



ALLT

اللغويات التطبيقية وتدريس اللغات
APPLIED LINGUISTICS
& LANGUAGE TEACHING

8 - 10 March 2018 | Zayed University - Dubai - UAE

SPONSORSHIP & EXHIBITION PROSPECTUS

Language Teaching and Learning in a Globalized World

Organised by



Invitation

With great pleasure we invite the community of language teachers, researchers and applied linguists to Dubai, UAE to participate in the 1st International Conference and Exhibition of Applied Linguistics and Language Teaching.

The Program Committee is assembling an exciting and stimulating conference program. The conference will showcase some of the world leaders in the field of applied linguistics and language teaching and it will provide a perfect platform for language researchers and practitioners alike.

Our theme Language Teaching and Learning in a Globalized World highlights and recognizes the role of applied linguistics and language teaching in shaping the ways in which language learners interact within a globalized setting.

Background:

This conference is the biggest event in language teaching and applied linguistics in the region, bringing together more than 1,500 researchers and practitioners from all related subject areas over three days. ALLT 2018 is a significant event, attracting both national and international delegates, whilst also featuring globally recognized speakers.

We have a vision for the 2018 forum to facilitate discussion in a creative environment; to deliver a dynamic program, through a series of highly interactive, stimulating and compelling innovations and this is where we believe our supporters can become involved.

The Vision:

We want you, as a sponsor, to play an integral part in developing the mood of the conference, as part of the design to inspire the imaginative and scholarly minds of the delegates.

We are approaching leaders in corporate business, in government, communications, education and linguistics that can see the significance of this event and contribute creatively, intellectually and financially to its success. We seek to deliver a stimulating and creative three-day forum where our partners play an integral part in delivering an impactful learning environment and being able to deliver their key messages to the audience.



The Benefits:

The Conference aims to enhance the professional and knowledge levels of the teachers and applied linguists through achieving the following objectives:

- Exchange knowledge and experiences and discuss mechanisms of elevating the performance level of both applied linguistics and language teaching specialists.
- Inform the participants of the latest international publications in the fields of teaching and applied linguistics.
- Present latest modern technologies and leading practices of the fields of English teaching and Applied Linguistics.
- Highlight the importance of scientific research conducted by the applied linguists and enhance the overall performance of English teachers.
- Promote the culture of innovation and leadership in both fields.
- Recruit qualified personnel to work at educational institutions.

WHO SHOULD ATTEND:

- Language Teachers
- Applied Linguists
- Language Researchers
- Language Education Program Coordinators
- Language Teacher Educators
- Language Curriculum Developers
- Language Education Materials Writers

KEY TOPICS:

- Teaching/Learning Language Skills
- Teaching/Learning Language Sub-Skills
- Globalization and Language Teaching
- Teacher Education and Professional Development
- Classroom-Based Research and Research-Based Teaching
- Adult Language Learning
- Early Childhood Language Learning
- Teaching Approaches and Classroom Practices
- Curriculum Development
- Technology-Based Teaching and Learning
- Task-Based Learning
- Language Assessment
- Student Motivation
- World Englishes and Language Teaching / Learning
- Bilingualism And Multilingualism
- Clil (Content And Language Integrated Learning)





PLATINUM SPONSORSHIP

AED 75,000

PRE EVENT MARKETING AND BRANDING

- Scrolling corporate logo of the Platinum Sponsors on the event home page
- Logo inclusion on the event website under the prestigious heading of Platinum Sponsor
- 250 words of corporate profile and company URL will be included on the event website
- Company listing on Sponsor and Exhibitor listing on the event website
- Corporate logo on the e-brochure and event e flyer with a hyper-link to your corporate web site which will be sent to event database

ONSITE ACTIVITY

- One (1) Showcase strand presentation in conference breakout area

ONSITE BRANDING

- Sponsor logo will be included on the stage backdrop under the prestigious heading of Platinum Sponsor
- Conference Final Program will include logo and 250 sponsor's corporate description
- Full page Advertisement in the final program
- Corporate logo in all onsite sponsor acknowledgement signage
- Promotional materials will be included in the delegate bags
- One (1) Popup Banner in main auditorium for the duration of the conference

EXPO STAND AND NETWORKING OPPORTUNITY

- 8 Sq.m (4m x 2m) Premier Booth location

COMPLIMENTARY PASSES AND DELEGATE REGISTRATION DISCOUNT

- 8 Exhibitor badges & Conference registrations

POST EVENT MARKETING AND BRANDING

- Letter of appreciation from the conference organising committee



GOLD SPONSORSHIP

AED 50,000

PRE EVENT MARKETING AND BRANDING

- Scrolling corporate logo of the Gold Sponsors on the event home page
- Logo inclusion on the event website under the prestigious heading of Gold Sponsor
- 150 words of corporate profile and company URL will be included on the event website
- Company listing on Sponsor and Exhibitor listing on the event website
- Corporate logo on the e-brochure and event e flyer with a hyper-link to your corporate web site which will be sent to event database

ONSITE BRANDING

- Sponsor logo will be included on the stage backdrop under the prestigious heading of Gold Sponsor
- Conference Final Program will include logo and 150 sponsor's corporate description
- Full page Advertisement in the final program
- Corporate logo in all onsite sponsor acknowledgement signage
- Promotional materials will be included in the delegate bags

EXPO STAND AND NETWORKING OPPORTUNITY

- 6 Sq.m (3m x 2m) Premier Booth location

COMPLIMENTARY PASSES AND DELEGATE REGISTRATION DISCOUNT

- 7 Exhibitor badges & Conference registrations

POST EVENT MARKETING AND BRANDING

- Letter of appreciation from the conference organising committee



SILVER SPONSORSHIP

AED 30,000

PRE EVENT MARKETING AND BRANDING

- Scrolling corporate logo of the Silver Sponsors on the event home page
- Logo inclusion on the event website under the prestigious heading of Silver Sponsor
- 100 words of corporate profile and company URL will be included on the event website
- Company listing on Sponsor and Exhibitor listing on the event website
- Corporate logo on the e-brochure and event e flyer with a hyper-link to your corporate web site which will be sent to event database

ONSITE BRANDING

- Sponsor logo will be included on the stage backdrop under the prestigious heading of Silver Sponsor
- Conference Final Program will include logo and 100 sponsor's corporate description
- Half page Advertisement in the final program
- Corporate logo in all onsite sponsor acknowledgement signage

EXPO STAND AND NETWORKING OPPORTUNITY

- 4 Sq.m (2m x 2m) Premier Booth location

COMPLIMENTARY PASSES AND DELEGATE REGISTRATION DISCOUNT

- 5 Exhibitor badges & Conference registrations

POST EVENT MARKETING AND BRANDING

- Letter of appreciation from the conference organising committee

BRONZE SPONSORSHIP

AED 15,000

PRE EVENT MARKETING AND BRANDING

- Scrolling corporate logo of the Bronze Sponsors on the event home page
- Logo inclusion on the event website under the prestigious heading of Bronze Sponsor
- 75 words of corporate profile and company URL will be included on the event website
- Company listing on Sponsor and Exhibitor listing on the event website
- Corporate logo on the e-brochure and event e flyer with a hyper-link to your corporate website which will be sent to event database

ONSITE BRANDING

- Sponsor logo will be included on the stage backdrop under the prestigious heading of Bronze Sponsor
- Conference Final Program will include logo and 75 sponsor's corporate description
- Half page Advertisement in the final program
- Corporate logo in all onsite sponsor acknowledgement signage

COMPLIMENTARY PASSES AND DELEGATE REGISTRATION DISCOUNT

- 3 Exhibitor badges & Conference registrations

POST EVENT MARKETING AND BRANDING

- Letter of appreciation from the conference organising committee



EXHIBITOR

AED 1,500 per Sq.m

PRE EVENT MARKETING AND BRANDING

- Company listing on Sponsor and Exhibitor listing on the event website

EXPO STAND AND NETWORKING OPPORTUNITY

- 6 Sq.m (3m x 2m), 4 Sq.m (2m x 2m) booth location

ONSITE BRANDING

- Conference Final Program will include Exhibitor name

COMPLIMENTARY PASSES AND DELEGATE REGISTRATION DISCOUNT

- 2 Exhibitor badges & Conference registrations



Andrew Ferreira

Manager Conferene Sales
MCI Middle East – Dubai Office

Tel: +971 4 3116300 | Email: andrew.ferreira@mci-group.com