

17 December 2009

19TH ANNUAL BETA-IATEFL CONFERENCE
VELIKO TURNOVO, 23 – 25 APRIL 2010

DEAR PUBLISHER / EXHIBITOR / SPONSOR,

We are delighted to invite you to participate in our 19th Annual Conference to be held in Veliko Turnovo from **23 – 25 April 2010**. The forum is devoted to the theme of *“English Language Education in Diverse Learning Environments and Cultures”* and is expected to draw some 200 participants: teachers, teacher educators, researchers and policy-makers from across Bulgaria, the region, all over Europe and the US.

On behalf of the Organising Committee, we would like to invite you to take part in the accompanying **Book Exhibition** and consider the **Sponsorship opportunities** (see below) which will allow us help increase the exposure and visibility of your organization within the ELT community in Bulgaria and internationally.

Exhibition space will be provided where all stands will be easily accessible to participants. However, it is limited so you are strongly advised to make your booking as soon as possible.

Deadline for applications is strictly **01 March 2010**.

Any requests made after this date might not be satisfied. Renting extra exhibition room on- site would, if at all possible, be charged an extra 25 %.

Standard tables in the exhibition area are of approx. size 1.30 x 0.70 m. We are pleased to inform you that the fees for the whole duration of the Conference remain unchanged from previous years:

- **100 EURO or equivalent for one standard table in the Exhibition area (50 EURO for Non- profit organizations)**
- **160 EURO or equivalent for two tables (80 EURO for Non-profit organizations).**

The fee also includes unlimited Conference access for up to 3 people attending the whole event (sessions, reception, coffee breaks, and social programme) **FREE OF CHARGE**. Please note that those wishing to give a presentation in the concurrent sessions will have to register as speakers.

EXCLUSIVE! This year, BETA offers the possibility for 30-minute commercial presentations to all **conference sponsors and exhibitors**. The presentations will be allocated on a first-come-first-served basis and are **FREE of CHARGE**. They should highlight a product or service, which is related to ELT and teacher education and development.

Please be also advised that **NO commercial presentations** will be accepted for inclusion outside of the specially allocated slot in the Conference Programme, as this is absolutely incompatible with the regulations and aims of BETA-IATEFL!

May we again kindly remind you that the exact allocation of stands within the exhibition area and the time slot for the commercial presentations is solely the right and responsibility of BETA-IATEFL.

REFERENTIAL ADVERTISING RATES AS FOLLOWS:

- **75 EURO** - full page (A4 colour) in the Conference Brochure
- **40 EURO** - half a page (A4 colour) in the Conference Brochure
- **50 EURO** - pre-printed materials of your own. These could be one big brochure or a pack of mini-leaflets (maximum 3)
- Catalogues of ELT Publishers – **FREE OF CHARGE**

SPONSORSHIP OPPORTUNITIES

Other ways of making your materials / services even more popular among teachers and learners might include:

- Contributing to the Conference Presentation Pack for each participant with books, teaching materials, software samples, pens, stationery etc.
- Providing one or two books (or ELT software titles), etc. for the traditional BETA-IATEFL Prize Draw
- Offering your materials at special discounted rates for the duration of the Conference
- Language games, competitions, quizzes and prize draws for teachers
- Sponsoring 1 or 2 Bulgarian teachers/teacher trainers to attend the Conference (e.g. through a scholarship competition)
- Supporting the publication of the *Conference Proceedings*
- Direct sponsorship to the Conference and/or the Association (e.g. for the conference brochure and materials, refreshment breaks, conference dinner, etc.)
- *We are also open to other suggestions for sponsorship....*

BETA-IATEFL and the Organizing Committee will highly appreciate and

widely acknowledge your assistance. All forms of sponsorship will be recognized and given visibility on the BETA-IATEFL website, in the conference programme and materials, and via the publication of the conference proceedings (where relevant).

Payments may be made through BETA-IATEFL Committee members or to the Conference bank account (see Exhibition/ Advertisement Booking Form).

Please note that the fees indicated in EURO can be transferred to the same bank account observing the exchange rate EURO – BGN valid for the day of payment.

For further details, requests or clarification please write to beta.iateflbg@gmail.com or sylvia.velikova@gmail.com

We hope you can join us at the BETA-IATEFL biggest annual event and look forward to seeing you in Veliko Turnovo in 2010!

Warm regards,

BETA-IATEFL Committee

Encl: 1. BETA 2010 Exhibition/ Advertisement Booking Form