

# TESOL26

International Convention & Expo

SALT LAKE CITY, UTAH, USA

TUESDAY – FRIDAY | 24–27 MARCH

Sponsorship and  
Exhibiting Opportunities

Celebrating  
**60 Years**  
of Advancing  
ELT!

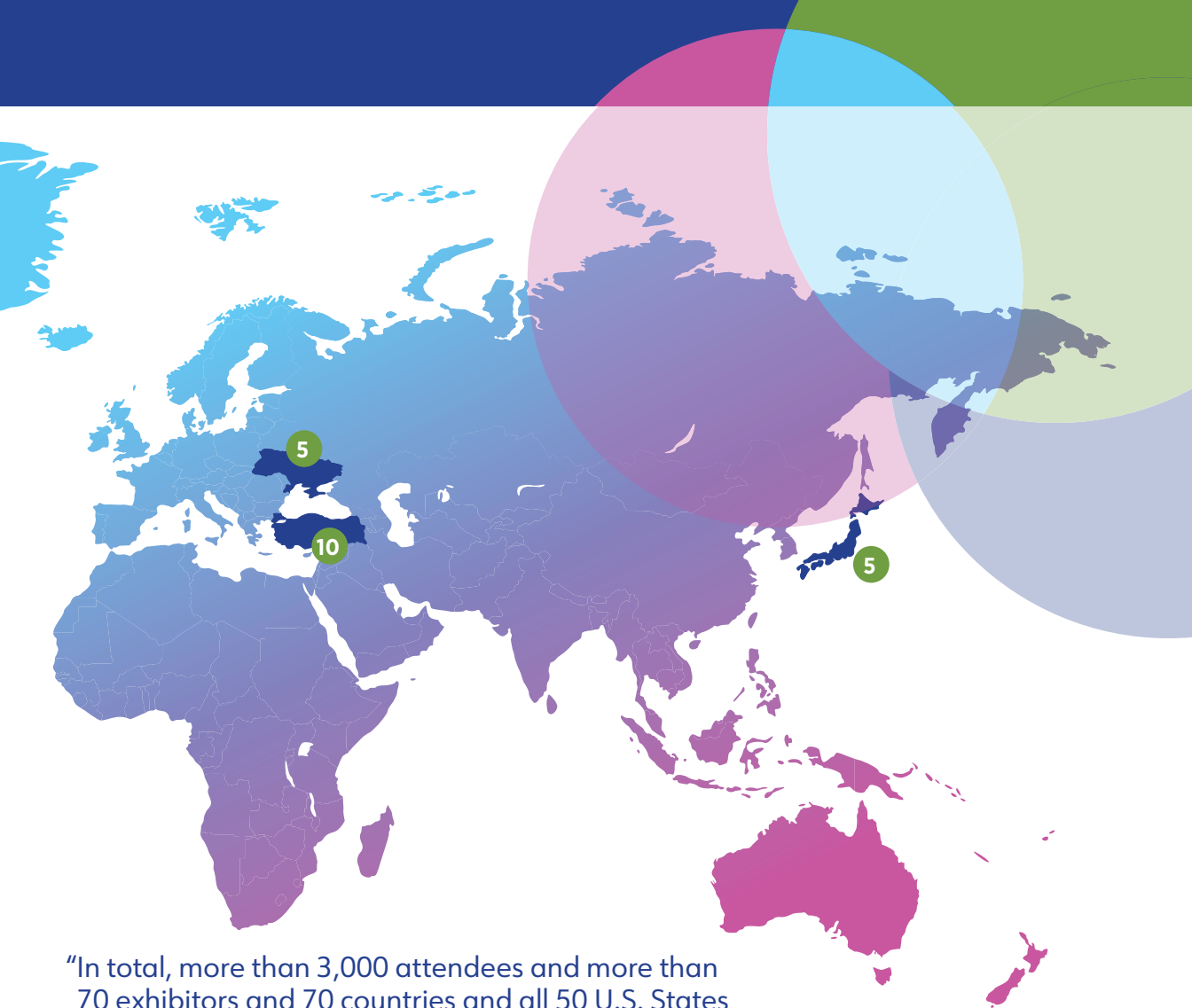


Showcase your latest products, publications, software, and teaching tools to more than 3,000 English language professionals and 70+ exhibitors at the TESOL 2026 International Convention & Expo in Salt Lake City, Utah, USA, 24–27 March 2026. This celebratory year marks TESOL's 60th anniversary! With more than 8,000 members representing over 160 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.



**At TESOL 2025 in Long Beach,  
we had 105 countries represented.  
Here are the top 10:**

- |                 |           |
|-----------------|-----------|
| 1 United States | 6 Mexico  |
| 2 Canada        | 7 Brazil  |
| 3 Bolivia       | 8 Peru    |
| 4 Ecuador       | 9 Ukraine |
| 5 Japan         | 10 Turkey |



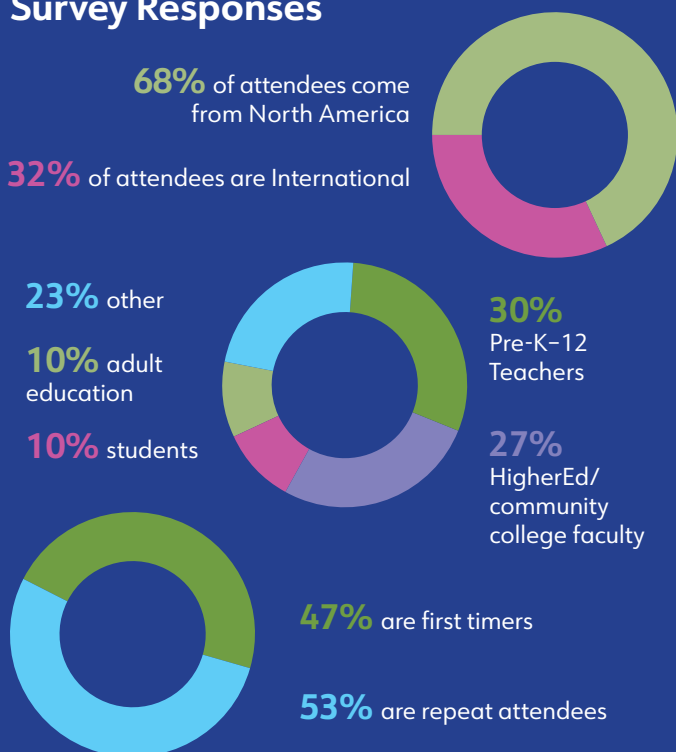
“In total, more than 3,000 attendees and more than 70 exhibitors and 70 countries and all 50 U.S. States and 2 Territories are attending this convention.”

*Debra Suarez, TESOL President (2024–2025)*

## Top 3 Reasons to Attend

- 1 To learn about new strategies, tools, and research in the field: **52%**
- 2 To network (meet new friends and hear from industry peers): **21%**
- 3 To present my ideas and work to others (gain better exposure to my name): **15%**

## Audience Profile Based on Recent Survey Responses



**By showcasing** your organization at our convention, you'll have opportunities to meet with key decision-makers both internationally and within the United States, along with potential buyers from the ELT field. **At our most recent convention, 27% of our attendees identified themselves as decisionmakers with the ability to buy products. An additional 32% of our attendees have influence in their school's buying process.** Exhibitors also have the chance to enhance their visibility by purchasing an all-encompassing gem-level sponsorship package or to sponsor an a la carte item to elevate their brand. This is your chance to network, recruit, and build relationships with the most influential leaders in the ELT profession.

# Amplify Your Visibility With a Gem Sponsorship!

## DIAMOND – \$40,000

- 20 x 20 booth
- 15 registrations
- 5 commercial sessions
- Speaking opportunity at one of TESOL's keynotes; TESOL to designate the keynote speaker
- E-blast to all preregistered attendees (sponsor to provide text and graphics to TESOL; TESOL to send out on their behalf)
- "Thank you, sponsor" Instagram post on TESOL's channels
- An office at the convention center or host hotel
- Pre- and postregistration list (opt-ins only)
- Logo on keynote slides, signage, website, mobile app, and daily planner
- Escalator decal

## SAPPHIRE – \$28,000

- 10 x 20 booth
- 10 registrations
- 3 commercial sessions
- "Thank you, sponsor" Instagram post on TESOL's channels
- Pre- and postregistration list (opt-ins only)
- Logo on keynote slides, signage, website, mobile app, and daily planner
- Escalator decal

## EMERALD – \$17,000

- 7 registrations
- 2 commercial sessions
- Pre- and postregistration list (opt-ins only)
- Logo on keynote slides, signage, website, mobile app, and daily planner

## RUBY – \$8,500

- 5 registrations
- Pre- and postregistration list (opt-ins only)
- Logo on keynote slides, signage, website, mobile app, and daily planner

## Delight Our Attendees and Showcase Your Brand With Popular a la Carte Items!

### Sponsor a Thought Leadership Event

- Tuesday Global Affiliate Leaders Workshop (exclusive) – \$5,000
- Tuesday First-Timers Webinar & Reception (exclusive) – \$7,500
- Thursday Affiliate Evening Reception (exclusive) – \$7,500
- Friday Annual Business Meeting Reception (exclusive) – \$7,500

### Sponsor a Space

- Media Lounge/Social Media Station – \$10,000
- TESOL Hub – \$7,500
- Registration (Branded) Kiosk With Refreshments – \$5,000

### Sponsor a Social Activity

- Tuesday Night Opening Celebration – \$50,000 (TESOL will accept up to 5 co-sponsors for this event at \$10,000 per sponsor.)
- Coffee Break (2 available) – \$7,000
- Ice Cream Social (exclusive) – \$5,000

- Refreshments/Snack Break Inside the Expo Hall (limit 4) – \$5,000 per break
- Past Presidents' Reception – \$2,500

### Brand Recognition

- Mobile App (exclusive) – \$7,500
- Wi-Fi (exclusive) – \$7,500
- Mainstage (5 minute) Speaking Opportunity at One of TESOL's Keynotes (TESOL to designate the Keynote) – \$7,000
- Lanyards (exclusive) – \$5,500
- Tote Bags (exclusive) – \$5,500
- Hotel Key Cards (exclusive) – \$5,500
- Escalator Decal – \$3,000
- Product Showcase – \$1,500 (one showcase); \$2,000 (two showcases)
- Push Notification – \$300 per push
- Daily Printed Planner Ad – \$5,000 (1 available outside back cover); \$3,500 (1 available inside front cover); \$2,500 (2 available within the planner)

# TESOL26

International Convention & Expo

## Save the Dates for Salt Lake City



**TESOL 2026 International Convention & Expo**  
**Tuesday – Friday | 24-27 March 2026**  
**Salt Lake City, Utah, USA**

On the 60th anniversary of TESOL, come together with your English language teaching (ELT) colleagues worldwide to celebrate, support one another, and share your research, strategies, and tools!

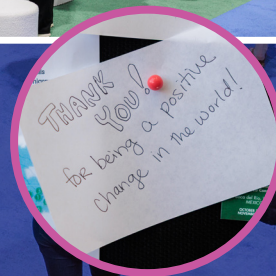
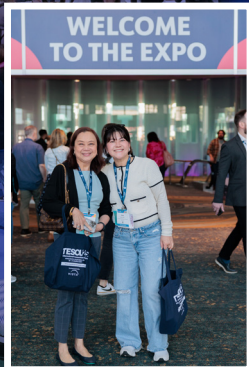
**Celebrating  
60 years of  
advancing ELT!**

[www.tesolconvention.org](http://www.tesolconvention.org)  
**#TESOL2026**



# TESOL26 Expo Hall Floorplan Coming Soon

## Highlights from the Exhibit Hall in Long Beach



## Expo Hall

- 79% found the **quality of exhibitors** excellent or very good
- 62% found the **number of exhibitors** excellent or very good
- 75% found the **expo floor layout** excellent or very good
- 80% found the **expo hall hours** excellent or very good
- 97% found the **product showcase** excellent or as expected

Booth Size*	Priority Exhibitors and Early Rate (Jul–Aug)	Normal Rate (Sept–Feb)	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	\$5,300	3 full registration passes 3 expo hall passes 2 commercial sessions**
10 x 30	\$7,000	\$7,300	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**
20 x 30	\$13,000	\$13,500	7 full registration passes 7 expo hall passes 5 commercial sessions**
Custom Booth	TBD	TBD	TBD

\*Booth furnishings are **not** included in this pricing. You have the option to work with TESOL’s general services contractor, GES, and they will supply your furniture and deliver to your booth, or you have the option to bring your own.

\*\*Please note: Commercial sessions are **not** guaranteed a spot if you submit after 30 October.

## Additional Sessions and Registration Passes

- Additional exhibitor sessions can be purchased at \$700 per session, max two additional.
- Additional exhibitor passes can be purchased at the discounted rate of \$275 per person.
- Additional expo passes can be purchased at \$85 per person.

## Important Dates

- 15 July 2025 – Booth selection opens to priority exhibitors
- 10 August 2025 – Booth selection open to all companies
- 30 October 2025 – Exhibitor sessions due\*\*\*
- 10 November 2025 – Exhibitor registration opens; exhibitor kit is available
- 31 December 2025 – Booth payments due
- 16–17 February 2026 – Exhibitor orientations
- 20 February 2026 – Last day to sign up for a booth or sponsorship package

\*\*\*Please note: There is a late fee of \$500 for not submitting your sessions on time.

# TESOL26 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*



I am so grateful for the opportunity to exhibit at the TESOL International Convention & Expo every year and advertise the master's and doctoral degree programs of the School of Education at the University of San Francisco. The best part about my experience with the TESOL Convention is that they always went above and beyond to ensure my needs were met. They have consistently offered support before, during, and after the conference and have been extremely responsive and accommodating. I strongly recommend the TESOL International Conference and Expo.

**Dr. Sedique Popal**

*Associate Professor, School of Education  
University of San Francisco*



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*



The TESOL International Convention and Expo provides a unique opportunity to meet and network with ELT professionals from all over the world. We see an annual TESOL presence as a key point of our recruitment and visibility planning, as it's the best way of expanding existing networks and forming new ones in the industry. After a successful TESOL 2025, we hope to see many more colleagues and friends in Salt Lake for TESOL 2026.

**David Anstey**

*Centre Operations Director  
Centre for English Language Education  
University of Nottingham Ningbo China*



Attending the TESOL Convention is always a standout experience. It offers incredible networking opportunities and the chance to build meaningful connections with educators and professionals from around the world. The event not only amplifies our brand visibility but also allows us to engage directly with the vibrant TESOL community. The ongoing support and professionalism of the TESOL organizers play a huge role in making the conference a success year after year. We're happy to be part of it.

**Ana Perovano**

*VP Partnerships and Digital Language Services -  
North America  
Oxford 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 Salt Lake City!

**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*



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*



Looking for a customized sponsorship package?

Contact **Rikka Batulan**, *Business Relationship Manager*, [rbatulan@tesol.org](mailto:rbatulan@tesol.org).



1925 Ballenger Avenue Suite 550, Alexandria, VA 22314 USA | [tesol.org](https://tesol.org)