



# International Alliance For Learning

Professional Organization for Accelerated Learning

## Sponsorship & Partnership Information Packet

### International Alliance for Learning Conference “Liftoff for Learning”

January 15-18, 2009  
OMNI Houston Hotel Westside  
Houston, Texas

#### OVERVIEW

The International Alliance for Learning is the premier professional development organization for Accelerated Learning practitioners and researchers. IAL’s purpose is to unleash human potential by transforming learning.

Our annual conference in January brings together AL practitioners from several spheres of work and from all over the globe. Primary and secondary teachers, school administrators, college educators, corporate trainers and consultants and those interested in learning as a transformational process come together in a single venue to share expertise and widen their experience with new trends in the field.

#### WE INVITE YOU TO JOIN US

The conference planning committee is pleased to invite companies and organizations to participate in the 34<sup>th</sup> annual IAL conference as sponsors.

##### Date and Location

The conference will take place from Friday, January 16 through Sunday, January 18, 2009 at the Omni Houston Hotel Westside in Houston, Texas. The conference will be preceded by a day of pre-conference sessions on Thursday, January 15.

##### Program

The title of the conference is “Liftoff for Learning”. The conference will explore the following questions:



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- What does it take to move beyond barriers to learning and tap into potential? To transform mindsets and attitudes? To bridge the “knowing/doing” gap?
- How can we create a learning environment in schools that enable each child to succeed and discover the joy and power of learning?
- What enables men and women to continue to learn and develop in profound ways throughout their lives? How do we strengthen training environments in organizations and universities to help adult learners acquire the skills they need to succeed?

This year’s keynote speakers include

- **Dr. Steven Lundin** (Author of “FISH!”),
- **Sivasailam “Thiagi” Thiagarajan** (Designer of games and simulations, author, trainer)
- **Dr. Carol Archer** (Intercultural specialist, author, trainer)

Conference sessions are organized around 6 tracks:

- **Research** in the efficacy of AL
- **Corporate:** exploring use of Accelerated Learning in training and other organizational development contexts
- **Education:** using AL in primary, secondary and higher education settings
- **Technology:** exploring how technology can support learning
- **Foreign Language:** using AL to teach languages more effectively
- **AL Starter Certificate:** this track will provide part of the core curriculum in the beginner certification process

You may wish to view the conference details and learn more about our organization on the IAL web site at <http://www.ialearn.org/conference.php>

## Who will attend?

Primary and secondary teachers, school administrators, college educators, corporate trainers and consultants and those interested in learning as a transformational process. The IAL conference 2009 is expected to attract 350 – 400 participants from the US, Mexico, Canada, Venezuela, United Kingdom, Germany, Sweden, South Africa, New Zealand, Australia and other countries around the world.

## SPONSORSHIP OPPORTUNITIES

As a conference sponsor, your company will receive recognition, as well as promotion on the Conference web site, in the Conference program and in other printed materials related to the conference. This will provide your organization with an opportunity to communicate your marketing message.

Businesses likely to benefit from sponsorship of the conference include education and training suppliers, educational service providers, publishers, food and beverage suppliers, international businesses, and commercial providers with links to education and training.



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We offer the following Sponsorship Opportunities:

- **Four levels of Corporate Sponsorship**
- **Sponsor Packages**
- **Partnerships**

## 1. Corporate Sponsorships

### Conference Title Sponsor (\$15,000)

Your company name and logo will be exclusively listed as “Title Sponsor” next to the conference name in all conference promotions, marketing materials, news releases, name badges worn by attendees, on web site with a link to your web site, and on all signage.

At the Conference:

- Opportunity for a five-minute address to Conference attendees at opening keynote
- Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)
- Six (6) complimentary full registrations (including President's Reception)
- Acknowledgment in Conference Program and during keynote introductions
- Opportunity for full page in Conference Program for a message to attendees (camera-ready art supplied by sponsor)
- Corporate logo on Conference Program cover
- Opportunity to include publicity material in tote bags (supplied by sponsor)
- One complimentary exhibit table (includes single staff registration).
- One reserved table for 10 at the President's Reception.
- Sponsor will be thanked publicly and permitted to welcome seated guests with brief remarks during lunch.
- Acknowledgment on web site, with link to sponsor's web site
- Listing on the conference page of IAL's web site

### Premier (\$10,000)

- One complimentary exhibit table (includes single staff registration).
- Four (4) complimentary registrations to conference.
- Firm name and logo will be prominently featured in the conference brochure, binder materials & all advertising.
- Premier Sponsor logos will appear in the same order in which payment is received.
- Firm name listed in the “Premier” section of the conference folder.
- A full-page ad in the conference program brochure.
- Mutual hot link between your firm's homes page and the conference home page.
- One reserved table for 8 at the President's Reception.
- Sponsor will be thanked publicly and permitted to welcome seated guests with brief remarks during lunch.



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- Acknowledgment on web site, with link to sponsor's web site
- Listing on the conference page of IAL's web site

## **Major (\$8,000)**

- One complimentary exhibit table (includes single staff registration).
- Three (3) complimentary registrations to conference.
- Firm name and logo will be prominently featured in the conference brochure, binder materials & all advertising.
- Major Sponsor logos will appear in the same order in which payment is received.
- Firm name listed in the "Major" section of the conference folder.
- A half-page ad in the conference program brochure.
- Mutual hot link between your firm's homes page and the conference home page.
- One reserved table for 6 at the President's Reception.
- Sponsor will be thanked publicly and permitted to welcome seated guests with brief remarks during lunch.
- Acknowledgment on web site, with link to sponsor's web site
- Listing on the conference page of IAL's web site

## **Preferred (\$5,000)**

- One complimentary exhibit table (includes single staff registration).
- Two (2) complimentary registration to conference.
- Firm name and logo will be prominently featured in the conference brochure, binder materials & all advertising.
- Preferred Sponsor logos will appear in the same order in which payment is received.
- Firm name listed in the "Preferred" section of the conference folder.
- A quarter-page ad in the conference program brochure.
- Mutual hot link between your firm's homes page and the conference home page.
- One reserved table for 4 at the President's Reception.
- Sponsor will be thanked publicly and permitted to welcome seated guests with brief remarks during lunch.
- Acknowledgment on web site, with link to sponsor's web site
- Listing on the conference page of IAL's web site



## 2. Sponsor Packages

<b>Luncheon Sponsor Package (Two: Friday or Saturday)</b>	<b>Investment: \$8,000</b>
<p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program</li><li>• Logo on the cover of the preliminary program</li><li>• Acknowledgment on web site, with link to sponsor's web site</li><li>• Listing on the conference page of IAL's web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Three (3) complimentary full registrations (including Luncheons and President's Reception)</li><li>• Opportunity for a five-minute address to Conference attendees at the sponsored lunch</li><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• Acknowledgment in Conference Program, logo on the cover, full page ad</li><li>• Corporate poster placed in ballroom during luncheon and in prominent locations throughout the conference (supplied by sponsor)</li><li>• Opportunity to include publicity material (supplied by sponsor) in tote bags</li></ul>	

<b>Audio-Visual Sponsor Package (One only, exclusive)</b>	<b>Investment: \$5,500</b>
<p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program</li><li>• Logo on the cover of the preliminary program</li><li>• Acknowledgment on web site, with link to sponsor's web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Two (2) complimentary full registrations (including Luncheons and President's Reception)</li><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• Acknowledgment in Conference Program, full page ad</li><li>• Opportunity to include publicity material (supplied by sponsor) in tote bags</li></ul>	



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<b>Keynote Sponsor Package (Friday)</b> (One only, exclusive)	<b>Investment: \$5,000</b>
<p><b>Dr. Steven Lundin</b>, is a writer and filmmaker with a rich history in business, management and graduate level business education. His best selling book, FISH!, has continuously been a business bestseller for more than seven years. The now business-staple has appeared frequently on the New York Times Business, Wall Street Journal, Publishers Weekly, USA Today, Amazon and Barnes and Nobles bestseller lists. His new book “Cats - the nine lives of innovation” will be launched for the US at the IAL conference.</p> <p>The event will include morning refreshments; we expect the majority of the conference participants to attend.</p> <p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program</li><li>• Logo on the cover of the preliminary program</li><li>• Acknowledgment on web site, with link to sponsor’s web site</li><li>• Listing on the conference page of IAL’s web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Three (3) complimentary full registrations (including Luncheons and President’s Reception)</li><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• Acknowledgment in Conference Program, logo on the cover, full page ad</li><li>• Corporate poster placed in ballroom during luncheon and in prominent locations throughout the conference (supplied by sponsor)</li><li>• Opportunity to include publicity material (supplied by sponsor) in tote bags</li></ul>	

<b>Keynote Sponsor Package (Saturday)</b> (One only, exclusive)	<b>Investment: \$5,000</b>
<p><b>Sivasailam “Thiagi” Thiagarajan</b> is an internationally well know specialist in game and simulation design. He has conducted workshops in 26 countries and written many books. “Thiagi” is also the current president of the “North American Simulation and Gaming Association” (NASAGA). The event will include morning refreshments; we expect the majority of the conference participants to attend.</p> <p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program</li><li>• Logo on the cover of the preliminary program</li><li>• Acknowledgment on web site, with link to sponsor’s web site</li><li>• Listing on the conference page of IAL’s web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Three (3) complimentary full registrations (including Luncheons and President’s Reception)</li><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• Acknowledgment in Conference Program, logo on the cover, full page ad</li><li>• Corporate poster placed in ballroom during luncheon and in prominent locations throughout the conference (supplied by sponsor)</li><li>• Opportunity to include publicity material (supplied by sponsor) in tote bags</li></ul>	



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<b>Keynote Sponsor Package (Sunday)</b> (One only, exclusive)	<b>Investment: \$5,000</b>
<p><b>Dr. Carol Archer</b> is the creator of the Culture Bump theory and methodology and has a Doctorate in Education with a research focus on culture and urban studies. Her work is directed toward building connections of commonalities between people of different cultures, backgrounds and belief systems. Dr. Archer is the author of <i>Living with Strangers in the U.S. A.: Communicating Beyond Culture</i>. The title of her keynote is "Stepping beyond diversity: culture bumps, conversations and the Accelerated Learning cycle".</p> <p>The event will include morning refreshments; we expect the majority of the conference participants to attend.</p> <p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program</li><li>• Logo on the cover of the preliminary program</li><li>• Acknowledgment on web site, with link to sponsor's web site</li><li>• Listing on the conference page of IAL's web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Three (3) complimentary full registrations (including Luncheons and President's Reception)</li><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• Acknowledgment in Conference Program, logo on the cover, full page ad</li><li>• Corporate poster placed in ballroom during luncheon and in prominent locations throughout the conference (supplied by sponsor)</li><li>• Opportunity to include publicity material (supplied by sponsor) in tote bags</li></ul>	



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<b>President's Cocktail Reception Sponsor Package</b> (One only, exclusive)	<b>Investment: \$4,000</b>
<p>We expect over 400 conference presenters and attendees, sponsor representatives and IAL Board Members to attend this event, to be held Thursday, January 15, 2009.</p> <p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program and half page ad</li><li>• Acknowledgment on web site, with link to sponsor's web site</li><li>• Listing on the conference page of IAL's web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Two (2) complimentary full registrations (including Luncheons and President's Reception)</li><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• Acknowledgment in Conference Program, half page ad</li><li>• Opportunity to include publicity material in tote bags (supplied by sponsor)</li><li>• Four (4) tickets to the reception for event sponsor representatives</li></ul>	

<b>International Cocktail Reception Sponsor Package</b> (One only, exclusive)	<b>Investment: \$1,500</b>
<p>We expect approximately 100 pre-conference presenters and attendees, early conference arrivals, sponsor representatives and IAL Board Members to attend this event, to be held Wednesday, January 14, 2009.</p> <p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program and quarter page ad</li><li>• Acknowledgment on web site, with link to sponsor's web site</li><li>• Listing on the conference page of IAL's web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• Acknowledgment in Conference Program</li><li>• Four (4) tickets to the reception for event sponsor representatives</li></ul>	



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<b>Pre-Conference Day Sponsor Package (One only, exclusive)</b>	<b>Investment: \$1,000</b>
<p>We expect over 100 attendees at pre-conference sessions on Thursday, January 15, 2009. Sponsorship covers costs of audiovisuals and breaks.</p> <p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment with logo in preliminary program</li><li>• Acknowledgment on web site, with link to sponsor's web site</li><li>• Listing on the conference page of IAL's web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• Acknowledgment in Conference Program</li></ul>	

<b>Package: Conference Programs (one only, exclusive)</b>	<b>Investment: \$3,500</b>
<p>This package covers the costs of design and production of the Conference Program. After the conference the program is archived on the IAL website for permanent access by the public.</p> <p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program, quarter page ad</li><li>• Acknowledgment on web site, with link to sponsor's web site</li><li>• Listing on the conference page of IAL's web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• One (1) complimentary full registration (including Luncheons and President's Reception)</li><li>• Acknowledgment in Conference Program</li></ul>	

<b>Package: Conference Tote Bags (one only, exclusive)</b>	<b>Investment: \$3,500</b>
<p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program, half page ad</li><li>• Acknowledgment on web site, with link to sponsor's web site</li><li>• Listing on the conference page of IAL's web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• One (1) complimentary full registration (including Luncheons and President's Reception)</li><li>• Acknowledgment in Conference Program and half page ad</li><li>• Logo on tote bags</li><li>• Opportunity to include publicity material in tote bags (supplied by sponsor)</li></ul>	



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<b>Package: Conference “White Books” (one only, exclusive)</b>	<b>Investment: \$2,000</b>
<p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program, quarter page ad</li><li>• Acknowledgment on web site, with link to sponsor’s web site</li><li>• Listing on the conference page of IAL’s web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• One (1) complimentary full registration (including Luncheons and President’s Reception)</li><li>• Acknowledgment in Conference Program</li><li>• Logo on White Books</li></ul>	

<b>Conference Scholarships for Texas Educators Sponsor Package</b>	<b>Investment: \$500 each</b>
<p>This sponsorship covers the cost of one Texas teacher or education student to attend the conference plus a one-year membership in IAL.</p> <p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in preliminary program, quarter page ad</li><li>• Acknowledgment on web site, with link to sponsor’s web site</li><li>• Listing on the conference page of IAL’s web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• Acknowledgment in Conference Program</li></ul>	

<b>Conference Scholarships for Educators Sponsor Package</b>	<b>Investment: \$500 each</b>
<p>This sponsorship covers the cost of one public or private teacher or education student to attend the conference plus a one-year membership in IAL.</p> <p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment and logo in preliminary program</li><li>• Acknowledgment on web site, with link to sponsor’s web site</li><li>• Listing on the conference page of IAL’s web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Corporate poster placed in prominent locations throughout the conference (supplied by sponsor)</li><li>• Acknowledgment in Conference Program</li></ul>	



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<b>Volunteer Support Package</b> (3 available)	<b>Investment: \$500 each</b>
<p>This sponsorship covers the cost of lunch, refreshments, snacks and parking for a third of the volunteers helping with the conference.</p> <p>Prior to the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment and logo in preliminary program</li><li>• Listing on the conference page of IAL's web site</li></ul> <p>At the Conference:</p> <ul style="list-style-type: none"><li>• Acknowledgment in Conference Program</li></ul>	

## 3. Partnerships

IAL's special partnering organizations show their support for Accelerated Learning, education and learning by marketing the conference to their membership and lending their name.

IAL's "**Special Partners**"

- are allowed to market their conference at IAL's web site
- will be mentioned at the 2009 Conference

For assistance or more information, please contact:

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