International Convention & Expo

LONG BEACH, CALIFORNIA, USA TUESDAY - FRIDAY | 18 - 21 MARCH

Sponsorship and Exhibiting Opportunities



howcase your latest products, publications, software, and teaching tools to more than 3,500 English language professionals and 70 plus exhibitors at the TESOL 2025 International Convention & Expo in Long Beach, California, USA, 18 – 21 March 2025! With more than 11,000 members representing over 165 countries, TESOL's signature event is the place where English language professionals come together to learn, share, explore, and network.

International Convention & Expo

Our Mission:

TESOL International Association advances professional expertise in English language teaching to speakers of other languages in multilingual contexts worldwide through professional learning, research, standards, and advocacy.

TESOL is the world's largest professional organization committed to English language teaching (ELT) in multilingual contexts worldwide. We value diverse and inclusive participation within the ELT field and are committed to upholding antiracist and antidiscrimination policies and practices.

Exhibitors will find connections with a wide variety of program administrators, school principals, teacher educators, researchers, university faculty, material writers, curriculum developers, language app providers, and many more. By showcasing your company/institution at our convention, exhibitors have opportunities to meet with key decision makers both domestically and abroad along with potential buyers from the ELT field.

About 20% of our TESOL attendees are decision-makers meaning they have identified themselves as being able to make purchases and/or giving final purchase approval when filling out their registration profiles. Exhibitors also have the chance to elevate their visibility by purchasing a sponsorship gem package or a sponsored a la carte item to draw more visibility to your company. This is your chance to network, recruit, and build relationships with the most influential leaders in the ELT profession.

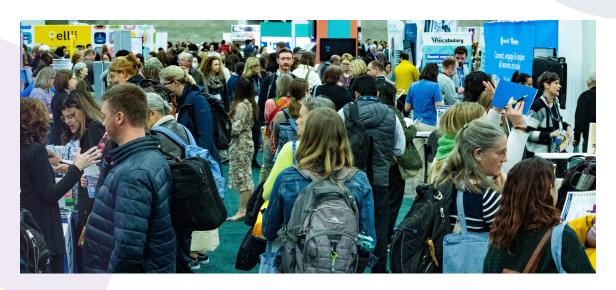
Attendee Profile

People who attend TESOL:

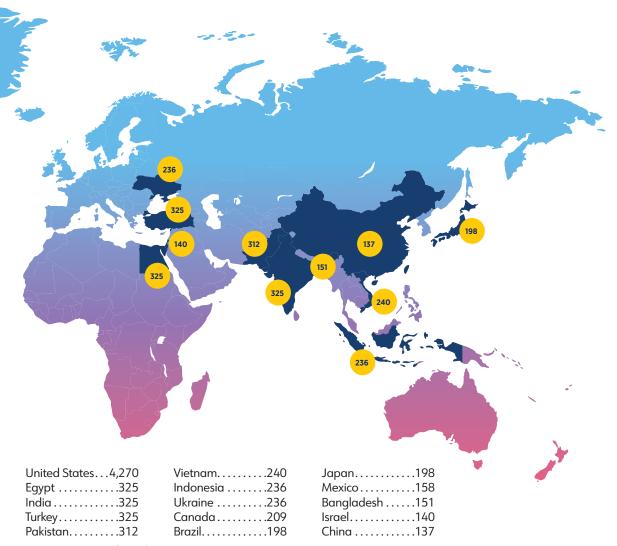
- Department head/chair
- Program administrator
- School principal/leader
- Primary/Secondary Teachers
- System and School Administrators
- Ministers of Education
- **Teacher Educators**
- Researchers
- University Faculty & Administrators
- **Material Writers**
- Policy Makers
- Federal, State, and Local Government Staff

Educational settings:

- Pre-K-12 Settings
- **Higher Education**
- District Administrations
- Adult Education
- Intensive English Programs
- Government Agencies
- Ministries of Education
- Private Language Schools
- Community Colleges
- Literacy Organizations
- Non-Profits/NGO



The Top 15 Countries that are members of TESOL International Association



Country statistics as of 26 February 2024

Exhibiting at TESOL 2025, Long Beach, California, USA

(TUESDAY, 18 MARCH - FRIDAY, 21 MARCH 2025)

Booth Space Pricing*	Priority exhibitors and early rate (July - August)	Normal rates (September – February)	What does it include?		
10 x 10 Classic Booth	\$2,100	\$2,300	2 complimentary registrations; 2 complimentary expo hall passes		
10 x 10 Premium (prime location or a corner booth)	\$2,500	\$2,700	2 complimentary registrations; 2 complimentary expo hall passes; 1 exhibitor session		
10 x 20 Inline	\$5,000	\$5,300	4 complimentary registrations; 4 complimentary expo hall passes; 2 exhibitor sessions		
10 x 20 Mini-island	\$5,500	\$5,800	4 complimentary registrations; 4 complimentary expo hall passes; 2 exhibitor sessions		
10 x 30 Mini-island	\$8,000	\$8,500	6 complimentary registrations; 6 complimentary expo hall passes 3 exhibitor sessions		
20 x 20 Island (limited to 4 islands)	\$10,000	\$10,500	8 complimentary registrations; 8 complimentary expo hall passes; 4 exhibitor sessions		
20 x 30 Island (limited to 2 islands)	\$13,000	\$13,500	10 complimentary registrations; 10 complimentary expo hall passes; 5 exhibitor sessions		
Custom Booth Configuration	TBD	TBD	TBD		

^{*}Please note: Booth furnishings are <u>not</u> included with the above pricing. You must work with TESOL's general services contractor, GES, and they will supply your tables, chairs, wastebasket, carpet etc.

Exhibitors from TESOL 2024 International Convention & Expo in Tampa, Florida, USA

Accelerating Language

American College of Education

Avant Assessment

Bailey Education Group

Bilkent University

Bilkent University School of **English Language**

Black Cat Publishing

British Council Cambridge

CASAS

Center for Applied Linguistics

Charlotte-Mecklenburg Board of

Education

Ciana Global Individual Health

COABE

Collaborative Classroom

College Board

Continental Press

Defense Language Institute Foreign Language Center

DLIELC-Defense Language Institute **English Language**

Duolingo, Inc.

Educational Achievement Publishing

EduSkills

Ellevation Education

Ellii

EnglishUSA

Envoy English by IDP Education

Essential Skills

ETS, Educational Testing Service

Eyewords Inc.

Federal Trade Commission

Flashlight Learning

FLOW Speak

George Mason University

GrapeSEED

Green Card Voices Imagine Learning

IQ Lab

iTFP International Lexia Learning

Lexmark International, Inc. Manhattan Strategy Group

Michigan Language Assessment

Ministry of Preschool and

School Education, Uzbekistan

MM Publications

National Geographic Learning

New Readers Press

Our Storyscape by Voces Digital

Pace Al Peace Corps

Pearson English

Pro Lingua Learning

Proulex - Universidad de Guadalajara

Quizizz

Reading Horizons Rosetta Stone

Roshi ai

Saddleback Educational Inc.

Saint Mary's University

SIT Graduate & World Learning

Institute

Summit K12

SupportEd

Talking Points

Townsend Press

TranslateLive LLC

U.S. Citizenship & Immigration

Services

U.S. Department of State

UCLA Extension

University and College Intensive

English Programs

University of Massachusetts, Boston (Applied Linguistics Department)

University of Michigan Press University of San Francisco

Valley Speech Language and

Learning Center

Vasco Flectronics LLC

Velazquez Press

Vista Higher Learning

The costs for additional sessions and additional registration passes:

- Additional exhibitor sessions can be purchased at \$500 per session, max two additional.
- Additional exhibitor passes can be purchased at the discounted rate of \$250 per person.
- Additional expo hall passes can be purchased **at \$85 per person.**

Important Dates:

- 30 October Exhibitor sessions due*
- 1 November Exhibitor registration opens
- 31 December Booth space payments due
- 15 February Last day to sign up for a booth



Long Beach Gem Level Packages

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Diamond \$40,000	15	20 x 20	5	Yes	Yes	Yes	Yes	Yes	Yes	Yes	
Sapphire \$27,500	10	10 x 20	3				Yes	Yes	Yes	Yes	
Emerald \$16,500	5		1						Yes	Yes	
Ruby \$8,000	3								Yes	Yes	

^{*}Logo feature – on convention sponsorship webpage, printed signage around the convention center, mobile app, and keynote slides.

Not keen on a gem package? Purchase any one of our very popular a la carte items. They go quickly!

Brand Recognition

- Mobile App (exclusive) \$15,000
- Power in Expo Hall (exclusive) \$15,000
- Wi-Fi (exclusive) \$10,000
- Lanyards (exclusive) \$5,500
- Tote Bags (exclusive) \$5,500
- Hotel Key Cards (exclusive) \$5,000
- Daily Planer Ad (limit 2) \$3,750

Networking

- Opening Reception (up to 4 co-sponsors) \$15,000
- Coffee Cart at booth (limit 2) \$5,000 per cart
- Ice Cream social (exclusive) \$5,000

Thought Leadership

- Focus group with lunch handpicked from the Professional Councils (exclusive) - \$10,000
- Sponsor spotlight (limit 2) \$7,500

Charity

- In-kind service aimed for start-up companies wanting to get their name out there
- · Sponsor a student's travel, hotel, and registration cost - \$3,500

TESOL25 Exhibitor Testimonials



English Language Programs' presence at the annual TESOL convention has been a cornerstone of our recruitment and visibility strategy for many years. It's the ideal place to meet prospective applicants, program alumni, and other TESOL partners. We're excited by the new opportunities that lie ahead and are eager to learn what TESOL has planned next!

Toni Hull

Associate Director
English Language Programs, a U.S. Department of State program

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Ellii (formerly ESL Library) has been exhibiting at TESOL every year since 2006. It's our go-to conference and the time of the year we look forward to the most. The TESOL conference is our best opportunity to meet teachers, administrators, and other publishers from our industry and work collectively to make it better and stronger. So much of our knowledge and expertise in this field comes from what we learn each year attending the conference. The TESOL organization does an excellent job organizing the event and bringing our great community together.

Ben Buckwold Founder / CEO

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Exhibiting at TESOL for iTEP has been a thorough, seamless experience! The TESOL team is proactive, intuitive and creates a hassle free process, considering that travel and preparing for conference events are not always easy with many moving parts! We at iTEP appreciate the dedication from the TESOL teams who hone in on the specific details to assure a successful exhibiting event. We have the opportunity to meet educators in person, in a fantastic energetic atmosphere and building long lasting partnerships. iTEP will definitely continue to be part of the TESOL conference community! Thank you, TESOL!

Sherry Mazin

Director of International & Domestic Business Development iTEP International

TESOL is a very special conference for Vista! Year after year, TESOL allows us to connect with dedicated educators-both in the U.S. and internationally! All the great leads we get from the conference help us reach more customers and introduce them to our great EL solutions. We are very much looking forward to the next conference in Tampa!

Glenda Rosado

Events Marketing Specialist Vista Higher Learning

National Geographic Learning has worked with TESOL for over 30 years. There's a reason we exhibit every year. The convention allows us to meet our customers face to face, to introduce new materials to the market, and to understand what matters to teachers from all over the world. There's no better place to do that than the international TESOL convention every year!

Ian Martin

Director of Global Marketing National Geographic Learning If interested, please email Rikka Batulan, Business Development Manager, rbatulan@tesol.org for more details on exhibits or sponsorship.

