



# 2026 In-Person Symposia SPONSORSHIP & EXHIBITORS PACKAGE



# A MESSAGE FROM THE 2026 SYMPOSIUM MANAGERS



After the success of last year's Edmonton Spring Symposium, we are thrilled to extend a warm invitation to you to participate in the 2026 in-person symposia hosted by ATEAL.

This year, responding to our members' requests for in-person events, ATEAL is hosting two one-day symposia. The first one is on Saturday, May 2nd in Calgary and the second one will be in Edmonton on Friday, May 22nd. As usual, we will have a virtual conference in the Fall. In these events, English language educational professionals gather to exchange insights and expertise, foster collaboration, and build meaningful connections.

The theme for the 2026 Calgary symposium is "Flourish - Wellness in EAL" and the Edmonton theme is "Creating Ripples - Teaching, Learning and Care". We anticipate that approximately 100 EAL (English as an Additional Language) teachers and administrators from across Alberta will attend each in person event.

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

Thank you for considering this opportunity, and we hope to see you at the Calgary and Edmonton Symposia!

Warm regards,

**Holly Sadowsky & Jani Krulc**  
2026 Calgary Symposium Managers

**Sofia Elgueta & Barbara Edmondson**  
2026 Edmonton Symposium Managers



# ABOUT ATEAL

As the professional organization for Teachers of English as an Additional Language in Alberta, ATEAL'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.



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# WHY SPONSOR AND EXHIBIT?

- Each ATEAL Symposium brings together EAL educators, administrators, and academics from both adult settings and K-12.
- We anticipate each symposium will draw close to 100 delegates from every region of Alberta.
- The EAL professionals attending these events strive to welcome newcomers and help provide them with essential life and language skills needed to successfully adapt to life in Canada.
- You can help recognize the dedication of the learners, teachers, and leaders in the EAL field by supporting the ATEAL 2026 Symposia as a sponsor or exhibitor.
- Your organization has the potential to impact thousands as symposium participants return to their institutions to share their material and memorable experiences gained at the event.



# THANK YOU TO OUR 2025 YEG SYMPOSIUM SPONSORS & EXHIBITORS



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UNIVERSITY PRESS

Cambridge University Press



**NEW LANGUAGE SOLUTIONS**  
empowering educators and learners through innovation

New Language Solutions



Pearson

TC Media ELT



president@ateal.ca

# THE 2025 EDMONTON SYMPOSIUM BY THE NUMBERS



70 attendees



14 sessions



21 speakers



96% of attendees would attend another on-day symposium



[president@ateal.ca](mailto:president@ateal.ca)

# SPONSORSHIP & EXHIBITOR PACKAGE

ATEAL 2026 Symposium offers the following Sponsorship and Exhibitor's package

**\$300**

## **Recognition includes:**

- One (1) complimentary Symposium registration
- Exhibitor table in high-traffic area included
- Recognition on ATEAL website (with link to sponsor's/exhibitor's webpage), and quarterly newsletter to provincial membership
- Recognition on social media (LinkedIn, Facebook and Instagram)
- Formal acknowledgment and recognition during opening and closing remarks
- Recognition in post-event thank you to attendees



# IN-KIND DONATIONS

In-kind donations to the ATEAL 2026 Symposia are also welcome and will be acknowledged during the symposia and on the corresponding symposium 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 Managers at [yyc.symposium@ateal.ca](mailto:yyc.symposium@ateal.ca) and/or [yeg.symposium@ateal.ca](mailto:yeg.symposium@ateal.ca).

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

# JOIN US!

## SECURE YOUR SPOT TODAY!



### **Make connections**

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



### **Advancement in EAL**

Your participation impacts the EAL field. Help us create ripples and flourish!



[president@ateal.ca](mailto:president@ateal.ca)

# SPONSORSHIP & EXHIBITORS

To show your support for the ATESL 2026 Calgary and/or Edmonton Symposia, please **send an email to [president@ateal.ca](mailto:president@ateal.ca)**  
To find out more, please find the fillable Sponsorship/Exhibitor Package agreement on the ATEAL website.

## SPONSORSHIP & EXHIBITOR PAYMENT CONTRACT

The benefits of sponsorships have specific timelines and will begin upon receipt of payment. **All sponsorship payments must be received before the payment closing dates of April 24, 2026 for the Calgary Symposium and May 14, 2026 for the Edmonton Symposium.** If payment is received after these dates, certain benefits cannot be guaranteed due to time restrictions and logistics. Benefits for sponsorship will be according to the description of this package. Every effort will be made to accommodate requests for alternative benefits.

Important dates	
YYC Sponsorship Commitment	April 17, 2026
YYC Sponsorship Payment	April 24, 2026
YEG Sponsorship Commitment	May 8, 2026
YEG Sponsorship Payment	May 14, 2026

# 2026 Sponsorship & Exhibitor Package



Hosted by **ATEAL**

YEG SYMPOSIUM 2026

ATEAL YEG 2026 SYMPOSIUM

## Sponsorship Contact Information

To show your support for the ATEAL 2026 Symposia, please send an email to the ATEAL president.

[president@ateal.ca](mailto:president@ateal.ca)

## Sponsorship Committee

**Johnson Kunnel (ATEAL President)**

[president@ateal.ca](mailto:president@ateal.ca)

## Sponsors and Exhibitors

[yc.symposium@ateal.ca](mailto:yc.symposium@ateal.ca)

[yeg.symposium@ateal.ca](mailto:yeg.symposium@ateal.ca)

## ATEAL 2026 Symposium Managers

**Holly Sadowsky & Jani Krulc**

[yc.symposium@ateal.ca](mailto:yc.symposium@ateal.ca)

**Sofia Elgueta & Barbara Edmondson**

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ALBERTA TEACHERS  
OF ENGLISH AS  
AN ADDITIONAL LANGUAGE