10’ x 10’ space in the Exhibit Hall........................................US$2950

Mailing List Rental
Exhibitors and TESOL Alliance Partners may market their products and services by direct mail or electronic mail to attendees before or after the meeting.

| EMAIL PRICES | starting at US$750 |
| POSTAL MAILING PRICES | starting at US$150 |

To rent the TESOL International Convention mailing list, please contact MGI Lists at 800.899.4420, ext. 325, or +1 703.739.1000, or by email at ethorne@mgilists.com.

Rates increase on 1 January 2016

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Baltimore Convention Center
One West Pratt Street
Baltimore, Maryland 21201

Registration and hotel reservations open 1 September 2015. Complete information can be found on the convention website at www.tesolconvention.org.

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**EXHIBITOR HIGHLIGHTS FOR 2016**

**TESOL’s Classroom of the Future!**
TESOL’s Classroom of the Future had its debut at the 2014 TESOL International Convention in Portland, Oregon. This classroom focuses on three areas: technology, design, and pedagogy. Contact Pamela Strother, sponsorship manager, for information on sponsorship and participation, at pstrother@tesol.org.

**Ice Cream Dessert Break**
This event continues to be a great success! Thursday, 7 April from 1:30 to 2:30 pm in the exhibit hall only.

**TESOL Daily Prize Drawings**
Continuing in 2016, TESOL will offer a prize to one lucky attendee each day. To enter, attendees must deposit a new ticket each day at TESOL Central. Entrants must also be present in the Exhibit Hall to win.

Don’t miss this special celebration. Join TESOL in Baltimore for 2016!

50 **tesol**
1966-2016
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