

# TESOL25

International Convention & Expo

LONG BEACH, CALIFORNIA, USA

TUESDAY – FRIDAY | 18 – 21 MARCH

Sponsorship  
and Exhibiting  
Opportunities

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Showcase your latest products, publications, software, and teaching tools to more than 3,500 English language professionals and 70 plus exhibitors at the **TESOL 2025 International Convention & Expo in Long Beach, California, USA, 18 – 21 March 2025!** With more than 11,000 members representing over 165 countries, TESOL's signature event is the place where English language professionals come together to learn, share, explore, and network.

TESOL is the world's largest professional organization committed to English language teaching (ELT) in multilingual contexts worldwide. We value diverse and inclusive participation within the ELT field and are committed to upholding antiracist and antidiscrimination policies and practices.

Exhibitors will find connections with a wide variety of program administrators, school principals, teacher educators, researchers, university faculty, material writers, curriculum developers, language app providers, and many more. By showcasing your company/institution at our convention, exhibitors have opportunities to meet with key decision makers both domestically and abroad along with potential buyers from the ELT field.

About 20% of our TESOL attendees are decision-makers meaning they have identified themselves as being able to make purchases and/or giving final purchase approval when filling out their registration profiles. Exhibitors also have the chance to elevate their visibility by purchasing a sponsorship gem package or a sponsored a la carte item to draw more visibility to your company. This is your chance to network, recruit, and build relationships with the most influential leaders in the ELT profession.

## Our Mission:

“TESOL International Association advances professional expertise in English language teaching to speakers of other languages in multilingual contexts worldwide through professional learning, research, standards, and advocacy.”

# Attendee Profile

## People who attend TESOL:

- Department head/chair
- Program administrator
- School principal/leader
- Primary/Secondary Teachers
- System and School Administrators
- Ministers of Education
- Teacher Educators
- Researchers
- University Faculty & Administrators
- Material Writers
- Policy Makers
- Federal, State, and Local Government Staff

## Educational settings:

- Pre-K-12 Settings
- Higher Education
- District Administrations
- Adult Education
- Intensive English Programs
- Government Agencies
- Ministries of Education
- Private Language Schools
- Community Colleges
- Literacy Organizations
- Non-Profits/NGO



## The Top 15 Countries that are members of TESOL International Association





United States...4,270  
 Egypt .....325  
 India .....325  
 Turkey .....325  
 Pakistan.....312

Vietnam.....240  
 Indonesia .....236  
 Ukraine .....236  
 Canada .....209  
 Brazil.....198

Japan.....198  
 Mexico .....158  
 Bangladesh .....151  
 Israel.....140  
 China .....137

Country statistics as of 26 February 2024

## Exhibiting at TESOL 2025, Long Beach, California, USA

(TUESDAY, 18 MARCH – FRIDAY, 21 MARCH 2025)

Booth Space Pricing*	Priority exhibitors and early rate (July – August)	Normal rates (September – February)	What does it include?
10 x 10 Classic Booth	\$2,100	\$2,300	2 complimentary registrations; 2 complimentary expo hall passes
10 x 10 Premium (prime location or a corner booth)	\$2,500	\$2,700	2 complimentary registrations; 2 complimentary expo hall passes; 1 exhibitor session
10 x 20 Inline	\$5,000	\$5,300	4 complimentary registrations; 4 complimentary expo hall passes; 2 exhibitor sessions
10 x 20 Mini-island	\$5,500	\$5,800	4 complimentary registrations; 4 complimentary expo hall passes; 2 exhibitor sessions
10 x 30 Mini-island	\$8,000	\$8,500	6 complimentary registrations; 6 complimentary expo hall passes; 3 exhibitor sessions
20 x 20 Island (limited to 4 islands)	\$10,000	\$10,500	8 complimentary registrations; 8 complimentary expo hall passes; 4 exhibitor sessions
20 x 30 Island (limited to 2 islands)	\$13,000	\$13,500	10 complimentary registrations; 10 complimentary expo hall passes; 5 exhibitor sessions
Custom Booth Configuration	TBD	TBD	TBD

\*Please note: Booth furnishings are **not** included with the above pricing. You must work with TESOL's general services contractor, GES, and they will supply your tables, chairs, wastebasket, carpet etc.

# Exhibitors from TESOL 2024 International Convention & Expo in Tampa, Florida, USA

Accelerating Language	EnglishUSA	Proulex – Universidad de Guadalajara
American College of Education	Envoy English by IDP Education	Quizizz
Avant Assessment	Essential Skills	Reading Horizons
Bailey Education Group	ETS, Educational Testing Service	Rosetta Stone
Bilkent University	Eyewords Inc.	Roshi.ai
Bilkent University School of English Language	Federal Trade Commission	Saddleback Educational Inc
Black Cat Publishing	Flashlight Learning	Saint Mary’s University
British Council	FLOW Speak	SIT Graduate & World Learning Institute
Cambridge	George Mason University	Summit K12
CASAS	GrapeSEED	SupportEd
Center for Applied Linguistics	Green Card Voices	Talking Points
Charlotte-Mecklenburg Board of Education	Imagine Learning	Townsend Press
Cigna Global Individual Health	IQ Lab	Translatelive LLC
COABE	iTEP International	U.S. Citizenship & Immigration Services
Collaborative Classroom	Lexia Learning	U.S. Department of State
College Board	Lexmark International, Inc.	UCLA Extension
Continental Press	Manhattan Strategy Group	University and College Intensive English Programs
Defense Language Institute Foreign Language Center	Michigan Language Assessment	University of Massachusetts, Boston (Applied Linguistics Department)
DLIELC-Defense Language Institute English Language	Ministry of Preschool and School Education, Uzbekistan	University of Michigan Press
Duolingo, Inc.	MM Publications	University of San Francisco
Educational Achievement Publishing	National Geographic Learning	Valley Speech Language and Learning Center
EduSkills	New Readers Press	Vasco Electronics LLC
Ellevation Education	Our Storyscape by Voces Digital	Velazquez Press
Ellii	Pace AI	Vista Higher Learning
	Peace Corps	
	Pearson English	
	Pro Lingua Learning	

# TESOL25

## The costs for additional sessions and additional registration passes:

- Additional exhibitor sessions can be purchased **at \$500 per session**, max two additional.
- Additional exhibitor passes can be purchased **at the discounted rate of \$250 per person**.
- Additional expo hall passes can be purchased **at \$85 per person**.

## Important Dates:

- **30 October** – Exhibitor sessions due\*
- **1 November** – Exhibitor registration opens
- **31 December** – Booth space payments due
- **15 February** – Last day to sign up for a booth

\*Late fee of **\$500** for exhibitor sessions submitted after the deadline. **No exceptions.**



Level	Registrations	Booth	Exhibitor Sessions	Speaking Opp at TESOL designated Keynote	E-blast sent to pre-registered attendees	Private office	Automatic virtual convention sponsors (Dec. 2025)	Social Media Post	Logo Feature*	Attendee list (pre and post)
<b>Diamond</b> \$40,000	15	20 x 20	5	Yes	Yes	Yes	Yes	Yes	Yes	Yes
<b>Sapphire</b> \$27,500	10	10 x 20	3				Yes	Yes	Yes	Yes
<b>Emerald</b> \$16,500	5		1					Yes	Yes	Yes
<b>Ruby</b> \$8,000	3							Yes	Yes	Yes

\*Logo feature – on convention sponsorship webpage, printed signage around the convention center, mobile app, and keynote slides.

## Not keen on a gem package? Purchase any one of our very popular a la carte items. They go quickly!

### Brand Recognition

- Mobile App (exclusive) – \$15,000
- Power in Expo Hall (exclusive) – \$15,000
- Wi-Fi (exclusive) – \$10,000
- Lanyards (exclusive) – \$5,500
- Tote Bags (exclusive) – \$5,500
- Hotel Key Cards (exclusive) – \$5,000
- Daily Planer Ad (limit 2) – \$3,750

### Networking

- Opening Reception (up to 4 co-sponsors) – \$15,000
- Coffee Cart at booth (limit 2) – \$5,000 per cart
- Ice Cream social (exclusive) – \$5,000

### Thought Leadership

- Focus group with lunch handpicked from the Professional Councils (exclusive) – \$10,000
- Sponsor spotlight (limit 2) – \$7,500

### Charity

- In-kind service aimed for start-up companies wanting to get their name out there
- Sponsor a student’s travel, hotel, and registration cost – \$3,500

# TESOL25 Exhibitor Testimonials



English Language Programs' presence at the annual TESOL convention has been a cornerstone of our recruitment and visibility strategy for many years. It's the ideal place to meet prospective applicants, program alumni, and other TESOL partners. We're excited by the new opportunities that lie ahead and are eager to learn what TESOL has planned next!

**Toni Hull**

*Associate Director*

*English Language Programs, a U.S. Department of State program*



Ellii (formerly ESL Library) has been exhibiting at TESOL every year since 2006. It's our go-to conference and the time of the year we look forward to the most. The TESOL conference is our best opportunity to meet teachers, administrators, and other publishers from our industry and work collectively to make it better and stronger. So much of our knowledge and expertise in this field comes from what we learn each year attending the conference. The TESOL organization does an excellent job organizing the event and bringing our great community together.

**Ben Buckwold**

*Founder / CEO*

*Ellii*



Exhibiting at TESOL for iTEP has been a thorough, seamless experience! The TESOL team is proactive, intuitive and creates a hassle free process, considering that travel and preparing for conference events are not always easy with many moving parts! We at iTEP appreciate the dedication from the TESOL teams who hone in on the specific details to assure a successful exhibiting event. We have the opportunity to meet educators in person, in a fantastic energetic atmosphere and building long lasting partnerships. iTEP will definitely continue to be part of the TESOL conference community! Thank you, TESOL!

**Sherry Mazin**

*Director of International & Domestic Business Development  
iTEP International*



TESOL is a very special conference for Vista! Year after year, TESOL allows us to connect with dedicated educators—both in the U.S. and internationally! All the great leads we get from the conference help us reach more customers and introduce them to our great EL solutions. We are very much looking forward to the next conference in Tampa!

**Glenda Rosado**

*Events Marketing Specialist  
Vista Higher Learning*



National Geographic Learning has worked with TESOL for over 30 years. There's a reason we exhibit every year. The convention allows us to meet our customers face to face, to introduce new materials to the market, and to understand what matters to teachers from all over the world. There's no better place to do that than the international TESOL convention every year!

**Ian Martin**

*Director of Global Marketing  
National Geographic Learning*

If interested, please email **Rikka Batulan**,  
**Business Development Manager**,  
**[rbatulan@tesol.org](mailto:rbatulan@tesol.org)** for more  
details on exhibits or sponsorship.



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