

“In dreams begins responsibility” - choice, evidence, and change

ALT-C 2009 – the 16th International Conference of the
Association for Learning Technology

8 – 10 September 2009, University of Manchester, UK

Sponsorship and exhibition opportunities and booking arrangements



This document:

- provides an overview of the conference, and our expected delegate breakdown;
- describes the opportunities for organisations to sponsor the 2009 ALT Conference;
- explains arrangements and prices for exhibiting;
- summarises the deadlines and process for booking to be a sponsor and/or to exhibit.

About ALT and the ALT Conference

Learning technology is the range of communication, information and related technologies that can be used to support learning, teaching, and assessment. The Association for Learning Technology (ALT) is a UK-based professional and scholarly association which seeks to bring together all those with an interest in the use of learning technology. Our web site is at <http://www.alt.ac.uk/>.

One of our major activities is to organise ALT-C, which is the UK's main conference for practitioners, researchers, and policy-makers in the learning technology domain. ALT-C is typically attended by 500 or more delegates: from all over the world; from universities, colleges, and other learning providers; from business; and from key Government agencies.

ALT-C 2009: “*In dreams begins responsibility*” – choice, evidence, and change will be at the University of Manchester between Tuesday and Thursday 8 and 10 September 2009.

The Co-Chairs are Professors Gilly Salmon (University of Leicester, UK) and Tom Boyle (London Metropolitan University, UK).

The conference web site is at <http://www.alt.ac.uk/altc2009/>.

About Manchester

Manchester is an international UK city. University Place, hosting 2009's conference, is a new world class conference venue at the heart of the Manchester University campus.



Sponsoring ALT-C 2009

Rather than concentrate the financial burden of sponsorship on a small number of organisations, or create a complex hierarchy of sponsors (platinum, gold, etc), we keep things flexible and inclusive, with two categories of sponsorship: “Major”, and “Contributing”. These are explained below.

1. Major sponsorship

Major sponsors are the lifeblood of ALT-C and their contribution is crucial for the overall success of the conference.

Costs¹

| | |
|--|--------|
| For existing sponsoring members of ALT | £2,600 |
| For all others | £3,850 |

Benefits

Major **anchor** sponsors commit to sponsorship and are invoiced before the end of February 2009, and thereby secure earlier and longer exposure as sponsors. Other major sponsors commit to sponsorship by the end of May 2009. The overall benefit package is as follows:

- Prominent identification – including your organisation’s name and logo – as a major sponsor on all conference printed material, and on the conference web site, and listing as a major sponsor in all media releases relating to the event, and on all paid-for advertising for the conference.
- Tickets for up to 2 people to attend the conference gala dinner. Names required by no later than Friday, 31 July 2009.
- An entitlement to run 1 sponsor’s presentation – 1 x 45 minute breakout session, either seminar style or hands-on. Presenters must normally be registered as full conference delegates by Tuesday, 30 June 2009. Presentations must be submitted prior to Friday 31 August 2009.
- A 33% discount on the cost of being an exhibitor at the conference – subject to availability – provided exhibition space is booked at the same time as the commitment to sponsorship is made.
- A 33% discount on the cost of any of the additional sponsorship opportunities. These are listed below.
- A 33% discount for up to 2 delegates to attend the full conference (booking deadline Friday, 14 August 2009).

Commitments received by Friday, 27 February 2009 will entitle your organisation to exposure as a major anchor sponsor from March 2009. Otherwise the deadline for response is Friday, 29 May 2009, with exposure as a major sponsor guaranteed from the date in August on which conference materials are sent to delegates.

2. Contributing sponsorship

Some organisations cannot commit to the costs of major sponsorship, but nevertheless want to show their support for ALT-C. Any selection from the additional opportunities list below that involves a financial commitment of more than £1,200 will entitle you to be defined on the conference web site and in the conference handbook as a *contributing sponsor*. These additional opportunities are booked on a first come first served basis, and in case of duplicate bookings we try to find mutually agreed alternatives. Contributing sponsors will be identified as such on the conference web site and in the conference handbook.

¹ Any organisation committing to sponsorship before the end of September 2008 will be honoured 2007 rates, which are 4% lower ed than stated in this document.

3. Additional opportunities

| ITEM | Fee in £ normally payable by 1/4/2009 | Fee £ payable with major sponsorship |
|---|---------------------------------------|--------------------------------------|
| Lunch for delegates on 8/9/2009, with your organisation prominently identified as the sponsor | 3,750 | 2,500 |
| Lunch for delegates on 9/9/2009, with your organisation prominently identified as the sponsor | 3,750 | 2,500 |
| Lunch for delegates on 10/9/2009, with your organisation prominently identified as the sponsor | 2,500 | 1,650 |
| Pre-conference reception on the evening of 7/9/2009, with your organisation prominently identified as the sponsor | 2,200 | 1,450 |
| Evening social and entertainment on 9/9/2009, with your organisation prominently identified as the sponsor | 2,200 | 1,500 |
| Drinks reception prior to the conference dinner on 9/9/2009, with your organisation prominently identified as the sponsor | 2,800 | 1,900 |
| Lanyards – printed with your organisation's name and/or logo, plus the ALT logo, deadline 12/6/2009 | 1,900 | 1,250 |
| Notepads – printed with your organisation's name and/or logo, plus the ALT logo, deadline 12/6/2009 | 1,250 | 850 |
| Pens – printed with your organisation's name and/or logo, plus the ALT logo, deadline 12/6/2009 | 850 | 550 |
| Post-it notes – printed with your organisation's name and/or logo, plus the ALT logo, deadline 12/6/2009 | 1,900 | 1,250 |
| Inclusion of a device (USB stick, mobile phone accoutrement, etc) in delegate packs ² | Negotiable | Negotiable |

¹ Any organisation committing to sponsorship before the end of September 2008 will be honoured 2007 rates, which are 4% lower ed than stated in this document.

² We are currently planning to include the Conference Handbook and Proceedings, and ALT-C 2009 website on a USB stick. 2009 Conference Sponsorship and Exhibition Prospectus and Application Form. Version 3 – 20/2/2009
ALT – <http://www.alt.ac.uk> – Gipsy Lane, Headington, Oxford, OX3 0BP, UK. Registered Charity Number 1063519

Exhibiting at ALT-C 2009

Conference audience

We expect at least 500 UK and international participants from all sectors involved in e-learning, as well as those interested in benefiting from introducing technologies at all levels of education. ALT-C 2008 delegates included the following from Further and Higher Education:

| | |
|----|--|
| 7 | Analysts |
| 6 | Assistants/Support |
| 30 | Advisors |
| 12 | Consultants |
| 23 | Co-ordinators and Organisers |
| 18 | Developers |
| 4 | Designers |
| 57 | Directors/Heads (Acting and Deputy) |
| 12 | Fellows |
| 62 | Managers |
| 59 | Learning Technologists |
| 93 | Lecturers/Professors |
| 3 | Librarians |
| 61 | Officers |
| 6 | Principals/Vice-Chancellors/Deans |
| 3 | Readers |
| 20 | Research Associates/Assistants/Fellows |
| 7 | Researchers |
| 5 | Specialists |
| 10 | Students |
| 9 | Team/Course Leaders |
| 5 | Trainers |
| 4 | Tutors/Instructors |

alongside a number of delegates employed by Government organisations:

| | |
|----|---------------|
| 7 | Advisors |
| 2 | Consultants |
| 1 | Co-ordinators |
| 3 | Directors |
| 11 | Managers |
| 2 | Officers |
| 2 | Specialists |
| 1 | Student |

as well as 51 from the commercial sector:

| | |
|----|-------------------------------|
| 2 | Advisors |
| 6 | Consultants |
| 16 | Directors |
| 2 | Executives |
| 12 | Managers |
| 10 | Managing Directors/Heads/CEOs |
| 3 | Vice Presidents/Chairs |

Plus ~100 "others", that did not fall into the above categories.

Exhibitors from recent ALT conferences have included:

Adobe, Anystream, Banxia, Becta, Blackboard, British Council, British Library, Channel Content, Desire2Learn, Eduserv, Elluminate, Emerald Publishing, Fronter, Harvest Road, How To Moodle Ltd, IMC, Intrallect, Intute, JANET, JISC, JISC infoNet, JISC Plagiarism Advisory Service, JISC TechDis, Jorum, Learning Edge, Learning Objects Inc, Learnwise, MyKnowledgeMap, PebblePad, Positive Internet, QIA, Questionmark, Qwizdom, Routledge, Scottish Qualifications Authority, Skillssoft (RBS), Smarthinking, Sungard SCT, The Higher Education Academy, Toshiba, The Tribal Group, Webducate, Westcliffe, Ufi/learndirect and Wimba.

Comments from previous exhibitors

“Another great ALT-C!”

“Easily the best exhibition we have done.”



ALT-C 2009 exhibition area

The ALT-C 2009 exhibition area will be near the plenary lecture theatre and close to all conference sessions in the adjacent buildings. Refreshments and lunch for both delegates and exhibitors will be served in the exhibition area.

Exhibition hours

Exhibitors' set up time will be 1400 to 1700 on Monday, 7 September 2009.

The exhibition area will officially open on Monday evening at 1930 for the pre-conference reception, giving all delegates and exhibitors the chance to network prior to the start of the conference.

From Tuesday to Thursday refreshments and lunches will be served in the exhibition area during all the main breaks, again ensuring plenty of opportunities for contact between delegates and exhibitors.

The conference will close at 1400 on Thursday, 10 September 2009. All exhibition stands must be cleared by 1400.

HOW MUCH DOES IT COST TO EXHIBIT AT ALT-C 2009?

For major sponsors the cost to exhibit is reduced by 33% across all categories, with the discounted price shown in brackets.

Commercial Exhibitors:

| | Package 1 | Package 2 |
|--|----------------------------------|--------------------------------|
| 3m x 2m x 2.4m (w x d x h) stand in professionally supplied shell scheme | Yes | Yes |
| 2 x 120w spotlights | Yes | Yes |
| 2 x 500w 2 amp sockets | Yes | Yes |
| One table and two chairs | Yes | Yes |
| One internet connection* | Yes | No |
| Description in conference handbook | Yes | Yes |
| Exhibition representatives | Two representatives included | Two representatives included |
| Conference registration | Not included | Not included |
| Additional items (furniture, extra power sockets, spotlights) | At cost | At cost |
| Exhibition Stand Fee | £1,550 (£1,050) | £1,300 (£850) |

Educational Exhibitors:

| | Package 1 | Package 2 |
|--|--------------------------------|--------------------------------|
| 3m x 2m x 2.4m (w x d x h) stand in professionally supplied shell scheme | Yes | Yes |
| 2 x 120w spotlights | Yes | Yes |
| 2 x 500w 2 amp sockets | Yes | Yes |
| One table and two chairs | Yes | Yes |
| One internet connection* | Yes | No |
| Description in conference handbook | Yes | Yes |
| Exhibition representatives | Two representatives included | Two representatives included |
| Conference registration | Not included | Not included |
| Additional items (furniture, extra power sockets, spotlights) | At cost | At cost |
| Exhibition Stand Fee | £1,350 (£910) | £1,150 (£800) |

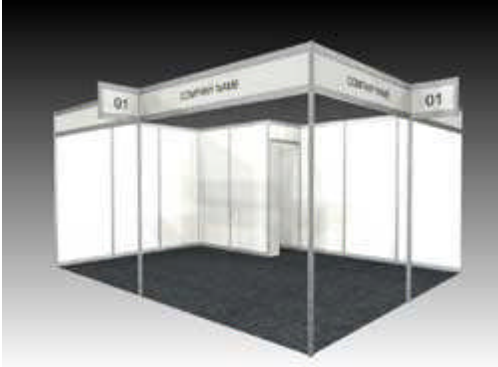
*High bandwidth physically connected to the University's network with technical support for its configuration will be provided for the duration of the conference. NB Wifi connectivity will be available in the exhibition hall to all ALT-C participants for the duration of the conference.

¹ Any organisation committing to exhibiting before the end of September will be honoured 2007 rates, which are 4% lower than stated in this document.

Should you wish to exhibit in a larger space than 3m x 2m, multiple packages can be purchased, provided that adjacent spaces are available. For sponsoring members, additional spaces will be charged at the 33% discount rate in all cases, but no additional exhibition representatives will be included.

Please complete one booking form per package.

A breakdown of what is included in the exhibition cost



The exhibition spaces will be housed in 3m x 2m shell scheme stands, with a height of 2.4m, in the main Exhibition Hall on Monday evening, Tuesday, Wednesday and Thursday morning.

A table, 2 chairs, 2 spotlights, 2 power sockets and a network point (depending on package taken) will be provided. Each stand will have the name of the exhibitor signposted at the top of the shell, ensuring visibility to all.

Exhibitors will have their details included in the conference literature and the organisation name publicised on the ALT-C 2009 website.

Registration for exhibitors' representatives

Two stand representatives are included in each exhibition package. Once your exhibition place is confirmed, we will send you a link to an online booking forms in order for stand representatives to register their attendance.

This form will be dedicated solely to exhibitors and registration will include refreshments and lunches throughout the day, but if you would also like to attend the social events (no extra cost) on the Monday and Tuesday, you will need to tell us at the time of registration. Registration does **not** include the conference dinner on Wednesday.

NB The conference dinner, as well as any accommodation required, can be booked at cost, using this hidden link.

If you require any further stand representatives please register them as ALT-C delegates using our online booking system, where the full delegate rate will apply. (Please see details below.)

Dedicated support will be given to all exhibitors in the organisation of the exhibition and for the duration of ALT-C 2009. Contact:

Hayley Willis, Events Manager

ALT Administration

Headington, Oxford, OX3 0BP.

Email: hayley.willis@alt.ac.uk

Tel: +44 (0)1865 484126 Fax: +44 (0)1865 484165

Booking processes and deadlines

Process

Complete the **Sponsorship and/or the Exhibition Booking Request Forms** below, sign them, and post or fax them to ALT. Whether or not you include a purchase order we will treat a signed form as a binding commitment on your part. Exhibitors must also sign and return the one-page **Exhibitor's Terms and Conditions Form**.

Deadlines

Major sponsors. Signed booking forms received by Friday, 27 February 2009 will entitle your organisation to exposure as a major anchor sponsor from March 2009. Otherwise the deadline for response is Friday, 29 May 2009.

Contributing sponsors. The deadline for response is Friday, 26 June 2009, but opportunities will be let on a first come first served basis, so we strongly advise an earlier response.

Exhibitors. The deadline for response is Friday, 26 June 2009. Exhibition spaces are reserved on a first come first served basis, so we strongly advise an earlier response.

Delegates. On-line registration by Credit/Debit card or by official purchase order for delegates will be available from April 2009 through the ALT-C 2009 website at <http://www.alt.ac.uk/altc2009/registering.html>. Delegates will also be able to book accommodation in Halls for the duration of their stay. The closing date for bookings will be Friday, 14 August 2009.

Further queries?

A document of this kind cannot deal with all eventualities, and if you have issues that you need to raise, please email or call Seb Schmoller (ALT Chief Executive – seb.schmoller@alt.ac.uk; +44 (0)114 2586899) in relation to sponsorship, or Hayley Willis (ALT Events Manager – hayley.willis@alt.ac.uk; +44 (0)1865 484126) in relation to exhibiting. We will do our best to assist.

1. Sponsorship Form ALT-C 2009

8 – 10 September 2009



Please complete all relevant parts of this form and fax it to +44 (0)1865 484165, or post it to ALT, Gipsy Lane, Headington, Oxford OX3 0BP, UK.

To: Hayley Willis, Events Manager, Association for Learning Technology (ALT)

From: _____
(Name of individual authorising sponsorship of ALT-C 2009)

Name and address of organisation including postal/zip code (we will use this name on our web site and in print, so please take care to express it accurately)

Name of admin contact for follow up (ALT will contact the person directly for co-ordination and admin of the sponsorship, including provision of your logo, if applicable)

Contact email address for follow-up:

Contact phone number for follow-up:

URL to which you would like us to link if you are a major sponsor

Please tick whichever of the following 7 options apply. **If choosing 1, delete the inapplicable cost option.**

1. We would like to be a **major sponsor** for ALT-C 2009 at cost of **£2,600/£3,850** (existing sponsoring members of ALT are entitled to the lower rate, so please delete whichever does not apply) on the basis described in ALT's Sponsoring and Exhibition Document. Please contact Seb Schmoller (ALT Chief Executive – seb.schmoller@alt.ac.uk; +44 (0)114 2586899) to make detailed arrangements. Commitments received by 27/2/2009 will entitle your organisation to exposure as a major sponsor from March 2009. Otherwise the deadline for response is 30/5/2009, with exposure only guaranteed from the date in August on which conference materials are sent to delegates.

2. As part of our major sponsorship we'd like, in addition, to sponsor the items circled in **column 3** of the table on the next page below.

3. As part of our major sponsorship we'd like to commit to running a **sponsor's presentation** – 1 x 45 minute breakout session.

4. We would like to be a **contributing sponsor** for ALT-C 2009 at a cost of at least **£1,250**. We have identified options in **column 2** of the table on the next page.

| ITEM | Fee in £ normally payable by 1/4/2009 | Fee £ payable with major sponsorship |
|--|---------------------------------------|--------------------------------------|
| Lunch for delegates on 8/9/2009, with your organisation prominently identified as the sponsor | 3,750 | 2,500 |
| Lunch for delegates on 9/9/2009, with your organisation prominently identified as the sponsor | 3,750 | 2,500 |
| Lunch for delegates on 10/9/2009, with your organisation prominently identified as the sponsor | 2,500 | 1,650 |
| Pre-conference reception on the evening of 7/9/2009, with your organisation prominently identified as the sponsor | 2,200 | 1,450 |
| Evening social and entertainment on 8/9/2009, with your organisation prominently identified as the sponsor | 2,200 | 1,500 |
| Drinks reception prior to the conference dinner on 9/9/2009, with your organisation prominently identified as the sponsor | 2,800 | 1,900 |
| Sole sponsorship of the conference gala dinner on 9/9/2009, with your organisation prominently identified as a the sponsor | Negotiable | Negotiable |
| Lanyards – printed with your organisation’s name and/or logo, plus the ALT logo, deadline 12/6/2009 | 1,900 | 1,250 |
| Notepads – printed with your organisation’s name and/or logo, plus the ALT logo, deadline 12/6/2009 | 1,250 | 850 |
| Pens – printed with your organisation’s name and/or logo, plus the ALT logo, deadline 12/6/2009 | 850 | 550 |
| Post-it notes – printed with your organisation’s name and/or logo, plus the ALT logo, deadline 12/6/2009 | 1,900 | 1,250 |
| Inclusion of a device (USB stick, mobile phone accoutrement, etc) in delegate packs ¹ | Negotiable | Negotiable |

___ 4. Please send me details of how to ensure that our sponsorship fee is structured as a charitable donation to ALT.

___ 5. We are unable to be a major or contributing sponsor for 2009. Please contact me again in relation to the 2010 ALT Conference.

___ 6. We are interested in organisational or sponsoring membership of ALT. Please get in touch with us about this.

Signed: _____ Date: _____

Please use the space below for any other information of which you would like us to be aware.

Should you wish to **exhibit** at ALT-C 2009, please complete the **Exhibition Booking Request Form** on page 12 below.

¹ We are currently planning to include the Conference Handbook and Proceedings on a USB stick

2. Exhibition Booking Request Form ALT-C 2009 8 – 10 September 2009

ASSOCIATION
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Use this form to confirm details of your exhibition plans.

Please complete all relevant parts of this form and fax it to +44 (0)1865 484165, or post it to ALT, Gipsy Lane, Headington, Oxford OX3 0BP, UK.

To: Hayley Willis, Events Manager, Association for Learning Technology (ALT)

We would like to exhibit at ALT-C 2009: *(please complete as appropriate)*

___ as a **sponsor** of ALT-C 2009 and wish to take up exhibition package no ___ at £____
(please insert above the discounted prices for exhibiting that are indicated in the exhibition price tables in ALT's Sponsoring and Exhibition Document)

___ as a **contributing sponsor** of ALT-C 2009 and wish to take up exhibition package no ___ at £____

___ as an **educational** exhibitor and wish to take up exhibition package no ___ at £____

___ as a **commercial** exhibitor and wish to take up exhibition package no ___ at £____

Organisation: *(your organisation name will be printed at the top of your exhibition stand)*

Exhibition admin contact name: *(whom ALT will contact directly with regard to the co-ordination and admin of the exhibition set-up)*

Address: _____

Direct telephone no: _____ Fax no: _____

Direct email address: _____

The exhibition spaces will be housed in 3m x 2m shell scheme stands, with a height of 2.4m, in the main Exhibition Hall on Monday evening, Tuesday, Wednesday and Thursday morning. A table, 2 chairs, 2 power sockets and a network point (depending on package taken) will be provided. Each stand will have organisations' names signposted at the top of the shell, ensuring visibility to all. Exhibitors will have their details included in conference materials and organisational name publicised on the ALT-C 2009 website.

___ We have signed the terms and conditions document and have enclosed it for ALT's records.

Stand representatives *(please complete)*

___ We shall register our stand representatives using the online booking form by **Friday, 14 August 2009**, further to receiving the link from ALT.

___ Should we want more than two stand representatives we shall register them as ALT-C 2009 delegates using the conference online booking system by **Friday, 14 August 2009**.

Conference literature *(please complete the following which will be printed in all conference materials)*

| | |
|---|--|
| Name on stand (if different to the above) | |
|---|--|

___ We will forward a short description for the conference programme (max 100 words) to hayley.willis@alt.ac.uk by **Friday, 3 July 2009**.

Payment details:

If you are wishing to exhibit as a sponsor of ALT-C 2009 or a contributing sponsor, ALT will liaise with you directly concerning the overall cost of your package and exhibition space.

If you are an independent educational or commercial exhibitor, please complete the following payment information below to secure your exhibition space:

a) Cheque for £_____ enclosed (made payable to the Association for Learning Technology and drawn on a UK bank)

OR

b) Debit £_____ from my Visa/Mastercard Account No:_____

Expiry date: _____

Cardholder's name as shown on card:

Cardholder's address (to which statements are sent):

Signed: _____ Date: _____

OR

c) Invoice against official purchase order number: _____*

*To guarantee your booking, please attach an official purchase order. Please note that ALT will not be able to confirm your application unless you supply this document.

Deadline for exhibition application: Friday, 26 June 2009

Please note that all applications to exhibit will be considered, but space is limited. ALT reserves the right to allocate exhibition space and refuse applications. If accepted, ALT will forward a detailed guidance pack for exhibitors.

3. Exhibitor's Terms and Conditions Form ALT-C 2009 8 – 10 September 2009

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ALT reserves the right to grant or refuse any application for Exhibition space. The details of the exhibition package will be agreed between ALT and the Exhibitor and ALT will confirm in writing following receipt of the Exhibitor booking form and purchase order or credit card details. All fees are quoted inclusive of all charges (no VAT is levied) and must be paid at least 12 weeks prior to the event.

Stand Set-up and Breakdown

Exhibitors must ensure that their stand is set up and dressed on Monday, 7 September 2009 by no later than 1700. Access to the Exhibition area will be available from 1300. At 1930 there will be a reception in the exhibition area; please ensure the stand is ready. The only activities permissible on the first day of the conference are the putting out of brochures or equipment on the exhibition stand. For security reasons we strongly advise that you do not leave valuable items unattended on the stand overnight. Secure overnight storage will be made available to Exhibitors. Stands must be ready by 0845 each day. Exhibition stands must not be broken down before the start of lunch on the final day, Thursday, 10 September 2009. However, on the final day, exhibitors are asked to clear stands by 1400.

Cancellation Terms

If the Exhibitor cancels (by notice in writing) more than 12 weeks before the date of the conference the fee will be refunded minus an administration charge of 15% of the total Exhibitor fee paid. ALT regrets that no refund will be available where the Exhibitor cancels after this deadline. Exhibition bookings made after 12 weeks prior to the event require immediate payment (payment forwarded within one week of ALT's confirmation of the booking) and are non-refundable. If the conference is cancelled by ALT (other than as a result of events beyond our reasonable control), ALT shall refund the full fee paid.

Insurance

Whilst every precaution is taken to protect your property during the event, neither ALT nor the University of Leeds can be held responsible for any loss or damage to your property and we strongly recommend that you take out appropriate insurance cover. This includes responsibility for any loss, damage or injury that may occur to the exhibitor, the exhibitor's employees, third parties or property, from any cause whatsoever prior, during and subsequent to the period covered by the exhibition agreement. Exhibitors are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties, including the University of Leeds and the exhibition hire company. In addition to this, exhibitors should take out insurance against abandonment and cancellation or curtailment of the event due to reasons beyond the organiser's control.

Exhibitors are advised not to leave their stand unattended at any time, especially if there are portable and valuable items on the stand.

Exhibitor's responsibilities for Health & Safety

All exhibitors are responsible for their stand. Due consideration must be given to the safety of the stand throughout the event and to ensure that any actions or inactions do not give rise to accidents, injuries or an unsafe working environment.

Please sign to confirm that you have read and agree to the above terms and conditions.

Note: ALT will maintain the data you supply in keeping with the UK Data Protection Act, and ALT's Privacy Policy.

Name: _____

Job Title: _____

Name of Organisation: _____

Date: _____ Signature: _____