



# CALICO 2012

OPEN EDUCATION: Resources and Design for Language

**29th Annual Symposium**  
Hosted by:



UNIVERSITY OF  
NOTRE DAME  
College of Arts and Letters

**June 12-16, 2012**

**Exhibition: June 14-15, 2012**

**University of Notre Dame**  
Notre Dame, Indiana



The Computer Assisted Language Instruction Consortium (CALICO) is holding its 29th annual symposium and exhibition, the week of June 11, 2012, hosted by the University of Notre Dame in Notre Dame, Indiana.

CALICO is a professional organization dedicated to excellence in computer assisted language learning and teaching. The symposium will bring together educators, administrators, materials developers, researchers/government representatives and others who are interested in the field of computer assisted language learning. CALICO's membership consists of close to 300 institutional (libraries, language schools and universities),



100 corporate and 500 individual members. Membership stretches beyond the North American continent, into South America, Europe, Asia and Australia.

Vendors of hardware, software and related services have the opportunity to promote their products and services to this unique forum gathered for exchanging ideas and information about technology and languages. Opportunities are available through exhibits, sponsorships, and/or advertising. Space is limited so act now.

Call the event hotline at 800-996-3233 or access [www.milestoneshows.com/calico](http://www.milestoneshows.com/calico).

## SPONSORSHIP OPPORTUNITIES



### OPENING RECEPTION

**\$10,000**

- Exclusive recognition as the June 14 welcome reception sponsor
- Customized napkins and beverage containers with corporate logo incorporated
- Complimentary 8' x 16' exhibit booth
- Hors d'oeuvres and refreshments located near your exhibit booth

- Four complimentary conference registrations (*in addition to the 4 complimentary conference registrations with booth*)
- Full page ad in conference program
- Inside front cover acknowledgement in conference program
- Sponsor sign recognition
- Pre conference mailing list

### LUNCHEON

**\$5,000**

- Exclusive recognition as luncheon sponsor
- Complimentary 8' x 16' exhibit booth
- Three complimentary conference registrations (*in addition to the 4 complimentary conference registrations with booth*)
- Half-page ad in conference program
- Inside front cover acknowledgement in conference program
- Sponsor sign recognition
- Pre conference mailing list



### REGISTRATION BAG

**\$4,500**

- Exclusive recognition as CALICO 2012 registration bag sponsor
- Customized canvas bag with corporate logo
- Complimentary 8' x 8' exhibit booth
- Two complimentary conference registrations (*in addition to the 2 complimentary conference registrations with booth*)
- Inside front cover acknowledgement in conference program
- Sponsor sign recognition
- Pre conference mailing list

### BREAK

**\$2,500**

- Exclusive recognition as break sponsor
- Complimentary 8' x 8' exhibit booth
- One complimentary conference registration (*in addition to the 2 complimentary conference registrations with booth*)
- Sponsor sign recognition
- Pre conference mailing list

### CYBER LOUNGE

**\$600**

- Sponsor sign recognition
- Thank you acknowledgement ad in conference program
- Literature/promotional item placement allowed on Cyber Lounge table(s)

**Additional sponsorships, co-sponsorships and partial sponsorships are also available.**

**CALL FOR DETAILS.**

## EXHIBITION DETAILS

### LOCATION

#### University of Notre Dame

Notre Dame Conference Center  
115 McKenna Hall  
Notre Dame, Indiana 46556

### BOOTH REGISTRATION FEE

\$850 per 8' x 8' space.

#### Includes:

- Draped space (8' high back drape, 3' high side drape)
- Company name sign
- One 6' draped table and two chairs
- Two conference registrations
- Full page black & white ad (see details below)
- General security
- Exhibitor badges for booth personnel
- Vendor presentation (if signed up by February 1, 2012)

—The exhibition floor is low pile industrial carpet.

—Electrical and internet connections are NOT included in the booth price.

### BOOTH PAYMENT

- 50% non-refundable deposit due upon booking
- Full balance due on or before April 13, 2012
- Cancellations after April 13, 2012 are non-refundable

### EXHIBIT HOURS

#### Move In

Wednesday, June 13 4:00 pm–7:00 pm  
Thursday, June 14 7:00 am–8:00 am

#### Exhibit Hours

Thursday, June 14 8:00 am–3:00 pm  
Friday, June 15 8:00 am–3:00 pm

#### Move Out

Friday, June 15 3:00 pm–5:00 pm

### ADVERTISING

All exhibitors at CALICO receive a full page black & white advertisement in the Conference Program, which is distributed to all attendees of the conference. Space is available for the cover and/or color ads at an additional charge. Electronic art must be provided by the advertiser in a pdf format to [info@calico.org](mailto:info@calico.org). Closing date for insertion and artwork is March 1, 2012. For pricing, details and upgrade order information please contact CALICO directly at 512-245-1417.

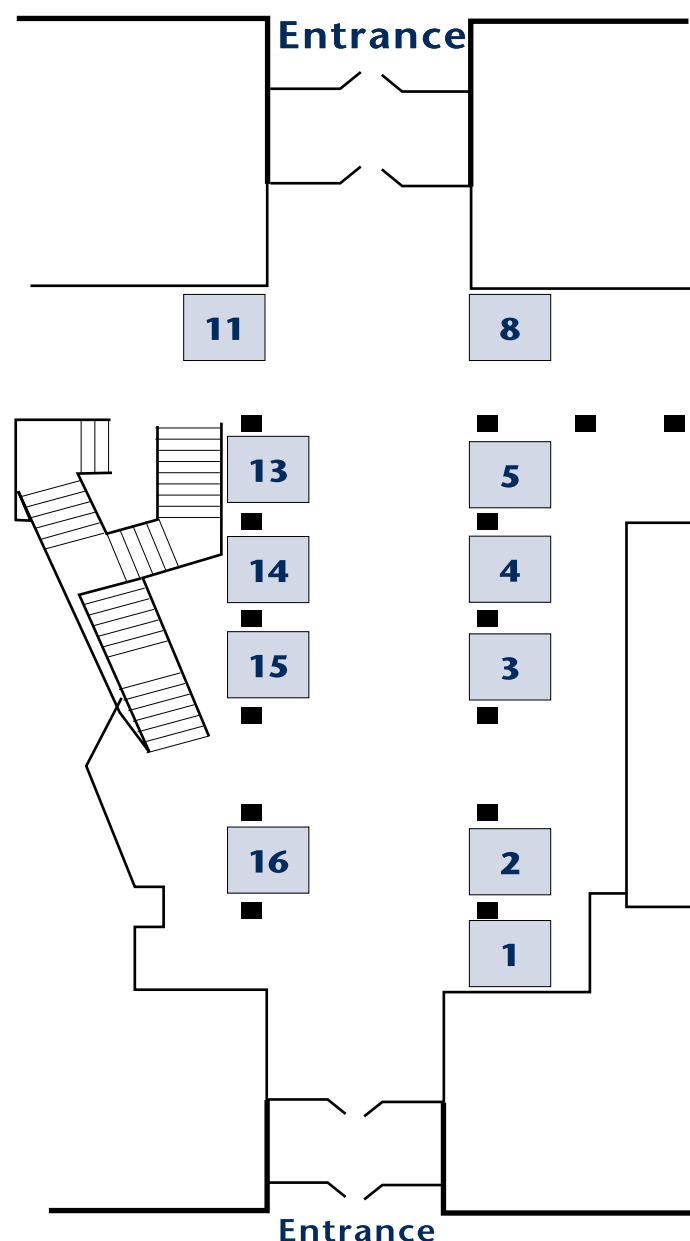
### "TAKE-ONE" TABLE \$250

Can't make it to the event but want to get your literature in front of this qualified audience? You can have your literature distributed at CALICO 2012 at the "Take-One" Table. Show management will distribute and replenish your literature in this specially designed area at the entrance to the exhibition.

- Exhibition company is responsible for shipment arrangements of literature both to and from McKenna Hall.
- "Take-One" Table area is to be unmanned. No exhibitors or corporate representatives will be allowed in this designated area.

Call 800-996-3233 or e-mail [info@milestoneshows.com](mailto:info@milestoneshows.com) to reserve your place in the "Take-One" Table area.

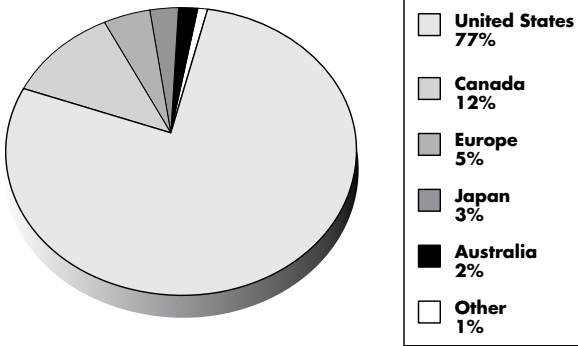
### FLOOR PLAN



# CALICO SYMPOSIUM ATTENDANCE INFORMATION

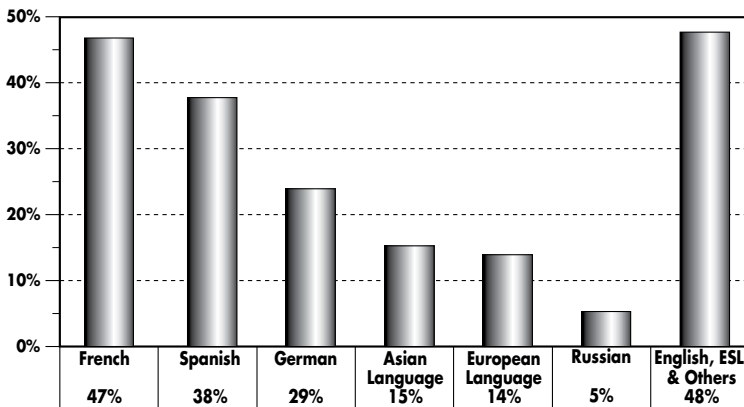


## GEOGRAPHIC DOMICILE



## LANGUAGES SPOKEN OR TAUGHT

(Many participants specified more than one language)



## MANAGEMENT



MILESTONE PRESENTATIONS, LLC  
Professional Trade Show Management & Conference Planning

The CALICO exhibition is managed by Milestone Presentations, LLC, a professional trade show management company with locations throughout the United States. [www.milestoneshows.com](http://www.milestoneshows.com)

4255 South Buckley Road, #118  
Aurora, Colorado 80013

Ph: 800-996-3233

Fax: 888-996-3296

[www.milestoneshows.com](http://www.milestoneshows.com)

## SIGN UP FORM

### Preferred booth location:

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

### Sponsorships available:

- Opening Reception • \$10,000
- Luncheon • \$5,000
- Registration Bag • \$4,500
- Break • \$2,500
- Cyber Lounge • \$600
- "Take-One" Table • \$250
- Other \_\_\_\_\_

### Please send information on:

- Conference Program Advertising
- Attending the Conference
- Joining CALICO
- CALICO Journal Advertising

### Please type or print all information completely:

Name \_\_\_\_\_  
 Title \_\_\_\_\_  
 Company \_\_\_\_\_  
 Address \_\_\_\_\_  
 City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
 Phone \_\_\_\_\_  
 Fax \_\_\_\_\_  
 E-mail \_\_\_\_\_  
 Web site \_\_\_\_\_

### Return to: Milestone Presentations, LLC

4255 S. Buckley Rd., #118 • Aurora, CO 80013  
 Fax: (888) 996-3296 or (303) 690-3278