ALT-C 2011 – Thriving in a Colder and More Challenging Climate

The 18th international conference of the Association for Learning Technology

6 – 8 September 2011, University of Leeds, 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 2011 ALT Conference
- explains arrangements and prices for exhibiting
- summarises the deadlines and process for booking to be a sponsor and/or to exhibit

http://www.alt.ac.uk/altc2011

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 (http://www.alt.ac.uk/). One of our major activities is to organise ALT-C, 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.

Conference Co-Chairs
- **John Cook**, Professor of Technology Enhanced Learning at the Learning Technology Research Institute, London Metropolitan University.
- **Sugata Mitra**, Professor of Educational Technology at Newcastle University.

In 2011, education systems throughout the world are attempting to do more, better, and often with less. As the political, economic, social, agency and technological landscapes change, it is tempting for people in the learning technology community simply to "go on with vigour, hoping for the best"[*]. But this would be to miss a major opportunity.

Innovation is strongly stimulated by crises and pressures of all kinds. Our challenges are to:
- analyse and plan, and create and marshal evidence;
- demonstrate the benefits of astute deployment of technology to support learning;
- listen to and involve learners, teachers, and institutional leaders;
- draw on know-how and practice internationally, from across and outside our individual fields;
- take an institutional approach, whilst focusing on openness and frugality.

Time, the social tide, the expectations of learners, and economic pressure at organisational level will themselves be a driving force for innovation. The scope for people in our community to make a difference is great.

The ALT-C 2011 themes are:
1. **Research and rigour** – creating, marshalling and making effective use of evidence
2. **Making things happen** – systematic design, planning, and implementation
3. **Broad tents and strange bedfellows** – collaborating, scavenging and sharing to increase value
4. **At the sharp end** – enabling organisations and their managers to solve business, pedagogic and technical challenges
5. **Teachers of the future** – understanding and influencing the future role and practices of teachers
6. **Preparing for a thaw** – looking ahead to a time beyond the disruptive discontinuities of the next few years

Keynote speakers include:
- **Miguel Brechner**, President of the Uruguayan Centre for Technological and Social Inclusion (CITS), and head of Plan Ceibal, Uruguay's One Laptop Per Child (and Teacher) project, under which all children and teachers in public schools in Uruguay have received their own laptop and connectivity to the Internet.
- **Karen Cator**, Director of the Office of Educational Technology at the U.S. Department of Education, and previously head of Apple's leadership and advocacy efforts in education, where she focused on the intersection of education policy and research, emerging technologies, and the reality faced by teachers, students and managers.
- **John Naughton**, Professor of the Public Understanding of Technology at the Open University, a Fellow of Wolfson College, Cambridge, the Observer's technology columnist and co-founder of the technology start-up Cambridge Visual Networks.
- **Rajendra S. Pawar**, Indian educationalist, entrepreneur and business leader.

About Leeds

ALT-C 2011 will be held at the University of Leeds. One of the largest universities in the UK, Leeds is acclaimed world-wide for the quality of its teaching and research. Its size and international reputation enables the University to offer one of the widest ranges of academic courses in the UK.
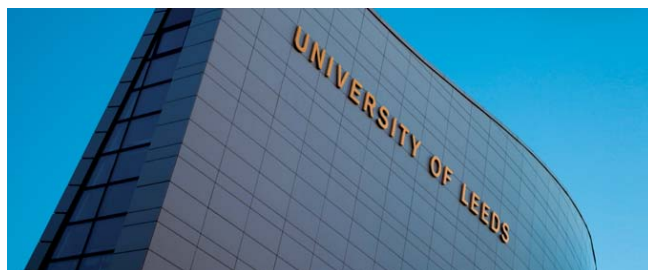
Sponsoring ALT-C 2011

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. As we explain below there are two categories of sponsorship: Major", and "Contributing", and we define Major Sponsors who commit before the end of February 2011 as "Major Anchor Sponsors".

Mindful of the tough economic conditions we have held all our prices for 2011 at the 2010 levels which reflect that of 2009.

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 2011, and thereby secure earlier and longer exposure as sponsors. Other major sponsors commit to sponsorship by the end of May 2011. The overall benefit package is:

- Prominent identification – including your organisation's name and logo – as a major sponsor on 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 dinner. Names required by no later than Friday, 29 July 2011.
- An entitlement to run 1 sponsor's presentation – 1 x 45 minute breakout session, either seminar style or hands-on (dependant on room availability). Presenters must normally be registered as full conference delegates by Wednesday, 29 June 2011. An abstract for your presentation must be provided by Wednesday, 29 June 2011 for inclusion in our conference publications and our website.
- 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, 12 August 2011).

Commitments received by Friday, 25 February 2011 will entitle your organisation to exposure as a major sponsor from March 2011. Otherwise the deadline for response is Friday, 27 May 2011, with exposure as a major sponsor thereafter.

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 listed below that involves a financial commitment of more than £1,200 will entitle you to be defined on the conference web site and in our conference publications 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 our conference publications.

Additional opportunities

ITEM	Cost in £ normally payable by 30/3/2011	Cost in £ payable in conjunction with major sponsorship
Lunch for delegates on 6/9/2011, with your organisation prominently identified as the sponsor	3,750	2,500
Lunch for delegates on 7/9/2011, with your organisation prominently identified as the sponsor	3,750	2,500
Lunch for delegates on 8/9/2011, with your organisation prominently identified as the sponsor	2,500	1,650
Pre-conference reception on the evening of 5/9/2011, with your organisation prominently identified as the sponsor	2,200	1,450
Evening social and entertainment on 7/9/2011, with your organisation prominently identified as the sponsor	2,200	1,500
Drinks reception prior to the conference dinner on 7/9/2011, with your organisation prominently identified as the sponsor	2,800	1,900

If you wish to sponsor a conference item not listed above, please let us know. For example, the use of ALT's YouTube channel is growing fast; this may be of interest to a sponsor wanting to associate itself with a particular keynote presentation or with the channel overall.

Exhibiting at ALT-C 2011

Conference audience

ALT-C 2011 will provide a valuable and practical forum for practitioners, researchers, managers and policy-makers from education and industry to explore, reflect, influence and learn.

We expect at least 500 UK and international participants from all sectors involved in e-learning, as well as those interested in benefiting from introducing technologies at all levels of education.

Exhibitors from recent ALT conferences have included:

Adobe, Anystream, Banxia, Becta, Blackboard Collaborate, Blackboard Learn, 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 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, Webducate, Westcliffe, and Ufi/learndirect.

Delegates at lunch during ALT-C 2010 in Nottingham.

ALT-C 2011 exhibition area

The ALT-C 2011 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, 5 September 2011. 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, 8 September 2011. All exhibition stands must be cleared as soon as possible after close of lunch on the final day.

How much does it cost to exhibit at ALT-C 2011?

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 2011 are held at the 2010 levels which reflect that of 2009.)

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 materials	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 materials	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 2011 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 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 2011. Contact:

Maren Deepwell
Operations & Services Manager
maren.deepwell@alt.ac.uk
+44 (0) 1865 484405

ALT
Gipsy Lane
Headington
Oxford, OX3 0BP
UK

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, 25 February 2011 will entitle your organisation to exposure as a major anchor sponsor from March 2011. Otherwise the deadline for response is Friday, 27 May 2011.

Contributing sponsors. The deadline for response is Friday, 24 June 2011, 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, 24 June 2011. 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 2011 through the ALT-C 2011 booking system. Delegates will also be able to book accommodation in Halls for the duration of their stay. The closing date for bookings will be Friday, 12 August 2011.

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 – seb.schmoller@alt.ac.uk; +44 (0)114 2586899) in relation to sponsorship,
or Maren Deepwell (Operations & Services Manager at ALT – maren.deepwell@alt.ac.uk ; +44 (0)1865 484405) in relation to exhibiting. We will do our best to assist.

1. Sponsorship Form ALT-C 2011
6 – 8 September 2011

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: Maren Deepwell, Operations & Services Manager, Association for Learning Technology (ALT)

From: _____
(Name of individual authorising sponsorship of ALT-C 2011)

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 2011 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 25/2/2011 will entitle your organisation to exposure as a major sponsor from March 2011. Otherwise the deadline for response is 27/5/2011, with exposure from mid August.

__ 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 29/6/2011 and abstract of our session for inclusion in the conference programme.

__ 4. We would like to be a **contributing sponsor** for ALT-C 2011 at a cost of at least £1,250. We have identified options in **column 2 of the table below.**

ITEM	Cost in £ normally payable by 30/3/2011	Cost in £ payable in conjunction with major sponsorship
Lunch for delegates on 6/9/2011, with your organisation prominently identified as the sponsor	3,750	2,500
Lunch for delegates on 7/9/2011, with your organisation prominently identified as the sponsor	3,750	2,500
Lunch for delegates on 8/9/2011, with your organisation prominently identified as the sponsor	2,500	1,650
Pre-conference reception on the evening of 5/9/2011, with your organisation prominently identified as the sponsor	2,200	1,450
Evening social and entertainment on 7/9/2011, with your organisation prominently identified as the sponsor	2,200	1,500
Drinks reception prior to the conference dinner on 7/9/2011, with your organisation prominently identified as the sponsor	2,800	1,900

__ 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 2011. Please contact me again in relation to the 2012 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 2011, please complete the **Exhibition Booking Request Form** on the page below.

2. Exhibition Booking Request Form ALT-C 2011
6 – 8 September 2011
Use this form to confirm details of your exhibition plans.

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

To: Maren Deepwell, Operations & Services Manager, Association for Learning Technology (ALT)

We would like to exhibit at ALT-C 2011: *(please complete as appropriate)*

__ as a **sponsor** of ALT-C 2011 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 2011 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 2011 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, 12 August 2011**, further to receiving the link from ALT.

__ If we want more than two stand representatives we shall register them as ALT-C 2011 delegates using the conference online booking system by **Friday, 12 August 2011**.

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 **Friday, 1 July 2011**.

Payment details:

If you are wishing to exhibit as a sponsor of ALT-C 2011 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, 24 June 2011

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 2011
6 – 8 September 2011

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, 5 September 2011 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, 8 September 2011.

Cancellation terms

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

Insurance

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