



ENRICHING
THEORY,
PRACTICE, &
APPLICATION

4TH INTERNATIONAL CONFERENCE ON LANGUAGE DOCUMENTATION & CONSERVATION

2015

UNIVERSITY OF HAWAI'I AT MĀNOA

FEBRUARY 26-MARCH 1, 2015

PROSPECTUS FOR ADVERTISERS, EXHIBITORS, AND SPONSORS

The International Conference on Language Documentation & Conservation (ICLDC) biennial series is the flagship conference for the field of *endangered language documentation and conservation*.

Founded by the renowned Department of Linguistics and the National Foreign Language Resource Center at the University of Hawai'i at Mānoa, the conference has grown in international standing since 2009 and is now the largest gathering of its kind in the world.

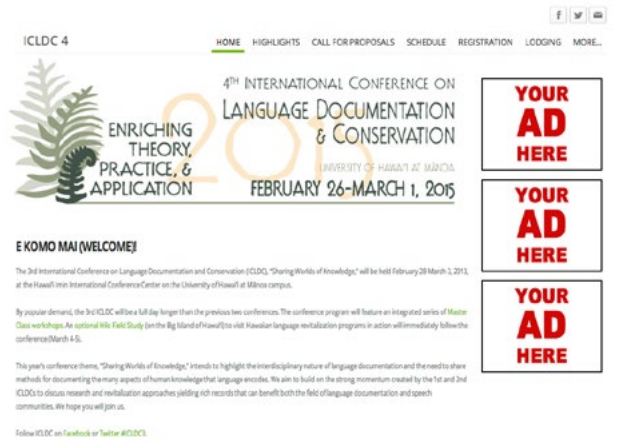
The 3rd ICLDC, which was held in early 2013, attracted a record-breaking 439 attendees from 25 countries and included professional linguists, students, endangered language community-based activists, independent scholars, and teachers. We expect an even bigger turnout at the upcoming 4th ICLDC.



We offer a number of avenues for reaching the language documentation and conservation community at the 4th ICLDC. Descriptions of these options, including advertising, exhibit space, and sponsorships, are provided within.

WEBSITE ADVERTISEMENTS

The ICLDC accepts linked graphic advertising (196x150 pixels) appearing on all 4th ICLDC website pages, as well as sponsored text links that appear immediately below the graphic ads. The 4th ICLDC website is located at www.icldc-hawaii.org.



RATES

Ad space on the 4th ICLDC website is offered from the time you place your ad until March 31, 2015, one month after the end of the conference.

- Graphic ad and text link: \$250
- Text link only: \$125

COVERAGE

As of November 2013, the website for the 3rd ICLDC has received more than 13,650 site visits since it went live in April of 2012. We expect even more visits to the 4th ICLDC website when it goes live in April 2014. Below is a by-month list of site visits to the 3rd ICLDC website:

April 2012	373
May 2012	293
June 2012	454
July 2012	458
August 2012	1443
September 2012	666
October 2012	1023
November 2012	814
December 2012	1,090
January 2013	1,639
February 2013	2,356
3rd ICLDC held February 28–March 3, 2013	
March 2013	1,068
April 2013	453
May 2013	349

PROGRAM ADVERTISEMENTS

The printed Conference Program is distributed to all conference attendees and is referred to continuously throughout the conference. It is also an important keepsake for future reference. The Program is made available as a PDF on the conference website and, after the conference, in our digital archive.

- Full page 7" x 9.5" (18cm x 24cm).
- Half page 7" x 4.5" horizontal (18cm x 11cm).
- Submit high-resolution grayscale camera-ready PDF, JPG, or PNG file.



RATES

	Non-exhibitors	Exhibitors
Full Page	\$200	\$150
Half Page	\$100	\$75

Reservation deadline:

November 1, 2014

Copy deadline:

December 1, 2014



EXHIBIT TABLES: \$400 FOR ONE 6' DRAPED TABLE

Six-foot draped conference tables are available to organizations and businesses wishing to have a professional presence at the conference. **On site sales are allowed.** For publishers, our attendees are especially interested in grammars, dictionaries, text collections, language pedagogy materials, language policy and planning, and other areas concerned with language documentation or revitalization.

The exhibit area is located at the entrance to the Hibiscus Ballroom and is adjacent to the Garden Lanai meeting room, the registration area, the poster presentation area, and the breakfast/coffee break area, thus ensuring a steady flow of visitors throughout the conference. *Maximum of 5 exhibitors.*

Reservation deadline: November 1, 2014.

ALL EXHIBITORS RECEIVE...

- Two complimentary meeting registrations per table for their representatives
- Acknowledgment in the Conference Program.

Publishers wishing to provide only catalogs, price sheets, or order forms may wish to opt for a Registration Packet Insert (see following).

REGISTRATION PACKET INSERT: \$200/ITEM

For those wishing to advertise outside the Conference Program, we will insert pre-approved items provided by the advertiser, such as brochures, catalogs, flyers, logo items, etc. Shipping address will be provided at a later date.

Items must be printed by the advertiser and shipped to arrive by February 1, 2015.

PACKAGE DEAL: \$700

This special package combines all of the various promotional opportunities available at the conference, including: an exhibit table, a full-page Conference Program ad, a hyperlink on the conference website, and a registration packet insert.



SPONSORSHIP

Sponsorship allows you to make a lasting impression with attendees, including administrators (deans, department chairs, and others), faculty, public and private school teachers, students, members of Indigenous communities, and language activists.

ALL SPONSORS RECEIVE THE FOLLOWING:

- Complimentary insertion of one flyer or promotional piece in the registration packets (a \$200 value, see “Registration Packet Insert” above for details)
- Logo with link displayed on the conference website (a \$250 value)
- Acknowledgment in the Conference Program
- Logo prominently displayed on the Registration Table
- Verbal acknowledgment during the Opening Ceremony by Conference Chairs

TOTE BAGS OR LANYARDS (\$500 EACH)

- Your logo prominently displayed on the tote bags distributed to all meeting attendees or on the lanyards that hold attendee name badges
- Acknowledgment in the Conference Program as the Official Tote Bag or Lanyard Sponsor
- Does not include production costs or shipping

BREAKFAST SPONSORSHIP (EXCLUSIVE – \$500 PER DAY, 4 AVAILABLE) OR

COFFEE SERVICE SPONSORSHIP (EXCLUSIVE – \$500 PER BREAK, 3 AVAILABLE)

- Your logo prominently displayed on the buffet tables in the breakfast and coffee service area
- Your logo optionally displayed on cocktail napkins served during the breakfast or coffee break (production costs and shipping costs paid by sponsor)
- Acknowledgment in the Conference Program as Official Breakfast or Coffee Sponsor



WELCOME RECEPTION SPONSOR

(EXCLUSIVE – \$5000) OR (NON-EXCLUSIVE – \$750)

The Welcome Reception is held the first evening of the conference and features entertainment, local cuisine, and a no-host bar. All conference attendees are invited to attend.

- Your logo prominently displayed in multiple locations throughout the reception area
- Acknowledgment from the podium during the Opening Ceremony
- Acknowledgment in the Conference Program as an Official Welcoming Reception Sponsor
- Your logo on napkins used at the Welcoming Reception (production and shipping costs paid by sponsor)

NAME YOUR OWN SPONSORSHIP: \$?

The opportunities to reach our meeting attendees are limited only by your imagination. Please contact us to discuss a sponsorship that provides maximum exposure within your budget limitations.

CONTACT US

Conference website: www.icldc-hawaii.org

Facebook: facebook.com/icldc

Twitter: twitter.com/ICLDC_HI

Email: icldc@hawaii.edu

