altc2013
20th international conference
10–12 September 2013, Nottingham, UK
www.alt.ac.uk/altc2013

ASSOCIATION FOR LEARNING TECHNOLOGY
ALT

#altc2013

Building new cultures of learning

Sponsorship & Exhibition Prospectus

20 years of ALT
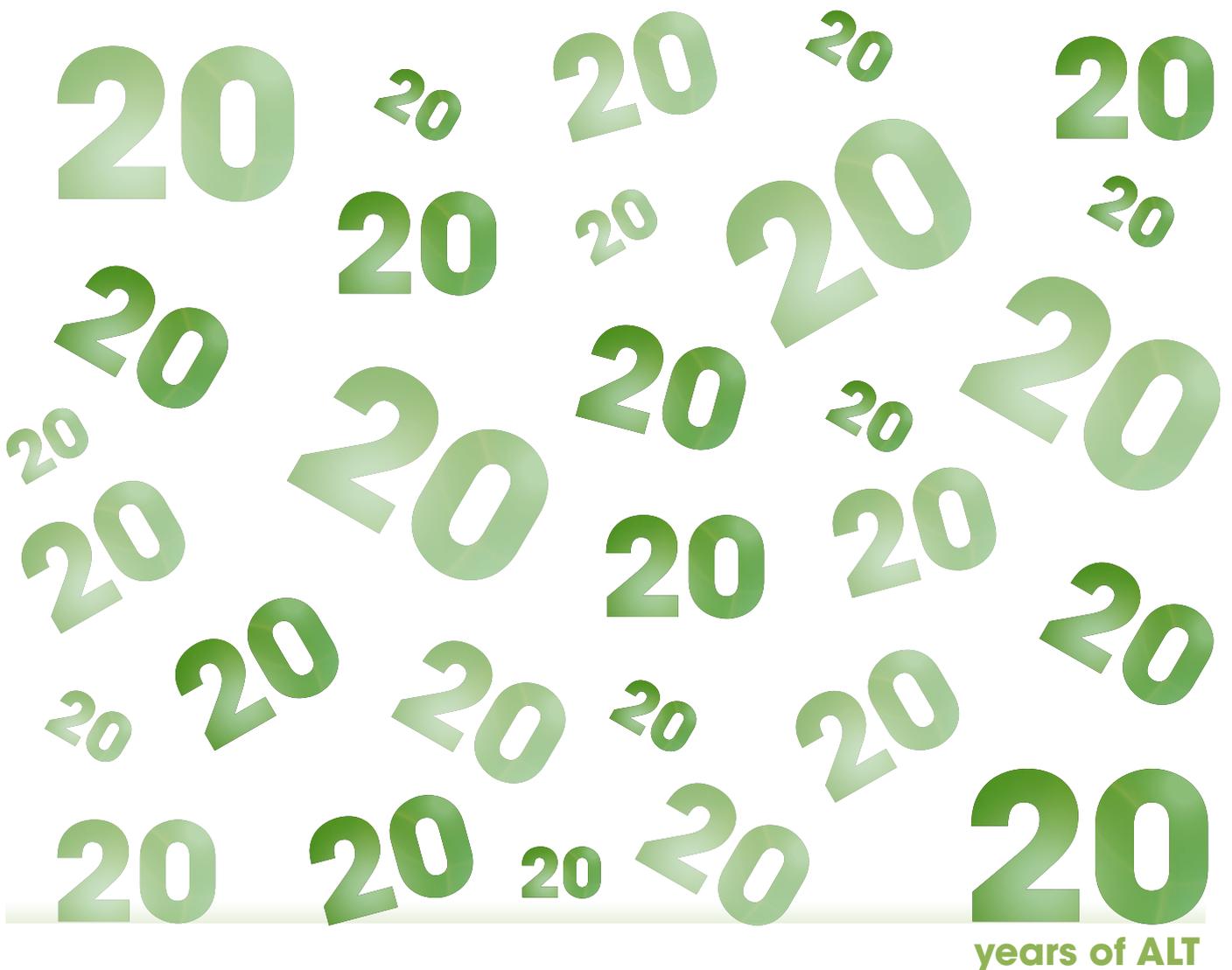
Sponsorship and Exhibiting 'At a Glance'

Questions?

For all sponsorship and exhibitor enquiries please contact Caroline Greves, ALT's Events Manager:

Caroline.greves@alt.ac.uk

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Introduction

This year the Association for Learning Technology (ALT) reaches its 20th anniversary, and our 20th annual conference will provide unique sponsorship and exhibition opportunities to mark the occasion. The conference, a*ltc2013 – Building New Cultures of Learning* will take place at the East Midlands Conference Centre, Nottingham, UK, between 10 and 12 September 2013, and we very much hope that you will pledge your support to help ensure the success of the conference.

This Prospectus provides an overview of the conference and expected delegate breakdown, describes the sponsor/exhibitor opportunities, and summarises the deadlines and process for sponsor/exhibitor bookings. As well as additional sponsorship opportunities related to the 20th anniversary celebrations, we have introduced more flexibility for exhibitors, so please take the time to look at all the options even if you are a seasoned Altc supporter! If you have any questions or suggestions after reading the Prospectus please contact ALT's Events Manager, Caroline Greves, via caroline.greves@alt.ac.uk or +44 1865 484147.

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 250 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 the annual ALT conference, which has become the UK's main conference for practitioners, researchers, and policy-makers in the learning technology field. The Conference is typically attended by over 500 delegates from all over the world and takes place over three days, with scope for additional workshops around the main event. There are many networking and social activities during the conference; and delegates also use web-based networking before, during and after the conference.

More information about the conference, its themes and speakers can be found at www.alt.ac.uk/altc2013.

About our delegates and the conference venue

Who participates?

In tough economic times attendance at the conference has stayed strong, with over 500 delegates attending in person for many years now. Alongside this, online participation is growing with delegates engaging through live streamed sessions, recordings, the Altc TV channel and social media.

In 2012:

- ✓ A total of **584 people attended** the conference in person.

- ✓ Around **300 remote participants** joined keynote and invited speaker sessions.

- ✓ Videos of recent conference keynotes (available as full length recordings on ALT's not-for-profit YouTube Channel) received over **25,000 views in 2012** and 70,000 since the Channel was set up in 2009.

- ✓ Delegates from 20 countries attended the conference, from Australia, Austria, Brazil, Canada, Denmark, Finland, Germany, Greece, Ireland, Japan, Malta, New Zealand, Nigeria, Norway, Pakistan, Singapore, South Africa, Sweden, UK and USA.

Typically delegates participating in Altc come from universities, colleges, and other learning providers; from business; and from key Government agencies. Altc is an academic conference with a strong research focus. Delegates are therefore keen to engage in new technologies and innovative projects, and there is ample opportunity to engage with delegates and inform them about your products and services. Delegates who attended in 2012 held roles including:

Blended Learning Advisor, Development Director, Digital Learning Consultant, Digital Learning Resources Manager, Director of ICT, Education Technology Project Manager, Head of eLearning and Innovation, IT Services Specialist, Managing Director, Principal Lecturer, Staff Development Officer, VLE Manager, Chief Executive Officer, Vice Chancellor

We expect that over 500 delegates will attend *altc2013*, with many more engaging with the conference online.

Where will the conference be held?

The venue for altc2013 is the East Midlands Conference Centre, University of Nottingham, a dedicated conference venue which will provide all of the facilities for the conference. The large, purpose built exhibition space will be the social hub of the conference, with all meals and refreshments served in this area. There is good quality Wifi throughout the venue and it is fully accessible.

The newly built Orchard Hotel is adjacent to the conference centre and will provide high quality accommodation for exhibitors and delegates at a reasonable price, and there is nearby student accommodation available for those on a budget. Both the conference centre and hotel are a short taxi or bus ride from the city centre and train station, and the East Midlands airport is within 20 miles.

More information about the venue can be found at http://www.nottinghamconferences.co.uk/emcc/.

Sponsorship opportunities

Our annual conference plays a major part in helping ALT meet its charitable objective which is ""to advance education through increasing, exploring and disseminating knowledge in the field of learning technology for the benefit of the general public". Our conference sponsors are vital to the running of the conference, and have helped to ensure its success in challenging economic times.

This year we are offering a unique opportunity for one organisation to become the sole Platinum Sponsor and help us celebrate ALT's 20th anniversary with a gala evening. There are many other sponsorship opportunities available however, and the popular combination of major sponsorship and exhibition space has been combined into the 'Gold' package listed below. Mindful of continuing tough economic times, we have kept all price increases to a minimum. Please note that Sponsoring Members of ALT are entitled to a discount on all sponsorship packages as listed below; for more information about becoming a Sponsoring Member of ALT please contact us.

Platinum Sponsorship

This year, to celebrate ALT's 20th anniversary, we are offering a unique opportunity for one organisation to become the sole Platinum Sponsor of altc2013. We are looking for a sponsor that shares ALT's values and aims, and will help to make this a conference to remember. In addition to all the benefits of Gold Sponsorship (detailed below, includes exhibition space), the Platinum Sponsor will receive:

- ✓ Sole sponsorship of the 20th anniversary celebrations on the Wednesday evening of the conference (including an opportunity to make a brief presentation as part of the Awards ceremony, and display promotional materials)

- ✓ Priority choice on exhibition space

- ✓ Maximum exposure and identification as the sole Platinum Sponsor for altc2013 on all publicity material and on the Altc website

- ✓ Two free delegate places to attend the full conference (in addition to a 33% discount on attendance, and two free exhibitor passes)

We will work closely with our Platinum Sponsor to ensure that they gain maximum exposure from their association with the Conference and will accommodate any reasonable requests as part of the package. Please get in touch if you are interested as soon as possible to avoid disappointment!

Gold Sponsorship

Gold sponsors are major sponsors of altc2013. The package **includes an exhibition space**, and extensive exposure in relation to the conference.

Benefits for Gold 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;

- ✔ Tickets for up to 2 people to attend the 20th anniversary celebrations on Wednesday evening;

- ✔ A 3x2m exhibition space at the conference (including shell scheme);

- ✔ A 33% discount for up to 2 delegates to attend the full conference;

- ✔ Access to an electronic or online version of our delegate list[1];

- ✔ Scope for promotion of events run by sponsors during the conference (e.g. workshops, product launches).

We encourage all sponsors who wish to participate in the conference programme to submit a proposal via the normal submissions system, so that we can work together to help find a session format that participants will engage with.

Silver Sponsorship

Silver Sponsorship includes all the benefits of Gold Sponsorship, but excluding exhibition space, and is therefore a great way to gain major exposure in relation to the conference at a lower overall cost.

The ALT Learning Technologist of the Year Award

The ALT Learning Technologist of the Year Award celebrates and rewards excellent practice and outstanding achievement in the learning technology field. The award has run since 2007 and previous sponsors include Adobe, Desire2Learn, Pearson and Vital. This year the award ceremony will be part of the 20th anniversary celebrations on the Wednesday evening of the gala dinner, and therefore provides a unique sponsorship opportunity as part of the celebrations and throughout the year. For information on price please contact Caroline Greves (caroline.greves@alt.ac.uk).

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[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 sponsors of the Conference. 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 altc2013?

Please note that the annual cost of ALT Sponsoring Membership is currently £1,276, therefore the cost of Gold Sponsorship and one year's Sponsoring Membership of ALT is £5,126.

	Standard rate	ALT Sponsoring Members' rate
Platinum	£9,900	£8,600
Gold	£5,160	£3,850
Silver	£4,140	£2,830

Additional sponsorship opportunities

Whether you have committed to one of the packages listed above, or would like to contribute to the success of *Altc* in a different way, there are a number of other sponsorship opportunities available. If you have any suggestions or ideas for sponsorship please contact us.

Conference lanyards Delegates will be required to wear their badges for the duration of the conference, therefore providing branded lanyards is a great way to gain exposure over the full three days.	£740
Pre-conference reception on the evening of Monday, 9/9/2013 This year there will be a drinks reception for delegates who arrive on Monday evening in the Orchard Hotel, adjacent to the conference venue. The reception sponsor will be able to make a brief announcement, and display promotional material. The conference officially opens on Tuesday morning.	£1,090
Drinks to accompany evening buffet Tuesday, 10/9/2013 On Tuesday evening there will be a buffet dinner provided in the conference venue, and we are looking for sponsorship to provide accompanying drinks for delegates. The sponsor will be able to make a brief announcement, and display promotional material.	£2,190
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 recent conference keynotes have received 25,000 views in 2012 and 70,000 since the Channel was set up in 2009.	Upon request depending on scope of sponsorship

Exhibiting at altc2013

In response to exhibitor feedback there are two significant **changes to exhibitor arrangements** for 2013:

1. Exhibitor set up will take place early on Tuesday morning, and finish later on Thursday. This will avoid the longer hours involved in the Monday set up and help to improve traffic to stands on Thursday, as more sessions will be scheduled for this day (including a keynote session to close the conference after lunch).

2. A limited number of one day exhibitor slots (**Flash Exhibitors**) will be available, to enable organisations on a lower budget to have a presence at the conference and in recognition of the resources involved in manning a stand for three days.

Essentials for Exhibitors

✓ The EMCC houses the exhibition area, catering, conference auditoria and all break-out rooms under one roof;

✓ The gala evening celebrating ALT's 20th anniversary will take place in the EMCC on Wednesday evening and will include a meal in the exhibition area;

✓ From Tuesday to Thursday all refreshments and lunches will be served in the exhibition area ensuring plenty of opportunities for contact between delegates and exhibitors;

✓ The main casual seating and networking area is in the exhibition area;

✓ All exhibitors will be provided with a shell scheme, unless they specify that this is not required;

✓ Book before 31 May 2013 for the option of choosing your location on the floor plan (does not apply to Flash Exhibitors, spaces will be allocated on a first come first served basis);

✓ Information about your organisation and your logo included in the Exhibitors' listing provided to all delegates;

✓ Opportunities to promote your organisation further through sponsorship of altc2013, including drinks and meals for all delegates;

Exhibition hours

Exhibitors' set up time will be early on Tuesday 10 September 2013, with all materials to be in place by 10.30am latest. The exhibition will officially open following the first keynote speech on Tuesday morning and will close following the final keynote, around 3.00pm on Thursday, 12 September 2013. All exhibition stands must be cleared as soon as possible after close of conference 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, Echo360, Eduserv, Edutxt, Elluminate, Emerald Publishing, Fronter, Google, Harvest Road, Hedtek, How To Moodle Ltd, Huddle, IMC, Intrallect, Intute, JANET, JISC, JISC Advance, JISC Plagiarism Advisory Service, Jorum, Kaltura, Learning Objects Inc, Learnwise, London Metropolitan University, Mediacore, Microsoft, Mimas, MyKnowledgeMap, Open Nottingham, Pearson, PebblePad, Positive Internet, QIA, Questionmark, Qwizdom, Routledge, Scottish Qualifications Authority, Skillsoft (RBS), Smarthinking, Sonic Foundry, Sungard SCT, Talis Education, Technology Enhanced Learning, Techsmith, The Development Manager, The Higher Education Academy, The Tribal Group, Toshiba, Visual Education Ltd, Webducate, Westcliffe, Ufi/learndirect, and University of London Computer Centre.

How much does it cost to exhibit at altc2013?

Exhibition spaces at altc2013 are available as standard 3x2m plots with shell scheme included (please specify when booking if the shell scheme is not required). Plots are available to hire for the full conference, or alternatively there are a very limited number of spaces available for single day hire (these will be allocated on a first come first served basis).

The exhibitor package includes:

✓ 3m x 2m x 2.4m (w x d x h) stand in professionally supplied shell scheme including basic lighting

✓ One 500w 2 amp socket

✓ One internet connection[2]

✓ Description in conference materials

✓ One table and two chairs

✓ Two exhibitor registrations

Standard Package (full conference)
£1,520
Flash Exhibit (one day only)
£710

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. Platinum/Gold sponsors and exhibitors must also sign and return the Exhibitor's Terms and Conditions Form.

Deadlines

Platinum sponsor: This option is an exclusive offer for one organisation only; please state your interest as soon as possible by completing the attached sponsorship form.

Gold/Silver sponsors: The deadline for response is Monday, 27 May 2013. Exhibition spaces will be let on a first come first served basis, therefore Gold Sponsorship (including exhibition space) will only be offered whilst exhibition spaces are available.

Additional sponsorship options: The deadline for response is Monday, 27 May 2013.

Exhibitors: In 2012 exhibition spaces were heavily oversubscribed therefore although the final deadline for response is Monday, 24 June 2013, we strongly advise booking early in 2012.

Registration for sponsors and exhibitors' representatives

Representatives of Platinum, Gold or Silver Sponsors may register for the conference with a 33% reduction to the delegate fee. Those with exhibition stands are also entitled to two free exhibitor passes, which includes refreshments and meals (excluding the Wednesday gala evening) but does not cover access to conference sessions. We will send a link to a Sponsor/Exhibitor booking form once bookings open in March. Any additional representatives should book via the normal online booking system which will also open in March. The deadline for all registrations is Friday, 16 August 2013.

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[2] High bandwidth physically connected to the University's network with technical support for its configuration will be provided for the duration of the conference.

1. Sponsorship Form altc2013
10-12 September 2013

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 altc2013)

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:

_____

Please tick whichever of the following 4 options apply.

__ 1. We would like to be a Sponsor for altc2013 on the basis described in ALT's Sponsorship and Exhibition Prospectus at the following level (please tick or highlight the relevant option):

	Standard rate	**ALT Sponsoring Members' rate**
Platinum	£9,900	£8,600
Gold	£5,160	£3,850
Silver	£4,140	£2,830

__ 2. *[Platinum/Gold Sponsors only]* We have signed the Exhibitor terms and conditions document and have enclosed it for ALT's records (page 13).

__ 3. We would like to sponsor the following aspects of altc2013 (please tick or highlight the relevant option):

Conference lanyards	£740
Pre-conference reception on the evening of Monday, 9/9/2013	£1,090
Evening buffet Tuesday, 10/9/2013	£2,190
Conference videos on the ALT YouTube channel	Upon request depending on scope of sponsorship

__ 4. We are interested in organisational or sponsoring membership of ALT. Please get in touch with us about this.

Signed: _____   Date: _____

NB – ALT is a Registered Charity number 1063519 and therefore VAT is not charged on any of the prices above.

2. Exhibition Booking Request Form altc2013

10-12 September 2013

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 Flash Exhibition spaces please indicate your first, second and third preferences for day (the options are Tuesday/Wednesday/Thursday). Please also ensure that you sign and return the attached Terms and Conditions for Exhibitors with your booking.

We would like to exhibit at altc2013:

__ Standard package (full conference)   £1,520

__ Flash Exhibit (one day only)   £710

   [Flash Exhibit only] First, second and third choice of day to attend:

   _____

NB – ALT is a Registered Charity number 1063519 and therefore VAT is not charged on any of the prices above.

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: _____

Exhibition spaces will be housed in 3m x 2m shell scheme stands, with a height of 2.4m, in the main Exhibition Hall on Tuesday, Wednesday and Thursday. A table, 2 chairs, power socket, basic lighting and a network point will be provided. Each stand will have the organisation's names signposted at the top of the shell. Additional items can be purchased at cost. All exhibitors will have their details included in conference materials and organisational name publicised on the altc2013 website.

__ We have signed the terms and conditions document and have enclosed it for ALT's records (page 13).

__ We will register our stand representatives using the online booking form by Friday, 16 August 2013, further to receiving the link from ALT.

__ If we want more than two stand representatives we will register them as delegates using the normal conference online booking system by Friday, 16 August 2013.

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 exhibitor listing (max 100 words) to ALT by Monday, 24 June 2013.

Payment details:

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[3]: _____

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[3] 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.

3. Exhibitor's Terms and Conditions Form altc2013
10-12 September 2013

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 Tuesday, 10 September 2013 by no later than 10.30am. Access to the Exhibition area will be available from early on Tuesday morning (but not Monday evening). 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 on Wednesday and Thursday and must not be broken down before the close on conference on Thursday afternoon.

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 East Midlands Conference Centre 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 East Midlands Conference Centre 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

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: _____