



# 2025 In-Person Symposium EXHIBITOR AND PUBLISHER PACKAGE



[symposium@atesl.ca](mailto:symposium@atesl.ca)

# A MESSAGE FROM THE 2025 SYMPOSIUM MANAGERS

We are thrilled to extend a warm invitation to you to participate in this year's in-person symposium hosted by ATESL.

This year, ATESL is hosting a one-day symposium on May 23, 2025, in addition to the virtual conference in Fall, where English language educational professionals gather to exchange insights and expertise, foster collaboration, and build meaningful connections.

The theme for the 2025 symposium is "Infinite Paths: EAL for a Transformed World." We anticipate that approximately 100 EAL (English as an Additional Language) teachers and administrators from across Alberta will attend.

We believe that your participation as a publisher or exhibitor would greatly enrich our symposium, providing valuable resources and insights to our attendees. We invite you to explore the attached package detailing the various opportunities available to showcase your products and services to our engaged audience.

Thank you for considering this opportunity, and we hope to see you at the conference.

Warm regards,

Janet Kwong and Elina Stop  
2025 ATESL Symposium Managers



# ABOUT ATESL

As the professional organization for Teachers of English as a Second Language in Alberta, ATESL's mission is to promote the highest standards of teaching and provision of English Language programs for learners in Alberta whose first language is other than English.

## WHAT WE DO

### **Professional Development Opportunities**

Encouraging and providing professional development opportunities that are consistent with generally accepted principles of adult learning and with currently understood principles of second language learning and teaching.

### **Creating Awareness**

Creating awareness about immigration, settlement of immigrants, and English language learning by communicating with government, business, and the general public.

### **Communicating Standards**

Encouraging awareness of issues of accountability and program standards by communicating with English language program providers and learners.

### **Developing Policies & Procedures**

Working collaboratively with government to develop policies and procedures which govern the provision of English language programs and related services for immigrants to Canada.

### **Involving Learners**

Encouraging and supporting the participation of learners in the decision-making processes that determine their educational choices.

### **Liaising**

Liaising with other organizations, local, provincial, national, and international, engaged in education.



# EXHIBITOR PRICING: \$300

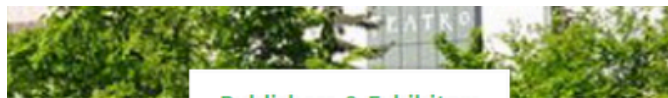
+ \$10 online service payment fee

**ATESL 2025 Symposium will be hosted in-person at the University of Alberta on May 23. One conference registration included! Tables will be assigned after payment is received. After your registration has been confirmed, we will send you more information on delivery, storage, and set-up instructions.**

## COMPANY INFORMATION AND LOGO

**Display your company name, logo, contact information, website, and description on the ATESL Website and at the conference.**

### ATESL WEBSITE



#### Publishers & Exhibitors

With over 400 participants expected to attend this year's ATESL conference, the publishers' display will be a popular destination for teachers, administrators, and other attendees. The displays will be centrally located in the hallways near the registration desk, and presentation rooms. Publishers or exhibitors wishing to secure a table are encouraged to register early and will have the first opportunity to choose the location of their display.

#### Publishers

##### Premium Tables

Bow Valley College



Cambridge University Press



Centre for Newcomers



ellii



New Readers Press



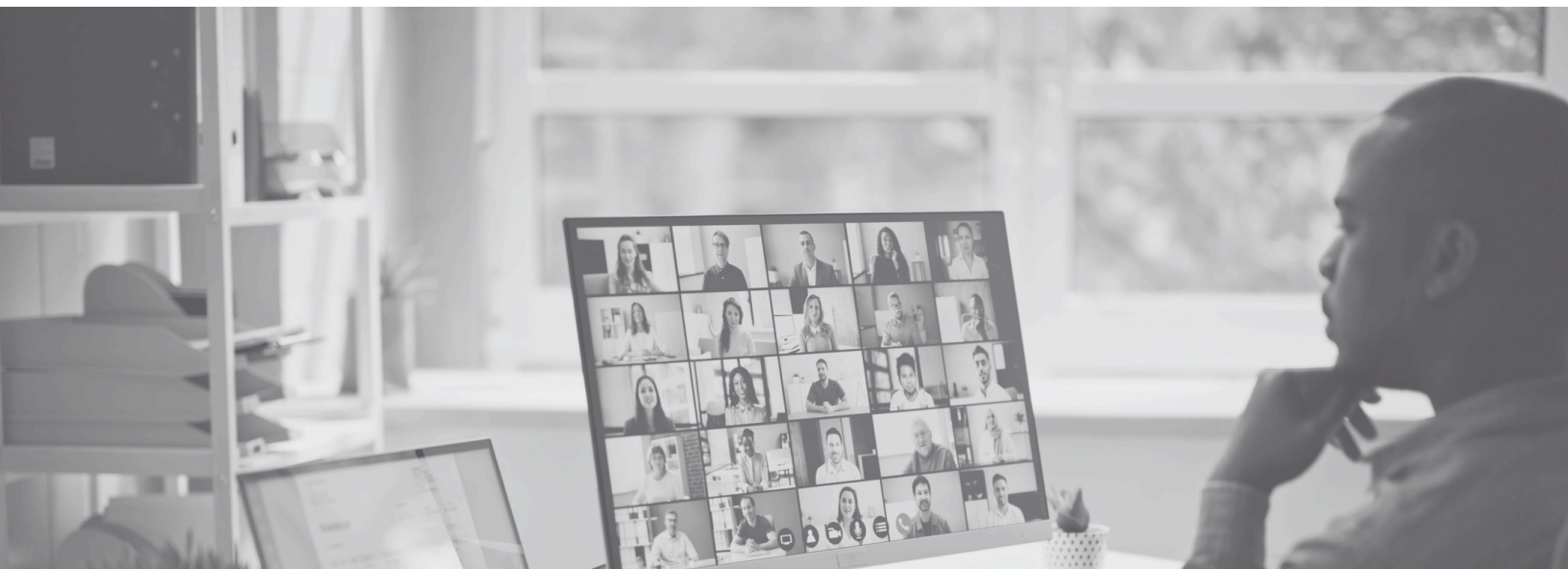
[Symposium@atesl.ca](mailto:Symposium@atesl.ca)

# ADDITIONAL OPPORTUNITY TO PRESENT A SESSION

## **Present during a time slot of your choice (Keynote time slot - unavailable)**

- Your proposal must be accepted by the conference program committee.
- Deadline for Exhibitors proposal is April 22.

Sponsors and exhibitors are encouraged to submit proposals for educational presentations. Presentations that clearly offer technical insight and benefit without promoting a company's products or services are encouraged. Sponsors or exhibitors that are found to be promoting their products or services during educational sessions will not be permitted to present at future ATESL conferences.



# IN-KIND DONATIONS

In-kind donations to the ATESL 2025 symposium are also welcome and will be acknowledged during the conference and on the conference webpage. We are currently seeking donations of gifts for our speakers and door prizes for our attendees and welcome all manner of gift cards. If you are interested in gift donations, please contact our Symposium Chairs at [symposium@atesl.ca](mailto:symposium@atesl.ca).

Have an idea that isn't listed here? Let us know!

## JOIN US!



### **Make connections**

Share your brand and connect with attendees during the event and beyond



### **Advancement in ESL**

Your sponsorship impacts the ESL field. Help us light the future!



[Symposium@atesl.ca](mailto:symposium@atesl.ca)

# APPLY TO BECOME AN EXHIBITOR

To show your support for the ATESL 2025 symposium, please complete the fillable Exhibitor Package agreement on the ATESL website, or contact the Symposium Chairs, at [symposium@atesl.ca](mailto:symposium@atesl.ca).

Complete the following steps to register before May 9, 2025:

- Fill out the online application form.
- Pay online\* or by cheque - \$300 (includes 1 conference registrations)

\* (\$10 online service payment fee)

\*\*Additional team members must be registered for the ATESL Conference

Once you have submitted your registration form, a conference organizer will make contact.

Look out for an email from Irene Wood, ATESL Business Manager regarding payment for the event.

Email [atesl.admin@atesl.ca](mailto:atesl.admin@atesl.ca).

## EXHIBITOR PAYMENT CONTRACT

**All exhibitor payments must be received before the payment deadline of May 9, 2025.** If payment is received after this date, certain benefits cannot be guaranteed due to time restrictions and logistics.

Please note that we will not be able to receive or store any resources ahead of time.

# Exhibitor Package

# 20 25



## **ATESL 2025 Symposium Managers**

**Elina Stop and Janet Kwong**

[symposium@atesl.ca](mailto:symposium@atesl.ca)

## **IMPORTANT DATES:**

**Exhibitor Commitment**

May 2, 2025

**Exhibitor Payment and Logo/Organization  
Information Submission**

May 9, 2025



ALBERTA TEACHERS  
OF ENGLISH AS  
A SECOND LANGUAGE