Exhibiting, Advertising, and Sponsorship Opportunities

2019-20 Associate Prospectus
About EnglishUSA

EnglishUSA is a national non-profit, 501(c)(6) organization comprised of intensive English member programs (IEPs)*. These programs are located in university and college settings (governed by or partnered with institutions) or as stand alone, proprietary programs. The IEPs offered by EnglishUSA members are of the highest quality; all programs are accredited by the Accrediting Council for Continuing Education and Training (ACCET) or the Commission on English Language Accreditation (CEA), or operate under the governance of regionally-accredited colleges or universities.

The members who interact with EnglishUSA usually hold administrative and/or teaching positions in their program, although many programs often employ marketing, housing, recruitment, etc. coordinators. Administrators are often responsible for program operations, financial management, curriculum development, or recruitment and marketing.

Since its founding in 1986, EnglishUSA has remained the largest organization of its kind in promoting support, standards, and advocacy. EnglishUSA consists of over 400 Member programs and over 30 Associates. More than 900 individuals in our member programs participate in our events, forums, and networking opportunities.

*In summer 2019, membership will be voting on bylaws to expand to other types of accredited English language programs.
About Our Events

Conferences
Stakeholders Conference: This annual 2-day event in Washington, D.C. (1st week of October) provides the English language program community with information, access, and networking opportunities with its key stakeholders. The October 2018 event drew over 140 participants. There are 6-8 exhibiting tables available along with multiple sponsorship/advertising options.

Professional Development Conference: This annual 2-day event in San Francisco (generally the 3rd week of January) includes more than 60 educational and professional development sessions and presentations, best practices, networking opportunities and exhibits. The January 2019 event drew about 180 attendees. There are 12-14 exhibiting tables available.

Sponsors & exhibitors will have the opportunity to promote your products and services while interacting with these key decision makers in a variety of informal settings conducive to cultivating lasting professional relationships. Because each conference is limited in its exhibiting tables, there is less competition for attention and increased availability potential for generating quality leads.

Conference Attendees
The Stakeholders Conference tends to attract the administrators of the English language programs; the program is planned by a board committee with invited speakers from among the stakeholders in DC. The Professional Development Conference (PDC) draws all types of English language program personnel. The conference consists of peer-reviewed sessions. Associates are welcome to submit proposals to complement their sponsorship or exhibiting space (see information that follows).
Exhibiting & Advertising

**Stakeholders Conference - Table only.**
Available to Associates whose membership is current at time of application and event. **$710**

- Logo included in printed program
- Display and distribution of promotional materials
- 1 complimentary registration (additional registrants at member discount)

**Full-color advertisements in printed conference programs.** Available to Associates whose membership is current at time of application and event.

- Back cover (Stakeholders) = $535
- Inside cover (Stakeholders) = $435
- Full page (Stakeholders) = $380
- 1/2 page (Stakeholders) = $320
- Insert (provided by Associate) = $260

**Professional Development Conference (PDC) - Table only.**
Available to Associates whose membership is current at time of application and event. **$810**

- Logo listed in program and app
- Display and distribution of promotional materials
- 1 complimentary registration (additional registrants at member discount)
- Eligible to submit a session proposal for the conference by the announced deadline

**Package Deals**

**Stakeholders**
Table + 1/2 page ad = $810  
Table + full page ad = $885  
Table + inside cover = $1010  
Table + back cover = $1060  
Table + insert** = $850

**PDC**
Table + 1/2 page ad = $910  
Table + full page ad = $1010  
Table + inside cover = $1110  
Table + back cover = $1185  
Table + insert** = $950

**Receive a 20% discount if you reserve advertising, sponsoring, exhibiting space for both conferences, including our package deals. Contact info@englishusa!**

**Dimensions**
- Full page ads: 8' X 10.5' with no bleeds
- Half-page ads: 8' X 5' with no bleeds
Sponsorships

**Networking Reception @ NAFSA Conference (non-exclusive)** in St. Louis, MO. Available to Associates whose membership is current at time of application and event. **$4875**
- Signage at reception (e.g., standing banner)
- Recognition on table cards (logo)
- Recognition in social media
- Includes membership for subsequent year
- Limited to 4 sponsors

**First-day OR second-day Breakfast Sponsor (exclusive) @ Stakeholders or PDC.** Available to Associates whose membership is current at time of application and event. **$800**
- Signage during lunch (e.g., standing banner)
- Recognition on lunch table cards (logo)
- Recognition in social media
- Printed logo in program (both) and app (PDC only)
- Eligible to submit a session proposal for the conference by the announced deadline

**Reception Sponsor @ Professional Development Conference (exclusive).** Available to Associate members whose membership is current at time of application and event. **$3000**
- Printed program listing & listing in app
- Signage at reception (e.g., standing banner)
- Recognition on table cards (logo)
- Recognition in social media

**Conference Swag (non-exclusive).** Available to both Associates and external potential Associates.
- Provide bags, pens, notepads, etc. to include at time of registration of each conference (180 for Stakeholders, 250 for PDC) 30 days prior to the conference.
- Contact info@englishusa.org to coordinate

**Webinar & Newsletter Advertising.** Available to Associates only. Limited slots and spaces per year. **$200-400**
- More information to come!
Terms & Conditions

Application Deadlines
Sponsor/exhibitor requests must be received at least 30 days prior to the conference date. Advertising must be received at least 30 days prior to publication dates.

Submitting a Proposal for the Professional Development Conference (PDC)
Associates are eligible to submit a proposal for the PDC by the required deadline (usually September). Please note—in order to have a session reviewed for acceptance, a table or sponsorship must be purchased.

Confirmation
EnglishUSA will provide an acknowledgment of your request upon receipt; however, unless other arrangements are made, you will only be given confirmation of your sponsorship/exhibit/advertising reservation once payment has been received. EnglishUSA reserves the right to refuse sponsorships and exhibits.

Payment
Payment is due at the time of application unless other arrangements have been made. Fees can be paid online by credit card. Checks payable to EnglishUSA can be mailed to 2900 Delk Road, Suite 700, PMB 321, Marietta, GA 30067.

Cancellations
Sponsorships and exhibit reservations canceled prior to 30 days before a conference will forfeit 50% of payment. There will be no refunds for cancellations made less than 30 days prior to conference start dates. Advertisements canceled prior to 30 days before publication will forfeit 50% of payment.

Exhibitor Activities
Please inform EnglishUSA at the time of your application of any intent to conduct a drawing, provide a demonstration, distribute free samples or conduct a special activity either in the exhibit area or in conjunction with the conference. This is necessary to ensure compliance with our venue contract and also to allow us to help you promote allowable events/activities to members in attendance.
Terms & Conditions

Shipping and Storage
Shipping instructions will be sent to the exhibitors a month prior to the conference. The venue or EnglishUSA assumes no liability for the condition of contents of shipped packages. Delivery/removal of shipments to/from booths is the responsibility of the exhibitor. It is each exhibitor's responsibility to properly mark and identify shipments. Packages shipped out of the hotel must be prepaid, addressed, labeled and ready for mailing. Exhibitors will be responsible for any direct shipping costs or venue handling fees.

Liability and Insurance
EnglishUSA or conference venue assumes no obligation or duty with respect to protection of exhibitor property, which shall at all times be the responsibility of each exhibitor. Each party agrees to be responsible for their own property through insurance and to be responsible for any claims arising out their own negligence or that of their employees or agents. The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of the exhibitor activities on the venue premises and will indemnify, defend and hold harmless EnglishUSA, the hotel, and its agents from any and all such losses.

Conference Attendance and Accommodations
Registration is required to attend EnglishUSA conferences and is the responsibility of each Associate. Sponsors/exhibitors should register online at englishusa.org. Sponsor/exhibitor representatives are also responsible for making their hotel reservations directly with the venue hotel (if applicable). For additional information on EnglishUSA group rates, visit http://www.EnglishUSA.org.

Participation at EnglishUSA Conferences
Our sponsors and exhibitors are invited to attend all sessions and receptions unless otherwise noted. We hope you understand the member-sensitive nature of some committee meetings, board meetings and presentations.
# 2019-20 Conference Exhibit, Sponsorship, Advertisement Information

IEP Stakeholders Conference – October 3-4, 2019 in Washington, DC  
Packages will be sold exclusively to Associate Members of EnglishUSA beginning Early June!

## 2019-2020 Conference Pricing

<table>
<thead>
<tr>
<th></th>
<th>Stakeholders</th>
<th>PDC</th>
<th>Both Events (20% discount)*</th>
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</thead>
<tbody>
<tr>
<td><strong>Advertising</strong></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td><em>Full color ads</em> in conference program(s).</td>
<td></td>
<td></td>
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<tr>
<td>Back and inside covers available <em>by request only</em> on first-come basis. <em>To request either of these ad placements, please email Cheryl Delk-Le Good at <a href="mailto:execdirector@englishusa.org">execdirector@englishusa.org</a>.</em></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Back cover</td>
<td>By request only</td>
<td>$ 535.00</td>
<td>$ 635.00</td>
</tr>
<tr>
<td>Inside cover</td>
<td>By request only</td>
<td>$ 435.00</td>
<td>$ 535.00</td>
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<tr>
<td>Full page</td>
<td></td>
<td>$ 380.00</td>
<td>$ 480.00</td>
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<tr>
<td>½-page</td>
<td></td>
<td>$ 320.00</td>
<td>$ 420.00</td>
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<tr>
<td>Insert only</td>
<td>Provided by Associate</td>
<td>$ 260.00</td>
<td>$ 280.00</td>
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<tr>
<td><strong>Exhibitor Tables</strong></td>
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</table>
| *Exhibitors will be listed in the program(s) and can display and distribute promotional materials* throughout the conference.  
*Exhibitors will receive 1 complimentary registration. Associates who exhibit at the PDC may also submit a session proposal by the submission deadline.*  
*Tables with back and inside cover ads available by request only on first-come basis. To request a table with either of these ad placements, please email Cheryl Delk-Le Good at execdirector@englishusa.org.* | | | |
| Table only          |               | $ 710.00 | $ 810.00 | $ 1,216.00 |
| Table + ½-page ad   |               | $ 810.00 | $ 910.00 | $ 1,376.00 |
| Table + full page ad|               | $ 855.00 | $ 1,010.00 | $ 1,516.00 |
| Table + inside cover| By request only | $ 1,010.00 | $ 1,110.00 | $ 1,688.00 |
| Table + back cover  | By request only | $ 1,060.00 | $ 1,185.00 | $ 1,796.00 |
| Table + insert      | Provided by Associate | $ 950.00 | $ 980.00 | $ 1,544.00 |
| **Sponsorships**    |              |     |                             |
| *Sponsors will be listed in the program(s) and will receive 1 complimentary registration. PDC Sponsors may also submit a session proposal by the submission deadline.* | | | |
| Breakfast 1st or 2nd day (after conference) | | $ 800.00 | $ 800.00 | $ 1,280.00 |
| Lunch 1st or 2nd day (after conference) | | $ 1,000.00 | $ 1,000.00 | $ 1,600.00 |
| Reception PDC only | n/a | $ 3,000.00 | n/a | |
| Networking Reception | | $4200 (limited to four Associates) | | |

## Swag

Associates can donate pens, notebooks, or other swag to include at the registration table for all attendees. Please email info@englishusa.org to coordinate.

*Other combinations of opportunities available for 20% discount!