TESOL 25
International Convention & Expo
LONG BEACH, CALIFORNIA, USA
TUESDAY – FRIDAY | 18 – 21 MARCH

Sponsorship and Exhibiting Opportunities
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 à 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

209

4,270

158

198
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)

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

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

<table>
<thead>
<tr>
<th>Level</th>
<th>Registrations</th>
<th>Booth</th>
<th>Exhibitor Sessions</th>
<th>Speaking Opp at TESOL</th>
<th>E-blast sent to pre-registered attendees</th>
<th>Private office</th>
<th>Automatic virtual convention sponsors (Dec. 2025)</th>
<th>Social Media Post</th>
<th>Logo Feature*</th>
<th>Attendee list (pre and post)</th>
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</thead>
<tbody>
<tr>
<td><strong>Diamond</strong></td>
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<td>20 x 20</td>
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<td>Yes</td>
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<td>Yes</td>
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<tr>
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<tr>
<td><strong>$8,000</strong></td>
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</table>

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

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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 **[SOLD OUT]**
- Hotel Key Cards (exclusive) – $5,000
- Cabanas (limit 4) – $2,500 each
- Digital PDF Program Book (exclusive) – $2,500

### 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

### 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
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

As an exhibitor at the most recent TESOL Convention, I had an incredible opportunity to showcase the ACCUPLACER ESL suite of assessments and connect with educators. The event provided a great platform for networking, knowledge sharing, and collaboration. We had several engaging discussions at our booth with ESL Educators from around the globe. Being part of TESOL was both rewarding and inspiring.

Kathie Montognese
Senior Director of Outreach
ACCUPLACER Program,
The College Board

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 Long Beach!

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 for more details on exhibits or sponsorship.