

Independent Learning Association

2012 Conference New Zealand



**Autonomy in
a Networked
World**

Te Tū Motuhake
i te Ao Kōtuitui

Sponsorship and Trade Exhibition
Opportunities Booklet

Thursday 30 August – Sunday 2 September 2012
Victoria University of Wellington, New Zealand

Welcome

Tena koutou katoa

Dear Colleagues and Friends

The Organising Committee is pleased to invite you to support and participate in the 5th Independent Learning Association Conference (ILAC 2012), hosted by Victoria University of Wellington. The conference returns to Aotearoa/New Zealand having been previously hosted in Hong Kong, Japan, and Australia. It is usually held every two years, but we have skipped 2011 in honour of the Rugby World Cup.

The conference runs from 30 August - 2 September 2012 at Victoria University of Wellington, New Zealand. Full details of the conference can be found on the conference website: www.ila.net.nz.

The theme for the conference is **Autonomy in a Networked World: Te Tū Motuhake i te Ao Kōtuitui**. We see ILAC 2012 as a chance to frame learner autonomy in today's world, consider where we are now, and where we are going.

We believe that ILAC 2012 will be a forward-looking conference that draws on developments in learning and teaching technology and blends these with some good old fashioned face-to-face discussion and debate.

We look forward to seeing world class researchers and teachers in Wellington for ILAC 2012, and we welcome your participation in and support for this international event.

Yours sincerely

Averil Coxhead and Edith Paillat

Conference Chairs

(on behalf of the Organising Committee)



Conference Details

The Independent Learning Association is an organisation for language practitioners and researchers working in or otherwise interested in independent language learning. Specific areas of interest include:

- fostering Learner Autonomy through classroom practice
- supporting Self-Directed Learning
- providing Self-Access Language Learning facilities
- Teacher Autonomy

Conference Venue

The 5th international conference of the Independent Learning Association will be held at Victoria University of Wellington, Kelburn Campus, Wellington, New Zealand.

www.victoria.ac.nz

Programme

The conference theme is “Autonomy in a Networked World: Te Tū Motuhake i te Ao Kōtuitui”. What is the theoretical and practical meaning of learner autonomy in the socially and technologically connected world we live in today? We will invite conference participants to share their thoughts, research findings and practice in order to illuminate the relationship between the individual learner and the learning opportunities afforded by ever-changing learning environments. The programme will be developed around the following sub-themes:

- Framing learner autonomy in today’s world – where we are now and where we are going
- Autonomy and identity
- Autonomy and agency (motivation and strategies)
- Autonomy and the learning environment (classroom, distance, technology, independent learning centres)
- Autonomy and assessment

Your Involvement

We would like to offer you the opportunity to participate both at the trade exhibition and through sponsorship.

We are planning for an attendance of over 300 and all estimates of likely activity costs are based on this figure. Sponsorship opportunities are structured so that you will receive the maximum possible exposure and benefit from your investment.

Once you have decided on your level of involvement please contact the conference organiser by email ila@paardekooper.co.nz or phone +64 4 562 8259 to arrange your requirements and make your bookings. Or complete the Sponsorship Application Form and return by fax to +64 4 562 8269.

Thank you for your consideration.

Sponsorship Opportunities

Below is the list of sponsorship opportunities and costs. If these sponsorship opportunities fall outside your requirements or you have specific requirements, we will be happy to have further discussions with you.

Sponsorship Item	Cost	
Conference satchel	\$3,500	
Conference handbook	\$3,000	
Conference dinner	\$3,000	
Conference lanyard	\$2,500	
Keynote speaker (4)	\$2,000	each
Main conference room	\$2,000	
Welcome function	\$2,000	
Internet café	\$2,000	plus costs
Lunch x 3	\$1,750	each
'Real Coffee' cart	\$1,000	plus costs
Pocket programme	\$1,000	
Ice cream	\$1,000	plus costs
Massage area	\$1,000	plus costs
Juice bar	\$1,000	plus costs
Delegate gift	\$1,000	plus product
Morning tea x 3	\$750	each
Afternoon tea x 3	\$750	each
Stationery and pens	\$500	plus product
Break-out rooms (up to 10)	\$495	each
Satchel inserts (unlimited)	\$350	per item

Note: Prices listed above are in \$NZ and exclude GST



Sponsor Packages

Sponsorship of \$ 5,000 + GST or more

If your sponsorship totals \$5,000 + GST or more, you are entitled to the following benefits:

- Recognition as a MAJOR SPONSOR of the conference
- Spoken acknowledgement in the opening and closing of the conference
- Sponsor logo in the conference handbook, and a ½ page colour advertisement
- Sponsor logo on the conference holding slide, shown between sessions
- Sponsor logo on the conference website
- One **size A exhibit stand** (refer to Trade Exhibition section)
- One satchel insert (up to 10 pages)
- Two full conference registrations

Sponsorship of \$ 3,000 + GST or more

If your sponsorship totals \$3,000 + GST or more, you are entitled to the following benefits:

- Sponsor logo in the conference handbook and a ¼ page colour advertisement
- Sponsor logo on the conference holding slide, shown between sessions
- Sponsor logo on the conference website
- One **size B exhibit stand** (refer to Trade Exhibition section)
- One satchel insert (up to 5 pages)
- One full conference registration



Sponsorship Details

Conference satchel

The conference satchel will be printed with the sponsor's logo, as well as with the conference logo. One item of company literature can be inserted into the satchel.

Conference handbook

The sponsor's logo will be printed on the front cover of the conference handbook given to all delegates at the conference. The sponsor will be acknowledged on the contents page and will also receive an A4 advertising space on the back cover of the handbook.

Social functions

The sponsoring organisation will be acknowledged as the sponsor of the specific function in all conference publications. The sponsoring company will have brand visibility at the venue of the function being sponsored.

To discuss further details about the social function, please contact the Conference Organiser on +64 4 562 8259.

Conference lanyard

The conference lanyard for delegate name badges will be branded with the sponsor's logo.

Keynote speakers

Sponsorship is available for keynote speakers. Sponsoring organisations will be acknowledged in the conference programme and by the persons introducing the presenters. The sponsoring company will be able to exhibit banners or other promotional material in the conference room for that session.

To discuss further details about sponsoring a keynote speaker, please contact the Conference Organiser on +64 4 562 8259.

Conference rooms

Sponsored rooms will be renamed to sponsor specification for the period of the conference. This includes references to these rooms in conference materials.

Internet café

The internet café is an area for delegates to check their emails. The sponsor will be acknowledged in the conference handbook and be given an opportunity to write a 100-word promotion about the internet café.

The internet café will be organised in conjunction with you by the conference organiser. Please note that additional costs for the internet café will apply.

Catered breaks

The sponsor of each catered break will receive recognition in the conference session prior to the relevant break as well as acknowledgment in the conference programme and in the handbook. The sponsor will have brand visibility during the sponsored catered break.

'Real Coffee' cart

The 'Real Coffee' cart is consistently identified as a very popular hospitality offering in attendees' feedback. Your sponsorship of this item means you will be acknowledged as the sponsor in the conference handbook. You will also have brand visibility with your sponsored item. The sponsor will be acknowledged in the conference handbook and be given an opportunity to write a 100-word promotion of the activity sponsored.

The real coffee cart will be organised in conjunction with you by the conference organiser. Please note that additional costs for the 'Real Coffee' cart will apply.

Pocket programme

The pocket programme inserted into the name badge pocket will be branded with the sponsor's logo.

Ice cream, massage area, and juice bar

These items are consistently identified as very popular hospitality offerings in attendees' feedback. The sponsor will be acknowledged in the conference handbook and be given an opportunity to write a 100-word promotion of the activity sponsored.

The ice cream, massage area, and juice bar sponsorship opportunities will be organised in conjunction with each sponsor by the conference organiser. Please note that additional costs for the ice cream, massage area, and juice bar will apply.

Delegate gifts

Sponsors have the opportunity to place a gift and advertising of a product or service in the conference satchel provided to all delegates.

Stationery and pens

The sponsoring organisation will be the official sponsor of the conference A4 size note pad and pen by supplying branded note pads and pens for inclusion in conference satchels.

Satchel insert (unlimited)

The inclusion of one item of your promotional material in the conference satchel. As a guideline, satchel inserts should be no bigger than A4 size.

Trade Exhibition

A trade exhibition will be held in conjunction with the ILA 2012 Conference. In order to provide you with the optimum exposure to delegates, the exhibition will be located in the Maclaurin Building Foyer. Lunches, morning and afternoon tea breaks will also be held in this area.

Trade Exhibition Stands

Two stand sizes are available. Adjoining stands may be booked to create a larger exhibition area.

- Size A – 3.60m wide x 1.20m deep x 2.30m high **\$1,650 + GST**
- Size B – 2.40m wide x 1.20m deep x 2.30m high **\$1,250 + GST**

The basic set-up includes side and back partitioned walls. The configuration of individual stands may vary. Each stand will include the following:

- Velcro receptive display panels
- 1 x 10 AMP power supply and a multi-box
- 2 x 150 watt spot lights
- A trestle table, tablecloth and chair
- Installation and removal of basic set-up.

Internet access can be provided at an extra cost. Any additional requirements will be the responsibility of exhibitors and at their own cost.

Exhibitor Benefits

Each exhibiting company will receive the following benefits:

- Acknowledgement as a trade exhibitor in the conference handbook. You are invited to submit a 100-word blurb about your organisation to be included in the handbook.
- Trade attendant registration entitles the recipient to entry to the trade exhibition, morning tea, lunch and afternoon tea. **It does not include entry into conference sessions or social events.**
- Size A – 2 complimentary trade attendant registrations
- Size B – 1 complimentary trade attendant registrations

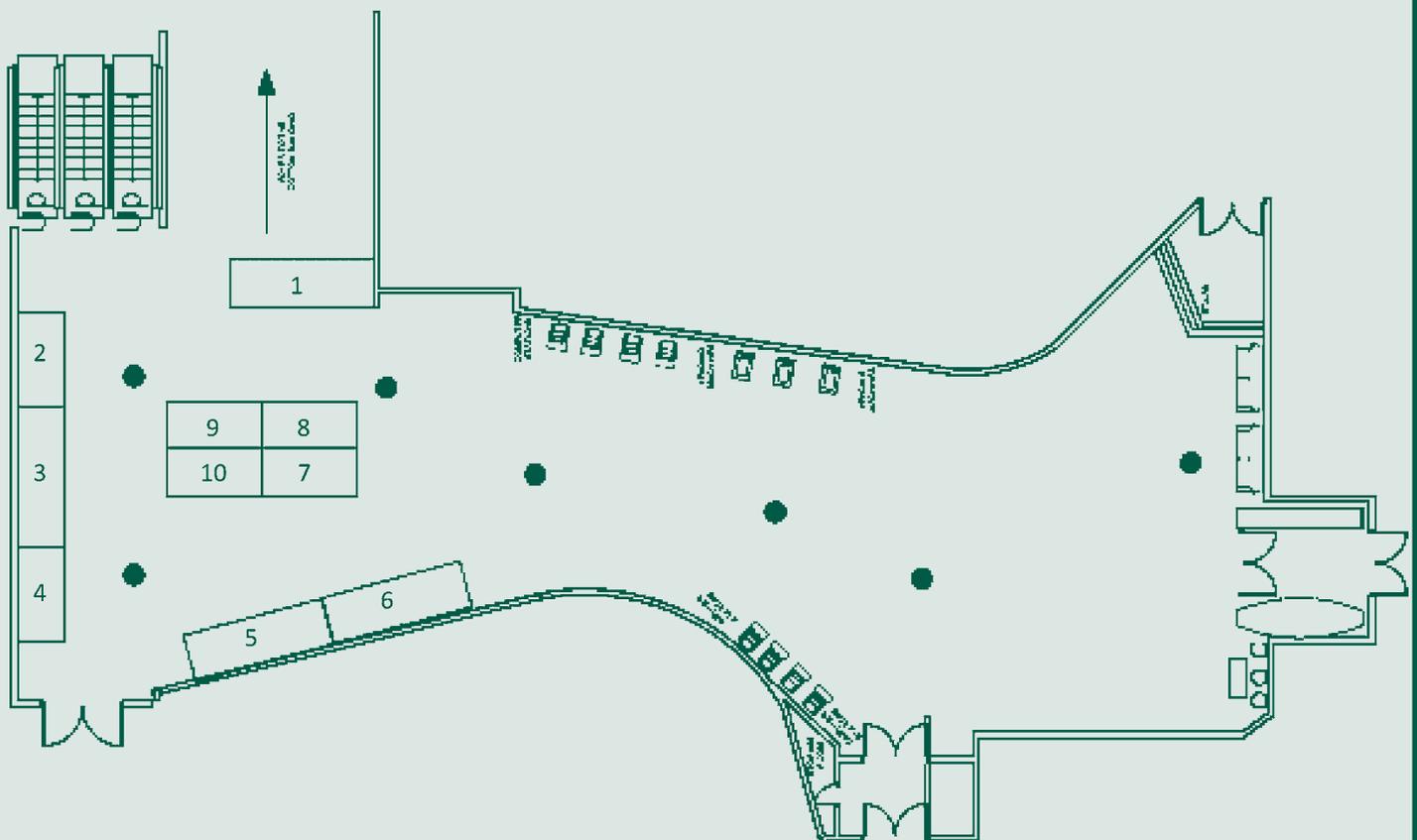
Trade Exhibition Sites and floor plan

The trade exhibition area floor plan shows the sites of trade exhibition stands. Exhibit sites will be allocated on a first-come, first-served basis.

Please note, your position, once chosen, cannot be changed. However, your stand number may change.

We will confirm your stand number closer to the conference dates to allow you to print material with your stand details.

Maclaurin Foyer Victoria University



Pull-up Banners

Space is available in the trade exhibition area for you to display your pull-up banner only, at a cost of \$450 + GST per banner.

Conference Information

Cancellation Policy

All cancellations must be made in writing by fax or email to the conference organiser. Cancellations received **on or before 5 pm, Friday 29 June, 2012** will receive a refund minus an administration fee (\$200 + GST).

All cancellations made **after 5 pm, Friday 29 June, 2012** will be liable for full costs of their commitment. In the event of the conference being cancelled, a full refund minus a \$200 + GST administration fee will be made.

Conference Organiser

To secure your sponsorship please contact the conference organiser:

Paardekooper and Associates

PO Box 41002, Eastbourne, Lower Hutt 5047, New Zealand

Phone: +64 4 562 8259

Fax: +64 4 562 8269

Email: ila@paardekooper.co.nz

Web: www.ila.net.nz

Act now to secure your first choice!

