TESOL 2021
Exhibitor Prospectus
Here are the top 13 countries that attended our Virtual Convention:

1. United States
2. Brazil
3. China
4. Egypt
5. Pakistan
6. Ukraine
7. Peru
8. India
9. Mexico
10. Nepal
11. Russia
12. Argentina
13. Armenia

ABOUT TESOL

For more than 50 years, TESOL International Association has been a premier professional community of educators, researchers, administrators and students committed to advancing excellence in English language teaching for speakers of other languages worldwide.

With more than 12,000 members representing 163 countries, TESOL fosters the exchange of ideas, research, peer-to-peer knowledge, and provides expertise, resources and a powerful voice on issues affecting the profession.

ABOUT THE VIRTUAL CONVENTION

TESOL’s Virtual International Convention & English Language Expo, the largest event of its kind, is the perfect place to showcase your latest products, publications, software, and teaching tools to over 4,000 international educators in the field of English speakers of other languages (ESOL).

TESOL ATTENDEES ARE

- Primary/Secondary Teachers
- System and School Administrators
- Ministers of Education
- Teacher Trainers
- Researchers
- University Faculty & Administrators
- Material Writers
- Policy Makers
- Federal, State, and Local Government Staff

TESOL ATTENDEES WORK IN

- Pre K-12 Settings
- Higher Education
- District Administrations
- Adult Education
- Intensive English Programs
- Government Agencies
- Ministries of Education
- Private Language Schools
- Community Colleges
- Literacy Organizations
- Non-Profits/NGOs

PARTICIPATION BENEFITS

- Meet virtually with national and international key decision makers and potential buyers from the English language teaching (ELT) field
- Network, recruit, and build relationships with current and future customers through live chat, discussion boards, and video calling
- Video showcase your products and services
- Position your brand and company at the world’s largest ELT industry event
- Join live networking events
- View your comprehensive lead report post-convention to keep in touch with attendees who’ve visited your booth
## PRICING
### VIRTUAL EXHIBIT BOOTH

<table>
<thead>
<tr>
<th>Signature Event</th>
<th>Summer Convention Dates TBD</th>
<th>Signature Event + Summer Convention</th>
<th>Package Savings Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>$1,000</td>
<td>$750</td>
<td>$1,500</td>
<td>$250</td>
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</tbody>
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## VIRTUAL PLATFORM PUSH NOTIFICATIONS

Attract attendees to your booth by purchasing a virtual platform push notification.
- $250 for one (1) push notification

Contact advertise@tesol.org to schedule push notifications within the virtual platform.

## EXHIBITOR SESSIONS*

Add sessions to your virtual booth purchase. Max two (2) exhibitor sessions at 30 minutes each per exhibiting company. $250 per session.

*Applies only to the March convention and to those exhibiting companies who had signed up in June 2020 during the priority points placement. There will be no exhibitor specific sessions offered at the summer meeting. For inquiries or interest in sponsored content, please contact Lisa Dyson, Director of Strategic Events, CMP, DES at ldyson@tesol.org.

## ADS & ATTENDEE EMAIL LISTS

These two features are exclusively for our sponsors. Some sponsorship packages include virtual booth space as well.

For more information on sponsorship opportunities, please contact Lisa Dyson, Director of Strategic Events, CMP, DES at ldyson@tesol.org.

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"After the sudden shift to mostly distance learning and a stay-at-home environment, TESOL International Association was able to react quickly with a new virtual format that demonstrated their professional relevancy and brought together the U.S. and international English teaching communities. We look forward to ongoing collaboration with TESOL, in-person and virtually, as the format for exhibiting evolves."

**Toni Hull | Associate Director, English Language Programs, U.S. Department of State**

"National Geographic Learning has worked with TESOL for over 30 years. There’s a reason we exhibit every year. The convention allows us to meet our customers face to face, to introduce new materials to the market, and to understand what matters to teachers from all over the world. There’s no better place to do that than the International TESOL convention every year!"

**Ian Martin | Director of Global Marketing, National Geographic Learning**

"Both the TESOL in person and virtual conventions were organized very skillfully and meticulously."

**Dr. Sedique Popal | Faculty, University of San Francisco**

"The TESOL convention is always filled with knowledgeable and passionate attendees and exhibitors. This year, despite our virtual presence at the convention, our exhibit had consistent traffic with invaluable conversations. The TESOL staff put on an extremely organized event that made the whole exhibit experience smooth and rewarding, both in person or virtual convention. We can’t wait until 2021!"

**Mandana Abedini | Learning & Instruction Doctoral Program Student, University of San Francisco**

"The professionalism and responsiveness of the TESOL Convention organizers is truly exceptional. The support I received as an exhibitor in getting answers to my questions—both for in person and virtual events—was unlike any other conference I participate in. It led to a wonderful event."

**Lisa Klope | Admissions Staff, University of San Francisco**

"Working with TESOL for the first time was great. Even when the COVID-19 pandemic dealt them a hard hand, forcing them to transition to a virtual conference last minute, they were quick to provide a solution that allowed the industry to move forward in discussing important topics virtually. We were impressed by the ease of the platform and the friendliness of all the participants. This was definitely the smoothest virtual conference we have been a part of yet. The work and dedication of the TESOL staff was evident in their ability to adapt in such a short timeframe and really come through with such a strong and organized conference. I can only imagine what it would have been like in-person—and I look forward to joining as a sponsor at a live event someday soon."

**Alec Gallego | Director of Corporate Comms, Emmersion**
Companies that exhibited with us virtually*

21st Century English Education Media*
Alliant International University
Alphabet Publishing
alphaTuB
Bridge Education Group
Cambridge University Press*
CASAS
Center for Applied Linguistics
Emmersion*
ESL Gold
Hallo
Heinemann
ILTO, International Language Testing Organization*
International Publishers Exhibition (IPE)
iTET International
LearningU
Listenwise*
Microsoft*
National Geographic Learning*
Olive Books
Oxford University Press
Peace Corps*
Pearson
Reading Plus
Rosetta Stone
Saddleback Education
SIT Graduate World Learning
Townsend Press
U.S. State Department – E-Teacher Program
U.S. State Department – Georgetown EL Programs
UCLA Extension*
University of Michigan Press
University of San Francisco School of Education
VIPKid*
Vista Higher Learning
Wiley

*Signifies they were also a sponsor

Companies and higher institutions that have exhibited with us at our in-person conventions

AI Care LLC
All Ears English
Alliant
alphaTUB Corp
ASCD
Azusa University
Barron’s Educational Series
Benchmark
Black Cat
Bridge Education Group
British Council
Cambridge Assessment English
Cambridge University Press
Capti Voice
CASAS
Center for Applied Linguistics
Colorado Christian University
Compass Publishing
Continental Press
Corwin
Curriculum Associates
Curriculum Plus Publishing
Defense Language Institute
Duolingo
Easy Grammar Systems
ELTS/Color Vowel Chart
Emmersion
English Central
English for the Job LLC
EnglishUSA
ETS, Educational Testing Services
Express Publishing
Extempore: The Practice Speaking App
Fathom Reads
Feel Good, Inc.
Fluentize LLC
Get this Write, LLC
Gogokid
Gurmentor
Heinemann Publishing
IELTS USA
Independent Publishers (formerly known as English Language Products/ Kid-Inspired Products)
Intercambio Uniting

Communities

IPEVO
iStation
iTET International
Juna: Your Accent Coach
Language Arts Press
Lingualinx
Literacy Minnesota
Little Sponges
Mango Languages
Manhattan Strategy Group
Michigan Language Assessment
Microsoft
MM Publications
Multilingual Matters, LTD
National Background Check
National Geographic Learning
Otto Trading
Oxford University Press
Paragon Testing Enterprises
Peace Corps
Pearson
Pepperdine University
Graduate School of Education and Psychology
Piel Canela
Pina Publishing
Pro Lingua Associates
Project Education
Proulex Guadalajara
Qball by Peeq
Red River Press/ESL Library
Richmond
Robotel
Rosetta Stone
Routledge, Taylor, Francis Group
Saddleback
SIT Graduate Institute/World Learning
Slangman Publishing
Sounds Virtual Inc.,
Sunburst Media
The New School University
Townsend Press
TutorBird
U.S. Citizenship and Immigration Services
U.S. Department of State – English Language Programs
UC San Diego Extension
UCLA Extension
University and College Intensive English Programs
University of Alabama at Birmingham
University of Michigan Press
University of Pittsburgh
University of San Francisco
Velazquez Press
Vista Higher Learning
VoiceThread
Voxy
Wiley
Wordspeller Dictionary

Visit our 2021 convention website.
Contact exhibits@tesol.org to sign up today.

Be sure to use #TESOL2021 when instgramming or tweeting about our convention!

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