



# 2016 TESL ONTARIO CONFERENCE

November 24 - 25, 2016

Sheraton Centre Toronto

## **SPONSORSHIP OPPORTUNITIES**

## VISION STATEMENT

TESL Ontario is a supportive community empowering educational professionals to help English language learners to thrive.

## MISSION STATEMENT

TESL Ontario provides support and direction to professionals, government bodies and learners involved in English as a Second Language in Ontario.

## CONTACT US

### SPONSORSHIP

Alice Parnis

[conference@teslontario.ca](mailto:conference@teslontario.ca)

## WHAT IS TESL ONTARIO?

Teachers of English as a Second Language Association of Ontario (TESL Ontario) is a Provincial non-profit organization serving the needs of English language training professionals in Ontario.

TESL Ontario consists of more than 4600 language training instructors, teacher educators, volunteers, students, materials and curriculum developers, researchers and administrators who are employed in various settings including, both public and private sectors of elementary, secondary, post-secondary and adult ESL learning systems in Ontario.

In its commitment to professional development and advocacy, TESL Ontario addresses the range of competencies, experiences, and issues which influence the success of immigrants, refugees, visa students, and English language learners of all ages.

## ANNUAL CONFERENCE

TESL Ontario's 44<sup>th</sup> Annual Conference will be held at the Sheraton Centre Toronto Hotel on November 24-25, 2016. This event is crucial in providing current education to ESL professionals. Keynote speakers, combined with in-depth concurrent presentations and workshops provide a variety of educational opportunities for all attendees, while social functions provide networking opportunities. The exhibits offer an opportunity to showcase your latest products, services, publications, software, and teaching tools to members, as well as to expand contacts and networks.

## WHY PARTICIPATE?

- Personal interaction with direct influencers, key decision makers, potential buyers and end users from the English language teaching field
- Showcase your products or services to the right audience; gather information for product/ service development
- Network, recruit and build relationships with current and future customers
- Chance to better understand your clients' marketplace opportunities as a result of face-to-face conversations
- Partnership with TESL Ontario and support of the ESL profession.
- Increase your company visibility by positioning your brand with national exposure to 12 local affiliates in one environment

TESL Ontario's Annual Conference is widely anticipated as *the* place to learn about the latest research in the field, attend informative workshops and of course, network. Your product or service will be centre stage - with an audience of over 750 ESL professionals from across Canada, all of whom are interested in discovering and purchasing new materials to increase their effectiveness.

This conference provides the ability to interact with and promote your company's brand directly to ESL educators in a variety of capacities. The role of the educator is not only to instruct their students in gaining language skills, but also to act as a trusted advisor and mentor. Educators are relied upon for providing direction and guidance with many day-to-day needs, while students navigate through a tremendous life transition. Having the opportunity to educate this key group of influencers and make them champions regarding your products, specialized programs and services can result in a large impact on the growth of your business in this sector.

[www.teslontario.net/conference](http://www.teslontario.net/conference)

# SPONSORSHIP OPPORTUNITIES

<p><b>Sponsorship of Keynote Speaker \$1,000</b>  <b><u>Package includes:</u></b></p> <ul style="list-style-type: none"> <li>* Opportunity for company representative to make introductory remarks prior to presentation of Keynote Speaker</li> <li>* Pre-conference or post-conference marketing email sent to registered attendees (content to be approved by TESL Ontario)</li> <li>* Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> <li>* Two tickets to Thursday's Welcome Reception</li> </ul>	<p><b>Refreshment Break - \$700 each [4 opportunities]</b>  <b><u>Package Includes:</u></b></p> <ul style="list-style-type: none"> <li>* Corporate logo printed on table signage at the refreshment break</li> <li>* Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> <li>* One half-page advertisement in the electronic Conference Brochure</li> <li>* 25% off one exhibit space</li> <li>* Sponsor Ribbon on company representative name badges</li> </ul>
<p><b>Registration Area Sponsorship - \$800 (3 opportunities) (Sold)</b>  <b><u>Package Includes:</u></b></p> <ul style="list-style-type: none"> <li>* Corporate logo on pens supplied in the registration area</li> <li>* Corporate logo on table-top signs at registration</li> <li>* Will display sponsor-supplied banner at registration</li> <li>* Exhibit space adjacent to registration - all attendees and speakers need to visit registration</li> <li>* Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> <li>* One half-page advertisement in the electronic Conference Brochure</li> <li>* 25% off one exhibit space</li> <li>* Sponsor Ribbon on company representative name badges</li> </ul>	<p><b>Badge Lanyards - \$1,000 (3 opportunities)</b>  <b><u>Package Includes:</u></b></p> <ul style="list-style-type: none"> <li>* Corporate logo printed on all delegate badge lanyards</li> <li>* Send pre-conference or post-conference marketing email to registered attendees (content to be approved by TESL Ontario)</li> <li>* Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> <li>* One half-page advertisement in the electronic Conference Brochure</li> <li>* 25% off one exhibit space</li> <li>* Two tickets to Thursday's Welcome Reception</li> <li>* Sponsor Ribbon on company representative name badges</li> </ul>
<p><b>Electronic Conference Brochure - \$800 (3 opportunities)</b>  <b><u>Package Includes:</u></b></p> <ul style="list-style-type: none"> <li>* Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> <li>* One half-page advertisement in the electronic Conference Brochure</li> <li>* 25% off one exhibit space</li> <li>* Two tickets to Thursday's Welcome Reception</li> <li>* Sponsor Ribbon on company representative name badges</li> </ul>	<p><b>Conference Communique Newsletter - \$800 (3 opportunities)</b>  <b><u>Package Includes:</u></b></p> <ul style="list-style-type: none"> <li>* Corporate logo on and brief company description on each bimonthly edition of Conference Communique, issued to all TESL Ontario members to provide conference updates</li> <li>* Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> <li>* 25% off one exhibit space</li> <li>* Two tickets to Thursday's Welcome Reception</li> <li>* Sponsor Ribbon on company representative name badges</li> </ul>

## SPONSORSHIP OPPORTUNITIES

<p><b>Volunteer Ambassadors - \$700 (4 opportunities)</b>  Volunteer Ambassadors will greet delegates, provide direction and information, and monitor each session.</p> <p><u>Package Includes:</u></p> <ul style="list-style-type: none"> <li>*Volunteer Ambassadors will be provided with a hat and “volunteer” ribbon with your company logo</li> <li>*Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> <li>* One half-page advertisement in the electronic Conference Brochure</li> <li>*25% off one exhibit space</li> <li>*Two tickets to Thursday’s Welcome Reception</li> <li>*Sponsor Ribbon on company representative name badges</li> </ul>	<p><b>Charging Station \$1,400</b></p> <p><u>Package includes:</u></p> <ul style="list-style-type: none"> <li>* Booth with 10 units for charging of conference attendee phones, ipads, computers</li> <li>* 42 inch monitor with loop to company logo or video</li> <li>* Pre-conference or post-conference marketing email sent to registered attendees (content to be approved by TESL Ontario)</li> <li>* Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> <li>* One half-page advertisement in the electronic Conference Brochure</li> </ul>
<p><b>Thursday Evening Welcome Reception - \$4,000 (Sold)</b></p> <p><u>Package Includes:</u></p> <ul style="list-style-type: none"> <li>* Opportunity for company representative to make brief remarks at event</li> <li>* Pre-conference or post-conference marketing email to registered attendees (content to be approved by TESL Ontario)</li> <li>* Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> <li>* One full page advertisement in the electronic Conference Brochure</li> <li>* Two complimentary exhibit spaces</li> <li>* Four tickets to Thursday’s Welcome Reception</li> <li>* Sponsor Ribbon on company representative name badges</li> </ul>	<p><b>Conference Bags - \$3,500 (Sold)</b></p> <p><u>Package Includes:</u></p> <ul style="list-style-type: none"> <li>* Corporate logo on all delegate registration bags</li> <li>* Send pre-conference or post-conference marketing email to registered attendees (content to be approved by TESL Ontario)</li> <li>* Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> <li>* One full page advertisement in the electronic Conference Brochure</li> <li>* One complimentary exhibit space</li> <li>* Four tickets to Thursday’s Welcome Reception</li> <li>* Sponsor Ribbon on company representative name badges</li> </ul>
<p><b>Company Wall Projection signage \$650</b></p> <p><u>Package includes:</u></p> <ul style="list-style-type: none"> <li>* GOBO Projection of your company selected image on wall in exhibit area or outside main room in foyer</li> <li>* Your company logo will be displayed on the sponsor recognition signage</li> <li>* Logo recognition and corporate description in the electronic Conference Brochure</li> <li>* Logo recognition on the TESL Ontario 2016 conference website with a link to your corporate website until January 31, 2017</li> </ul>	