



# 2019 ALC Annual Conference

## SPONSORSHIP OPPORTUNITIES

May 1-4, 2019



 **The Association of  
LANGUAGE COMPANIES**

# 2019 ALC Annual Conference Sponsorship Opportunities

**What:** Association of Language Companies (ALC) Annual Conference  
**When:** May 1 – 4, 2019  
**Where:** Omni Shoreham Hotel, Washington D.C.

## Overview

The 2019 ALC Annual Conference is the perfect venue for showcasing your company as a strategic partner to global language service companies (LSCs) of all sizes. This year's conference will take place at the Omni Shoreham Hotel in Washington D.C. May 1 - 4, 2019 and we would like to invite you to be part of this historic event.

LSC business owners and senior staff attend the ALC Annual Conference to explore the trends impacting the industry and to consider the challenges on the horizon. As a sponsor or exhibitor, this is an invaluable opportunity to get in front of decision-makers to promote your company's products and services—positioning yourself as part of the solution.

ALC offers exhibit and sponsorship opportunities designed to give you maximum exposure. Networking is the order of the day, and there is ample time built into the program for product demonstrations and company interaction in a relaxed educational and social setting.

Benefits of sponsoring ALC's Annual Conference:

- Gain visibility for your company within the LSC community.
- Get in front of your target market.
- Build brand awareness.
- Reconnect with customers and engage with a new audience.
- Generate strong leads.

## Attendance

With over 200+ LSC decision makers expected to attend this event, it's truly one of the leading events in the United States. Being in the heart of Washington D.C., this year's ALC Conference will bring together various aspects of our industry. From academia, industry leaders, innovators, vendors and members of the US government (i.e. State Department, FBI, etc.), it will be an excellent opportunity to network, share knowledge, and discuss all facets of our amazing industry.





## Sponsorship Opportunities

### Diamond Sponsorship

\$5,000

#### KEYNOTE SPONSOR

The Diamond Sponsorship is reserved for two organizations this year, sponsoring a distinguished Keynote Speaker at ALC's General Session.

Align your company with language service professionals by sponsoring the keynote presentations at ALC's Annual Conference. Our keynote presenters are known as experts in their industries and can provide great recognition for your Company. The Diamond Sponsorship is reserved for two organizations this year, sponsoring a distinguished Keynote Speaker at ALC's General Session.

*SDL is a Diamond Sponsor. A second Diamond Sponsor is available.*

Diamond Sponsors will receive these additional benefits:

- One full conference registration, which includes access to educational sessions, admission to the Welcome Reception, three continental breakfasts, and two lunches.
- One tabletop exhibit plus one complimentary additional booth staff registration OR one additional full conference registration. Either option includes admission to the Welcome Reception, three continental breakfasts, and two lunches.
- Recognition logo in the ALC The Pulse, the monthly e-newsletter.
- Company logo hyperlinked on the ALC website and social media sites.
- Company logo and listing in the conference app.
- Company logo on conference signage.
- Ability to say a few words about your company to all conference attendees.
- Have one promotional item or company literature placed in attendee conference bags.

*Keynote speakers and presentations will be announced soon.*



## Platinum Sponsorships

\$3,250

Platinum Sponsors have a choice of the following product offerings at the conference:

### CONFERENCE BAG (EXCLUSIVE TO ONE SPONSOR)

Gain visibility by having your company logo along with ALC's logo on the conference bag, which will be distributed to all attendees. (Style and color to be determined.)



### CONFERENCE APP

Put your brand in the hands of every attendee! Your company's logo will be on the conference mobile app's landing page. Attendees will see your logo every time they open the app to check the schedule, view exhibitor/sponsor listings, send messages, and make appointments with other attendees. This is a resource that will be used before, during, and after the conference.

### WIRELESS INTERNET

Allow attendees to use their portable devices in the meeting areas by providing three days of internet usage. Includes name recognition on the ALC website and session rooms with your logo hyperlinked on the splash page of the conference app.

Platinum sponsors will receive these additional benefits:

- One full conference registration, which includes access to educational sessions, admission to the Welcome Reception, three continental breakfasts, and two lunches.
- Logo in the *ALC The Pulse*, the monthly e-newsletter.
- Company logo hyperlinked on the ALC website and social media sites
- Company logo and listing in conference app.
- Company logo on conference signage.
- Ability to say a few words about your company to all conference attendees.
- Have one promotional item or company literature placed in attendee conference bags.



## Gold Sponsorships

\$2,750

Gold Sponsors have a choice of the following product offerings at the conference:

### LANYARDS (PURCHASED BY LANGUAGE LINE SOLUTIONS)

Every attendee will wear your logo, which will be printed on the lanyards of the badgeholders. Gain visibility for your company!

### HOTEL KEYCARD (PURCHASED BY SCHEDULE INTERPRETER)

Your logo will be printed on the hotel keycards, which will be distributed to each attendee staying at the headquarters hotel. (Design of the keycard may change)



### WELCOME RECEPTION

First drink's on you! Additional signage with your logo on signage in reception area recognizing your sponsorship.

Gold sponsors will receive these additional benefits:

- Company logo hyperlinked on the ALC website and social media sites.
- Company logo and listing in conference app.
- Company logo on onsite signage.
- Logo in the *ALC The Pulse*, the monthly e-newsletter.
- Ability to say a few words about your company to all conference attendees.
- Have one promotional item or company literature placed in attendee conference bags.

## Silver Sponsorships

\$2,250

Silver Sponsors have a choice of the following product offerings at the conference:

### LUNCH

Have your logo displayed on the signage at lunch on Thursday or Friday.

### CELLPHONE WALLET (EXCLUSIVE TO ONE SPONSOR)

Have your logo printed on the cellphone wallets, which allow users to have their cellphone and credit cards in one place. (Color to be determined)



Silver sponsors will receive these additional benefits:

- Company logo hyperlinked on the ALC website and social media sites.
- Company logo and listing in conference app.
- Recognition in the *ALC The Pulse*, the monthly e-newsletter.
- Company logo on onsite signage.
- Ability to say a few words about your company to all conference attendees.
- Have one promotional item or company literature placed in attendee conference bags.

## Bronze Sponsorships

\$1,750

### COFFEE BREAKS

Your logo will be displayed on the signage at the coffee break serving stations. You'll gain exposure several times a day. Bronze Sponsors provide coffee breaks during the conference.

Bronze sponsors will receive these additional benefits:

- Company logo hyperlinked on the ALC website and social media sites.
- Company logo and listing in conference app.
- Recognition in the *ALC The Pulse*, the monthly e-newsletter.
- Company logo on onsite signage.
- Ability to say a few words about your company to all conference attendees.
- Have one promotional item or company literature placed in attendee conference bags.

## Supporting Sponsorships

\$750

Supporting sponsors will receive the following benefits:

- Company logo hyperlinked on the ALC website and social media sites.
- Company logo and listing in conference app.
- Logo in the *ALC The Pulse*, the monthly e-newsletter.
- Ability to say a few words about your company to all conference attendees.







## Exhibit Opportunities

### \$1,850 for the 2019 ALC Annual Conference

- One tabletop exhibit space with skirted 6' x 30" table, two chairs, and a wastebasket.
- One full conference registration, which includes access to education sessions, Welcome Reception, three continental breakfasts, and two lunches.
- Company name hyperlinked on the ALC website and social media sites.
- Recognition on conference signage.
- Recognition in the *ALC The Pulse*, the monthly newsletter.
- Ability to say a few words about your company to all conference attendees.
- Sign Up for 2 Years and Save! Pay only \$1,500 per year for exhibit space at both the 2019 AND the 2020 ALC Annual Conferences. Full payment must be received by March 31, 2019.
- \$350/per person for additional exhibit booth staff.
- Additional fees for electricity, audiovisual equipment, and wired Internet access are the responsibility of the exhibiting company.

If you'd like to sponsor a different amount from what is listed above,  
let us know and we'll work with you.



## 2020 ALC UnConference

**JANUARY 23 - 25**

Wyndham Grand  
Rio Mar Puerto Rico

 **WYNDHAM GRAND**  
Rio Mar Beach Resort & Spa

### **Additional Benefit to Exhibitors and Sponsors**

Exhibit at the 2019 Annual Conference and sponsor either the 2019 Annual Conference or the 2020 UnConference at the Bronze level or higher and receive **50%** off your digital ALC advertising rates for the rest of 2019!

**Offer valid through Monday, April 1, 2019.**

See the advertising rates and payment information  
or contact ALC headquarters at **(443)966-3854** or [sponsorship@alclus.org](mailto:sponsorship@alclus.org).