SPONSORSHIP OPPORTUNITIES

ACTFL 2020 Annual Convention and World Languages Expo
San Antonio, TX
November 20-22, 2020

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Questions: (703) 894-2900 or cbloyer@actfl.org

Coloring Wall (in Registration Lobby) NEW THIS YEAR!!

$4,500 (exclusive)

Have your company logo centered in the middle of our extremely popular coloring panel at this year’s convention. The coloring wall is located in the lobby area with registration (fantastic exposure) and is designed in black and white for attendees to color in as the convention goes on. Themes of the hosting city (San Antonio) are incorporated in the graphics. Please email Casey Bloyer at: cbloyer@actfl.org for a picture of last year’s wall.

Create Your Own Sign!! (double-sided)

$2,500/per sign

This sponsorship is a wonderful opportunity to advertise your company’s message/logo/booth number directly to attendees as they’re entering the exhibit hall. The sign will measure eight feet high by three feet wide. The specifications for the sign will be emailed to you so your graphics team can create the message you’d like attendees to see (much like a print ad). The artwork will need to be approved by ACTFL before production begins. The printed signs will be positioned in the lobby at the entrance of the exhibit hall (great exposure)!! For more information including an example, please email Casey Bloyer at: cbloyer@actfl.org.

Convention Lanyard/Badge Holders

$9,000 (exclusive) – Must secure no later than September 1, 2020

See your company name, website and booth number on each attendee during the 2020 ACTFL Annual Convention and World Languages Expo. This portable marketing opportunity will showcase any unique message to 7,500 attendees! Message can include your company name, booth number, website, etc. Production costs are included in the price.

Convention Registration Bag Insert(s)

$1,500/per insert

Introduce your company to the attendees as soon as they receive their convention materials. Have your company’s promotional flyer, special offers or product catalog inserted into the Convention Tote Bags handed out to every convention attendee. Production/printing/shipping costs are not included, and inserts must be 8 ½” x 11” or smaller.

Student Scholarship Program

$10,000 (exclusive)

Have your company make a huge contribution in the experience of students attending the ACTFL Convention who otherwise wouldn’t have been able to attend! Each student will complete an application process online to receive the scholarship. If selected, their registration fee will be taken care of by your company! We are hoping to send 40 students to this year’s convention. This is a wonderful opportunity for your company to showcase its strong generosity for student language learning.
ACTFL Photo Booth

Following the success of the photo booth the last 5 years of the convention, we’re happy to be bringing it back again this year! This is an area in the exhibit hall where you can have a souvenir picture taken with their face on the cover of ACTFL’s magazine, The Language Educator. We will place your company’s logo on the printed photos as well as on all signage at the booth. Representatives from your company are encouraged to interact with attendees in line as well as hand out the photos once printed onsite! This has been a massive hit for the past 6 years!! Contact Casey Bloyer at cbloyer@actfl.org to find out more.

Mobile App Challenge Game
$850/per company

Part trivia contest, part event passport game, the “ACTFL Mobile App Challenge” is designed to promote event interaction and offer numerous options to achieve marketing/revenue goals for your company. Contact Casey Bloyer at cbloyer@actfl.org to find out more.

ACTFL Annual Convention Mobile App

The mobile app provides your company with the opportunity to connect with attendees in a unique and personal way. The custom-designed, comprehensive mobile app provides all event information at the attendees’ fingertips – anytime, anywhere – with real-time updates provided at the convention. Don’t miss this wonderful sponsorship opportunity! One lucky company may sponsor the app! Additional benefits of the sponsorship are included on the agreement form.

Convention Registration Bags

See your logo everywhere during the 2019 ACTFL Annual Convention and World Languages Expo. This portable marketing opportunity will show your name on a total of 7,500 Convention Tote Bags! Not only will attendees become familiar with your company's name, but they will take these bags back to their schools for continued exposure for years to come. (Production costs included)

Sponsorships Include:

1. Recognition as an official convention sponsor in the printed convention program guide or addendum, as well as in the ACTFL Convention Mobile App.
2. Access to the pre/post-convention attendee lists (containing first/last name, company/institution, full mailing address and email address). PLEASE NOTE: The pre/post-convention attendee lists will only be available to sponsors who spend a total of $5,000+ on sponsorships (booth/advertising costs do NOT count towards this total).
3. Priority points based on dollar amount spent for next year’s exhibit booth pick.
4. First right of refusal to sponsor the event for ACTFL 2021.

*If you would like to secure any of the available sponsorships included in this document or you have any questions/concerns, please contact Casey Bloyer at cbloyer@actfl.org