

***"Into something rich and strange"* - making sense of the sea-change**

ALT-C 2010 – the 17th International Conference of the Association for Learning Technology

7 – 9 September 2010, University of Nottingham, 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 2010 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 well over 600 delegates: from all over the world; from universities, colleges, and other learning providers; from business; and from key Government agencies.

ALT-C 2010: "*Into something rich and strange*" - making sense of the sea-change is at the University of Nottingham between Tuesday and Thursday 7 and 9 September 2010.

Programme Co-Chairs

Vanessa Pittard, Director of Evidence and Evaluation, Becta, UK

Professor Richard Noss, Co-director of the London Knowledge Lab, UK, and Director of the Technology Enhanced Learning phase of the Teaching and Learning Research Programme

Learning technology is part of the fabric of formal and informal learning. Meanwhile, a sea-change is taking place. The sea-change involves a structural and pervasive shift in the nature of the Internet. Specifically: we and our learners are always connected; the devices we use are growing in capability and diversity; the information environment and the tools and services that we use to navigate and to interact with it and with each other are in such flux.

The challenge posed for education is great. It is to increase effectiveness, productivity, and quality, whilst institutional and agency budgets are reducing, rather than just to promise improvements. At the same time we need to ensure the spread of innovations that are scalable and of long-term value, both educationally and financially, whilst keeping learners and learning at the heart of our thinking.

The ALT-C 2010 themes are:

1. the changing paradigms and structures for learning;
2. increasing productivity and effectiveness, whilst mitigating risks;
3. responding to and shaping the organisational landscape;
4. meeting the changing expectations and needs of learners, employers, and society;
5. the changing design skills and knowledge needed to support learning and teaching with technology.

ALT-C 2010 will provide a broad forum for practitioners, researchers and policy-makers from all sectors to explore, reflect, and learn.

Keynote speakers include:

Barbara Wasson, Professor of Pedagogical Information Science at the Department of Information Science and Media Studies, University of Bergen.

Sugata Mitra, Professor of Educational Technology at Newcastle University.

Donald Clark, board member of Ufi **learnirect**, and regular and controversial blogger on e-learning.

<http://www.alt.ac.uk/altc2010>

About Nottingham

ALT-C 2010 will be held at the East Midlands Conference Centre (EMCC) based at the University of Nottingham. The University of Nottingham has three stunning campuses in and around Nottingham; University Park (with its adjacent Medical School), Jubilee Campus and Sutton Bonington. The EMCC is based on the University Park campus.



Sponsoring ALT-C 2010

Rather than concentrate the financial burden of sponsorship on a small number of organisations, or create a complex hierarchy (platinum, gold, etc). ALT is flexible and inclusive. There are three categories of sponsorship: “Anchor”, “Major”, and “Contributing”. These are explained below.

Mindful of the tough economic conditions we have decided to hold all our prices for 2010 at the 2009 levels.

Major sponsorship

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

Costs

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 2010, and thereby secure earlier and longer exposure as sponsors. Other major sponsors commit to sponsorship by the end of May 2010. The overall benefit package is:

- 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, 30 July 2010.
- 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 Wednesday, 30 June 2010. An abstract for your presentation must be provided by Wednesday, 30 June 2010 for inclusion in the ALT website and in the Conference Handbook.
- 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, 13 August 2010).

Commitments received by Friday, 26 February 2010 will entitle your organisation to exposure as a major anchor sponsor from March 2010. Otherwise the deadline for response is Friday, 28 May 2010, with exposure as a major sponsor guaranteed from the date in August on which conference materials are sent to delegates.

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.

Additional opportunities

ITEM	Fee in £ normally payable by 31/3/2010	Fee £ payable with major sponsorship
Lunch for delegates on 7/9/2010, with your organisation prominently identified as the sponsor	3,750	2,500
Lunch for delegates on 8/9/2010, with your organisation prominently identified as the sponsor	3,750	2,500
Lunch for delegates on 9/9/2010, with your organisation prominently identified as the sponsor	2,500	1,650
Pre-conference reception on the evening of 6/9/2010, with your organisation prominently identified as the sponsor	2,200	1,450
Evening social and entertainment on 8/9/2010, with your organisation prominently identified as the sponsor	2,200	1,500
Drinks reception prior to the conference dinner on 8/9/2010, 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 11/6/2010	1,900	1,250
Notepads – printed with your organisation’s name and/or logo, plus the ALT logo, deadline 11/6/2010	1,250	850
Pens – printed with your organisation’s name and/or logo, plus the ALT logo, deadline 11/6/2010	850	550
Post-it notes – printed with your organisation’s name and/or logo, plus the ALT logo, deadline 11/6/2010	1,900	1,250
Inclusion of a device (USB stick, mobile phone accoutrement, etc) in delegate packs ¹	Negotiable	Negotiable

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

Exhibiting at ALT-C 2010

Conference audience

We expect at least 600 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. This word-cloud conveys clearly the preponderance of roles that our conference participants typically hold.



Exhibitors from recent ALT conferences have included:

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



Delegates at lunch during ALT-C 2007 in Nottingham.

ALT-C 2010 exhibition area

The ALT-C 2010 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, 6 September 2010.

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, again ensuring plenty of opportunities for contact between delegates and exhibitors. The conference will close at 1400 on Thursday, 9 September 2010. All exhibition stands must be cleared by 1400.

How much does it cost to exhibit at ALT-C 2010?

For major sponsors the cost to exhibit is reduced by 33% across all categories, with the discounted price shown in brackets. (As detailed above, all our prices for 2010 have been held at the 2009 levels.)

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.

If 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.

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 area 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 2010 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 form 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 the 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 2010. Contact:

Hayley Maisey, Head of Operations and Events

Email: hayley.maisey@alt.ac.uk

Tel: +44 (0) 1865 484126

Naomi Courtenay, Administration Officer – Membership and Events

Email: naomi.courtenay@alt.ac.uk

Tel: +44 (0) 1865 484125

ALT Administration, Headington, Oxford, OX3 0BP.

Booking processes and deadlines

Process

Complete the **Sponsorship and/or the Exhibition Booking Request Forms** attached, 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, 26 February 2010 will entitle your organisation to exposure as a major anchor sponsor from March 2010. Otherwise the deadline for response is Friday, 28 May 2010.

Contributing sponsors. The deadline for response is Friday, 25 June 2010, 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, 25 June 2010. 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 2010 through the ALT-C 2010 website at

<http://www.alt.ac.uk/altc2010/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, 13 August 2010.

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 (Chief Executive of ALT – seb.schmoller@alt.ac.uk; +44 (0)114 2586899) in relation to sponsorship, or Hayley Maisey (Head of Operations and Events at ALT – hayley.maisey@alt.ac.uk; +44 (0)1865 484126) in relation to exhibiting. We will do our best to assist.

**1. Sponsorship Form ALT-C 2010
7 – 9 September 2010**

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.

ASSOCIATION
FOR LEARNING
TECHNOLOGY



To: Hayley Maisey, Head of Operations and Events, Association for Learning Technology (ALT)

From: _____
(Name of individual authorising sponsorship of ALT-C 2010)

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 2010 at cost of **£2,600/£3,850** (existing sponsoring members of ALT are entitled to the lower rate, so please delete which ever 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 26/2/2010 will entitle your organisation to exposure as a major sponsor from March 2010. Otherwise the deadline for response is 28/5/2010, 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 attached.

___ 3. As part of our major sponsorship we'd like to commit to running a **sponsor's presentation** – 1 x 45 minute breakout session and supply to ALT by 30/6/2010 and abstract of our session for inclusion in the conference website and Conference Handbook.

___ 4. We would like to be a **contributing sponsor** for ALT-C 2010 at a cost of at least **£1,250**. We have identified options in **column 2 of the table below**.

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Lunch for delegates on 8/9/2010, with your organisation prominently identified as the sponsor	3,750	2,500
Lunch for delegates on 9/9/2010, with your organisation prominently identified as the sponsor	2,500	1,650
Pre-conference reception on the evening of 6/9/2010, with your organisation prominently identified as the sponsor	2,200	1,450
Evening social and entertainment on 8/9/2010, with your organisation prominently identified as the sponsor	2,200	1,500
Drinks reception prior to the conference dinner on 8/9/2010, 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 11/6/2010	1,900	1,250
Notepads – printed with your organisation's name and/or logo, plus the ALT logo, deadline 11/6/2010	1,250	850
Pens – printed with your organisation's name and/or logo, plus the ALT logo, deadline 11/6/2010	850	550
Post-it notes – printed with your organisation's name and/or logo, plus the ALT logo, deadline 11/6/2010	1,900	1,250
Inclusion of a device (USB stick, mobile phone accoutrement, etc) in delegate packs ¹	Negotiable	Negotiable

___ 5. Please send me details of how to ensure that our sponsorship fee is structured as a charitable donation to ALT.

___ 6. We are unable to be a major or contributing sponsor for 2010. Please contact me again in relation to the 2011 ALT Conference.

___ 7. 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 2010, 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 2010 7 – 9 September 2010

Use this form to confirm details of your exhibition plans.

ASSOCIATION
FOR LEARNING
TECHNOLOGY



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 Maisey, Head of Operations and Events, Association for Learning Technology (ALT)

We would like to exhibit at ALT-C 2010: *(please complete as appropriate)*

___ as a **sponsor** of ALT-C 2010 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 2010 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 2010 website.

___ We have signed the terms and conditions document and have enclosed it for ALT's records (page 14).

Stand representatives *(please complete)*

___ We shall register our stand representatives using the online booking form by **Friday, 13 August 2010**, further to receiving the link from ALT.

__ If we want more than two stand representatives we shall register them as ALT-C 2010 delegates using the conference online booking system by **Friday, 13 August 2010**.

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

Name on stand (if different to the above)	
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__ We will forward a short description of our organisation for the conference programme (max 100 words) to ALT by **Friday, 2 July 2010**.

Payment details:

If you are wishing to exhibit as a sponsor of ALT-C 2010 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, 25 June 2010

Please note that all applications to exhibit will be considered, but space is limited - in the region of 20 stands. 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 2010 7 – 9 September 2010

ASSOCIATION
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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, 6 September 2010 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, 9 September 2010. 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 Nottingham 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 Nottingham 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: _____