ATESL

2025 Virtual Conference EXHIBITOR AND PUBLISHER PACKAGE

TEACHING FORWARD

REIMAGINE | CONNECT | EMPOWER

ATESL 2025 ONLINE

2025

publishers@atesl.ca

atesl.ca/conference/publishers-exhibitors/

A MESSAGE FROM THE 2025 CONFERENCE MANAGERS

We are thrilled to extend a warm invitation to you to participate in this year's Annual Conference hosted by ATESL.

Each year, ATESL hosts a two-day conference where English language educational professionals gather to generate new ideas, share knowledge and expertise, engage, and connect. Our annual event brings together more than 350 attendees from across Alberta in the EAL field.

The theme for our 2025 conference, "Teaching Forward: Reimagine, Connect, Empower" highlights the opportunities our ATESL community will have in expanding their skills and knowledge in the face of evolving technology, making old and new connections, and finding strength and power in the face of uncertainty. This year's 46th Annual Conference will take place virtually on October 17th and 18th, 2025.

We believe that your participation as a publisher or exhibitor would greatly enrich our conference, 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,

Desiree Pomerleau and Reyhaneh Ghadir Zadeh
2025 ATESL Conference Manager

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.

LAST YEAR'S VIRTUAL CONFERENCE

370 attendees

86 sessions

91 speakers

4 Keynote Speakers

THANK YOU TO OUR 2024 EXHIBITORS

New Readers Press

TC Media ELT

NorQuest - Alberta Routes

TESL Canada

EXHIBITOR PRICING: $350

+ $10 online service payment fee

ATESL 2025 will be hosted virtually through the Pheedloop Virtual Events platform, October 17 and 18. Two conference registrations included!

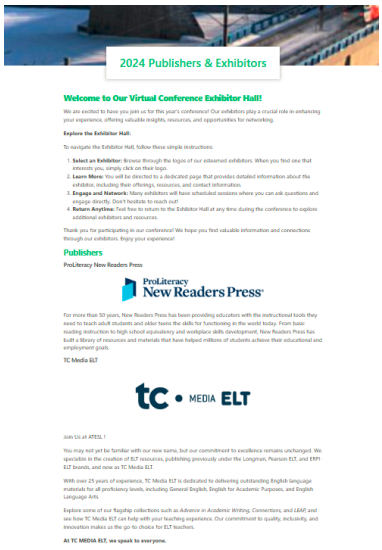
COMPANY INFORMATION AND LOGO

Display your company name, logo, contact information, website, and description on the ATESL Website and conference platform (Pheedloop)

PHEEDLOOP LOBBY SPLASH VIDEO

(Mock up)

ATESL WEBSITE



EXHIBITOR SHOWCASE

- The Exhibitor/Publisher video shows are scheduled in official conference schedule during conference breaks.
- In the morning, during pre-conference video broadcast and the nutrition break (15 minutes around 10:30AM), we have allocated time for attendees to watch pre-recorded videos of Exhibitors/Publishers.
- The virtual showcase will also have a gamification element. Secret code words will be hidden throughout the video, with attendees collecting codes to win prizes.

CONFERENCE LUNCH HOUR NETWORKING/SOCIAL SESSION

Host a networking session on a topic of your choice!

- One session open during lunch break (45 minutes on Friday or Saturday)

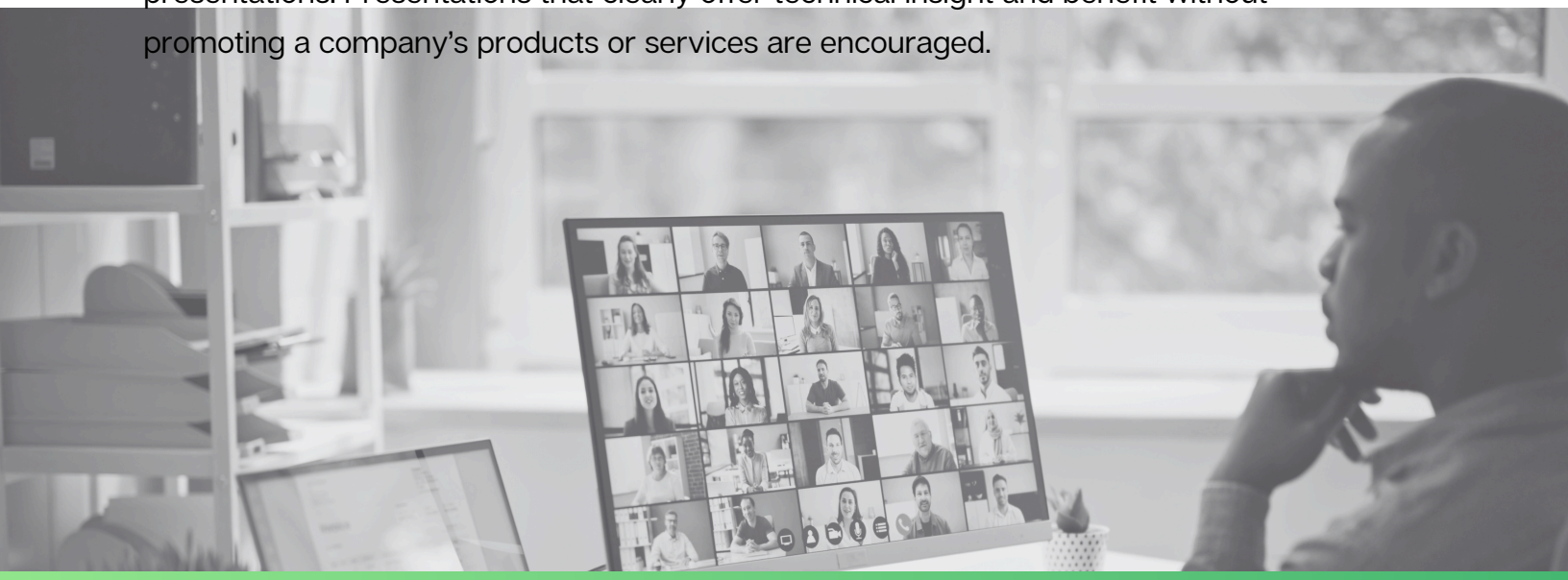
During the lunch break, you are invited to participate in or host a networking session. This is a great opportunity to share information and allow conference participants to connect with you and ask questions.

ADDITIONAL OPPORTUNITY TO PRESENT A SESSION

Present during the lunch hour (Exhibitor Session) or have a separate session (regular session) during the conference:

- Your proposal must be accepted by the conference program committee.
- Closing date for the Exhibitor Session proposal is **August 15th**, submitted to *publishers@atesl.ca*.
- Deadline for a regular session proposal for exhibitors is **August 1st**, submitted through this link.

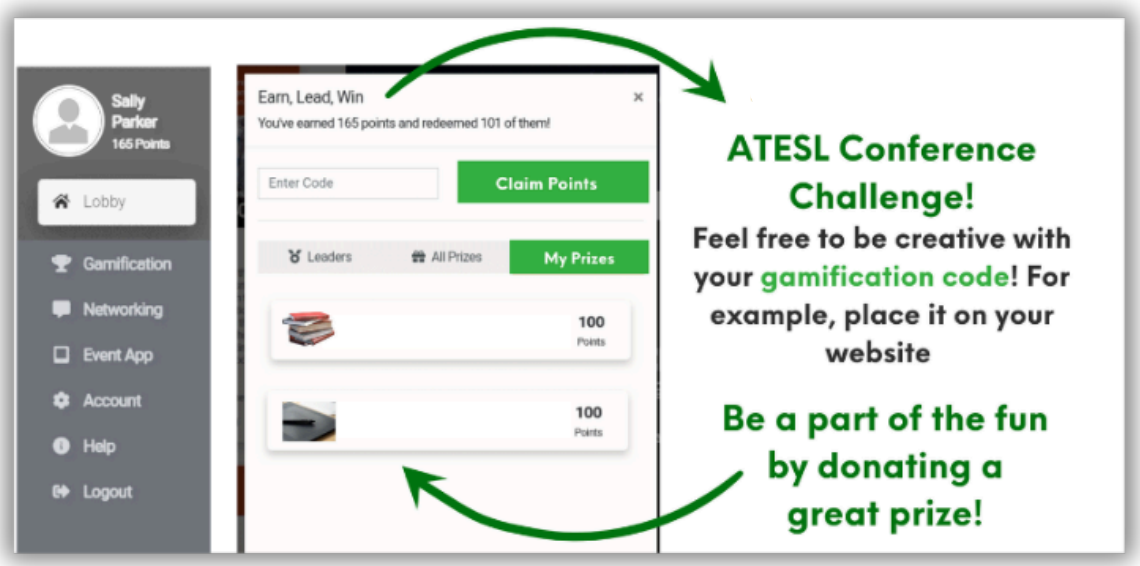
Exhibitors and Publishers are encouraged to submit proposals for educational presentations. Presentations that clearly offer technical insight and benefit without promoting a company's products or services are encouraged.



EXHIBITOR OPPORTUNITIES

GAMIFICATION

A scavenger hunt will be set up where attendees will be searching for gamification codes. Gamification codes can be hidden on sponsor/exhibitors websites (you will need to set this up on your end), embedded in session streams, announcements, push notifications, social media posts, and other locations. Attendees will enter codes, track their progress on a leaderboard, and collect prizes.



ONE PUSH NOTIFICATION IS INCLUDED!

ATESL CONFERENCE PUSH NOTIFICATION

Push notifications are the optimal way for exhibitors to make important announcements and promotional offerings to attendees directly. Additional Push notifications can be purchase for $50 each.

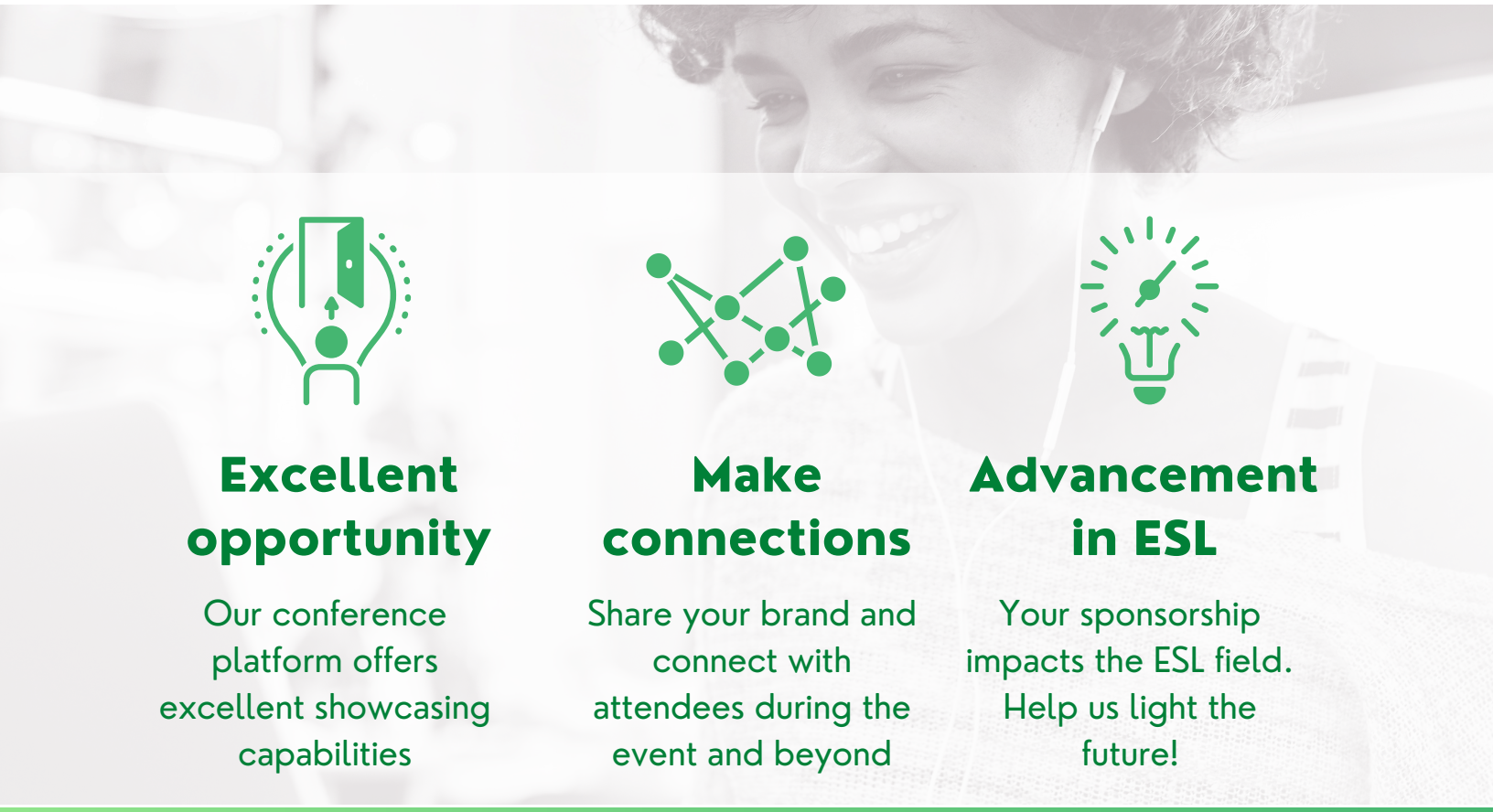
- One push notification via Pheedloop sent directly to event attendees on day one or two of the event

IN-KIND DONATIONS

In-kind donations to the ATESL 2025 conference 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 Publisher Committee at publishers@atesl.ca.

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

JOIN US!



Excellent opportunity

Our conference platform offers excellent showcasing capabilities

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!

APPLY TO BECOME AN EXHIBITOR

To show your support for the ATESL 2025 conference, please complete the fillable Exhibitor Package agreement on the ATESL website, or contact the Publisher and Exhibitor Committee, at **publishers@atesl.ca.**

Complete the following steps to register before September 19, 2025:

- Fill out the online application form.
- Pay online* or by cheque - $350 (includes 2 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 to guide you through the process of downloading and adding your organization's information to the conference platform.

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

Email atesl.admin@atesl.ca.

EXHIBITOR PAYMENT CONTRACT

All exhibitor payments must be received before the payment closing date of September 29, 2025. If payment is received after this date, certain benefits cannot be guaranteed due to time restrictions and logistics.

Exhibitor Package

2025

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Exhibitor/Publisher Contact

Haimei Wang and Shabana Shahzad
publishers@atesl.ca

ATESL 2025 Conference Managers

Desiree Pomerleau & Reyhaneh Ghadir Zadeh
conference2025@atesl.ca

IMPORTANT DATES:

Exhibitor Commitment

September 19, 2025

Exhibitor Payment and Logo/Organization Information Submission

September 29, 2025

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ALBERTA TEACHERS OF ENGLISH AS A SECOND LANGUAGE