

EXHIBIT & SPONSORSHIP INFORMATION

CALICO

Global Realities

37TH ANNUAL SYMPOSIUM

June 1–5, 2021

June 3–4, 2021 (Exhibition)

Renaissance Seattle Hotel

Seattle, Washington

Invited by:



LANGUAGE LEARNING CENTER
UNIVERSITY of WASHINGTON



CALICO SYMPOSIUM 2020

The Computer Assisted Language Instruction Consortium (CALICO) is holding its 37th annual symposium and exhibition the week of June 1, 2021 at the Renaissance Seattle Hotel, in Seattle, Washington. The symposium is hosted the University of Washington Department of Linguistics.

CALICO is an international organization dedicated to research and development in the use of computer technology in language learning: computer-assisted language learning (CALL). The symposium will bring together language educators, programmers, technicians, web page designers, CALL developers, CALL practitioners, and second language acquisition researchers. CALICO's membership consists of close to 300 institutional (libraries, language schools and universities), 100 corporate and 500 individual members. Worldwide membership hails from North America, 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 language learning. Opportunities are available through exhibits, sponsorships and/or advertisements.

To secure your participation call the event hotline at 800-996-3233 or 303-690-3233 or access www.milestoneshows.com/calico. Space is limited so act now.



SPONSORSHIP OPPORTUNITIES (Co-sponsorship opportunities available)

OPENING RECEPTION • \$10,000

- Exclusive recognition for sponsorship of Opening Reception
- Literature table at Opening Reception
- Customized napkins and beverage containers with corporate logo incorporated
- Complimentary 8' x 20' exhibit space
- Four complimentary symposium registrations (*in addition to the four complimentary symposium registrations with exhibit space*)
- Full page ad in symposium program
- Inside front cover acknowledgement in symposium program
- Sponsor sign recognition
- Pre-symposium mailing list

TECHNOLOGY SHOWCASE RECEPTION • \$5,000

- Exclusive recognition for sponsorship of Technology Showcase Reception
- Literature table at Technology Showcase Reception
- Complimentary 8' x 10' exhibit space
- Two complimentary symposium registrations (*in addition to the two complimentary symposium registrations with exhibit space*)
- Half page ad in symposium program
- Inside front cover acknowledgement in symposium program
- Sponsor sign recognition
- Pre-symposium mailing list

LUNCHEON • \$5,000

- Exclusive recognition for sponsorship of Luncheon
- Literature table at Luncheon
- Complimentary 8' x 10' exhibit space
- Two complimentary symposium registrations (*in addition to the two complimentary symposium registrations with exhibit space*)
- Half page ad in symposium program
- Inside front cover acknowledgement in symposium program
- Sponsor sign recognition
- Pre-symposium mailing list

REGISTRATION BAG • \$4,000

- Exclusive recognition for sponsorship of Registration Bag
- Customized registration bags with corporate logo incorporated
- Complimentary 8' x 10' exhibit space
- Two complimentary symposium registrations (*in addition to the two complimentary symposium registrations with exhibit space*)
- Inside front cover acknowledgement in symposium program
- Sponsor sign recognition
- Pre-symposium mailing list

MOBILE APP • \$3,000

- Exclusive recognition for sponsorship of CALICO's Guidebook mobile app
- Exclusive ad within the mobile app
- Complimentary 8' x 10' exhibit space
- One complimentary symposium registration (*in addition to the two complimentary symposium registrations with exhibit space*)
- Sponsor sign recognition
- Pre-symposium mailing list

BREAK • \$2,500

- Exclusive recognition for sponsorship of Break
- Complimentary 8' x 10' exhibit space
- One complimentary symposium registration (*in addition to the two complimentary symposium registrations with exhibit space*)
- Sponsor sign recognition
- Pre-symposium mailing list

BADGE HOLDERS • \$1,500

- Exclusive recognition for sponsorship of Badge Holders
- Customized badge holders with corporate logo incorporated
- Sponsor sign recognition

FRIENDS OF CALICO (\$250)

- Logo recognition in the symposium program Friends of CALICO acknowledgement
- Logo recognition on the Friends of CALICO sign located in the registration area



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

Call the event hotline at 800-996-3233 or 303-690-3233 or access www.milestoneshows.com/calico to secure your sponsorship.

EXHIBITION DETAILS

LOCATION:

Renaissance Seattle Hotel
Courtyard Foyer (B Level)
Seattle, Washington

EXHIBIT SPACE COST

\$900 per 8' x 10' space (80 square feet)

EXHIBIT SPACE PAYMENT:

- 50% non-refundable deposit due upon booking
- Full balance due on or before April 7, 2021
- Cancellations after April 7, 2021 are non-refundable

EXHIBIT SPACE INCLUDES:

- Draped space (7' high back drape, 3' high side drape)
- Company name sign
- One 6' skirted table
- Two side chairs
- Two symposium registrations
- Exhibitor badges for booth personnel
- Literature table at Opening Reception & Poster Session, June 2
- Vendor presentation (if signed up by December 1, 2020)
- Full page black & white ad in Symposium Program (artwork due by March 15, 2021)
- General security
 - * The entire exhibit area is carpeted.
 - ** Standard electrical power is available throughout perimeter wall outlets. If you need electrical power it is recommended to bring an extension cord.
 - *** Shared wireless internet connectivity is complimentary. Hardwired internet connectivity is available for an additional charge.

EXHIBITION HOURS & DATES

Move-In

Wednesday, June 2 11:00 am – 5:00 pm

Display Hours

Wednesday, June 2 6:00 pm – 7:30 pm (literature table only)*

Thursday, June 3 8:00 am – 3:00 pm

Friday, June 4 8:00 am – 3:00 pm

Move-Out

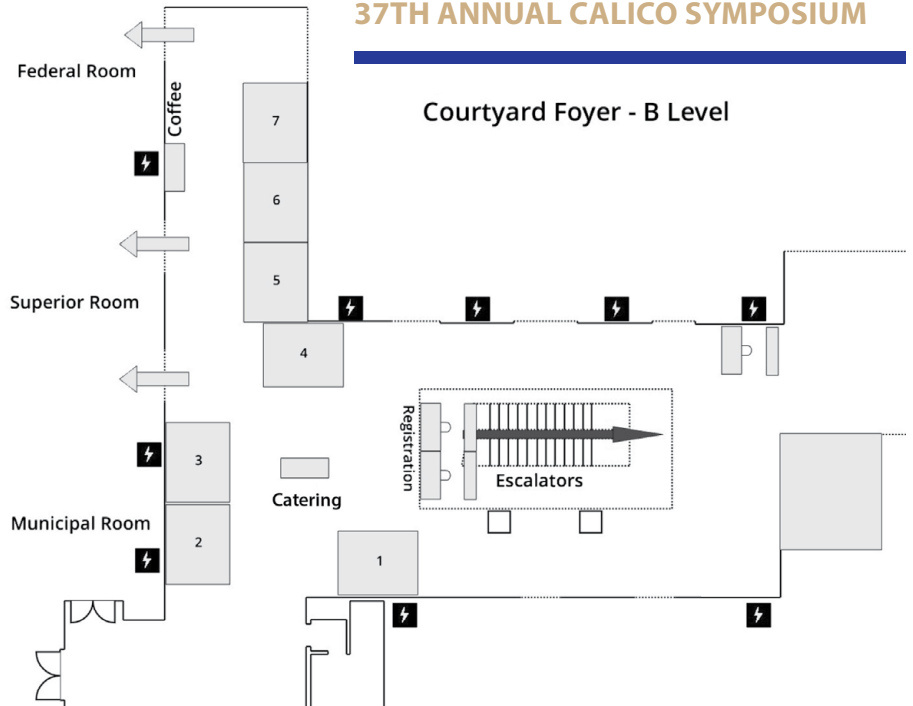
Friday, June 4 3:00 pm – 5:00 pm

ADVERTISING

All exhibitors at CALICO have the opportunity to advertise in the Symposium Program that is distributed to all attendees of the symposium. 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, e-mailed to info@calico.org.

Closing date for insertion and artwork is March 15, 2021. For pricing, details and order information please call 512-245-1417 or e-mail info@calico.org.

37TH ANNUAL CALICO SYMPOSIUM



NEW IN 2021

(included with exhibit space fee)

Bonus Literature Table at Opening Reception & Poster Session

Set up your booth on Wednesday, June 2, then make your way to the Opening Reception & Poster Session, in a separate location. Bring brochures because there will be a table reserved for your promotional literature. You can stay at the table to greet participants, or leave promotional literature for participants to take on their own. This bonus is included complimentary with your exhibit space fee.

“TAKE-ONE” TABLE • \$300

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 the “Take One” Table area. Show Management will distribute and replenish your literature in this specially designated area at the exhibition.

- Exhibition company is responsible for shipment arrangements of literature both to and from exhibition facility.
- “Take-One” Table area is to be unstaffed.
- No exhibitors or corporate representatives will be allowed in this designated area.
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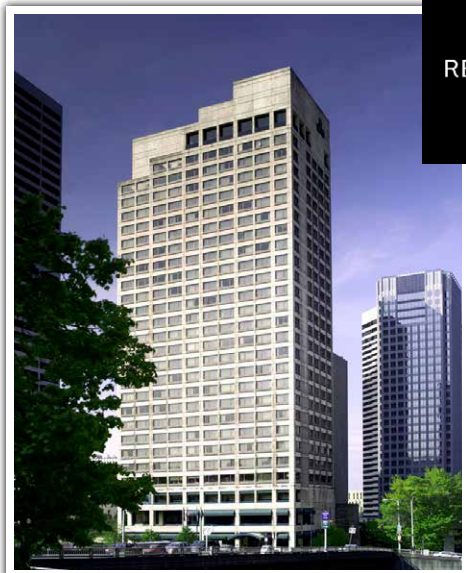
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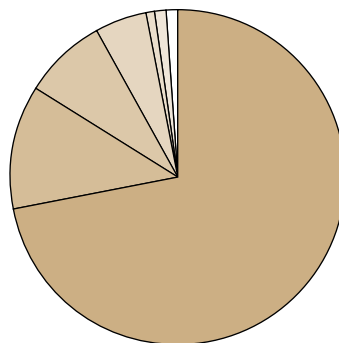
Renaissance Seattle Hotel

Seattle, Washington



ATTENDEE PROFILE

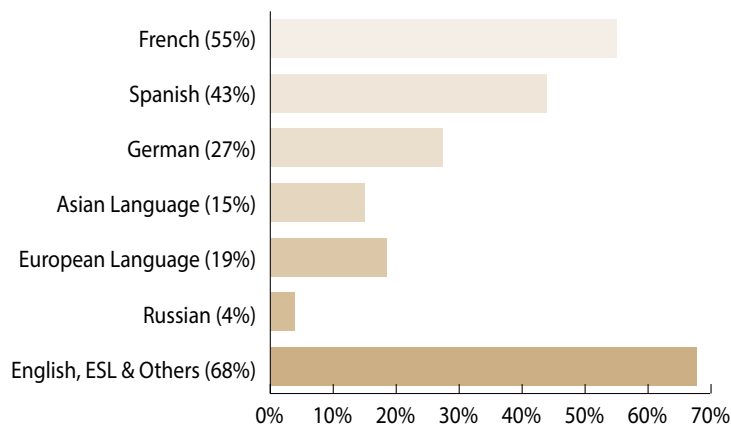
GEOGRAPHIC DOMICILE



- United States (72%)
- Canada (12%)
- Europe (8%)
- Asia (5%)
- Mexico & South America (1%)
- Middle East (1%)
- Australia & New Zealand (1%)

LANGUAGES SPOKEN OR TAUGHT

(Many participants specified more than one language)



SIGN UP FORM

PREFERRED BOOTH LOCATION:

1st _____ 2nd _____ 3rd _____

SPONSORSHIPS AVAILABLE (check all that apply):

- Opening Reception • \$10,000
- Technology Showcase Reception • \$5,000
- Luncheon • \$5,000
- Registration Bag • \$4,000
- Mobile App • \$3,000
- Break • \$2,500
- Badge Holders • \$1,500
- Friends of CALICO • \$250
- "Take-One" Table • \$300
- Other _____

PLEASE SEND INFORMATION ON (check all that apply):

- Attending the symposium
- Symposium Program advertising
- Joining CALICO

PLEASE TYPE OR PRINT ALL INFORMATION COMPLETELY:

Name _____

Title _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____

Fax _____

E-mail _____

Web _____

RETURN TO: Milestone Presentations, LLC

4255 S. Buckley Rd., #118 • Aurora, CO 80013

Fax: 888-996-3296 • E-mail: info@milestoneshows.com