



SPONSORSHIP OPPORTUNITIES

ACTFL 2024 Annual Convention and World Languages Expo
Mail: ACTFL, 1001 N. Fairfax Street, Suite 200, Alexandria, VA 22314

November 22-24, 2024 • Philadelphia, PA
Questions: (703) 894-2900 or cbloyer@actfl.org

Double-Sided Sign (8 feet high at Exhibit Hall Entrance)!

\$2,500/per sign (ONLY 10 signs will be sold)

Advertise your company's message/logo/booth directly to attendees as they're entering the exhibit hall. Each sign will measure eight feet high by three feet wide and be double sided (each side can have different graphics). 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 be submitted to ACTFL for printing and approval before production begins. The signs will be positioned at the entrance of the exhibit hall for fantastic exposure! If you would like to see a picture of the sponsored signs from a previous convention, please email Casey Bloyer at: cbloyer@actfl.org. Purchase 2 signs and be eligible to receive the ACTFL pre-attendee list.

Charging Station (*NEW THIS YEAR!)

\$5,000 (per station)

Sponsor a charging station and let your brand come to the rescue of ACTFL attendees who need to recharge their device(s). Each charging station can power up to 18 devices at a time including phones, tablets and laptops. Signage will be included at each station outlining your company as the sponsor. Each charging station will be located outside the exhibit hall. This sponsorship INCLUDES eligibility to receive the ACTFL pre-attendee list.

ACTFL Photo Booth

\$9,000 (exclusive)

Following the overwhelming success of the photo booth in past conventions, we're happy to be bringing it back to Philadelphia! We will place your company's logo on the printed souvenir photos which superimpose attendees on the cover of ACTFL's magazine (*ACTFL World Languages*). The sponsor's name and logo will also appear on signage at the Photo Booth. Attendees from the sponsor company are welcome to interact with attendees in line and even hand out the photos once they're printed! *Detailed pictures of the photo booth area are available upon request. This sponsorship won't last long, so act fast!

Convention Badge Holders (Lanyards)

\$8,000 (exclusive)

See your company name, booth number and/or website on each attendee during the 2024 ACTFL Annual Convention and World Languages Expo. Attendees will receive a lanyard with your company name and website which will be printed on the lanyard of each badge holder. (Photo costs included).

ACTFL Annual Convention Mobile App

\$15,000 (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 will display all event information at the attendees' fingertips – anytime, anywhere – with a special interactive component 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

\$20,000 (exclusive)

See your logo everywhere during the 2024 ACTFL Annual Convention and World Languages Expo. This portable marketing opportunity will showcase your company's logo on the Convention Tote Bags! Not only will attendees become familiar with your name and logo, but they will take these bags back to their schools for continued exposure for years to come. (Production/shipping costs included).

Exhibitor Workshop Presentation Timeslot(s)

\$950/per timeslot or \$900/multiple timeslots

Sign up now for a 45-minute timeslot to present your products and/or services directly to attendees on the exhibit show floor. Exhibitor workshops will take place in classrooms (holding up to 150 attendees) that are built in the back of the exhibit hall (7 rooms total). You must be an exhibitor to be eligible to purchase timeslots. Price includes a session listing in the online convention program guide, the convention mobile app, the printed convention program guide, title/speaker info on signage outside the room, LCD projector, screen and power cables (does **NOT** include a laptop). Email Casey Bloyer at cbloyer@actfl.org for available dates/times to reserve.

Sponsorships Include:

1. Recognition as an official convention sponsor in the printed convention program guide as well as in the ACTFL Convention Mobile App.
2. Access to the pre-convention attendee list (containing first/last name, company/institution, full mailing address, email address, language/level taught). **PLEASE NOTE: The pre-convention attendee list 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 2025 ("Exclusive Sponsorships" only).

****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***