



# CLESOL 2006

Origins and Connections:

Linking Theory, Research and Practice  
Ngā Mātāpuna, Ngā Hononga



## Sponsorship and Trade Exhibition Opportunities

The Tenth National Conference for Community Languages and ESOL

**Pettigrew-Green Arena  
Napier, New Zealand**

**Friday 29 September - Monday 2 October 2006**



**CLESOL 2006**

**An opportunity you won't want to miss...**

## **CLESOL 2006**

Tena koe, Greetings,

The Conference Committee is pleased to announce the **CLESOL 2006** conference, to be held **Friday 29 September to Monday 2 October, 2006** at the **Pettigrew-Green Arena and the Eastern Institute of Technology, Taradale, Napier**.

The CLESOL conference is held every two years and is a major event on the professional development calendar for everyone involved in ESOL (English for Speakers of Other Languages), Community Languages (e.g. Mandarin, Korean, Samoan...) and Te Reo Māori. It provides opportunities to hear the latest research and trends in language teaching and learning from early childhood to adult education. It also attracts those involved in the wider sphere of English and international education – Immigration and Ministry of Education officials, migrant and refugee workers, private trainers and Non-Government Organisations.

For 2006 we have planned a programme to attract delegates from all sectors with:

- respected international and local experts presenting papers and plenary sessions,
- teachers offering practical workshops to demonstrate effective teaching ideas,
- poster sessions to inform delegates of innovative and successful teaching programmes and research.

We expect over 650 delegates to attend, providing the largest cross-section of the language education sector assembled in one location in New Zealand.

**By sponsoring an event or having a trade display at CLESOL 2006, you will have a showcase to present your services or products to a large and 'captive' audience over a 4 day period.**

We invite you to be an integral part of this vibrant conference and look forward to your support and participation.

Naku noa na

**Terry Greatrex**

Chair (on behalf of the Organising Committee)



## SPONSORSHIP BENEFITS

### PROGRAMME

The conference will provide an important forum for educators, managers and officials from a range of contexts, who are interested in English and community languages and their place in today's increasingly diverse society.

The conference theme is **Origins and Connections – Linking Theory, Research and Practice**. This will be explored from a range of perspectives including:

- early childhood, primary and secondary ESOL education
- tertiary and adult ESOL education
- migrant and refugee issues
- Te Reo Māori
- community languages
- teacher education

#### The conference programme will include:

- high level national and international keynote speakers to provoke, challenge and inspire delegates
- recent research, trends and directions in language teaching and learning
- networking opportunities
- learning opportunities through papers, workshops, posters and displays

The programme and venue have been arranged to ensure that your company and its products and services will receive maximum exposure throughout the conference.

We are anticipating that over 650 delegates will attend this conference. Delegates from all areas of the language and education industry will be present, including from Australia and the Pacific Rim.

### VENUE

The main conference venue will be the Arena which is across the road from EIT. The Pettigrew-Green Arena will form the base for the main conference sessions as well as the Trade Exhibition where morning, afternoon teas and lunch will be served. We will be using the EIT campus for a number of the parallel sessions.

### TRAVEL AND ACCOMMODATION

Napier is easily accessible from all parts of New Zealand, Australia and further afield. Napier airport has frequent flights from most major New Zealand airports. A good road network linking Auckland and Wellington makes it a pleasant drive from most North Island locations.

Accommodation has been reserved for those involved in the conference. If you would like us to book your accommodation, please let us know.

### YOUR INVOLVEMENT

You have the opportunity to participate in this conference both through **sponsorship** and at the **Trade Exhibition**. We would like to offer you the opportunity to participate in one or both of these categories as outlined in the enclosed material. Should these activities and benefits fall outside your requirements we will be happy to negotiate an alternative that will better suit your needs.

Major sponsorship will be acknowledged as such. If you are interested in being a major sponsor of the conference please discuss this with the conference organiser.

Once you have decided on your involvement please contact the conference organiser to arrange your requirements and make your bookings.

*Thank you for your consideration.*

### SPONSORSHIP

We would like to offer you the opportunity to become a sponsor of the CLESOL 2006 Conference.

We are planning for an attendance of over 650 and all estimates of likely activity costs are based on this figure. We have structured sponsorship opportunities so that you will receive the maximum possible exposure and benefit from your sponsorship.

You may purchase from the organising committee, for a specified amount, the rights to a specific activity or event if you wish. You can elect to meet the full cost or you may agree to meet costs to a defined value. Naturally, if you wish to provide additional features above those set by the organising committee, you are free to do so at your cost.

In addition to your sponsorship of the specified event or activity, all sponsors will be acknowledged in the conference promotional materials (if registered prior to their publication), at the venue and throughout the conference.

Sponsors will also have the opportunity to have promotional material included in the conference satchel given to all delegates.



**CLESOL 2006**

## **SPONSORSHIP OPPORTUNITIES**

Below is the list of sponsorship opportunities and an estimate of costs. We would like to offer you the chance to participate in the categories outlined on this list. If these sponsorship opportunities fall outside your requirements or you have specific requirements we will be happy to discuss these with you.

Conference satchels	\$ 3 500.00	
Satchel inserts	\$ 350.00	per item
Stationery and pens	\$ 500.00	plus product
Registration pack	\$ 1 500.00	
Conference handbook	\$ 3 000.00	
Pocket programme	\$ 1 000.00	
Registration badges	\$ 2 500.00	
Conference MC	\$ 2 000.00	
Keynote speaker x 6	\$ 2 000.00	each
Motivational speaker	\$ 4 000.00	
Main Conference Room	\$ 2 000.00	
Conference rooms x 6	\$ 750.00	each
Welcome Function	\$ 2 000.00	
Saturday Night Function:		
Pre dinner nibbles	\$ 2 000.00	
Dinner and drinks	\$ 3 000.00	
Entertainment	\$ 1 000.00	
Parallel sessions	\$ 2 000.00	each
Audiovisuals	\$ 2 000.00	
Communications	\$ 1 000.00	plus product
Complimentary gifts	\$ 1 000.00	plus product
Morning Tea x 3	\$ 750.00	each
Afternoon Tea x 3	\$ 750.00	each
Lunch x 4	\$ 1 750.00	each

**All the above figures do not include GST**

### **CONFERENCE ROOMS**

The room that you sponsor will be renamed to your specification for the period of the conference. This includes signage and references to the renamed room in the various conference materials.

### **KEYNOTE, PLENARY AND PARALLEL SESSIONS**

Sponsorship is available for keynote, plenary and parallel sessions. Your organisation will be acknowledged in the conference programme and in the speaker welcome, as well as having the opportunity to place your banner or other promotional material in the conference room.

Keynote speakers include:

- Penny McKay, from Australia
- Aida Walqui, from the USA
- Mark Helgesen, from Japan
- Stefan Romaniw, from Australia
- Cynthia White, from New Zealand

### **COMMUNICATIONS**

You have the opportunity to place advertising on your product or service in the conference satchel given to all delegates.

### **CONFERENCE ADVERTISING**

There will also be opportunities to sponsor advertising for the conference either in conjunction with your usual advertising (copy will be provided) or by placing supporting advertising in publications the committee selects for advertising. Please contact the conference organiser if you are interested in this opportunity.

## **SPONSORS' ELIGIBILITY FOR TRADE EXHIBITS**

The Trade Exhibition will be held in conjunction with the conference. The following benefits are available to your organisation dependent on the value of your sponsorship package.

**A sponsor committing to sponsorship of \$ 3 000.00 + GST or more, will be provided with a Trade Exhibition booth (refer to Trade Exhibition section) for no additional charge. The sponsor will also receive one free Trade Attendant Registration which will include entrance to all conference sessions and participation in arranged social activities.**



**CLESOL 2006**

## **TRADE EXHIBITION**

A Trade Exhibition will be held in conjunction with the CLESOL 2006 Conference. In order to provide you with the optimum exposure to delegates the Trade Exhibition will be located directly off from the main conference area at the Pettigrew-Green Arena.

At this stage the programme is still being finalised, however, it is intended to hold the Welcome Function in the Trade Exhibition area to provide an early focus to the exhibition.

Trade Exhibition booths will be allocated on a first-in basis.

### **EXHIBITION BOOTHS**

The booth stands will be 3.00 metres wide x 1.20 metres deep.

The basic setup provided for booths are side and back partitioned walls. The configuration of individual booths may vary. Each booth will include the following:

- screens
- power to site
- dressed table with chair
- spotlighting
- installation and removal of basic setup

Any additional requirements will be the responsibility of exhibitors and at their own cost.

### **CANCELLATION POLICY**

Should you cancel from the conference prior to 18 August 2006 an administration fee of \$200 will be charged. Sponsors and exhibitors cancelling after this date will be liable for full costs of their commitment. In the event of the conference being cancelled a full refund less \$200 administration fee will be made.

### **COSTS**

The charge for stands will be: \$1 250.00 + GST

Each exhibiting company will receive one free conference Trade Attendant Registration with your stand allowing participation in all conference activities.

### **SITE**

The map on the back of this brochure shows a floor plan of the range of sites and their position within the Trade Exhibition area.

**Note your position, once chosen, will not be changed. However, your booth number may change.** We will confirm your booth number closer to the conference dates. This will ensure any printed material, if you choose to produce any, will contain your correct booth details.

Lunches, coffee, morning and afternoon tea breaks will be held in the Exhibition area.

**In order to maintain the integrity of the conference the Trade Exhibition booths must not be taken down until after the closing address of the conference.**

### **DELEGATE STAMP COLLECTION**

In addition to holding the lunches, coffee, morning and afternoon tea breaks in the Trade Exhibition area, we also have a "Stamp Collection" trail which entices delegates to obtain a stamp from each booth at the exhibition and ensures that delegates visit all booths.

Completed stamped card entries will go into a prize draw.

**TO SECURE YOUR SPONSORSHIP PLEASE CONTACT THE CONFERENCE ORGANISER:**

**CONFERENCE ORGANISER**

**Luke Paardekooper**

Paardekooper and Associates  
PO Box 41 002  
Eastbourne  
WELLINGTON

Phone: + 64 4 568 4576

Fax: + 64 4 568 4563

Email: [clesol@paardekooper.co.nz](mailto:clesol@paardekooper.co.nz)

Web: [www.clesol.org.nz](http://www.clesol.org.nz)

**Act now to ensure your first choice...**



