Create Your Own Sign!! (double-sided)  
$2,500/per sign

This sponsorship is a wonderful opportunity to advertise your company’s message/logo 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. The artwork will need to be approved by ACTFL before production begins. The printed signs will be positioned in the lobby 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 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 Convention Badge Holders! 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.

ACTFL Photo Booth  
$9,000 (exclusive)

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 attendees will 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. 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
$12,000 (exclusive)

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 puts all event information at the attendees’ fingertips – anytime, anywhere – with real-time updates provided at the convention. Don’t miss this wonderful sponsorship opportunity! Only 1 lucky company may sponsor the app! Additional benefits of the sponsorship are included on the agreement form.

Convention Registration Bags
$18,000 (exclusive)

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

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.

Exhibitor Workshop Presentation Timeslot(s)
$925/per timeslot or $875/multiple timeslots

Sign up now for a 50-minute timeslot to present your products and/or services directly to attendees on the exhibit show floor. The presentations will take place in classrooms (holding up to 150 attendees each) that are built in the back of the exhibit hall. You must be an exhibitor to be eligible to purchase a timeslot.

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

(PDF rev. 1/10/20)