

**Building Business**  
in the **BIG** *easy*  
*Growth Strategies for Success*



# Be part of ALC's most exciting conference ever!

## Why Exhibit and Sponsor?

Don't miss this once a year opportunity to reach your target market! Exhibit and sponsor a package or an event at the conference and demonstrate your support for ALC and its members while bringing attention to your company. Enjoy the exclusivity of being a sponsor and exhibitor. Because the number of opportunities are limited, this is a prime way to position your company to stand out from the rest!

Members receive preferential pricing, so if you are a non-member, consider joining now by calling (240) 404-6511 for membership information.

## Who Attends?

The expected audience of over 150 attendees will include a diverse group of industry representatives, including the following:

- ALC members and prospective members, which include language company owners and senior managers
- Federal government officials
- Translation software solution vendors
- Equipment providers

## Deadline to Exhibit/Sponsor: *Monday, April 2, 2012*

- The conference officially opens on Wednesday, May 16, with a Welcome Reception at the The Ritz Carlton New Orleans.
- Educational sessions will be held from Thursday, May 17 to Saturday, May 19.
- Additional conference details will be announced in February.

## Where Will It Be Held?

The 2012 Annual Conference will be held at The Ritz-Carlton New Orleans, one of New Orleans premiere hotels. Welcoming visitors with genuine Southern hospitality and singular flair, The Ritz-Carlton, New Orleans is located on the edge of the French Quarter and provides guests with access to the city's most popular and unique attractions such as the world-famous Bourbon Street and Canal Street, the Louisiana Superdome, the Garden District, Harrah's Casino, and the Aquarium of the Americas.

### THE RITZ-CARLTON, NEW ORLEANS

921 Canal Street  
New Orleans, LA 70112

Telephone..... (504) 524-1331  
Room Rate..... \$185 single/double  
Reservations Deadline ..... Friday, April 13, 2012

Please reference "*Association of Language Companies*" to get the discounted group rate.

Hotel reservations are on a first-come, first-served basis until Friday, April 13, 2012 or until the block has sold out. ALC cannot guarantee the group rate if rooms are still available in the ALC block after April 13.



# Exhibitor Information

## Exhibit Hours

Exhibitors will have a unique opportunity to present their products and services to an audience of company owners and decision-makers. Booths will be located in the foyer close to the presentations, which will also be the site for morning and afternoon refreshment breaks on Thursday through Saturday.

Set Up	Wednesday, May 16	12 Noon–5:00 pm
Open	Thursday, May 17	8:00 am–5:00 pm
	Friday, May 18	8:00 am–5:00 pm
	Saturday, May 19	8:00 am–12 Noon
Tear Down	Saturday, May 19	12 Noon–3:00 pm

## Exhibitor Cost

**\$1,599—FOR ALC MEMBERS**

**\$2,099—FOR NON-MEMBERS**

Exhibitors will have the opportunity to address all attendees at the beginning of the conference. They will also have many opportunities for extended conversations with ALC's members, prospective members and other registrants, along with these specific benefits:

- One full conference registration (which includes admission to the Welcome Reception)
- One skirted 6'x30" table, two chairs and a wastebasket
- Recognition on the ALC website
- Recognition in the final program and conference sponsor signs
- Exhibitor ribbons to wear during the entire conference

Additional fees for electricity, audiovisual equipment and wireless or wired Internet access are the responsibility of the exhibiting company.

### **\$750—DISPLAY TABLE ONLY**

If you would like to put materials and printed information in the hands of our attendees, this is the option for you. The cost includes one-half of a 6' skirted table. You send the materials and we'll display them for you (left over materials will be returned only if the exhibitor provides a pre-paid envelope or box).



# Sponsorship Opportunities and Benefits

## Sponsorship Levels

### DIAMOND—\$5,000

Diamond sponsors will receive the following benefits:

- One full conference registration which includes one ticket to the Welcome Reception and Friday Dinner at Arnaud's
- One tabletop exhibit
- Sponsorship and introduction of a keynote speaker
- Enhanced visibility to all ALC attendees!
- Recognition in the *ALC Update*, the monthly e-newsletter
- Company logo to appear on the ALC website
- Recognition in the final program
- Recognition on conference signage
- Sponsor ribbons to wear during the entire conference
- A chance to show your dedication to the language services industry!

### PLATINUM—\$3,000

Platinum sponsors will receive the following benefits:

- One full conference registration which includes one ticket to the Welcome Reception
- Enhanced visibility to all ALC attendees!
- Recognition in the *ALC Update*, the monthly e-newsletter
- Company logo to appear on the ALC website
- Recognition in the final program
- Recognition on conference signage
- Sponsor ribbons to wear during the entire conference
- A chance to show your dedication to the language services industry!

### GOLD—\$1,500

Gold sponsors will receive the following benefits:

- One ticket to the Welcome Reception
- Enhanced visibility to all ALC attendees!
- Recognition in the *ALC Update*, the monthly e-newsletter
- Company logo to appear on the ALC website
- Recognition in the final program
- Recognition on conference signage
- Sponsor ribbons to wear during the entire conference
- A chance to show your dedication to the language services industry!

### SILVER—\$1,000

Silver sponsors will receive the following benefits:

- Enhanced visibility to all ALC attendees!
- Recognition in the *ALC Update*, the monthly e-newsletter
- Company logo to appear on the ALC website
- Recognition in the final program
- Recognition on conference signage
- Sponsor ribbons to wear during the entire conference
- A chance to show your dedication to the language services industry!

### OTHER SPONSORSHIP OPPORTUNITIES

In addition to the major sponsorship packages, we also offer the following special sponsorship opportunities:

- Conference Notebook..... \$3,000
- Speakers..... \$3,000
- Conference Bag ..... \$1,500
- Welcome Reception..... \$1,500 ea (4 available)
- Hotel Key Cards ..... \$1,500
- New Orleans Beads..... \$1,000 (label to include company logo)
- Coffee Breaks..... \$750 ea (5 available)
- Bag Stuffers (one item) .... \$500 ea (5 available)



# Exhibitor/Sponsor Application

## Preliminary Conference Brochure Listing

To list your company in the conference preliminary brochure, payment must be received by **Friday, January 13, 2012**.

## Sponsorship and Exhibit Deadline

Sponsorships and exhibit spaces are limited! Please return this form with your payment, by mail or fax, to the ALC office by **Monday, April 2, 2012**. Space will be assigned on a first-come, first-served basis. Please email your company logo either as a Hi-res Jpeg or EPS file to [gjan@mgmtsol.com](mailto:gjan@mgmtsol.com).

## Exhibitor / Sponsor Contact Info

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Phone \_\_\_\_\_ Fax \_\_\_\_\_

Email \_\_\_\_\_

Website \_\_\_\_\_

### On-site Exhibit Staff:

Name \_\_\_\_\_

Phone \_\_\_\_\_ Email \_\_\_\_\_

## Sponsorship Levels

- Diamond Sponsor** ..... **\$5,000**
- Platinum Sponsor** ..... **\$3,000**
- Gold Sponsor** ..... **\$1,500**
- Silver Sponsor** ..... **\$1,000**

### Other Sponsorship Opportunities

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- New Orleans Beads ..... \$1,000
- Coffee Breaks ..... (5 available) ..... \$750 ea
- Bag Stuffers ..... (5 available) ..... \$500 ea

Total Contribution \_\_\_\_\_ \$ \_\_\_\_\_

## Exhibit Fees

- ALC Member ..... \$1,599\*
- Non-Member ..... \$2,099\*
- Display Table Only ..... \$750

\*Exhibit fee includes one full conference registration and (1) 6' x 30" table top with one (1) chair.

## Products & Services

Please provide a 3-4 sentence description to be used for promotional purposes.

## Payment Information

Amount Enclosed \_\_\_\_\_ \$ \_\_\_\_\_

- Check (*make payable to ALC—U.S. Funds only*)  VISA  MasterCard  AMEX

Account # \_\_\_\_\_

Expiration Date \_\_\_\_\_ Security Code \_\_\_\_\_

Cardholder Name \_\_\_\_\_

Signature \_\_\_\_\_

**Exhibits Cancellation Policy:** Cancellations received in writing by April 2, 2012 will be subject to a 25% cancellation fee. Cancellations made after April 2, 2012 will receive no refund. There are no refunds for sponsorships.

**Disclaimer:** Exhibitor/Sponsor assumes responsibility and agrees to indemnify and defend ALC and The Ritz-Carlton, New Orleans and their respective employees and/or agents against any claims or expenses arising out of the use of the exhibition premises. The exhibitor understands that neither ALC nor the The Ritz-Carlton, New Orleans maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

## Contact

Grace L. Jan, CMP, CAE, Vice President, Meetings  
[gjan@mgmtsol.com](mailto:gjan@mgmtsol.com) or (240) 404-6481

### The Association of Language Companies

9707 Key West Avenue, Suite 100  
 Rockville, MD 20850  
 (800) 338-4155 P: (240) 404-6511 F: (301) 990-9771