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

www.tesolconvention.org

WHERE THE WORLD COMES TOGETHER

TESOL 2019
INTERNATIONAL CONVENTION & ENGLISH LANGUAGE EXPO
ATLANTA, GEORGIA, USA
12-15 March 2019

ALL NEW IN 2019
• New Pricing Structure
• Dedicated Exhibit Time
• Exhibit Hall Opening Ceremony
• Teaching Tip Theater

GEORGIA WORLD CONGRESS CENTER | HEADQUARTERS HOTEL – OMNI ATLANTA HOTEL AT CNN

www.tesolconvention.org
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 CONVENTION
TESOL’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 nearly 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.

HERE ARE JUST SOME OF THE COMPANIES THAT HAVE EXHIBITED AT THE ENGLISH LANGUAGE EXPO:

- @studentAsim
- Advance Consulting for Education, Inc
- Al CARE LLC
- Al Hussan Education & Training
- Alelo, Inc
- Alliant International University
- Allied Powers LLC
- Alta English Publishers, Inc.
- American College of Education
- American Federation of Teachers
- American Homestay Network
- American University of Afghanistan
- AzerImergo Education
- Anaheim University/Anaheim University Press
- Atama Books
- Ballard & Tighé, Publishers
- Barron’s Educational Series, Inc.
- Benchmark Education Company
- Bla-Maranatha
- Bilkent University
- BitLingual
- Black Cat
- Booklink
- BrainPop
- British Council
- Brock University
- Cambridge English Cambridge University Press
- CaMILA
- Capital Trade Events
- CASAS
- Caslon Inc
- Center For Applied Linguistics
- CharnTech Labs LLC
- Clarity Language Consultants
- Command Performance Language Institute
- Compass Publishing
- Continental Press
- Corwin
- Crossworld
- DaDaABC
- DataWORKS Educational Research
- Defense Language Institute Foreign Language Center
- Diplomia LLC
- Dipont Education
- Druide informatique Publishing, Inc.
- DynEd International, Inc
- DynEd International, Inc e-Future Ltd
- ELLI-University of Jeddah
- Elizabeth Claire, Inc
- Elevation
- ELS Educational Services Inc.
- ELLTS/ Color Vowel Chart
- Encounum
- Publications Inc / English Discoveries Series
- EnglishCentral
- English First
- English Language Centre, University of Tabuk
- EnglishUSA
- ESL Boot Camp
- ESL Library
- ETS
- Express Publishing
- Extempore, The Speaking Practice App
- Fazlko Education Federal Trade Commission
- Feel Good, Inc.
- Firbank Grammar School
- Fulbright Program Fundación Universidad del Norte
- Get This Write, LLC
- Gifts Made By Hand Global ELT Ltd
- Guilford County Schools
- Hamline University
- Heinemann
- Publishing
- Help With Listening, com
- Houghton Mifflin Harcourt
- IATEFL
- IELTS USA
- Imagine Learning
- ITESP International
- Kaeden Books
- Khoroshka
- King Fahd University of Petroleum and Minerals
- Language Arts Press
- Language Magazine
- Language Solutions
- Language Testing International, Inc. (LTI)
- Language World
- LanguageCert - a PEOPLECERT brand LearningU
- Lexica R&D
- Little Sponges
- Loyola University Chicago School of Education
- Macmillan Education
- Math Teachers Press, Inc.
- Mawi Learning
- McGraw-Hill Education
- Meten US LLC
- Middlebury Institute of International Studies at Monterey
- MM Publications
- Mundo Publishing
- Multilingual Matters, LTD
- National Background Check, Inc.
- National Credit Reporting LLC
- National Geographic Learning
- National Louis University
- NCELA
- Nearpod
- New Readers Press and News For You
- Niagara College KSA
- Northeastern Illinois University
- Northern Virginia Community College
- Northrup Grumman
- Notre Dame de Namur University
- Otto Trading Inc
- Oxford University Press
- PALS Marketplace
- Pattison Education Inc
- Peace Corps
- Pearson ELT
- Phoenix Learning Resources, LLC
- Pro 12 Plaza
- Pro Lingua Associates
- Project ELL
- Pullman Regional Hospital
- Reading Horizons
- Reading Plus
- Really Good Stuff
- REGIPO
- Renaissance Learning
- Richmond Publishing
- SA DE CV Robetol, Inc
- Rosetta Stone Ltd.
- ROURKE EDUCATIONAL MEDIA
- Routledge, Taylor & Francis Group
- Sadieback Educational Inc
- SANS Inc.
- Santillana USA
- School Publishing
- Scarf King
- Selective Service System
- Shorelight Education
- Sistema Corporativo Proulex Comex
- SIT Graduate Institute/ World Learning
- Sloss International
- Sona Software LLC
- Sounds Virtual Inc.
- Speak Agent
- SpeechAce
- Story Brook University
- Sultan Qaboos University
- Summit K12
- Sunburst Media
- Super Duper Publications
- Texas A&M University-Commerce
- The College Board
- The Color Vowel Chart
- The New School
- Thoughtful Learning
- Tokyo International University
- Townsend Press
- Towson University
- Trinity College London
- U.S. Department of State English Language Programs
- UC San Diego Extension
- UCLA Extension
- University of Jeddah
- Aftan University
- University of Michigan Press
- University of San Francisco School of Education
- University of Wollongong
- USCIS
- Velázquez Press
- Vinneil Arabia
- VPKID
- Voice of America
- Vox, Inc.
- Wayzgoose Press
- WeSpeake, Inc.
- WestEd
- Westminster Public Schools
- WIDA
- Wiley
- Workplace ESL Solutions
- World Learning
- SIT Graduate Institute
- WRITE BRAIN BOOKS
- Write Minded Education, Inc.
- Xian Jiaotong- Liverpool University
- Yasari University
- School of Foreign Languages
- YDS Publishing
ATTENDEE PROFILE

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
• PreK-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

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

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

CONNECT WITH ATTENDEES AND BUYERS FROM ALL OVER THE WORLD

Top 10 outside of USA and Canada.

For specific information please call Heather @ +1 717.430.2224 or TESOL@theygsgroup.com
EXHIBITOR HOURS

Wednesday, 13 March
Ribbon Cutting: 9:15 am
Dedicated Exhibit Time: 9:15 - 11:00 am
Hall Closes: 5:30 pm

Thursday, 14 March
8:30 am - 5:30 pm

Friday, 15 March
8:30 am - 3:30 pm

The Expo closes at 3:30 PM on Friday. Attendees expect all exhibitors to be in full operation until that time. Please plan accordingly.
EXHIBIT AT TESOL 2019

EXHIBIT BOOTH PRICING
10’ x 10’ booths can be combined to create large, inline spaces. For pricing on island booths larger than 20’ x 20’ or to add additional booths to your package, contact Heather, at +1 717.430.2224 or TESOL@theygsgroup.com.

NEW PRICING STRUCTURE
TESOL is now offering a la cart pricing. Standard and Premium booths are sold separately from exhibitor sessions. Mini Islands and Islands include exhibitor sessions in the price.

INTERACTIVE FLOOR PLAN
Visit www.tesol.org/exhibit to view an interactive floor plan and premium and standard booth locations.

BOOTH PRICE INCLUDES:
- Two (2) 3’ side drapes and one (1) 8’ back drape with a company sign (Note: island spaces do not include drapes)
- Two (2) full convention registrations with convention bags
- Four (4) company Expo Passes, good for Exhibit Hall access only
- Additional convention registrations are available at a discount, up to 5 per booth

SPECIAL ADVERTISING PACKAGES:
Reserve advertising with your booth purchase and receive a discount on the ad!
- Get 10% OFF any front matter ad or 5% OFF any general advertiser section ad.

EXHIBIT BOOTH PRICING

<table>
<thead>
<tr>
<th>Booth Size</th>
<th>Through 31 July 2018*</th>
<th>Aug-Dec 2018</th>
<th>After 1 January 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 x 10 Standard</td>
<td>$1800</td>
<td>$2000</td>
<td>$2200</td>
</tr>
<tr>
<td>10 x 10 Premium</td>
<td>$2100</td>
<td>$2300</td>
<td>$2500</td>
</tr>
<tr>
<td>10 x 20 Mini Island</td>
<td>$4700</td>
<td>$5200</td>
<td>$5400</td>
</tr>
<tr>
<td>20 x 20 Island</td>
<td>$9200</td>
<td>$10200</td>
<td>$10400</td>
</tr>
</tbody>
</table>

* 2018 returning exhibitors are guaranteed this pricing if 2019 space is contracted during the priority points both draw.

FIRST TIMER? ASK ABOUT A SPECIAL DISCOUNT.

Exhibitor Sessions.
Add sessions to your booth purchases. 1 session per booth purchased. Additional sessions may be purchased beyond the number of booths. Total of 6 exhibitor sessions per exhibiting company.

Session Submission
To be eligible to submit your 45-minute exhibitor session(s) TESOL must receive your 50% deposit of your total purchase (booths, sessions, advertising) by 1 October 2018. Exhibitors then have the opportunity to submit their 45-minute Exhibitor session(s). Exhibitors must submit their session(s) through the Abstract Management System no later than midnight 1 October 2018.

EXPO PASSES
- Full Registration...........................$225
- Exhibit Hall Only...........................$85
  (intended for booth personnel who work the duration of the event)

ADDITIONAL OPTIONS
- Enhanced listing on Virtual Expo.................$500
- Take-One Flyer Kiosk.......................$300

New in 2019!
Dedicated exhibit time with opening ribbon cutting, Wednesday, 14 March, 9:15 - 11:00 am

Exhibitor Sessions

<table>
<thead>
<tr>
<th>Through 30 June</th>
<th>July – 1 October (Deadline)</th>
</tr>
</thead>
<tbody>
<tr>
<td>With Exhibit Booth</td>
<td>$250</td>
</tr>
<tr>
<td>Additional Sessions beyond booth number (no more than 6 total sessions per company): $450</td>
<td>$300</td>
</tr>
</tbody>
</table>

For specific information please call Heather @ +1 717.430.2224 or TESOL@theygsgroup.com
EXPAND YOUR REACH

CONVENTION PROGRAM BOOK, MOBILE APP, AND CONVENTION WEBSITE
See booth and advertising package discounts on page 5.

Increase your visibility at the TESOL 2019 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. Reserve any full page ad and get complimentary space in the literature rack located in the registration area to display your brochure or flyer!

FRONT MATTER AND COVER ADS

<table>
<thead>
<tr>
<th>Half-page, black/white</th>
<th>$1,250</th>
</tr>
</thead>
<tbody>
<tr>
<td>Half-page, full-color</td>
<td>$1,625</td>
</tr>
<tr>
<td>Full-page, black/white</td>
<td>$1,750*</td>
</tr>
<tr>
<td>Full-page, full-color</td>
<td>$2,275*</td>
</tr>
<tr>
<td>Cover 3, full-color</td>
<td>$3,000*</td>
</tr>
<tr>
<td>Cover 2, full-color</td>
<td>$4,000*</td>
</tr>
<tr>
<td>Cover 4, full-color</td>
<td>$5,000*</td>
</tr>
</tbody>
</table>

GENERAL ADvertiser SECTION

| Half-page black/white Advertiser section | $975 |
| Full-page black/white Advertiser section | $1,250 |

The ad specifications will be sent upon purchase.
*Includes complimentary space in the literature rack in the registration area

CONVENTION WEBSITE
Reach the TESOL community before you arrive in Atlanta! The convention website goes live in August 2018. You can choose which pages to advertise on and for how long.

More than 10,000 unique views on the Convention homepage each month!

MOBILE APP
With a 75% adoption rate, you can’t afford NOT to advertise on the Convention mobile app! Get direct access to attendees on-site and prior to Convention through the TESOL 2019 Mobile App.

Banner Ads
Build brand awareness and reach attendees before, during, and after Convention. Banner ads can be located in the menu bar of the app and/or the sidebar of the desktop version of the app.

- Banner advertisement on mobile: ................. $3,200
- Banner advertisement on web: ....................... $2,650

Bundle and Save! Advertise on both the mobile app and desktop version and save more than $1,000.
- Both mobile and web: ................................ $4,800

Push Notifications
Remind attendees of an event or special offer, or tell them to stop by your booth through direct messages sent to attendees’ mobile devices at a pre-scheduled time. Push notification messages are certain to get through to attendees because they appear in the activity feed notification in the app.

- Push Notification Pricing: ........... $1,500 for 2 pushes

Limited space on the mobile app is available. Contact advertise@tesol.org now to reserve!
FOR RECRUITERS
Looking for top talent? Be part of the popular Recruiter Pavilion!
The 2019 Recruiter package includes a job on TESOL’s popular Online Career Center, where you can also review more than 3,200 searchable resumes. Recruiters may also use the Online Career Center to advertise positions year-round. 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 recruiter 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
Recruiter booth with one job posting .................................. US$2,700

Recruiter booths include a table, 2 chairs, carpet, and a waste basket as part of the price. Electricity and internet are not included.

Additional questions on recruiting? recruiting@tesol.org

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

EMAIL PRICES beginning at US$750

POSTAL MAILING PRICES beginning at US$150

To rent the TESOL International Convention mailing list, please contact

Email: sales@infocusmarketing.com

Phone: 800-708-5478 (Note: Attendees are given the opportunity to opt out of these mailings at the time of registration.)
JOIN TESOL IN ATLANTA!
DON’T MISS OUT ON THE LARGEST ENGLISH LANGUAGE TEACHING EVENT OF THE YEAR.

DAILY PRIZE DRAWINGS
Continuing in 2019, 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. The prize drawing on Wednesday will be during the dedicated exhibit time.

FIRST TIMER?
Ask about special discounts.

INTERESTED IN SPONSORING THE DAILY PRIZE DRAWINGS OR HEAD SHOT BOOTH?
Contact Pamela Strother (pstrother@tesol.org).

ALL NEW IN 2019
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NEW EXHIBIT HALL AND RECRUITER PAVILION HOURS

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