

# BAAL 2023 Annual Conference

## University of York

23rd - 25th August



## Sponsorship and Exhibition Opportunities



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The British Association for Applied Linguistics (BAAL) is a professional association based in the UK. Celebrating its 56th annual conference in 2023, BAAL provides a forum for people interested in language and applied linguistics and has an international professional membership of more than 800 members. BAAL is affiliated to AILA, the International Association of Applied Linguistics. One of the key highlights of BAAL is its annual conference which welcomes world-renowned academics, doctoral students and early career researchers from across the world and offers them the opportunity to present and share their research during a three-day event.

In 2023 the BAAL annual meeting will be hosted at the University of York. This year's conference theme is "Opening up Applied Linguistics". With this in mind, we aim to celebrate existing open research initiatives, which have led the way in transforming applied linguistics research by making it more accessible, transparent, reproducible and collaborative, to further realise principles of openness and inclusivity by representing a broader range of areas within applied linguistics, including but not limited to decolonizing language learning and teaching, language use in the digital age, and Computer-Assisted Language Learning (CALL) and to create an accessible and inclusive conference environment. As well as creating a fantastic forum for academics to showcase their work and share ideas, the annual conference also offers excellent promotional opportunities for sponsors. With a number of commercial opportunities available it offers a range of sponsors, from publishers and printers to language schools and local pubs, a prime chance to market themselves.

### The conference will attract

Up to 300 attendees for a two-day programme which will include:

- Professors
- Post-doctoral Researchers
- Senior Lecturers
- Lecturers
- PhD Candidates
- Masters Students

### Get involved by sponsoring and exhibiting

The conference offers your organisation the opportunity to:

- Raise your profile
- Demonstrate new products or services
- Source new leads for business
- Keep up-to-date with the needs of your audience
- Build new and strengthen current partnerships

With a number of commercial opportunities available at the conference, it offers a fantastic chance to network with some of the leading professionals and promote your products or services.

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### Exhibition Space

The exhibition space will be located in the Exhibition Centre. Refreshments for conference delegates will also be served in this area during each of the breaks. Please note that if you require an exhibition stand which is 3m x 2m and above, you may book your chosen space from the floor plan provided. Anything below this size will be allocated as per the final space available at the organisers' discretion. **Please refer to the accompanying floor plan to view the availability of exhibition stands.**

Please note, the exhibition will take place on Thursday 24th and Friday 25th August 2022. Details on set up will be made available prior to arrival.

All exhibition packages include the following:

- Allocated exhibition space (as per the below sizes, number of tickets and price) to display corporate literature and the opportunity to collect delegates' business cards (please note, this is table top exhibition not a shell scheme).
- Attendance (for the numbers of guests dependent on package) to attend conference sessions, this also includes refreshments and lunch.
- Your organisations logo and 50 word listing on the event website (including link back to your organisation).
- A full delegate list will be available at the event and in electronic format after the event takes place, with names, organisations and email addresses (of those who have agreed to have their information passed on).
- Electricity (up to 2 sockets) and WIFI Connection on your stand.

	No. of exhibitor tickets per package	Cost
1 metre space (pull up banner only)	1	£345
2 metre x 2 metre space	1	£495
3 metre x 2 metre space (Refer to the floor plan and indicate which exhibition stand you require)	2	£745
4 metre x 2 metre space (Refer to the floor plan and indicate which exhibition stand you require)	2	£895
6 metre x 2 metre space (Refer to the floor plan and indicate which exhibition stand you require)	2	£1,045

**Additional exhibitor conference tickets can be purchased at a discounted rate of £100 per day, which includes all catering and attendance at sessions.**

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## Conference Sponsor - £1,995

One package available

- 6 metre tabletop exhibition space with power and Wi-Fi
- Your organisations logo and 50 word listing on the event website (including link back to your organisation).
- A full delegate list will be available at the event and in electronic format after the event takes place, with names, organisations and email addresses (of those who have agreed to have their information passed on).
- Logo on the homepage of the BAAL 2023 conference website
- 3 x tweets from the BAAL Conference twitter account leading up to the conference. Content of your choice but to be approved by the BAAL LOC.
- Two exhibitor tickets to include lunch and refreshments AND access to all conference sessions
- Organisation logo and listing in the printed conference programme
- Advert in the conference programme
- Two tickets to the welcome drink's reception and buffet dinner on Wednesday 23rd August 2023.
- Two tickets to the conference dinner on Thursday 24th August 2023
- Insert in the conference bags/packs
- Logo placement on the cover slide which will be on the screen before every session starts

**Additional exhibitor conference tickets can be purchased at a discounted rate of £100 per day, which includes all catering and attendance at sessions.**



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## Sponsorship of the BAAL Book Prize Drinks Reception

BAAL are offering the opportunity for one organisation to sponsor the Book Prize Drinks reception at the 56th BAAL Annual Conference. This will take place on Thursday 24th August and is a great opportunity to promote an author or your services/products.

The cost is £995 and offers a fantastic chance to circulate literature and have your branding within the room at University of York. This package also includes two tickets to attend both the drinks reception and the Thursday dinner.

## Advertising in the Conference Programme

Each delegate will be provided with a copy of the Conference Programme.

Size	Cost for an Exhibitor	Cost for non-exhibitor
Full page A4 advert portrait	£120	£220
Half page advert A5 landscape	£75	£120

## Online Goodies or Gift

To reduce on paper, this year instead of inserts in the conference delegate bags, we are offering you the opportunity to provide online goodies or a gift. Details will be included in the conference delegate bags and we recommend providing us with a QR code so delegates can easily link to what you have to offer.

**Cost for an exhibitor**  
£70

**Cost for non-exhibitor**  
£145



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## Sponsorship Opportunities

### Conference Bags

There is an opportunity to sponsor the conference bags (which will be given to every delegate) - this will include your logo on the bag as well as the BAAL logo. This will also include the chance to insert any sized literature or gift within this bag. The package is priced at £895.

### Conference Lanyards

BAAL also offers the opportunity to sponsor the conference lanyards. This would allow your organisation's name/logo to be displayed on all lanyard that will be worn by delegates for the duration of the conference. This package is priced at £795.

### Special Offer

If you would like to sponsor both the conference bags and lanyards we would be able to offer a discount of 20% off the overall total. (Total cost would be £1,690, discount total is £338, final total would be £1,352).



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### Accommodation

Accommodation is available on campus and is charged on a bed and breakfast rate at £80.00 per night for a single bed en-suite room. Alternatively you can visit <http://www.visit-york.org/book/> for a list of other hotels and accommodation available in the area.

### Booking

Please complete the booking forms on page 7 and ensure you read and sign the terms and conditions on pages 8 and 9. For further information on all of the above opportunities please contact Sarah Primmer on +44 (0) 01904 702165 or email [admin@baalconference2023.com](mailto:admin@baalconference2023.com).

### Important Information

**Inserts in the Delegate Packs** – please ensure that 300 copies of your inserts are sent by no later than Wednesday 9th August 2023 to:

Sarah Primmer  
BAAL Conferencec/o Mosaic Events  
Tower House  
Mill Lane, Off Askham Fields Lane  
Askham Bryan  
York, YO23 3FS

**Advertising in the Conference Handbook** – please refer to page 3 of this document for sizes of adverts. Deadlines for copy for the Conference Programme – Friday 21st July 2023. Size of programme specification to be confirmed.



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## Booking Form

### Details of Lead Contact

**Name:** \_\_\_\_\_

**Job Title:** \_\_\_\_\_

**Organisation:** \_\_\_\_\_

**Address:** \_\_\_\_\_

Please ensure this is the invoice address

**Postcode:** \_\_\_\_\_

**Contact** \_\_\_\_\_

**Number:** \_\_\_\_\_

**Email:** \_\_\_\_\_

**Preferred Exhibition Stand:** \_\_\_\_\_

**Purchase order number (if required):** \_\_\_\_\_

**Please attach your 50 word website listing and send your logo in JPEG format with this booking form.**

### Package Requested

Please detail in this box the packages you would like to benefit from and include the total cost the package. Please also include any additional exhibitor passes you wish to purchase.  
Your invoice will be prepared on this basis.

**Signature:** \_\_\_\_\_ **Date:** \_\_\_\_\_

Please tick here to say you have read and accept the terms and conditions on page 9.

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### TERMS AND CONDITIONS

These Terms and Conditions are between BAAL ("the Organiser") and the Exhibitor whose details appear on the Exhibitor Booking Form ("the Form") to which these Terms and Conditions are attached.

**LOCATION** The BAAL Annual Conference 2023 ("The Event") will be held at the University of York from Wednesday 23rd until Friday 25th August 2023.

**EXHIBITOR INFORMATION** The Organiser agrees to allocate a stand to the Exhibitor at the Event in consideration for the Exhibitor paying the fees as specified in the package. While all reasonable endeavours will be made to fulfill the Exhibitor requirements the Organiser reserves the right to make a stand reallocation at any time. Should any dispute arise as to the stand allocation or as to the right of the Exhibitor to display any exhibits the decision of the Organiser will be final and binding. The Organiser reserves the right to cancel the stand for any reason, and without prior notice to the Exhibitor, in which event any payment received in respect of the space booked will be refunded, subject to deduction of reasonable administration costs.

**USE OF EXHIBITION STAND** The Exhibitor shall provide adequate staff for the operation of its stand at all times that the Event is open to the delegates. All demonstrations and promotional activities, including distribution of promotional material, shall be confined to the limits of the exhibition space booked. The Exhibitor is responsible for keeping the aisles near its exhibition space free of congestion caused by demonstrations. No individual company or organisation not assigned exhibition space shall solicit business within the exhibition area. The Exhibitor's space may not extend beyond the allocated space.

**PAYMENT** Invoices will be issued for all stand rentals and all payments must be received within 14 days of receipt of invoice. On receipt of payment, an Exhibitor confirmation will be issued which will include details of stand allocation, set up and pull down instructions, Health and Safety requirements and other relevant guidelines. The stand will not be considered booked until payment is received.

**CANCELLATION** All cancellations must be by written notice to the Organiser. In the event the Exhibitor cancels all or part of the exhibit space contract the following provision shall apply:

*Cancellation on or before Friday 26th May 2023 - 20% refund*

*Cancellation on or after Saturday 27th May 2023 - No refund*

All payments made to the Organiser under this contract shall be deemed fully earned and non-refundable when made in consideration for (a) expenses incurred by the Organiser, and (b) the Organiser's lost or deferred opportunity to provide exhibit space to others, and (c) the potential effect of the cancellation of the Event as a whole and all cancellation fees that may become due here under are acknowledged by the Exhibitor to constitute liquidate damages.

**COVID** If we are unable to deliver the package you have selected at the in-person conference, or we are placed into lockdown status you will be advised of this and offered the opportunity to have a full refund or have your booking moved to a conference that will be hosted later. Please note the full refund will only be available as a result of COVID and up until Friday 28th July 2023, following this date your booking will be automatically moved onto a future date.

**SECURITY** The Exhibitor is solely responsible for the security of its own exhibit materials and the Exhibitor undertakes to obtain appropriate insurance to cover the same. All property of an Exhibitor is understood to remain in its sole care, custody and control in transit to or from the confines of the Event venue. The Exhibitor agrees to waive all rights of subrogation against the Organiser, its directors and employees. The Exhibitor shall carry public liability insurance against personal injury, death or damage to or loss of property by any cause whatsoever.

**SAFETY** The Exhibitor accepts sole responsibility for any personal injury or property damage that may result directly or indirectly from the collapse of its exhibit in any portion thereof if any other unsafe condition of its exhibit. The Exhibitor hereby agrees to indemnify and hold harmless the Organiser, the owner and manager of the Event venue, and other lawfully on the exhibition floor, from and against any claim, loss, liability or damage suffered as a result of the Exhibitor's installation, use, construction or maintenance of an unsafe exhibit. The Exhibitor further warrants that it has obtained adequate insurance to cover its potential liability hereunder. All materials used for building and decorating stands and displays must be of non-flammable material. The Exhibitor must comply with all instructions given by the Organiser and other relevant authorities to avoid the risk of fire.

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### TERMS AND CONDITIONS - Continued

**LIMITATION OF LIABILITY** Neither the Organiser nor any of its agents or representatives shall have any liability whatsoever to the Exhibitor for any loss, expense or damage to the Exhibitor, its guests or their property, relating to or arising out of the acts of any other participant, visitor to the Event venue or other invitee of the Organiser, other than for the Organisers failure to perform its obligations here under. The Organiser shall not be liable for lost profits or other consequential loss caused to the Exhibitor and the Organisers total liability hereunder shall in no case exceed the amount of the total rent actually received by the Organiser from the Exhibitor. The Organiser shall have no liability for any failure to perform its obligations hereunder where such failure to perform is due to any strike, civil disorder, riot, act of war, act of God, or any other cause of any kind whatsoever not within the Organisers reasonable control. Nothing herein shall limit either party's liability for death or personal injury arising from the proven negligence by itself or its explores or agents.

**AGREEMENT** This Agreement contains the entire understanding between the parties hereto and supersedes all previous agreements between the parties. No other terms or conditions (including any written, given verbally or attached to any purchase order form, document or correspondence) shall be included or implied unless agreed upon in writing and signed by a duly authorised officer or representative of each of the parties to this Agreement. No variation to this Agreement shall be valid unless it is recorded in writing signed by a duly authorised offer or representative of the Organiser.

**ASSIGNMENT** This contract cannot be assigned or transferred by the Exhibitor.

**GOVERNING LAW** This Agreement shall be subject to and construed in accordance with the laws of England and those parties hereby irrevocably submit to the jurisdiction of th English Courts. The Organiser shall be entitled to recover the costs, including reasonable solicitor's fees and/or collection fees in any action brought to enforce this hereunder.