Annual Conference 2015

Exhibition and sponsorship prospectus

About the conference: 'Shaping the Future of Learning Together'

The 22nd annual conference of the Association for Learning Technology, will take place 8–10 September 2015, University of Manchester, UK.

As the leading Learning Technology conference in the UK, the Association for Learning Technology (ALT) annual conference brings together practitioners, researchers and policy makers from across education to share their research and experience.

The 2015 conference will be chaired by Amanda Jefferies, University of Hertfordshire and Liz Masterman, University of Oxford, under the theme '**Shaping the Future of Learning Together**'.

The programme will reflect the theme of shaping and sharing learning through breaking down the traditional divisions between stakeholders and between their roles, with a focus on:

- Harnessing the power of the crowd – collaboration and connectivist learning;
- Social media in learning and teaching;
- Open educational practice;
- Learners as agents of change;
- Participatory approaches to the development of learning technologies.

To find out more or discuss exhibiting or sponsorship opportunities, contact either Anna Davidge, Events and General Manager anna.davidge@alt.ac.uk or Maren Deepwell, Chief Executive, maren.deepwell@alt.ac.uk .

Overview

	Members' rate	Standard rate
Exhibiting includes: ● exhibition stand with standard set up ● free wireless internet access ● 2 exhibitor conference passes ● access to participant list and conference platform ● your details on conference materials	n/a	£2500
Major Sponsorship includes: ● Prominent identification as a sponsor or partner in the run up and throughout the conference ● media release jointly with ALT and promotion on social media ● your details on conference materials + on the conference platform ● access to participant list and conference platform ● 2 sponsor conference passes incl award ceremony ● 2 tickets for Gala Dinner ● Featured post in the ALT Newsletter before or after the conference + exhibition package	£3600 £5900	£4500 £6700
Sponsorship of the ALT Learning Technologist of the Year Award [No longer available]		

Only current Sponsoring or Partner Members of ALT qualify for the Members' rate of 20% discount on the standard Sponsorship rate (membership for 2015/16 year is required).

Major Sponsorship

Supporting our Annual Conference as a Major Sponsor means that you will be one of only few organisations who will be prominently visible in the run up and throughout the event.

Whilst the conference is the flagship event for the Association and its members, it isn't limited to the actual 3 days over which it runs. Conference activities start months in advance and continue after the conference. Parts of our community actively engage with the event online via our conference platform 6 months in advance and the conversation continues once the event is over - giving conference sponsors long exposure and opportunities to get involved.

We strictly limit the number of organisations who become Major Sponsors of the conference and look for organisations whose values align with the ethos of the Association and its community to support the conference.

Learning Technologist of the Year Award

There is only one sponsor of this prestigious national award each year. The award, launched in 2007, attracts entries from all sectors including Higher and Further Education, schools, community learning and adult learning and each year a team and individual award is made as well as a learner award where appropriate.

The award normally opens for entries in spring and entries are judged by a panel of judges chaired by President of the Association, Prof Diana Laurillard, for which you as sponsor may nominate an individual. Interviews with all short-listed entries take place in London or online during the summer.

The award ceremony at this year's conference will take place on Wednesday, 9 September at the main conference venue at the University of Manchester during a special awards evening including a drinks reception and dinner following the ceremony.

In the last few years winners and short-listed entries have gained significant media attention both at a local and national level, with for example FE Week featuring all winners in a special conference supplement.

Commit early - maximise your benefits

All sponsorship opportunities are available now. We announce sponsorships and partnerships as they are agreed so in order to maximise your benefits, we encourage you to commit early. These opportunities are very limited in number, so take advantage of the early booking discount and don't miss the opportunity to get involved.

To find out more or discuss these opportunities, contact either Anna Davidge, Events and General

Manager anna.davidge@alt.ac.uk or Maren Deepwell, Chief Executive, maren.deepwell@alt.ac.uk .

Exhibiting

At the University of Manchester, the exhibition area is located right at the conference entrance, between the restaurant, helpdesk and access to the main lecture theatre.

Exhibition spaces are limited to 21 stands and will be allocated on a first come, first served basis - with member organisations getting preference in choosing spaces on the floor plan.

Our exhibition is a key part of the conference programme and provides the main networking hub for participants over all three days. We also open the exhibition to members from the host university and nearby institutions.


Interactive approach - our participants want to get their hands on technology

Many of our participants will be keen to try out new gadgets or software there and then. As a key event for our community to get together and network, share ideas and catch up, there is strong demand for an informal approach that allows discovery and experimentation - not a focus on sales alone. We are always on hand to help exhibitors formulate the right approach and provide informal advice and guidance on how to maximise your engagement.

Exhibiting includes:

- 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
- 2 exhibitor conference passes
- Access to an opt-out participant list to enable networking, which will be released at least a week before the conference
- Description + logo in conference guide and online and your logo included on the conference platform on the list of exhibitors
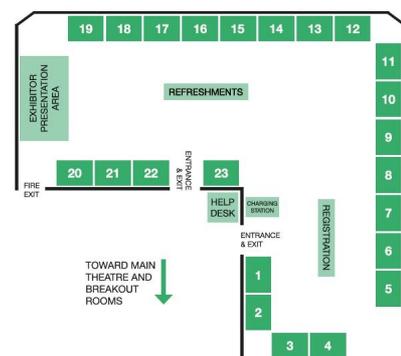
Previous exhibitors

Adobe, Blackboard Learn, British Council, Canvas by Instructure, Channel Content, Collaborate, Desire2Learn, Echo360, Eduserv, Google, How To Moodle Ltd, Huddle, IMC, Intute, Jisc, Jorum, Kaltura, Learning Objects Inc, Mediacore, Microsoft, MyKnowledgeMap, OMBEA, Pearson, PebblePad,

QIA, Questionmark, Routledge, Smarthinking, Sonic Foundry, Streamitup, Talis Education, Techsmith, The Tribal Group, Toshiba, Webducate, Westcliffe, University of London Computer Centre, and XtLearn.

Top 10 facts about our Annual Conference

Even if you have been to our Annual Conference before, there are a few things you may be surprised to learn. As Learning Technology changes, so does ALT and the Annual Conference - here are our **top 10 key facts** to give you a better understanding of what it's all about:

1. A total of **431 people** attended the conference in 2014;
2. Over **2000 users** engaged online;
3. **32%** of participants attend for the first time each year;
4. Participants come from **Higher and Further Education**, industry and adult learning as well as schools;
5. Over 90% of participants found the conference to be **good for networking, inspiring and innovative;**
6. In 2014 we welcomed participants from over **14 countries** including Australia, Canada, France, Greece, Ireland, Netherlands, New Zealand, Nigeria, Portugal, South Africa, Spain, Sweden, UK, USA;
7. Over **12000** tweets were published using the conference hashtag **#altc;**
8. With this being the **22nd ALT Annual Conference** we are one of the **longest-running** major conferences in the UK;
9. Participants hold a **wide variety of roles** including: Lecturer, Blended Learning Advisor, Development Director, Digital Learning Consultant, Digital Learning Resources Manager, Director of ICT, Education Technology Project Manager, Teacher, Head of eLearning and Innovation, IT Services Specialist, Managing Director, Principal Lecturer, Staff Development Officer, VLE Manager, Chief Executive Officer, Vice Chancellor;
10. As an **independent registered charity**, ALT and its conference have been supported by members, exhibitors and sponsors since 1993.

Join ALT as a member

If you feel exhibiting or sponsoring the conference is not the best way for your organisation to get involved or you would like to support our community in other ways throughout the year then you should consider for your organisation to become a member. We offer the following memberships:

Organisational Membership for all organisations, with fees between £200 to £963 per year (depending on your the size of your organisation).

Sponsoring or Partner Membership, with fees of £1390 per year and will include your logo on the ALT website, options to post featured articles in the ALT Newsletter and also get discounts on exhibiting and sponsorship of ALT events.

Membership of ALT offers a great opportunity to get involved as the annual fee also includes the option for all employees to take up the free Associate Membership, which will allow them personal access to discounts when attending ALT events and networking opportunities, for example to engage with other active members via the ALT Members' Mailing List.

For a full range of benefits, please visit the ALT website www.alt.ac.uk/get-involved/membership ,email **joinALT@alt.ac.uk** or call 01865 484 162 to speak to our Membership Development Manager, Liz Wyatt

Exhibition and Sponsorship Form

Please complete all relevant parts of this form and email it to Anna Davidge anna.davidge@alt.ac.uk or fax it to ALT +44 (0)1865 484165 .

Contact details:
Name:
Address:
Email:
Phone number:

Details for inclusion in conference materials:
Name of organisation:
Website:
Twitter @

Select your exhibition or sponsorship package:

	Members' rate	Standard rate
Exhibiting includes: ● exhibition stand with standard set up ● free wireless internet access ● 2 exhibitor conference passes ● access to participant list and conference platform ● your details on conference materials	n/a	☐ £2500
Major Sponsorship includes: ● Prominent identification as a sponsor or partner in the run up and throughout the conference ● media release jointly with ALT and promotion on social media ● your details on conference materials + on the conference platform ● access to participant list and conference platform ● 2 sponsor conference passes incl award ceremony ● 2 tickets for Gala Dinner ● Featured post in the ALT Newsletter before or after the conference	☐ £3600	☐ £4500
+ exhibition package and get a discount if you book early	☐ £5900 ☐ (£5725*)	☐ £6700 ☐ (£6625*)

Sponsorship of the ALT Learning Technologist of the Year Award [No longer available]		

<u>Only</u> current Sponsoring or Partner Members of ALT qualify for the Members' rate of 20% discount on the standard Sponsorship rate (membership for 2015/16 year is required).

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

Invoice details:
Please confirm the name and email address of the individual whom we should invoice (including a purchase order if applicable):

Authorisation:

Signed: _____   Date: _____

Print Name: _____