



2026 Virtual Conference EXHIBITOR AND PUBLISHER PACKAGE

What's next?

Embracing the changes in EAL



ALBERTA TEACHERS
OF ENGLISH AS
AN ADDITIONAL LANGUAGE



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publishers@ateal.ca

ateal.ca/conference/publishers-exhibitors/

A MESSAGE FROM THE 2026 CONFERENCE MANAGERS

Welcome to 2026 ATEAL Conference! We would like to warmly extend an invitation to participate in this year's ATEAL Annual Online Conference and have you join our conference community.

Every year, ATEAL hosts a two-day conference where EAL professionals gather to share their ideas, knowledge and expertise. Our annual event is typically attended by more than 350 attendees across Alberta in the EAL field.

The theme for our 2026 conference, *"What's next: Embracing the changes in EAL"* is a forward-looking theme that challenges attendees to envision bold futures and changes in EAL pedagogy, policies, and technologies. This year's 47th Annual Conference will take place virtually on October 16th and 17th, 2026 on vFairs.

We would be grateful to partner with your organization and institution to strengthen EAL education and support newcomer success. We believe that our conference would be enriched by your participation as an exhibitor or publisher in providing important resources to our attendees. We cordially invite you to explore the following package detailing the many opportunities available to showcase your products and services to our EAL community.

Thank you for considering this opportunity. We truly value your partnership and the contributions you make to our professional community. We hope to see you at the conference and we wish you an engaging and enjoyable experience.

Best regards,

Jessica Cheong and Rigvi Kumar
2026 ATEAL Conference 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

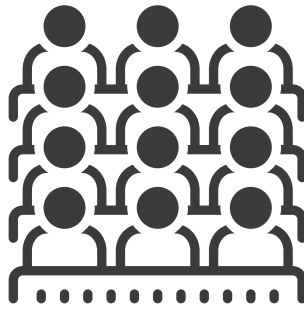
Encouraging and supporting the participation of learners in the decision-making processes that determine their educational choices.

Liaising

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



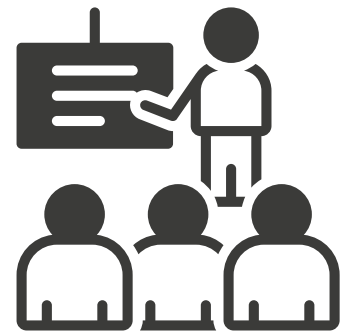
LAST YEAR'S VIRTUAL CONFERENCE



370 attendees



63 sessions



95 speakers



4 Keynote Speakers



THANK YOU TO OUR 2025 EXHIBITORS



EXHIBITOR PRICING: \$350

+ \$10 online service payment fee

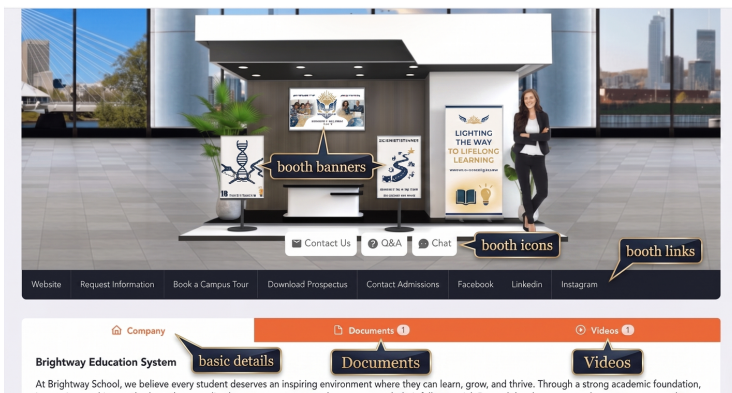
ATEAL 2026 will be hosted virtually through the vFairs Virtual Events platform, October 16 and 17. Two conference registrations included!

COMPANY INFORMATION AND LOGO

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

VFAIRS EXHIBIT BOOTH

(Mock up)



ATEAL WEBSITE



EXHIBITOR BOOTH

- Exhibitors/Publishers will have a virtual booth in the event lobby which can be formatted to best showcase your products and services.
- Exhibitors are able to upload videos, documents, company details, and multiple images
- vFairs will have a gamification element. Secret code words will be hidden throughout the platform, 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.

Please submit your session information by August 15th.



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!

ATEAL CONFERENCE PUSH NOTIFICATION

Push notifications are the optimal way for exhibitors to make important announcements and promotional offerings to attendees directly.

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

IN-KIND DONATIONS

In-kind donations to the ATEAL 2026 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@ateal.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 ATEAL 2026 conference, please complete the fillable Exhibitor Package agreement on the ATEAL website, or contact the Publisher and Exhibitor Committee, at [**publishers@ateal.ca**](mailto:publishers@ateal.ca).

Complete the following steps to register before October 2, 2026:

- Fill out the online Exhibitor Agreement form.
- Pay online* or by cheque - \$350 (includes 2 conference registrations**)

* (\$10 online service payment fee)

**Additional team members must be registered for the ATEAL 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, ATEAL Business Manager regarding payment for the event.

Email ateal.admin@ateal.ca.

EXHIBITOR PAYMENT CONTRACT

All exhibitor payments must be received before the payment closing date of October 2, 2026. If payment is received after this date, certain benefits cannot be guaranteed due to time restrictions and logistics.

Exhibitor Package

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Exhibitor/Publisher Contact

Yelena Sidorova
publishers@ateal.ca

ATEAL 2026 Conference Managers

Jessica Cheong & Rigvi Kumar
conference2026@ateal.ca

IMPORTANT DATES:

Exhibitor Commitment

October 2, 2026

Exhibitor Payment and Logo/Organization Information Submission

October 2, 2026



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