

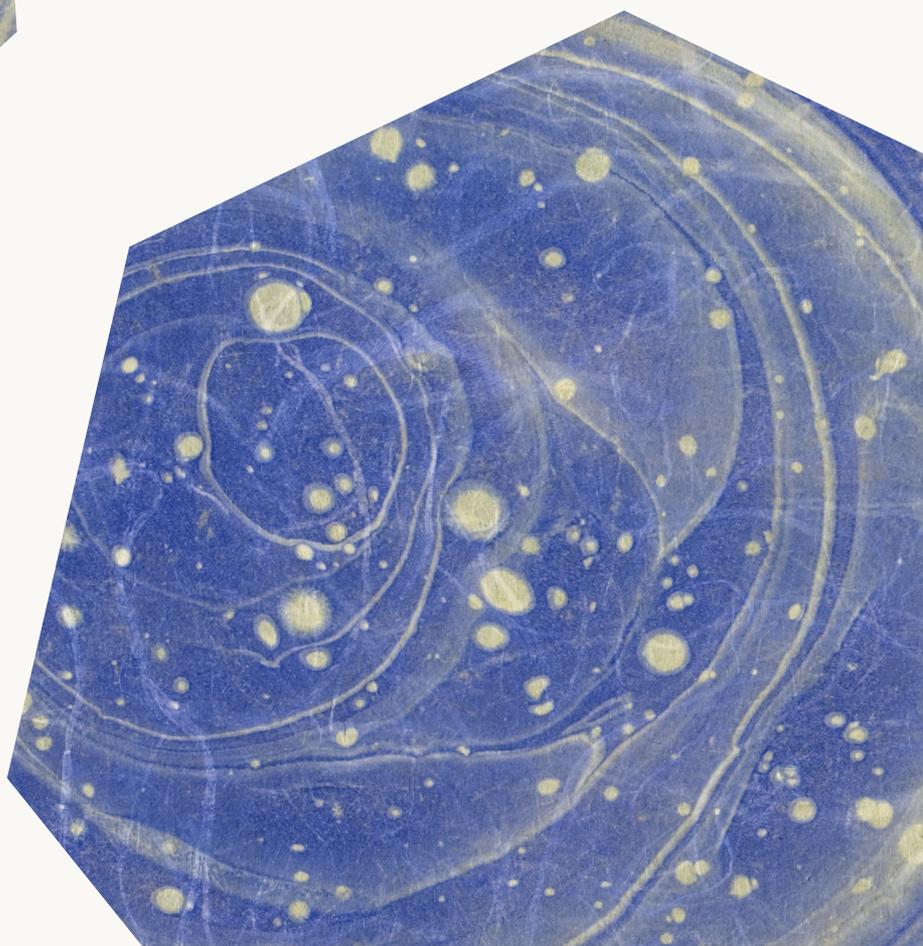
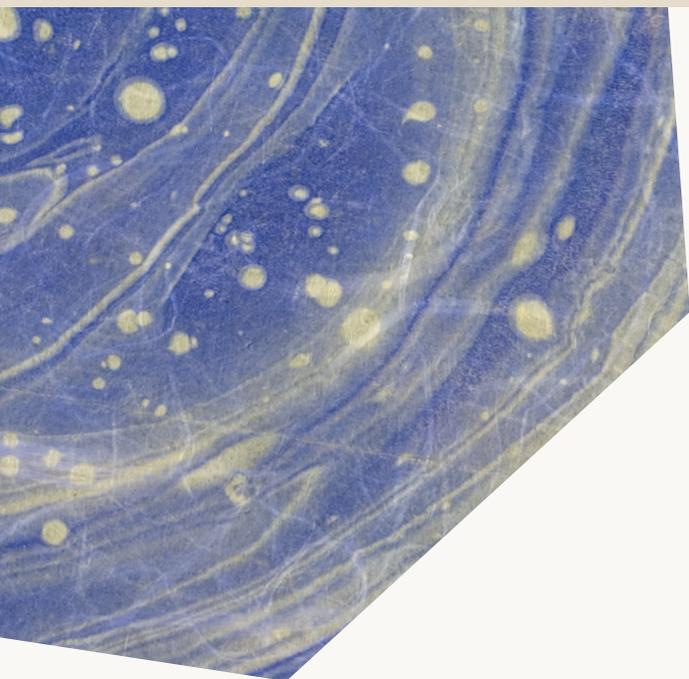
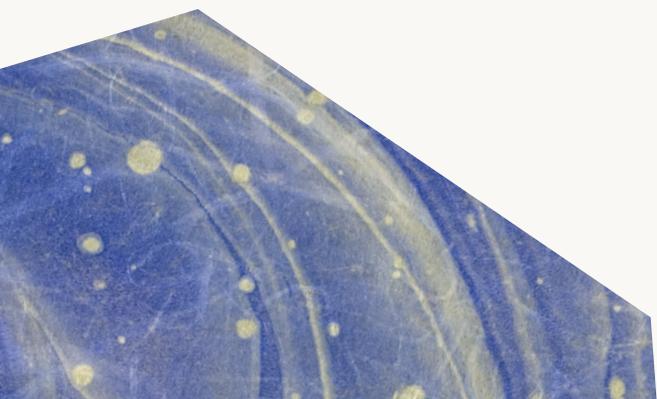
ALT-C 2012
19th international conference
University of Manchester, UK, 11-13 September 2012
www.alt.ac.uk/altc2012

ASSOCIATION
FOR LEARNING
TECHNOLOGY



ALT-C 2012 a confrontation with reality

Sponsorship and exhibition prospectus



Introduction

This is the Sponsorship and Exhibition Prospectus for ALT's 19th annual international conference *ALT-C 2012 – a confrontation with reality* which will take place between 11 and 13 September 2012 at the University of Manchester, UK. The conference will provide a valuable and practical forum for practitioners, researchers, managers and policy-makers from education and industry to come together to explore, reflect, influence and learn. We hope that you will contribute to the success of the conference by being a sponsor for and/or exhibiting at the event.

This prospectus:

- ✓ provides an overview of the conference and of the expected delegate breakdown;
- ✓ describes the opportunities for organisations to be sponsors;
- ✓ 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 the leading UK-based professional and scholarly association in the learning technology field. We have over 900 individual members and over 225 organisational and sponsoring members, including universities, colleges, Government departments and agencies, and software, hardware, and e-learning businesses. Our purpose is to ensure that use of learning technology is effective and efficient, informed by research and practice, and grounded in an understanding of the underlying technologies, their capabilities and the situations into which they are placed. We do this by **improving practice, promoting research and influencing policy**.

One of our major activities is to organise ALT-C, which has become the UK's main conference for practitioners, researchers, and policy-makers in the learning technology field. ALT-C is typically attended by over 500 delegates from all over the world and takes place over three days, with scope for additional workshops before and after the main event. There are many networking and social activities during the conference; and delegates also use a very popular web-based networking site before, during and after the conference.

More information about the conference, its themes and speakers can be found at www.alt.ac.uk/altc2012.

About our delegates and the conference venue

Who participates?

Over the past few years we have continued to see a strong commitment from delegates, both old and new, to participate in ALT-C through attendance in person, participation in community-led sessions and social events, and increasingly through their engagement online and in social media. Delegates participating in ALT-C come from universities, colleges, and other learning providers; from business; and from key Government agencies.

In 2011:

- A total of **547 people attended** the conference in person.
- Around **300 remote participants** joined keynote and invited speaker sessions.
- Videos of the 2010 and 2011 conference keynotes (available as full length recordings on ALT's not-for-profit YouTube Channel) had received over 31,000 views by the end of 2011.
- Delegates from 18 countries attended the conference, including from the UK, US, Australia, New Zealand, Nigeria, India, Saudi Arabia, Ireland, Japan, South Africa, Germany, Italy and Greece.

We expect that over 500 delegates will attend ALT-C 2012 in Manchester, with many more engaging with the conference online.

Where will the conference be held?

The conference venue for 2012 is University Place, a purpose-designed conference venue at the heart of the Manchester University campus. The refectory, where meals will be served, is located centrally on the ground floor together with the exhibition area. There is lift access to all floors and plenty of space for informal meetings or networking.

The ground floor at University Place also constitutes the main social hub of the conference and provides comfortable seating for delegates in the exhibition area where refreshments will also be offered. Good quality Wifi is available throughout the venue.

On-campus accommodation for exhibitors and delegates is located in the same complex in an adjacent building, while the city centre – including Manchester Piccadilly and Manchester Oxford Road stations – is a 15 minute walk or 5-10 minute bus or taxi ride away. There are also excellent transport links to Manchester Airport.



Sponsorship opportunities

We offer flexible sponsorship opportunities which allow organisations to tailor how they support the conference according to their own priorities and resources. Mindful of the tough economic conditions we have held all our 2012 prices at the 2011 level in real terms.

Become an Anchor/Major Sponsor for ALT-C 2012

Anchor Sponsors are those who commit to major sponsorship of ALT-C 2012 before the end of February 2012. By doing so they will receive extended exposure as sponsors of ALT-C 2012 beginning in March 2012 when bookings open, through to the conference in September. Sponsors committing after this deadline will be incorporated into publicity material from June 2012 onwards, so anchor sponsorship provides a good opportunity to stand out from the crowd and increase the impact of your involvement with the conference.

Organisations which commit to major sponsorship after the February deadline will be entitled to the same benefits as Anchor Sponsors, but their association with ALT-C 2012 will begin from June 2012. This still provides ample time for exposure via the conference website and printed publicity materials in the run up to the event.

Benefits for Anchor/Major Sponsors

- ✓ Prominent identification (organisation name and logo) as a major sponsor on publicity material, including:
 - ✓ printed and online conference material;
 - ✓ the conference web site;
 - ✓ all paid-for advertising by ALT for the conference;
- ✓ Listing as a major sponsor in all media releases relating to the event;
- ✓ An entitlement to run a 30 minute breakout session as part of the conference programme. Presenters must normally be registered as full conference delegates;
- ✓ Tickets for up to 2 people to attend the conference dinner;
- ✓ 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;
- ✓ A 33% discount for up to 2 delegates to attend the full conference;
- ✓ Access to an electronic or online version of our delegate list (this is a new provision for 2012)¹.
- ✓ Scope for promotion of events run by sponsors during the conference (e.g. workshops, product launches).

¹ We will ask delegates to choose whether they will allow their contact details (name, job title, organisation and email address) to be included in an electronic list to be made available to Anchor/Major Sponsors. Where an individual has 'opted in', but subsequently asks to be removed from a sponsor's list, the sponsor must comply with this request immediately.

How much does it cost to sponsor ALT-C 2012?

For Sponsoring Members of ALT the cost of Anchor/Major sponsorship is **£2,800**.

For all other organisations the cost of Anchor/Major sponsorship is **£4,100**.

Additional sponsorship opportunities

Whether you have committed to major sponsorship of the conference or would like to contribute to the success of ALT-C in a different way, there are a number of other sponsorship opportunities available. Contributing in this way will entitle you to greater exposure on the conference web site, conference materials and at the event itself. Several of the options allow for a brief presentation to delegates and ALT will be happy to facilitate the inclusion of branded materials (e.g. napkins at mealtimes), as well as allowing the sponsor to display and distribute promotional materials at the event.

| | Cost in £ normally payable by 25/6/2012 | Cost in £ in conjunction with major sponsorship |
|--|--|---|
| <p>Pre-conference reception on the evening of Monday, 10/9/2012 This reception sets the tone for the conference and marks the opening of the exhibition as well as welcoming delegates. The reception usually begins with a short welcome which can include a brief presentation by the Sponsor, followed by a buffet and drinks.</p> | 2,290 | 1,530 |
| <p>Evening drinks and entertainment on Tuesday, 11/9/2012 This together with the conference dinner is the main social event in the conference programme and is popular with delegates, providing an opportunity to get together and network. Usually the evening takes place on campus directly after the evening meal and can include a brief presentation by the Sponsor.</p> | 2,290 | 1,530 |
| <p>Drinks reception prior to the conference dinner on Wednesday, 12/9/2012 At the conference dinner the Learning Technologist of the Year award and other awards and prizes are presented. The pre-dinner reception can include a brief presentation by the Sponsor.</p> | 2,910 | 1,950 |
| <p>Conference lunch for delegates on Tuesday or Wednesday, 11-12/9/2012 Meals are served to all delegates in University Place, the main conference venue.</p> | 2,290 per day | 1,530 per day |
| <p>Conference videos on the ALT YouTube channel ALT's YouTube channel is growing fast. This option may be of interest to a sponsor wanting to associate itself with a particular keynote presentation or with the channel overall. Videos of ALT-C 2010 and 2011 keynotes have received over 31,000 views by the end of 2011.</p> | Upon request depending on scope of sponsorship | Upon request depending on scope of sponsorship |

Exhibiting at ALT-C 2012

Essentials for Exhibitors

- ✓ University Place houses the exhibition area, refectory, conference auditoria and all break-out rooms under one roof;
- ✓ Both standard shell scheme and custom exhibition spaces are available;
- ✓ Book before 28 May 2012 for the option of choosing your location on the floor plan (spaces will be allocated on a first come, first served basis);
- ✓ From Tuesday to Thursday refreshments and lunches will be served in the exhibition area ensuring plenty of opportunities for contact between delegates and exhibitors;
- ✓ Refreshments outside of meal times or social events will only be served in the exhibition area;
- ✓ The main casual seating and networking area is in the exhibition area;
- ✓ Opportunities to promote your organisation further through sponsorship of ALT-C 2012, including drinks and meals for all delegates;
- ✓ Information about your organisation and your logo included in the Exhibitors' listing in the Conference Handbook provided to all delegates;
- ✓ The social event on the evening of Tuesday 11 September will take place at University Place in the exhibition area after the evening meal;
- ✓ On Wednesday 12 September during ALT's Annual General Meeting there will be an Exhibition Hour scheduled for all delegates, with no other sessions taking place;

Exhibition hours

Exhibitors' set up time will be 1400 to 1700 on Monday, 10 September 2012. The exhibition will officially open at 1930 on Monday with a pre-conference reception and will remain open during conference hours on Tuesday and Wednesday. The conference will close at 1400 on Thursday, 13 September 2012. All exhibition stands must be cleared as soon as possible after close of lunch on the final day.

Exhibitors from past ALT conferences have included:

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

How much does it cost to exhibit at ALT-C 2012?

Exhibition spaces at ALT-C 2012 are available as standard 3x2m plots (with shell scheme included), or alternatively ALT can arrange custom spaces for exhibitors who have their own exhibition stand and require more floorspace. For Anchor/Major Sponsors the cost to exhibit is reduced by 33%, with the discounted price shown in brackets across all packages for Commercial and Educational Exhibitors. **The “custom package” is new for 2012.**

| Standard Package (shell scheme) | Standard package (shell scheme) | Custom package (min of 8m²) |
|--|--|--|
| 3m x 2m x 2.4m (w x d x h) stand in professionally supplied shell scheme | Yes | No (custom space provided) |
| Dedicated support and liaison | Yes | Yes |
| 2 x 500w 2 amp sockets | Yes | Yes |
| One internet connection* | Yes | Yes |
| Description in conference materials | Yes | Yes |
| 2 x 120w spotlights | Yes | No |
| One table and two chairs | Yes | No |
| Exhibition representatives registrations | 2 included | 2 included |
| Conference registration | Not included | Not included |
| Additional items (furniture, extra power sockets, spotlights) | At cost | At cost |
| Package fee for Commercial Exhibitors (Major/Anchor Sponsors) | £1,610 (£1,080) | £210 per m² (£140 per m²) |
| Package fee for Educational Exhibitors (Major/Anchor Sponsors) | £1,400 (£940) | £180 per m² (£120 per m²) |

*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 area to all ALT-C participants for the duration of the conference.

Booking process and deadlines

Please complete the Sponsorship and/or 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 Exhibitor's Terms and Conditions Form.

Deadlines

Anchor sponsors: Signed booking forms received by Monday, 27 February 2012 will entitle your organisation to exposure as an Anchor Sponsor from March 2012.

Major sponsors: The deadline for response is Monday, 28 May 2012.

Additional sponsorship options: The deadline for response is Monday, 25 June 2012, 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 Monday, 25 June 2012 but spaces are reserved on a first come first served basis (book by 28 May 2012 to choose your space). Custom exhibition spaces should be agreed as early as possible to enable us to meet your requirements.

Delegates: On-line registration by Credit/Debit card or by official purchase order for delegates will be available from March 2012 through the ALT-C 2012 booking system. There will be a limited number of rooms available for delegates who wish to stay on the University campus; details will be given when registration opens. The closing date for bookings will be Friday, 17 August 2012.

Registration for sponsors and exhibitors' representatives

Representatives of Anchor/Major Sponsors may register for the conference with a 33% reduction to the delegate fee. We will send you a link to an online booking form when you have committed to sponsorship and once registration has opened (around March).

Two exhibition 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 include refreshments and lunches throughout the day, but if you would also like to attend the social events (at 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, which can be booked at cost. If you require any further stand representatives please register them as delegates using our online booking system, where the normal delegate rate will apply.

Further queries?

A document of this kind cannot deal with all eventualities, and if you have issues that you need to raise, please contact:

For queries related to sponsorship: Seb Schmoller (Chief Executive – seb.schmoller@alt.ac.uk; +44 (0)114 2586899)

For queries related to exhibiting: Caroline Greves (Events Manager – caroline.greves@alt.ac.uk; +44(0)1865 484147)

1. Sponsorship Form ALT-C 2012

11 – 13 September 2012

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: Caroline Greves, Events Manager, Association for Learning Technology (ALT)

From: _____

(Name of individual authorising sponsorship of ALT-C 2012)

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, please delete the inapplicable cost option.**

1. We would like to be an Anchor/Major Sponsor for ALT-C 2012 at cost of **£4,100/£2,800** (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 Sponsorship and Exhibition Prospectus. We understand that we will only be entitled to the benefits of Anchor sponsorship if applying by 27 February 2012.

2. As part of our major sponsorship we'd like to commit to running a 30 minute breakout session and will supply ALT with an abstract of our session by Monday, 25 June 2012 for inclusion in the conference programme.

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

4. We are not able to commit to Anchor/Major sponsorship but would like to sponsor a specific event/events at ALT-C 2012 at a cost of at least £1,530. We have identified options in column 2 of the table below.

| ITEM | Cost in £ normally payable by 30/3/2012 | Cost in £ payable in conjunction with major sponsorship |
|--|---|---|
| Lunch for delegates on 11/9/2012, with your organisation prominently identified as the sponsor | 2,290 | 1,530 |
| Lunch for delegates on 12/9/2012, with your organisation prominently identified as the sponsor | 2,290 | 1,530 |
| Pre-conference reception on the evening of 10/9/2012, with your organisation prominently identified as the sponsor | 2,290 | 1,530 |
| Evening social and entertainment on 11/9/2012, with your organisation prominently identified as the sponsor | 2,290 | 1,530 |
| Drinks reception prior to the conference dinner on 12/9/2012, with your organisation prominently identified as the sponsor | 2,910 | 1,950 |

__ 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 2012. Please contact me again in relation to the 2013 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.

2. Exhibition Booking Request Form ALT-C 2012

11 – 13 September 2012

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: Caroline Greves, Events Manager, Association for Learning Technology (ALT)

Please indicate which exhibition package you wish to reserve. In the case of custom spaces please indicate number of square metres required as agreed with ALT. Please also ensure that you sign and return the attached Terms and Conditions for Exhibitors with your booking, and indicate how you will register your stand representatives.

We would like to exhibit at ALT-C 2012:

- Standard package - Commercial exhibitors £1,610
- Standard package - Educational exhibitors £1,400
- Custom package - Commercial exhibitors ___ m² at a cost of £210 per m², minimum of 8m²
- Custom package - Educational exhibitors ___ m² at a cost of £180 per m², minimum of 8m²

as an Anchor/Major Sponsor of ALT-C 2012 and wish to take up the following exhibition package:

- Standard package - Commercial exhibitors £1,080
- Standard package - Educational exhibitors £940
- Custom package - Commercial exhibitors ___ m² at a cost of £140 per m², minimum of 8m²
- Custom package - Educational exhibitors ___ m² at a cost of £120 per m², minimum of 8m²

Organisation:

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 standard 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, 2 spotlights and a network point will be provided. Each stand will have the organisation's names signposted at the top of the shell, Custom exhibition spaces will have access to floor space as agreed with ALT and will be supplied with a network point and 2 power sockets. Additional items can be purchased at cost. All exhibitors will have their details included in conference materials and organisational name publicised on the ALT-C 2012 website.

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

__ We will register our stand representatives using the online booking form by Friday, 17 August 2012, further to receiving the link from ALT.

__ If we want more than two stand representatives we will register them as ALT-C 2012 delegates using the conference online booking system by Friday, 17 August 2012.

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 of our organisation for the conference programme (max 100 words) to ALT by Monday, 25 June 2012.

Payment details:

If you are wishing to exhibit as a sponsor of ALT-C 2012 or a contributing sponsor, ALT will liaise with you directly concerning the overall cost of your package and exhibition space.

If you wish to attend ALT-C 2012 as an exhibitor only, 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: Monday, 25 June 2012

Please note that all applications to exhibit will be considered, but space is limited - in the region of 25 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 2012

11 – 13 September 2012



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, 10 September 2012 by no later than 1700. Access to the Exhibition area will be available from 1400. 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, 13 September 2012.

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 will 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 shell scheme supplier. 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 and safety

<http://www.alt.ac.uk/altc2012>

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: _____