Key decision makers and potential buyers from the international English language teaching field // Network, recruit, and build relationships with current and future customers // Position your brand and organization at the world's largest industry event
Tesorol's International Convention & English Language Expo, the largest event of its kind, is the perfect venue to showcase your latest products, publications, software, and teaching tools to more than 6,500 international educators in the field of English speakers of other languages (ESOL).

Stand out from competitors! Combine TESOL's advertising, sponsorship, and exhibiting opportunities and reach leaders in the profession—program directors, ESL/EFL instructors and educators, and the most influential people throughout the field.

EXHIBITORS AVERAGE MORE THAN 40 SALES LEADS FROM THE EXPO! DON'T MISS THE OPPORTUNITY TO MEET WITH POTENTIAL CUSTOMERS IN CHICAGO.

ATTENDEES COME FROM 120 COUNTRIES

Top 10 Outside of USA, Mexico, and Canada

- ECUADOR
- BRAZIL
- UNITED KINGDOM
- PERU
- TURKEY
- THAILAND
- COSTARICA
- SAUDI ARABIA
- CHINA
- JAPAN

TESOL ATTENDEES ARE
- Primary/Secondary Teachers
- System and School Administrators
- Ministers of Education
- Teacher Trainers
- Researchers
- University Faculty

TESOL ATTENDEES WORK IN
- PreK-12 settings
- Higher Education School Districts
- Higher Education
- Adult Education
- Intensive English Programs
- Government Agencies
- Ministries of Education
- Private Language Schools

ATTENDEE PROFILE

- TESOL ATTENDEES MAKE PURCHASES, OR GIVE FINAL APPROVAL
- 39% OF ATTENDEES RECOMMEND, MAKE PURCHASES, OR GIVE FINAL APPROVAL

THE AVERAGE COST TO EXHIBIT PER ATTENDEE

THE NEW SCHOOL

For specific information, please call +1 703.518.2538, email exhibits@tesol.org or visit www.tesolconvention.org
EXHIBITOR SESSIONS
For each 10’ x 10’ booth reserved with 50% deposit by 1 October 2017, exhibitors have the opportunity to submit a 45-minute Exhibitor session. Exhibitors must submit their session(s) through the Exhibitor Service Center no later than midnight 1 October 2017. Exhibitors are entitled to one (1) exhibitor session per booth purchased, not to exceed six (6) sessions total.

Additional exhibitor sessions are available for purchase.

EXPO PASSES
• Full Registration ........................................................................................................... $170
• Exhibit Hall Only ........................................................................................................... $75
  (intended for booth personnel who work the duration of the event)

ADDITIONAL OPTIONS
• Enhanced listing on Virtual Expo .................................................................................. $500
• Additional exhibitor session .......................................................................................... $350
• Take-One Flyer Kiosk .................................................................................................... $350

EXHIBITOR HOURS
Wednesday 28 March 8:30 am–5:30 pm
Thursday 29 March 8:30 am–5:30 pm
Friday 30 March 8:30 am–3:30 pm
CONVENTION PROGRAM BOOK
Increase your visibility at the TESOL 2018 Convention with a premium advertising position in the Convention Program Book! Attendees, presenters, and exhibitors use the printed Convention Program Book throughout the convention to navigate the exhibit floor, plan what sessions to attend, and locate other activities of interest. Many also keep the book for future reference.

FRONT MATTER AND COVER ADS
Half-page, black/white $1,250
Full-page, black/white $1,750
Half-page, full-color $1,625
Full-page, full-color $2,275
Cover 3, full-color $3,000
Cover 2, full-color $4,000
Cover 4, full-color $5,000

GENERAL ADVERTISER SECTION
Quarter-page black/white Advertiser section $800
Half-page black/white Advertiser section $975
Full-page black/white Advertiser section $1,250

The ad specifications will be sent upon purchase.

CONVENTION WEBSITE
Reach the TESOL community before you arrive in Chicago! The convention website goes live soon after the closing of the previous year’s convention. You can choose which pages to advertise on and for how long.

PRICING
3 Months $4,000 Convention Homepage
3 Months $3,000 Education Main Page
3 Months $4,000 Registration Page
3 Months $3,000 Hotel & Travel Page

MOBILE APP
Get direct access to attendees on-site and prior to Convention through the TESOL 2018 Mobile App. Contact advertising@tesol.org for details.

MAILING LIST RENTAL
Market your products and services by direct mail or email to attendees before or after the Convention.

To rent the TESOL International Convention mailing list, please contact MGI Lists at 800.899.4420, ext. 325, or +1 703.706.0383, or by email at listmanager4@mgilists.com.

RECRUITERS
Have access to TESOL’s popular Online Career Center, enabling you to post jobs, receive applicants, and review more than 3,200 searchable résumés. Recruiters may use the Online Career Center to advertise positions year-round. TESOL members receive a monthly e-newsletter, TESOL Connections, which has a link to all available jobs. For more information on using this valuable resource, please contact careers@tesol.org. Begin receiving resumes and scheduling interviews once your job posting is live.

JOB POSTINGS
Once you purchase your exhibit booth package, you can post a job on TESOL’s Online Career Center. Job descriptions will be live through the end of April. Job ads may not be posted anywhere at the convention other than TESOL’s Online Career Center. Only registered recruiters may refer to the TESOL convention in job ad text they post with TESOL or elsewhere. Do you have more than one position to advertise? You may purchase additional job postings for US$185 each. The earlier you register, the more exposure your posting will receive.

PRICING
EXHIBIT BOOTH PRICING
Standard Rate (see page 4) with one job posting US$2,200
Premium Rate (see page 4) with one job posting US$2,500

QUESTIONS?
Contact TESOL via email at jmp@tesol.org or by phone at +1 703.518.2538

2018 EXPO HOURS
Wednesday 28 March 8:30 am–5:30 pm
Thursday 29 March 8:30 am–5:30 pm
Friday 30 March 8:30 am–3:30 pm

Sponsorship Opportunities are available, contact Pamela Strother at pstrother@tesol.org or +1 202.466.5990
EXHIBITOR HIGHLIGHTS FOR 2018

TESOL DAILY PRIZE DRAWINGS
Continuing in 2018, TESOL will offer a prize to one lucky attendee each day. To enter, attendees must deposit a new ticket each day at TESOL Central. Entrants must also be present in the expo hall to win.

PROFESSIONAL PHOTO BOOTH
Get your professional head shot taken, compliments of TESOL.

DON’T MISS OUT ON THE LARGEST ESOL EVENT OF THE YEAR. JOIN TESOL IN CHICAGO FOR 2018!

tesolconvention.org