

TESOL27

International Convention & Expo

HOUSTON, TEXAS, USA

MONDAY – THURSDAY | 15 – 18 MARCH

**SPONSOR
AND
EXHIBITOR
PROSPECTUS**



2,500+**ATTENDEES**(68% US based;
32% International)**300+**
PRESENTERS**500+**
**EDUCATIONAL
SESSIONS****100+**
**GLOBAL AFFILIATE
NETWORK****50 States AND MORE THAN
70 Countries REPRESENTED****4.4/5 stars**
★★★★★**OVERALL
EXHIBITING
EXPERIENCE****APP-USER ENGAGEMENT AT 95%**

TESOL27

International Convention & Expo

About TESOL International Association

TESOL International Association (TESOL) is the trusted global community for knowledge and expertise in English Language Teaching (ELT). TESOL advances professional expertise in English language teaching to speakers of other languages in multilingual contexts worldwide through professional learning, research, standards, and advocacy. TESOL has close to 9,000 members representing over 160 countries.

Why Exhibit at TESOL 2027 Houston

TESOL's signature event brings together more than 2,500 ELT professionals from around the world to learn, share, explore, and network. In our most recent convention survey, exhibitors rated their overall experience 4.4 out of 5 stars.

At TESOL 2027, you'll have the opportunity to:

- Showcase your latest products, publications, edtech, AI-powered solutions, and teaching resources to educators from around the world.
- Reach decision makers and budget influencers, with 27% of attendees identifying as decision makers and 32% reporting budget recommendation authority.
- Connect with professionals serving multilingual learners across PreK-12, adult education, higher education, and community-based organizations.
- Recruit talent, generate new business contacts, and build lasting customer relationships.
- Network with fellow exhibitors and innovators who are advancing the ELT profession.
- Strengthen your presence in Texas, where tens of thousands of ELT professionals serve more than 1 million multilingual learners in public schools and more than 2 million adult multilingual learners.

Houston Attractions

Houston is famously known for its immense cultural diversity, top-tier culinary scene, and expansive park systems like Discovery Green. Businesses also recognize the allure of Houston's offerings. Twenty-five companies on the Fortune 500 list call Houston the Energy Capital of the World. Houston is also home to premier institutions—NASA headquarters and the Texas Medical Center.

The Greater Houston area has 14 major institutions of higher learning, including Rice University, Texas Southern University, Houston Community College, University of Houston, and Houston Christian University among others. More than 315,000 students are enrolled in more than 500 degree and certification programs at 100-plus colleges, community colleges, technical, and trade schools.

Venue

George R. Brown Convention Center
1001 Avenida de Las Americas, Houston, TX 77010

Headquarters Hotel

Hilton Americas-Houston
1600 Lamar
Houston, Texas 77010 USA

Attendee History

TESOL 2026 (Salt Lake City) 2509
TESOL 2025 (Long Beach) 2876
TESOL 2024 (Tampa) 3382
TESOL 2023 (Portland) 3434
TESOL 2022 (Pittsburgh) 1977

Our audience profile has identified themselves in any of these categories:

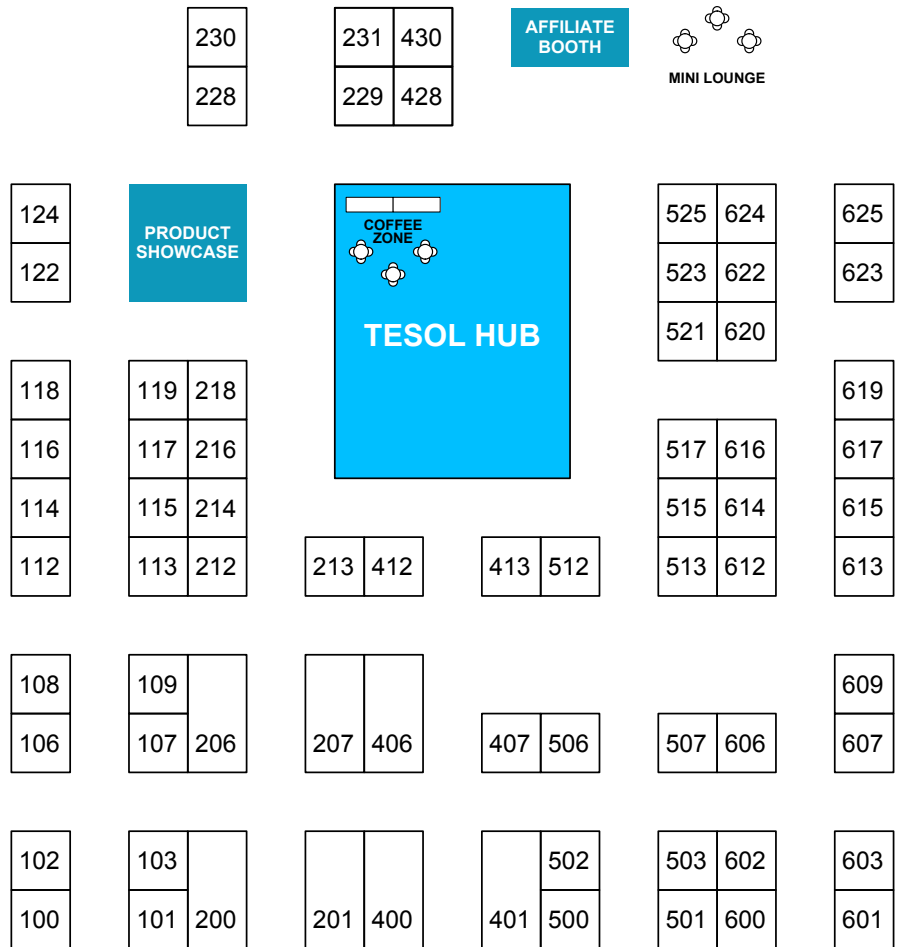
- Administration
- Adult Education
- Advocacy/Policy/Social Justice
- Applied Linguistics
- Assessment/Test Development
- Bilingual Education/Dual Language
- Curriculum Development/Instructional Designer
- English Language Development (ELD/ESL/EFL)
- Intensive English Program
- Mainstream/General/Content Instruction
- Multicultural Education
- Postsecondary Education
- Primary Education/Young Learners/Secondary Education
- Research
- Teacher Education/Professional Development
- TESOL/TEFL/TESL Professional Certificate Programs
- Tutoring
- Other

EXHIBIT HALL FLOOR PLAN

GEORGE R. BROWN CONVENTION CENTER

LEVEL 3 – EXHIBIT HALL B3

levyexpo.com



ENTRANCE

Booth size	Priority Exhibitors and Early Rate (July–August)	Normal Rate (September–February)	What's included**
10 x 10 classic	\$2,300	\$2,500	2 full registration passes* 2 expo hall passes
10 x 10 premium (prime spot or high traffic location)	\$2,500	\$2,700	2 full registration passes* 2 expo hall passes 1 commercial session
10 x 20	\$5,000	\$5,500	3 full registration passes* 3 expo hall passes 2 commercial sessions
10 x 30	\$7,000	\$7,500	4 full registration passes* 4 expo hall passes 3 commercial sessions
20 x 20	\$9,000	\$9,500	5 full registration passes* 5 expo hall passes 4 commercial sessions

*Additional sessions and passes:

Additional exhibitor sessions can be purchased at \$700 per session, max two.

Additional exhibitor passes can be purchased at a discounted rate of \$275 per person.

Additional expo passes can be purchased at \$85 per person.

EXHIBITOR SERVICES

Levy Exposition Services is the official general service contractor for TESOL's International Convention & Expo.

What's included in 10 x 10 Exhibit Spaces:

- One 10' x 10' draped exhibit space
- Identification sign
- One waste basket
- Logo and company description in the mobile app
- Two (2) complimentary registrations with access to the full convention
- Two (2) expo hall passes intended for your booth staff

Exhibitors have the option to purchase a Booth Turnkey Package at a flat rate of \$621.50 with Levy which includes the following:

One (1) Six-foot draped table, Two (2) Padded side chairs, 100 lbs of drayage



IMPORTANT DATES 2026–2027

- **Wednesday, 15 July 2026** – Booth selection opens to priority exhibitors
- **Monday, 10 August 2026** – Booth selection opens to the public
- **Friday, 30 October 2026** – Exhibitor sessions due*
- **Second week in November** – Exhibitor registration opens & Exhibitor Kit is available
- **Thursday, 31 December 2026** – Booth payments due
- **Second week in February** – Exhibitor orientations held
- **Friday, 26 February 2027** – Last day to sign up for a booth or sponsorship package



Amplify Your Visibility by Purchasing One of Our GEM SPONSORSHIP PACKAGES!

Diamond – \$40,000

- Includes a 20 x 20 booth
- Includes 15 registrations
- Includes 5 sessions
- Speaking opportunity at one of TESOL's keynotes; TESOL to designate the keynote speaker
- Includes an e-blast to all pre-registered attendees (sponsor to provide text and graphics to TESOL; TESOL to send out on their behalf)
- Thank you to sponsor social media post on TESOL's channels
- An office at the headquarter hotel
- Pre- and post-registration list
- Logo on keynote slides, signage, website, mobile app, and daily planner
- Escalator decal

Sapphire – \$28,000

- Includes a 10 x 20 booth
- Includes 10 registrations
- Includes 3 sessions
- Thank you to sponsor social media post on TESOL's channels
- Pre- and post-registration list
- Logo on keynote slides, signage, website, mobile app, and daily planner
- Escalator decal

Emerald – \$17,000

- Includes a 10 x 10 booth
- Includes 7 registrations
- Includes 2 sessions
- Pre- and post-registration list
- Logo on keynote slides, signage, website, mobile app, and daily planner

Ruby – \$8,500

- Includes 5 registrations
- Pre- and post-registration list
- Logo on keynote slides, signage, website, mobile app, and daily planner

Delight Our Attendees and Showcase Your Brand with Popular A LA CARTE ITEMS!

Brand Recognition

- Push Notification – \$300 per push
- Product Showcase (one 25-minute demo inside the hall) – \$1,500; two demos – \$2,000
- Escalator Decal – \$3,000
- Daily Printed Planner Ad –
 - ▶ \$5,000 (1 available outside back cover);
 - ▶ \$3,500 (1 available inside front cover);
 - ▶ \$2,500 for any ad within the planner (2 available)
- Hotel Key Cards (exclusive) – \$5,500
- Lanyards (exclusive) – \$5,500

- Tote Bags (exclusive) – \$5,500 **SOLD OUT**
- Mainstage Speaking Opportunity at One of TESOL's Keynotes (up to 7 minutes to speak) – \$7,000
- Mobile App (exclusive) – \$7,000
- Wi-Fi (exclusive) – \$7,000

Sponsor a Social Activity

- Expo Hall Monday Night Opening Reception (up to 2 co-sponsors) – \$10,000
- Coffee Cart with Live Barista Inside the Hall (2 available) – \$7,000
- Ice Cream Break Inside the Hall (exclusive) – \$7,000
- Cookie Break Inside the Hall (exclusive) – \$5,500

- Smoothie Break Inside the Hall (exclusive) – \$5,500
- Snack Break Inside the Hall (3 available) – \$3,500

Sponsor an Affiliate Event

- Affiliate (ANPC) Evening Reception (exclusive) – \$8,000 **SOLD OUT**
- Affiliate Leaders Workshop (exclusive) – \$5,000

Sponsor a Space

- TESOL Hub – \$7,500

If you have other sponsorship ideas, we would love to talk with you about them!

SPONSOR & EXHIBITOR TESTIMONIALS

This was our second year at TESOL, and it was even better than last year. The exhibition provided strong opportunities to generate high-quality leads and connect with engaged educators. The event was very well organized, and we felt included as part of the broader TESOL community and celebration. Our vendor presentation was also a success, with solid attendance and engagement.

DR. FLORIAN FEUCHT

*CEO & Founder
Thinking Habitats*

Our experience exhibiting at TESOL was truly electrifying. The event was exceptionally well organized from start to finish, with a seamless setup process that made participation easy for our team. The overall atmosphere was dynamic and engaging, and even the food truck was a hit with attendees. Most importantly, the event provided excellent visibility for CAL, allowing us to connect with a wide range of potential clients and partners. The exposure and networking opportunities were invaluable, and we look forward to continuing our collaboration with TESOL.

ALI ALAHMADI

*Manager of Sales and Customer Relations
Center for Applied Linguistics*



TESOL is where meaningful conversations happen. Connecting with educators from around the world—sharing ideas and discussing pedagogy—helps us better understand what matters in their classrooms. That shared commitment to helping every learner thrive is what makes this community so special.

JULIE ALLAIRE

*Marketing Director
TC Media ELT*

TESOL is one of our favorite places to be! It's always an invigorating and energizing week, surrounded by English language professionals of all backgrounds and levels of experience. From those just starting out in their careers to veteran English language professionals, TESOL has something for everyone and we at National Geographic Learning are grateful to be a part of it and to support the professionals on the ground who are changing the world and helping students to achieve their goals.

JOY MACFARLAND

*Associate Director, ELL K-12 & Adult Ed
National Geographic Learning*



TESOL 2026 was one of the best conferences we've attended. The organisation was great, the people and organisers were very friendly, and the energy at the networking events made it easy to connect and build real relationships. We came to showcase our AI speaking platform and left with meaningful partnerships and even some friendships across the ESL world. If you work in language education, I'd absolutely recommend being there. It's international, well-run, and genuinely fun. We'll definitely be back and already planning to attend more TESOL conferences.

ALBERT CANO

*CEO & Co-Founder
Unicorn Tutor AI*

HIGHLIGHTS

from TESOL's 60th anniversary
convention in Salt Lake City





Looking for a customized sponsorship package? Contact **Rikka Batulan**,
associate director, strategic partnerships,
rbatulan@tesol.org.



tesol international
association

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