



The 13th National Conference for
Community Languages and ESOL,
brought to you by TESOLANZ
(Teachers of English to Speakers of Other
Languages Aotearoa New Zealand) and
CLANZ (Community Languages
Association New Zealand)

2012
CLES  **L**

*Emerging opportunities in new learning spaces
He akoranga hou, he huarahi hou*

Thursday 4 October to Sunday 7 October 2012
International Pacific College
Palmerston North, New Zealand

**SPONSORSHIP &
TRADE EXHIBITION
OPPORTUNITIES BOOKLET**



WELCOME

Tena koe
Welcome to CLESOL 2012

I am happy to invite you to participate in CLESOL 2012, to be held in the beautiful setting of International Pacific College in Palmerston North.

Every two years, CLESOL provides a major gathering point for a wide range of people involved in teaching and researching ESOL, community languages such as Mandarin or Samoan, and Te Reo Māori. We bring together practising classroom teachers, school leaders, community teachers, university lecturers, researchers, and government officials to share our stories, our experiences and our insights in the field. Our interests cover teaching and learning in multilingual contexts from pre-school language nests to higher degree university study, in settings as varied as formal classrooms, community halls, private homes and, of course, online, whether it be for international students, migrants, former refugees, or heritage learners of a family language.

Our theme this year is Emerging opportunities in new learning spaces: He akoranga hou, he huarahi hou. There will be keynote addresses and opportunities for a broad range of other participation options, including presentations from respected international and local experts, teachers and researchers, hands-on workshop sessions, brief practical presentations from classroom teachers, colourful poster sessions and plenty of opportunities for informal exchange of experiences and ideas and browsing of trade displays.

This conference presents an excellent opportunity for organisations and vendors involved in language education to get a message out across the field. Sponsoring an event or having a trade display will give high visibility to your name and service over the four days of the conference to as many as 400 delegates. We invite you to join us at this exciting conference, and look forward to hearing from you.

Naku noa
Gillian Skyrme

CONFERENCE DETAILS

Conference Venue

International Pacific College
57 Aokautere Drive, Fitzherbert, Palmerston North
www.ipc.ac.nz

The conference venue, International Pacific College (IPC), is an NZQA-accredited tertiary institution offering undergraduate and postgraduate degrees and diplomas in international relations, business, English and Japanese to around 400 students from 24 countries. The IPC gardens are renowned locally, as is the nearby Massey University campus. IPC hosts an annual Sakura (cherry blossom) festival for the Palmerston North community and, as CLESOL 2012 will take place in spring, there may still be some cherry blossoms on the trees.

Programme

The theme that has been chosen for the 2012 conference is Emerging opportunities in new learning spaces: He akoranga hou, he huarahi hou.

This reflects a variety of contemporary challenges that exist for both learners and their teachers, such as engaging in blended learning situations, integrating content and language, increasing intercultural interactions, and building relevant needs analysis and leadership models in different teaching/learning contexts.

Audience

Based upon previous attendance figures, we anticipate over 350 delegates, from Australasia and beyond. Delegates represent the domains of TESOL, community language teaching and Te Reo Māori as well as the wider sphere of English and international education – immigration and Ministry of Education officials, refugee workers, private trainers and non government organisations.

Your Involvement

We offer you the opportunity to participate as a sponsor or exhibitor or both. The various options are detailed in this booklet. We have structured sponsorship opportunities so that you will receive the maximum possible exposure and benefit from your sponsorship. We are happy to discuss other sponsorship options if those outlined do not fit your needs.

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.

Major sponsorships have high profile acknowledgement. If you are interested in being a major sponsor, please approach the conference organiser.

Once you have decided on your level of involvement please contact the conference organiser by email clesol@paardekooper.co.nz or phone +64 4 562 8259 to arrange your requirements and make your bookings. Or complete the Sponsorship Application Form and return by fax to +64 4 562 8269.

Thank you for your consideration.

SPONSORSHIP OPPORTUNITIES

Below is the list of sponsorship opportunities and costs. If these sponsorship opportunities fall outside your requirements or you have specific requirements, we will be happy to have further discussions with you.

Conference satchel	\$3,500
Conference handbook	\$3,000
Conference dinner	\$3,000
Conference lanyard	\$2,500
Ice cream	\$2,500 plus costs
Keynote speakers x 6	\$2,000 per speaker
Welcome function	\$2,000
CLESOL bus tour	\$2,000
Lunch (3)	\$1,750 each
'Real Coffee' cart	\$1,000 plus costs
Pocket programme	\$1,000
Delegate gifts	\$1,000 plus product
Morning tea (3)	\$750 each
Afternoon tea (3)	\$750 each
Full page advertising in the conference handbook	\$600 per advert
Stationery and pens	\$500 plus product
Electronic advertising on main screen (10)	\$500 per advert
Satchel inserts (unlimited)	\$350 per item
1/2 page advertising in the conference handbook	\$350 per advert

All the above figures are in \$NZ and do not include GST

Conference satchel

The conference satchel will be printed with the sponsor's logo, as well as with the conference logo.

Conference handbook

The sponsor's logo will be printed on the front cover of the conference handbook, and the sponsor will be acknowledged on the contents page. You also receive an A4 full colour advertising space on the back cover of the handbook.

Social Functions

The sponsoring organisation will be acknowledged as the sponsor of the specific function in all conference publications. The sponsoring company will have brand visibility at the venue of the function being sponsored.

To discuss further details about the social function, please contact the Conference Organiser on +64 4 562 8259.

Conference lanyard

The conference lanyard for delegate name badges will be branded with the sponsor's logo.

Ice cream

This item is consistently identified as a very popular hospitality offering in attendee feedback. The sponsor will be acknowledged in the conference handbook and be given an opportunity to write a 100-word promotion of the activity sponsored.

This opportunity will be organised in conjunction with each sponsor by the conference organiser. Please note that additional costs for the ice cream will apply.

Keynote speakers

Sponsorship is available for keynote speakers. Sponsoring organisations will be acknowledged in the conference programme and by the person introducing the presenters. The sponsoring company will be able to exhibit banners or other promotional material in the conference room for that session.

Keynote speakers for 2012 are as follows:

- Chris Davison – University of New South Wales, Australia
- Andreas Lund – University of Oslo, Norway
- Sunita Naravan – CLANZ, Wellington
- Paul Nation – Victoria University of Wellington
- Amy Tsui – The University of Hong Kong, Hong Kong
- Cynthia White – Massey University, Palmerston North

To discuss further details about sponsoring a keynote speaker, please contact the Conference Organiser on +64 4 562 8259.

Catered breaks

The sponsor of each catered break will receive recognition in the conference session prior to the relevant break as well as acknowledgment in the conference programme and in the handbook. The sponsor will have brand visibility during the sponsored catered break.

'Real Coffee' cart

The 'Real Coffee' cart is consistently identified as a very popular hospitality offering in attendees' feedback. Your sponsorship of this item means you

will be acknowledged as the sponsor in the conference handbook. You will also have brand visibility with your sponsored item. The sponsor will be acknowledged in the conference handbook and be given an opportunity to write a 100-word promotion of the activity sponsored.

The real coffee cart will be organised in conjunction with you by the conference organiser. Please note that additional costs for the 'Real Coffee' cart will apply.

Pocket programme

The pocket programme inserted into the name badge pocket will be branded with the sponsor's logo.

Delegate gifts

Sponsors have the opportunity to place a gift and advertising of a product or service in the conference satchel provided to all delegates.

Advertising in the conference handbook

The conference handbook will be provided to all delegates and is a valuable reference long after the conference. The handbook will be A4. All adverts will be printed in black and white.

Stationery and pens

The sponsoring organisation will be the official sponsor of the conference A4 size note pad and pen by supplying branded note pads and pens for inclusion in conference satchels.

Electronic advertising on the main screen

The main screen will be based in the main conference room, where plenary sessions, trade exhibits and catering will be. This opportunity allows you to supply and advert in slide format for use on a rolling slide show during the breaks. **Limit of 10.**

Satchel insert

The inclusion of one item of your promotional material in the conference satchel. As a guideline, satchel inserts should be no bigger than A4 size.

SPONSOR BENEFITS

Each sponsor will be acknowledged in the conference handbook.

Sponsorship of \$5,000 + GST or more

If your sponsorship totals \$5,000 + GST or more, you are entitled to the following benefits:

- Recognition as a major sponsor of the conference
- Acknowledgement in the opening and closing of the conference
- Sponsor logo on the cover of the conference handbook
- A ½ page black and white advertisement in the conference handbook
- Sponsor logo on the conference holding slide shown between sessions
- Sponsor logo on the conference website
- One trade exhibit stand (refer to Trade Exhibition section)
- One satchel insert
- Two complimentary conference registrations

Sponsorship of \$3,000 + GST or more

If your sponsorship totals \$3,000 + GST or more, you are entitled to the following benefits:

- Sponsor logo in the conference handbook
- A ¼ page black and white advertisement in the conference handbook
- Sponsor logo on the conference holding slide shown between sessions
- Sponsor logo on the conference website
- One trade exhibition stand (refer to Trade Exhibition section)
- One satchel insert
- One complimentary conference registration

TRADE EXHIBITION

A trade exhibition will be held in conjunction with CLESOL Conference 2012. In order to provide you with the optimum exposure to delegates, the exhibition will be located in the main hub of the conference venue in the Gymnasium at International Pacific College.

CLESOL 2012 offers an excellent opportunity for organisations to display their products and services including those involved in recruiting qualified and experienced teachers for the field, and institutions wishing to recruit students for professional qualifications and higher degrees in related areas.

Trade Exhibition Stands

The exhibition stands are 2.4m wide x 1.2m deep x 2.3m high and cost \$1,250 + GST each.

You may book adjoining stands to create a larger exhibition area. If you purchase an additional stand, you will receive the second stand at a reduced rate of \$625 + GST. 50% off the normal price.

Each stand will include:

- Velcro receptive display panels. The basic set-up includes side and back partitioned walls. The configuration of individual stands may vary.
- 1 x 10 AMP power supply and a multi-box
- 2 x 150 watt spot lights
- A trestle table, tablecloth and chair
- Installation and removal of basic set-up

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

Exhibitor Benefits

Each exhibiting company will receive the following benefits:

- Acknowledgement as a trade exhibitor in the conference handbook. You are invited to submit a 100-word blurb about your organisation to be included in the handbook.
- One complimentary conference registration

Additional exhibitors will be required to purchase a conference registration.

Display Tables for Not-for-Profit Organisations

Display tables are available in the catering service area, subject to conditions and availability. You will receive a table only, measuring 1.8m x 1.2m. The cost of a display table is \$150 + GST.

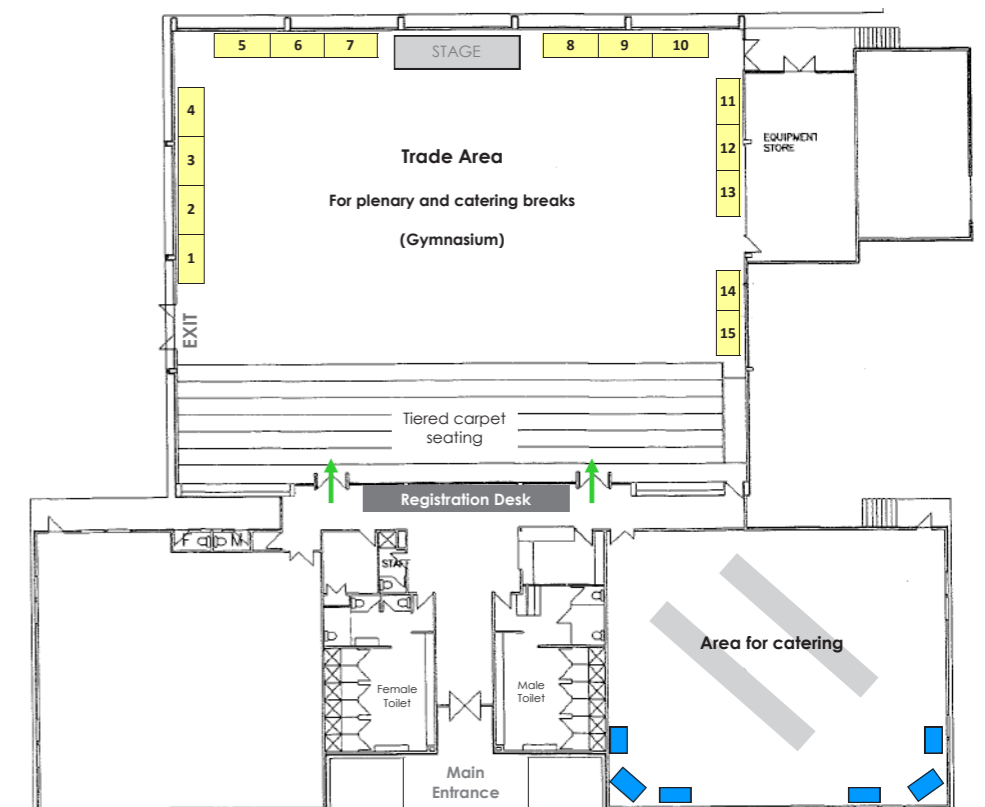
Display tables do not come with any complimentary registrations. If you would like your display table manned you will need to purchase a conference registration.

Trade Exhibition Sites and Floor Plan

The trade exhibition area floor plan shows the sites of trade exhibition stands. Exhibit sites will be allocated on a first-come, first-served basis.

Please note, your position once chosen cannot be changed. However, your stand number may change. We will confirm your stand number closer to the conference dates to allow you to print material with your stand details. The Gymnasium will be the main plenary room for the conference and all catering breaks will also be held in this area.

To maintain the integrity of the conference, the exhibits must not be taken down until after the closing address of the conference.



CONFERENCE INFORMATION

Cancellation Policy

All cancellations must be made in writing by fax or email to the conference organiser. Cancellations received on or before 5 pm, Friday 3 August 2012 will receive a refund less an administration fee of \$200 + GST.

All cancellations made after 5 pm, Friday 3 August 2012 will be liable for full costs of their commitment. In the event of the conference being cancelled, a full refund less a \$200 + GST administration fee will be made.

Conference Organiser

To secure your sponsorship please contact the conference organiser:

Paardekooper and Associates

PO Box 41002, Eastbourne, Lower Hutt 5047, New Zealand

Phone: +64 4 562 8259 Fax: +64 4 562 8269

Email: clesol@paardekooper.co.nz

Web: www.clesol.org.nz



***Act now to secure
your first choice!***