

altc2014
The 21st annual conference of the
Association for Learning Technology
1–3 September 2014
altc2014.alt.ac.uk

ASSOCIATION
FOR LEARNING
TECHNOLOGY



Riding Giants: How to innovate and educate ahead of the wave

Sponsorship & Exhibition Prospectus

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Questions?

Contact Caroline Greves, ALT’s Events Manager: caroline.greves@alt.ac.uk +44 (0)1865 484147

1. Introduction

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 1200 individual members and over 200 organisational and sponsoring members, including universities, colleges, schools, 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 450 people from all over the world as well as online participants 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 participants 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/alt-conference/altc2014.

About our participants and the conference venue

Who attends?

In tough economic times attendance at the conference has stayed strong, with over 450 participants attending in person for many years now. Alongside this, online interaction is growing with participants engaging through live streamed sessions, recordings, the conference TV channel and social media.

In 2013:

- ✓ A total of **465 people attended** the conference in person.
- ✓ Around **300 remote participants** joined keynote and invited speaker sessions online.
- ✓ 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.
- ✓ Participants from 18 countries attended the conference, from Australia, Belgium, Canada, Denmark, France, Germany, Greece, Israel, Japan, Kuwait, Malta, Netherlands, New Zealand, Nigeria, Sweden, Trinidad and Tobago, UK and USA.

Typically conference participants come from universities, colleges, and other learning providers; from business; and from key Government agencies. The conference has a strong research focus and participants are therefore keen to engage in new technologies and innovative projects, and there is ample opportunity to inform them about your products and services. Participants who attended in 2013 held roles including:

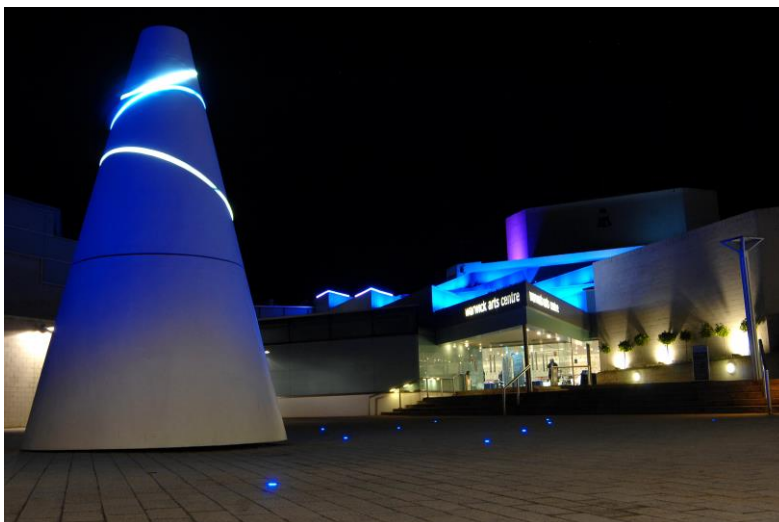
Blended Learning Advisor, Development Director, Digital Learning Consultant, Digital Learning Resources Manager, Director of ICT, Education Technology Project Manager, Head of eLearning and Innovation, IT Services Specialist, Managing Director, Principal Lecturer, Staff Development Officer, VLE Manager,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

We expect that over 450 people will attend altc2014, with many more engaging with the conference online.

Where will the conference be held?

The venue for altc2014 is the University of Warwick, which has an award-winning conference team and venues. The conference will mainly take place around the Arts Centre on the main campus, with on-site accommodation available for the duration of the event. There is good quality Wifi throughout the venue and it is fully accessible.

The large, purpose built exhibition space will be the social hub of the conference, with refreshments available in this area at all times. In addition this year there will be a dedicated area in the exhibition space for exhibitors to run informal sessions for participants.



More information about the venue can be found at www.warwickconferences.com.

2. 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. 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.

This year we have introduced a new range of sponsorship options but if you have other ideas for how your organisation could support altc2014 then please get in touch.

The ALT Learning Technologist of the Year Award and Gala Dinner

As an established national 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, University of London Computer Centre and Vital.

Supporting national recognition of achievements in Learning Technology is a key aim of the Association and we are seeking support from organisations who recognise the importance of this and can contribute to this aim overall. Sponsorship of the award gives exposure over an extended period, from when award nominations open during the early summer, at the conference during the awards ceremony and gala dinner, and after the conference through publicity of the winners. For further details and information on price please contact Caroline Greves (caroline.greves@alt.ac.uk).



Leadership and CPD Partner

In a new move for 2014, the first day of the conference will be centred around the theme of Leadership and professional development. ALT is committed to helping organisations and individuals improve leadership and implement professional development as part of its new strategy for 2014-17. This is reflected in the programme for the conference and we are looking for one organisation to support us in this initiative by becoming the altc2014 Leadership and CPD Partner.

Further details of the package are given below but the main benefits will include prominent identification on conference publicity material, exposure through media releases, and the opportunity to connect with participants at a special networking event, arranged as part of the programme for the day.

Further Education, Adult Learning and Skills Partner

At the 2013 conference our first FE, Adult Learning and Skills day was a great success with engaging sessions from a range of participants and a lively policy session during the afternoon, attended by representatives from the Department for Business, Innovation and Skills. This year we are offering one organisation the chance to support

the Further Education day, which will take place on Tuesday 2 September, by becoming the altc2014 Further Education, Adult Learning and Skills Partner. This is a unique opportunity to gain exposure and connect with participants whilst helping to support an area of the conference that is going from strength to strength.

Further details of the package are given below but the main benefits will include prominent identification on conference publicity material, exposure through media releases, and the opportunity to connect with participants at a special networking event, arranged as part of the programme for the day.

Research Partner

The Research Community continues to be a key group that engages with the conference and helps to make it a success year on year. Similarly to the Further Education, Adult Learning and Skills Partner, we are offering one organisation the opportunity to stand out from the crowd and be identified as a key supporter of altc2014, by sponsoring the Research strand of the conference which will take place on Wednesday 3 September. This year the day will have a focus on young researchers and emerging research across Learning Technology in education and training.

Benefits for Leadership and CPD/Further Education, Adult Learning and Skills/Research Partner

- ✓ Prominent identification (organisation name and logo) as an altc2014 Partner on publicity material, including:
 - ✓ printed and online conference material;
 - ✓ the conference web site;
- ✓ An individualised media release to announce the partnership in the run-up to the conference;
- ✓ Opportunity to connect with participants at a special networking event, which will be part of the programme for the day.
- ✓ Conference registration for two representatives;
- ✓ Tickets for two additional representatives to attend the award ceremony and gala dinner on Tuesday 2 September;
- ✓ Access to an electronic or online version of our participant list;
- ✓ Scope for promotion of events run by partners during the conference (e.g. workshops, product launches).

Online Delivery Partner

For the first time this year we are offering the opportunity for one organisation to sponsor the online conference platform and other aspects of the online delivery of the conference. The online platform is a key aspect of the ALT conference and is used by the majority of participants to help them network and get the best out of their conference attendance.

The altc2014 Online Delivery Partner will be able to add their branding to the conference platform, and gain exposure through other aspects of the online programme such as the live streaming arrangements and ALT conference TV channel.



Benefits for Online Delivery Partner

- ✓ Prominent identification (organisation name and logo) as an altc2014 Partner on publicity material, including:
 - ✓ printed and online conference material;
 - ✓ the conference web site;
- ✓ An individualised media release to announce the partnership in the run-up to the conference;
- ✓ Sole sponsorship of the altc2014 online conference platform;
- ✓ Further opportunities to gain exposure through other aspects of the online programme.

Additional options and prices

In addition to the options listed above there is also the opportunity to place an A6 advert in the Conference Guide which is given to all participants at registration. The items and prices detailed below are a guide, please get in touch if you would like to support the conference in another way and have suggestions for how we could work together.

	Standard rate	ALT Sponsoring Members' rate
ALT Learning Technologist of the Year Award + Gala Dinner Exposure as sponsor of LT Award – media release when nominations open, branding opportunities during awards ceremony and gala dinner at altc2014, media release announcing winner after conference	Upon request depending on scope of sponsorship	Upon request depending on scope of sponsorship
Leadership and CPD Partner Exposure as the sole sponsor of the Leadership strand of the conference, taking place on Monday 1 September	£4,100	£3,200
Further Education, Adult Learning and Skills Partner Exposure as the sole sponsor of the Further Education and Skills strand of the conference, taking place on Tuesday 2 September	£4,100	£3,200
Research Partner Exposure as the sole sponsor of the Research strand of the conference, taking place on Wednesday 3 September	£4,100	£3,200
Online Delivery Partner Exposure as the sole sponsor of the online delivery platform including branding on the platform	£4,100	£3,200
A6 advert in printed Conference Guide Single-sided advert size A6 in the Conference Guide	£500	£350

3. Exhibiting at altc2014

New for 2014

In order to help exhibitors make the most of their time at the conference we are introducing the following changes for altc2014:

1. Networking – attendees will be asked to opt-in to a participant list¹ to be shared with exhibitors and other participants at least a week before the conference, so that exhibitors are able to start networking in advance.
2. Exhibitor sessions – there will be a dedicated area in the exhibition hall where exhibitors can run sessions for participants, which will be publicised as part of the conference programme.
3. Catering arrangements – tea and coffee will be available all day in the exhibition area, which will be the main refreshment point for the participants. Due to venue capacity lunch will be served in a nearby restaurant but other social events such as drinks receptions will be held in the exhibition area to help increase traffic to stands.

Essentials for Exhibitors

- ✓ The exhibition area will be in the Butterworth Hall, which is part of the Arts Centre where the majority of the conference programme will take place;
- ✓ 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 30 April 2014 for the option of choosing your location on the floor plan (spaces will be allocated on a first come first served basis);
- ✓ Information about your organisation and your logo included in the Exhibitors' listing in the Conference Guide and on the Conference website;
- ✓ A limited number of flash (one-day) exhibition spaces will be available, please get in touch for further details;
- ✓ Opportunities to promote your organisation further through sponsorship of altc2014.

Exhibition hours

Exhibitors' set up time will be early on Monday 1 September 2014, with all materials to be in place by 10.30am latest. The exhibition will officially open following the first keynote speech on Monday morning and will close following the final keynote, around 3.00pm on Thursday, 3 September 2014. All exhibition stands must be cleared as soon as possible after close of conference on the final day.



¹ We will ask participants 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 exhibitors and other conference participants. Where an individual has 'opted in', but subsequently asks to be removed from an exhibitor's list, the exhibitor must comply with this request immediately.

Exhibitors from past ALT conferences have included:

Adobe, Anystream, Banxia, Blackboard Collaborate, Blackboard Learn, British Council, British Library, British Universities Film & Video Council, Canvas by Instructure, Channel Content, Collaborate, Co-Tutor, Desire2Learn, Echo360, Eduserv, Edutxt, Elluminate, Emerald Publishing, Fronter, Google, Harvest Road, Hedtek, How To Moodle Ltd, Huddle, IMC, Intrallect, Intute, JANET, Jisc, Jorum, Kaltura, Learning Objects Inc, Learnwise, London Metropolitan University, Mediacore, Microsoft, Mimas, MyKnowledgeMap, OMBEA, Open Nottingham, Pearson, PebblePad, Positive Internet, QIA, Questionmark, Qwizdom, Routledge, Scottish Qualifications Authority, Skillsoft (RBS), Smarthinking, Sonic Foundry, Streamitup, Sungard SCT, TAG Assessment, Talis Education, Technology Enhanced Learning, Techsmith, The Development Manager, The Higher Education Academy, The Tribal Group, Top Tec, Toshiba, Turning Technologies, Visual Education Ltd, Webducate, Westcliffe, Ufi/learndirect, University of London Computer Centre, and XtLearn.

How much does it cost to exhibit at altc2014?

Exhibition spaces at altc2014 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:

- ✓ Access to an opt-out participant list to enable networking, which will be released at least a week before the conference
- ✓ Opportunity to run informal sessions for participants in the exhibition space
- ✓ Description in conference guide and online
- ✓ Two exhibitor registrations
- ✓ 3m x 2m x 2.4m (w x d x h) stand in professionally supplied shell scheme
- ✓ Standard set-up of one table and two chairs, wireless internet access, one 500w 2 amp socket

Early bird package (booked before 30 April 2014)
£1,750
Standard package (booked after 30 April 2014)
£1,950

4. 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

Exhibitors: The early bird deadline which gives a £200 discount on exhibiting is 30 April 2014. For the past few years exhibition spaces have been oversubscribed therefore we advise booking early.

Sponsors: All of the sponsorship packages (apart from the advert in the Conference Guide) are one-off opportunities and will be allocated on a first-come first-serve basis.

1. Sponsorship Form altc2014

1-3 September 2014

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 altc2014)

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 options apply.

___ 1. We would like to be a Sponsor for altc2014 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
ALT Learning Technologist of the Year Award + Gala Dinner	Upon request depending on scope of sponsorship	Upon request depending on scope of sponsorship
Leadership and CPD Partner	£4,100	£3,200
Further Education, Adult Learning and Skills Partner	£4,100	£3,200
Research Partner	£4,100	£3,200
Online Delivery Partner	£4,100	£3,200
A6 advert in printed Conference Guide	£500	£350

___ 2. We are interested in organisational or sponsoring membership of ALT. Please get in touch with us about this.

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

Signed: _____ Date: _____

2. Exhibition Booking Request Form altc2014

1-3 September 2014



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. If you are interested in a Flash (one-day) Exhibition space please get in touch. Please also ensure that you sign and return the attached Terms and Conditions for Exhibitors with your booking.

We would like to exhibit at altc2014:

- | | |
|---|--------|
| <input type="checkbox"/> Early bird package (booked before 30 April 2014) | £1,750 |
| <input type="checkbox"/> Standard package (booked after 30 April 2014) | £1,950 |

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 Monday, Tuesday and Wednesday. A table, 2 chairs, power socket, basic lighting and wireless internet access 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 the Conference Guide and on the altc2014 website.

We have signed the terms and conditions document and have enclosed it for ALT's records (page 12).

__ We will register our stand representatives using the online booking form by Friday, 15 August 2014, further to receiving the link from ALT.

__ If we want more than two stand representatives we will register them as participants using the normal conference online booking system by Friday, 15 August 2014.

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 exhibitor listing (max 100 words) to ALT by Monday, 23 June 2014.

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 Card No.: _____

Expiry date: _____ Security No.: _____

Cardholder's name as shown on card: _____

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

Signed: _____ Date: _____

OR

c) Invoice against official purchase order number²: _____

² 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 altc2014

1-3 September 2014



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, 1 September 2014 by no later than 10.30am. Access to the Exhibition area will be available from early on Monday morning (but not Sunday 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 Tuesday and Wednesday 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: _____