

28th National Convention Seville 11, 12, 13 March 2005



**Cultures, Communities, and
Classrooms:
Diversity in English Language
Education**

**University of Seville, Facultad de Filología,
c/ San Fernando 4. Sevilla, Spain**

Although this letter is normally sent out in the October prior to our convention, it is being sent earlier this year in light of the many inquiries we have already received from publishers and other organizations with respect to sponsorship. We also understand that this just may be the time of year you are planning your events schedules. To follow is some introductory information about the convention, a price list for tables at the convention, and prices for advertising in the pre-programme or programme. More information, including the Presentation Proposal form, can be found on our website <http://www.tesol-spain.org/convention2005>.

TESOL-SPAIN is a non-profit-making, voluntary organisation. In years past, various organisations have made different types of donations to the TESOL-SPAIN Conventions in addition to sponsoring speakers. The following is a list of some of the donations that have been and have contributed to the growing interest in and success of our conventions. We thank all of you who have contributed in these ways before. If you would like to contribute in some way to this 2005 convention, either in one of the ways listed below or in any other way not mentioned, please contact Tammi Santana, whose contact details can be found below.

- 1) Contributions to the convention packet given to speakers and participants
 - i) Bags to carry all convention programmes and materials
 - ii) Pens
 - iii) Pads of paper
 - iv) Mouse pads
 - v) CD ROMs
 - vi) Folders
 - vii) Pins
 - viii) Pocket Dictionaries
- 2) On site raffles for prizes such as
 - i) Full Dictionaries
 - ii) New course books
 - iii) CD ROMs
 - iv) Free courses or seminars
- 3) Sponsoring or subsidising
 - i) The convention cocktail
 - ii) Social events such as the convention dinner/buffet/coffee breaks
 - iii) Other, e.g. travel expenses / contribution to the site rental
- 4) ESL theatre performances

We look forward to seeing you at the TESOL-SPAIN convention. If I can be of any further help, please do not hesitate to contact me.



28th National Convention – Seville 11,12,13 March 2005

Introductory Information for Convention Sponsors

Contact: Tammi Santana, Convention Coordinator
e-mail: tsantana@arrakis.es Telephone: (00 34) 95 492 5224
Address: Avda. Ramón y Cajál, s/n, Edificio Viapol, Planta 4, Mod. 13, 41018 Sevilla

The Theme: Cultures, Communities, and Classrooms: Diversity in English Language Education has been decided upon to encourage presentations which will enable us to provide a forum for discussion on the changing world of ELT and to reflect the cultural diversity of the English language classroom. The theme is naturally generating great interest from potential speakers and participants in Spain, within Europe and further afield.

Presentations relating directly to the theme or to language education in general are welcome and there will be space in the timetable for product presentations. We do, however, urge those wishing to sponsor speakers (and/or give product presentations) to make sure we receive proposals by the deadline date, 31st October 2004. With an average of 110 presentations it is imperative we draw up a balanced timetable in November and appropriately place speakers within the event. We aim to have the programme available for promotion of the convention by the beginning of December, thus, we can not guarantee that late proposals will be accepted and/or result in speaker needs being met and appropriate time slots being given. **NEW:** We have added a new type of presentation this year called ***Restricted Presentation***. This is a paper, demonstration or workshop on a general ELT topic and centred on specific published materials. Please refer to the Presentation Proposal Form and instructions on our website <http://www.tesol-spain.org/convention2005>.

The Convention Site, the University of Seville, Facultad de Filología, c/ San Fernando 4. Sevilla, Spain, is centrally located in Seville, just a few blocks from the cathedral and there are many hotels and hostels for a range of budgets within walking distance. We are applying for discounted AVE and RENFE tickets for those travelling to Seville from within Spain.

The Exhibition Area will be located in a huge reception area and down an extremely wide corridor, all on one floor on which most presentations will take place throughout the convention. There is provision for electricity supplies throughout the exhibition area. Tables will be allocated **upon payment on a first-come first-served basis**.

Publications (the full pre-programme and programme) will have a print run of at least 1,500 copies each and be sent to all participants and many other teaching institutions in advance of the convention. There will also be an initial short pre-programme mailing to around 5,000 educational institutions in Spain in December 2004.

The Convention will celebrate the 28th anniversary of TESOL-SPAIN. We are applying for the event to be accredited by the Spanish Ministry of Education and are looking forward to an exciting and a very well attended event, with something in the region of 800 participants from the different teaching sectors. The event is already being widely advertised in ELT publications, ELT-related web-sites and through e-lists. Advertising will be broadened and increased as we get nearer the event itself.

Information on various ways in which you might like to participate in the TESOL-SPAIN 28th National Convention follows. It is intended as introductory material, with contact details of members of the Convention Committee who will be able to help you further. We look forward to collaborating with you in offering professional support to Teachers of English to Speakers of Other Languages in Spain

TESOL-SPAIN CONVENTION INFORMATION ON TABLES & ADVERTISING

Cultures, Communities, and Classrooms: Diversity in English Language Education

University of Seville, Facultad de Filología, c/ San Fernando 4. Sevilla, Spain

11, 12, 13 March, 2005

ALL ADVERTISING SPACE IS AVAILABLE ON A FIRST COME, FIRST SERVED BASIS. If you put an ad in the pre-programme (one colour) and the program (colour), the same size and location in both, you receive a 20% discount on the programme advertising rates.

* IVA/VAT is 16%

Contact person: Tammi Santana E-mail: tsantana@arrakis.es Website: http://www.tesol-spain.org/convention2005	Home telephone: [00 34] 95 492 5224 (Please call mornings only)
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1. TABLES	Price in Euros + IVA/VAT
One Table (approx. 2.00 x 0.80)	280
* Unattended shared table (1/3 of a table) for printed material i.e. brochures, leaflets, etc.	100
DEADLINE for reserving tables	February 10, 2005

2. PRE-PROGRAMME ADVERTISING RATES (ONE COLOUR)	Price in Euros +IVA/VAT
Full page	175
Half page	120
DEADLINE for submitting ads	December 10, 2004

Pre-programmes will be sent out to all members of TESOL-SPAIN as well as to all registrants.

3. FULL PROGRAMME ADVERTISING RATES	Price in Euros +IVA/VAT
FULL COLOUR	
Back cover, full page	510
Inside front cover, full page	480
Inside back cover, full page	450
Inside back cover, half page	270
Inside front cover, half page	290
ONE COLOUR	
Full page	390
Half page	240
Quarter page	140
Middle spread (2 pages)	960
DEADLINE for submitting ads	January 10, 2005

4. FOLDERS HOLDING PROGRAMS (Full Colour)	Price in Euros +IVA/VAT
Back of folder, full page	600
Inside front cover, full page	450
Inside sleeve	270
DEADLINE for submitting ads	January 10, 2005

When reserving a table or an ad, could you please provide the following details so that we have all of your invoicing details.

PERSON TO SEND INVOICE TO:	
NAME OF PERSON OR ORGANIZATION INVOICE SHOULD BE MADE OUT TO	
COMPLETE MAILING ADDRESS	
NIF/CIF/VAT number (There is 16 % IVA on tables and advertising.)	

N.B: Once sponsors have paid for whatever advertising you wish to buy (exhibition table, space in the convention program, etc), you will be able to post details of your organisation (a brief description, no more than 50 words, plus logo) on the convention section of the TESOL-SPAIN website, and include a link to your own website.

IF RESERVING A TABLE, PLEASE ANSWER THESE QUESTIONS.

	Yes	No
Will you need an electrical connection? Are you bringing a stand? (If you do not need a table because you will only be using your stand, could you please check below. In that case, you will be reserving space and paying based on the size of the stand.) <input type="checkbox"/> We don't need a table/s If yes, what are the dimensions? Height: Width: Depth:		
Will you be sending things to the site before the conference? [This information will be forwarded upon request] If yes, please send the materials no more than 1 week before the conference and plan to have things picked up within 3 days after the conference.		