



**2015 LANGUAGE
EDUCATION
& DIVERSITY
CONFERENCE**

**SPONSORSHIP
AND TRADE EXHIBITION
OPPORTUNITIES**

Owen G Glenn Building, University of Auckland
Monday 23 November – Thursday 26 November 2015



WELCOME

Tena koutou katoa

Dear Colleagues and Friends

The Organising Committee is pleased to invite you to support and participate in the 4th **International Conference on Language, Education and Diversity (LED 2015)**, hosted by the Faculty of Education, University of Auckland.

The conference is to be held **23-26 November 2015 in the Owen G Glenn Building, University of Auckland, New Zealand**. Workshops will also be available for participants during the day of 23 November (the conference starts in the evening).

Full details of the conference can be found on the conference website: www.led.ac.nz

LED is a highly successful international conference series which focuses specifically on the impact of increased cultural linguistic diversity, at both national and supranational levels, and its consequences for the theory, policy and practice of language education. As such, LED provides an international forum that brings together the latest academic and policy discussions, and promotes critical debate, on the often-complex interconnections between diversity and language education.

As with its predecessors, LED 2015 will focus on language and education, with particular reference to addressing/accommodating diversity. Within this broad focus, there will be specific streams on:

- English language education
- Literacy education (including school-, adult- and multi-literacies)
- Language education planning and policy
- Bilingual/immersion education

We believe that LED 2015 will be pivotal to the ongoing development of the language education field, and more specifically, to highlighting and exploring the theory, policy and practice of language education in relation to diversity.

We look forward greatly to your participation in the LED 2015 conference.

Naku noa, nā

Yours sincerely

Professor Stephen May, Conference Convener and Chair
Te Puna Wānanga (the School of Māori Education)
Faculty of Education, University of Auckland (on behalf of the Organising Committee)

PROGRAMME

The conference programme will include internationally renowned keynote speakers who will inspire, provoke and challenge delegates, such as:

- **Professor Jassone Cenoz**
Professor of Research Methods in Education at the University of the Basque Country, UPV/EHU, Spain
- **Galunalemana Alfred Hunkin**
Victoria University, Wellington, New Zealand
- **Professor Ryuko Kubota**
Department of Language and Literacy Education in the Faculty of Education at the University of British Columbia, Canada
- **Professor Alastair Pennycook**
Professor of Language in Education at the University of Technology Sydney, Australia
- **Professor Elana Shohamy**
Professor of Language Education at the School of Education, Tel Aviv University, Israel
- **Professor Steve Thorne**
Associate Professor of Second Language Acquisition in the Department of World Languages and Literatures at Portland State University, USA

VENUE

The conference will be held at the **University of Auckland Business School** in the **Owen G Glenn Building**, 12 Grafton Rd, Auckland, New Zealand. The University is a vibrant and picturesque campus located in the heart of Auckland's CBD and only a 40 minute drive from Auckland International Airport. Entry to the conference is via the main doors on Grafton Road.

For a map of the University of Auckland's City Campus, and the location of the Owen G Glenn Building visit www.auckland.ac.nz/ua/about/uaa/campuses/home.cfm

YOUR INVOLVEMENT

We offer you the opportunity to participate as a sponsor, exhibitor or both. The various options are detailed in this booklet. We have structured sponsorship opportunities so that you will receive the maximum possible exposure and benefit from your sponsorship. We are happy to discuss other sponsorship options if those outlined do not fit your needs.

In addition to your sponsorship of the specified event or activity, all sponsors will be acknowledged in the conference promotional materials (if registered prior to their publication) at the venue and throughout the conference.

Major sponsors have high profile acknowledgement. If you are interested in being a major sponsor, please approach the conference organiser:

Once you have decided on your level of involvement please complete the Sponsorship Application Form and return to the conference organiser by email to led@paardekooper.co.nz or phone +64 4 562 8259 to arrange your requirements and make your bookings.

Thank you for your consideration.



**15 LANGUAGE
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SPONSORSHIP OPPORTUNITIES

Below is the list of sponsorship opportunities and costs. If these sponsorship opportunities fall outside your requirements or you have specific requirements, we will be happy to have further discussions with you.

ITEM	COST
Conference satchel	\$5,000
Conference handbook	\$5,000
Social functions (2)	\$5,000 each
Conference app	\$3,500
Conference USB	\$3,500
Keynote speakers (6)	\$3,000 per speaker
Lanyards	\$3,000
Lunch (3)	\$2,000 each
Pocket programme	\$1,500
'Real Coffee' cart	\$1,000 plus costs
Ice cream	\$1,000 plus costs
Morning tea (3)	\$750 each
Afternoon tea (3)	\$750 each
Full page advertising in the conference handbook	\$500 per advert
Stationery and pens	\$500 plus product
Satchel inserts (unlimited)	\$450 per item
1/2 page advertising in the conference handbook	\$250 per advert

All figures are in NZD and do not include GST

CONFERENCE SATCHEL

The conference satchel will be printed in one colour with the sponsor's logo, as well as with the conference logo. This sponsorship includes one insert.

CONFERENCE HANDBOOK

The sponsor's logo will be printed on the front cover of the conference handbook, and the sponsor will be acknowledged on the contents page. You also receive an A4 full colour advertising space on the back cover of the handbook.

SOCIAL FUNCTIONS: WELCOME FUNCTION AND CONFERENCE DINNER

The sponsoring organisation will be acknowledged as the sponsor of the specific function in all conference publications. The sponsoring company will have brand visibility at the venue of the function being sponsored and an opportunity to have a 5 minute speaking slot at the sponsored function.

There are two social functions to select from:

1. Welcome Function
2. Conference Dinner

CONFERENCE APP

The conference app will be branded with the sponsor's logo, alongside the conference branding.

CONFERENCE USB

The conference USB pre-loaded with presenter abstracts and sponsor advert will be branded with the sponsor's logo.

KEYNOTE SPEAKERS

Sponsorship is available for keynote speakers. Sponsoring organisations will be acknowledged in the conference programme and by the person introducing the presenters. The sponsoring company will be able to exhibit banners or other promotional material in the conference room for that session.

Keynote speakers for 2014 are as follows:

- **Professor Jassone Cenoz**, University of the Basque Country, UPV/EHU, Spain
- **Galunalemana Alfred Hunkin**, Victoria University, Wellington, New Zealand
- **Professor Ryuko Kubota**, University of British Columbia, Canada
- **Professor Alastair Pennycook**, University of Technology Sydney, Australia
- **Professor Elana Shohamy**, Tel Aviv University, Israel
- **Professor Steve Thorpe**, Portland State University, USA

LANYARD

The lanyard for delegate name badges will be branded with the sponsor's logo in a one colour print.

CATERED BREAKS

The sponsor of each catered break will receive recognition in the conference session prior to the relevant break as well as acknowledgement in the conference programme and in the handbook. The sponsor will have brand visibility during the sponsored catered break.

POCKET PROGRAMME

The pocket programme inserted into the name badge pocket will be branded with the sponsor's logo.

'REAL COFFEE' CART

The 'Real Coffee' cart is consistently identified as a very popular hospitality offering in attendees' feedback. Your sponsorship of this item means you

will be acknowledged as the sponsor in the conference handbook. You will also have brand visibility with your sponsored item. The sponsor will be acknowledged in the conference handbook and be given an opportunity to write a 100-word promotion of the activity sponsored.

The real coffee cart will be organised in conjunction with you by the conference organiser. Please note that additional costs for the 'Real Coffee' cart will apply.

ICE CREAM

This item is consistently identified as a very popular hospitality offering in attendee feedback. The sponsor will be acknowledged in the conference handbook and be given an opportunity to write a 100-word promotion of the activity sponsored.

This opportunity will be organised in conjunction with each sponsor by the conference organiser. Please note that additional costs for the ice cream will apply.

ADVERTISING IN THE CONFERENCE HANDBOOK

The conference handbook will be provided to all delegates and is a valuable reference long after the conference. The handbook will be A4. All adverts will be printed in black and white.

STATIONERY AND PENS

The sponsoring organisation will be the official sponsor of the conference A4 size note pad and pen by supplying branded note pads and pens for inclusion in conference satchels.

SATCHEL INSERT

The inclusion of one item of your promotional material in the conference satchel. As a guideline, satchel inserts supplied should be no bigger than A4 size.



SPONSOR BENEFITS

MAJOR SPONSOR OF \$5,000 + GST OR MORE

If your sponsorship totals \$5,000 + GST or more, you are entitled to the following benefits:

- Recognition as a **major sponsor** of the conference
- Acknowledgement in the opening and closing of the conference
- Sponsor logo in the conference handbook
- Sponsor logo on the conference holding slide shown between sessions
- Sponsor logo on the conference website with link to company website
- One A size trade exhibit stand (refer to Trade Exhibition section)
- One sachet insert
- Two full conference registrations

MAJOR SPONSOR OF \$3,250 + GST OR MORE

If your sponsorship totals \$3,250 + GST or more, you are entitled to the following benefits:

- Sponsor logo in the conference handbook
- Sponsor logo on the conference holding slide shown between sessions
- Sponsor logo on the conference website with link to company website
- One B size trade exhibit stand (refer to Trade Exhibition section)
- One sachet insert
- One full conference registration

TRADE EXHIBITION

A trade exhibition will be held in conjunction with the LED 2015 Conference. In order to provide you with the optimum exposure to delegates, the exhibition will be located in the main hub of the conference venue at the Owen Glenn building.

TRADE EXHIBITION BOOTHS

There will be two booth sizes available for you to select from:

- **Size A** – 4.8 m wide x 1.2m deep x 2.3m high
- **Size B** – 2.4 m wide x 1.2m deep x 2.3m high

You may book adjoining booths to create a larger exhibition area.

Each booth will include:

- Velcro receptive display panels. The basic set-up includes side and back partitioned walls. The configuration of individual stands may vary.
- 1 x 10 AMP power supply and a multi-box
- 2 x 100 watt spot lights
- A trestle table, tablecloth and chair
- Installation and removal of basic set-up

Any additional requirements will be the responsibility of exhibitors and at their own cost.

COSTS

The charge for booths will be:

- Size A - \$2,000 + GST each and includes two complimentary attendants
- Size B - \$1,250 + GST each and includes one complimentary attendant

Complimentary attendant registrations allow access to the exhibition area, welcome function, morning tea, lunch and afternoon tea only. It does not give access to the conference sessions.

TRADE ATTENDANTS

Additional trade attendants - \$200 + GST

A trade attendant can upgrade to a full conference registration - \$400 + GST

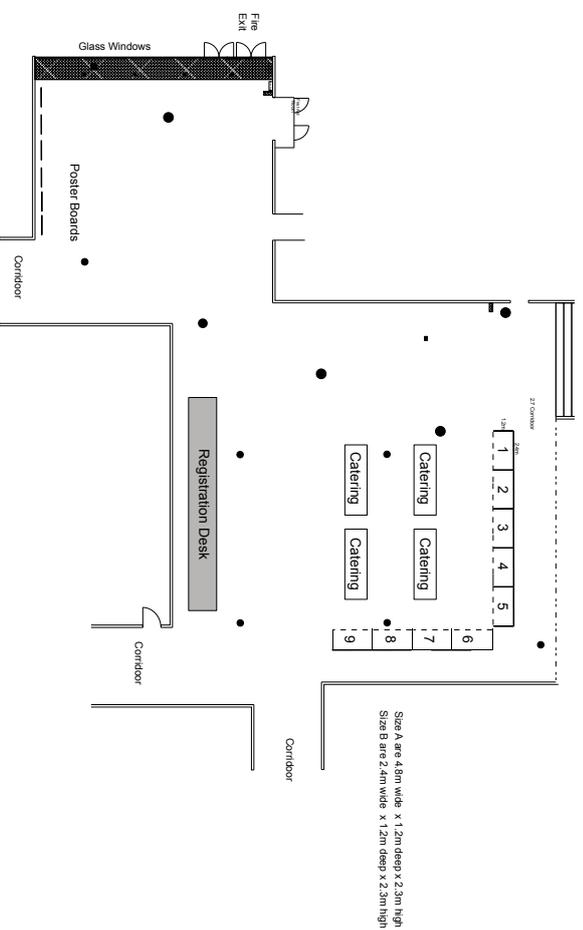
The trade exhibition area floor map shows the sites of the booths. Trade exhibition booths will be allocated on a first-come, first-served basis.

NB: Your position once chosen, will not be changed; however, your booth number may change. We will confirm your booth number closer to the conference dates to allow you to print material with your booth details.

Lunches, coffee and morning & afternoon tea breaks will be held in this area.

To maintain the integrity of the conference, the exhibits must not be taken down until after the closing address of the conference.

TRADE EXHIBITION FLOOR MAP



CONFERENCE INFORMATION

CANCELLATION POLICY

All cancellations must be made in writing by email to the conference organiser. Cancellations received on or **before 5 pm, Friday, 25 September 2015** will receive a refund less an administration fee of \$200 + GST.

All cancellations made **after 5 pm, Friday, 25 September 2015** will be liable for full costs of their commitment. In the event of the conference being cancelled, a full refund less a \$200 + GST administration fee will be made.

CONFERENCE ORGANISER

To secure your sponsorship please contact the conference organiser:

Paardekooper and Associates

PO Box 41002, Eastbourne, Lower Hutt 5047, New Zealand

Phone: +64 4 562 8259

Email: led@paardekooper.co.nz

www.led.ac.nz

Paardekooper
conferences | events | team building

Act now to secure your first choice!

