

# Sponsorship and exhibition opportunities and booking arrangements

This document:

- \* provides an overview of the conference, and our expected delegate breakdown;
- \* describes the opportunities for organizations to sponsor the ISSoTL Conference;
- \* explains arrangements and prices for exhibiting;
- \* summarises the deadlines and processes for booking to be a sponsor and/or to exhibit.

About ISSOTL, OCSLD, ISL and the ISSOTL10 Conference

The International Society for the Scholarship of Teaching & Learning (ISSOTL) serves faculty members, staff, and students who care about teaching and learning as serious intellectual work. The goal of the Society is to foster inquiry and disseminate findings about what improves and articulates post-secondary learning and teaching.

The International Society for the Scholarship of Teaching & Learning was founded in 2004 by a committee of 67 scholars from several countries.

ISSOTL was organized to:

- Recognize and encourage scholarly work on teaching and learning in each discipline, within other scholarly societies, and across educational levels.
- Promote cross-disciplinary conversation to create synergy and prompt new lines of inquiry.
- Facilitate the collaboration of scholars in different countries and the flow of new findings and applications across national boundaries.
- Encourage the integration of discovery, learning and public engagement
- Advocate for support, review, recognition, and appropriate uses of the scholarship of teaching and learning.

The Society's first conference was held October 2004, at Indiana University Bloomington in the United States. Over 440 scholars from 8 countries attended.

The second conference was held October 2005 in Vancouver, British Columbia in Canada. 672 scholars from 8 countries attended.

The third conference was held November 2006, in Washington, D.C., in the United States. Just under 800 scholars from 16 countries attended the conference.

The fourth conference was held July 2007, in Sydney, Australia. Approximately 400 scholars attended the conference.

The fifth conference was held October 2008, in Edmonton, Alberta, Canada. 527 scholars attended the conference.

The sixth conference was held October 2009, in Bloomington, Indiana, in the United States. Approximately 650 scholars from 15 countries attended the conference.

The Oxford Centre for Staff and Learning Development (OCSLD) is one of the UK's largest and most established providers of staff and educational development for further and higher education. We currently run up to 200 staff development courses each year, drawing on a national network of specialist consultants and one of our major activities is to organise and run the Improving Student Learning Symposium (ISL).

In 1993, the first ISL Symposium was held at Warwick University in the UK. Since then it has become an established event on the international calendar. The major aim of the Improving Student Learning Symposia is to provide a forum which brings together those who are primarily researchers into learning in higher education and those who are primarily practitioners concerned more pragmatically with improving their practice, but from whichever starting point, papers are only accepted if they take a sufficiently scholarly, research-based approach.

This year, we are organizing and hosting the ISSoTL10 conference incorporating the 18<sup>th</sup> Improving Student Learning Symposium.

ISSoTL10: "Global Theories and Local Practices: institutional, disciplinary and cultural variations" will be at the BT Convention Centre, part of the Arena and Convention Centre (ACC), Liverpool between Tuesday 19 October and Friday 22 October 2010.

The Conference Chair is Dr Chris Rust (Oxford Brookes University, UK).

The conference web site is at <http://issotl10.indiana.edu/>

About Liverpool

Liverpool is more than just a city with a big reputation – it's the centre of a vast area of beauty, culture and entertainment. It was the European Capital of Culture in 2008. ACC Liverpool is a flexible venue, set against the stunning backdrop of the UNESCO World Heritage waterfront.

## Sponsoring ISSOTL 10

Financial assistance from sponsors is essential to ensure the highest quality program at a cost that is affordable for a diverse group of international scholars and students. The sponsorship program below has been designed to provide benefits consistent with each level of contribution. We invite you to become a sponsor of ISSOTL 10, and welcome your ideas for contributions consistent with your organizations goals and objectives.

We have four types of sponsorship on offer. Platinum, Gold, Silver and Bronze. These are explained below.

Level of sponsorship	Contribution	Your logo and link to your site on the conference website	Conference proceedings recognition	Program booklet recognition	Learning Commons sign	Complimentary advertisement in program booklet	Recognition on screen at plenary sessions	Complimentary Conference Registration	Materials with delegate registration package	Podium recognition for 'your' day of sponsorship
<b>Platinum</b>	£3500	x	x	x	x	1 page	x	3	x	x
<b>Gold</b>	£2000	x	x	x	x	1 page	x	2	x	
<b>Silver</b>	£1000	x	x	x	x	½ page	x	1		
<b>Bronze</b>	£500	x	x	x	x	¼ page	x			

**Many custom arrangements are possible. Please discuss your sponsorship interests with Conference Chair Chris Rust (issotl10@brookes.ac.uk).**

### Additional Opportunities for Sponsorship

Some organisations cannot commit to the costs of major sponsorship, but nevertheless want to show their support for ISSOTL. Any selection from the additional opportunities list below that involves a financial commitment of more than £1,200 will entitle you to be defined on the conference web site and in the conference handbook as a *contributing sponsor*. These additional opportunities are booked on a first come first served basis, and in case of duplicate bookings we try to find mutually agreed alternatives. Contributing sponsors will be identified as such on the conference web site and in the conference handbook.

### Additional Opportunities

ITEM	Fee in £ normally payable by 1/9/2010	Fee in £ payable with platinum/gold sponsorship
Lunch for delegates on 20/10/2010 , with your organization prominently identified as the sponsor.	3000	2000
Lunch for delegates on 21/10/2010 , with your organization prominently identified as the sponsor.	3000	2000
Pre-conference drinks reception on the evening of 19/10/2010, with your organization prominently identified as the sponsor.	2500	1600
Wine for the conference dinner on 20/10/2010, with your organization prominently identified as the sponsor.	2800	1900
Drinks reception for the poster session on 21/10/2010, with your organization prominently identified as the sponsor.	2000	1000
Pens – printed with your organizations name and/or logo, plus the ISSOTL10 logo, deadline 10/07/2010	850	550

Exhibiting at ISSoTL10

### Conference audience

We expect at least 500 UK and international participants from varied disciplines and institutions who care about teaching and learning at all levels of further and higher education.

**Exhibitors at previous ISSOTL conferences have included:**

Indiana University Press, Indiana University Libraries, Journal of Scholarship of Teaching and Learning, Routledge/Taylor and Francis Group, Stylus Publishing, Grant MacEwan Bookstores, Jossey Bass/Wiley Publishing, UNSW Bookshop, Beacon Printing, Inc., The Carnegie Foundation.

ISSoTL10 exhibition area

The ISSOTL exhibition area will be in a prominent position for maximum exposure to participants. Commercial and Educational exhibitors are welcome. Please contact us for further information.

How much does it cost to exhibit at ISSOTL10?

For major sponsors the cost to exhibit is reduced by 33% across all categories, with the discounted price shown in brackets.

Commercial Exhibitors:

	Package 1	Package 2
<b>3m x 2m x 2.4m (w x d x h) stand in professionally supplied shell scheme</b>	Yes	Yes
<b>2 x 120w spotlights</b>	yes	Yes
<b>2 x 500w 2 amp sockets</b>	Yes	Yes
<b>One table and two chairs</b>	Yes	Yes
<b>One internet connection*</b>	Yes	No
<b>Description in conference handbook</b>	<b>Two representatives included</b>	<b>Two representatives included</b>
<b>Exhibition representatives</b>		
<b>Conference registration</b>	<b>Not included</b>	<b>Not included</b>
<b>Additional items (furniture, extra power sockets, spotlights etc)</b>	<b>At cost</b>	<b>At cost</b>
<b>Description in conference handbook</b>	<b>Two representatives included</b>	<b>Two representatives included</b>
<b>Exhibition Stand Fee</b>	<b>£1550 (1050)</b>	<b>£1300 (£850)</b>

Educational Exhibitors:

	Package 1	Package 2
<b>3m x 2m x 2.4m (w x d x h) stand in professionally supplied shell scheme</b>	Yes	Yes
<b>2 x 120w spotlights</b>	yes	Yes
<b>2 x 500w 2 amp sockets</b>	Yes	Yes
<b>One table and two chairs</b>	Yes	Yes
<b>One internet connection*</b>	Yes	No
<b>Description in conference handbook</b>	<b>Two representatives included</b>	<b>Two representatives included</b>
<b>Exhibition representatives</b>		
<b>Conference registration</b>	<b>Not included</b>	<b>Not included</b>
<b>Additional items (furniture, extra power sockets, spotlights etc)</b>	<b>At cost</b>	<b>At cost</b>
<b>Description in conference handbook</b>	<b>Two representatives included</b>	<b>Two representatives included</b>
<b>Exhibition Stand Fee</b>	<b>£1350 (910)</b>	<b>£1150 (£800)</b>

**A breakdown of what is included in the exhibition cost**

The exhibition spaces will be housed in 3m x 2m shell scheme stands, with a height of 2.4m, in the main Exhibition Area on Tuesday evening, Wednesday, Thursday and Friday morning.

A table, 2 chairs, 2 spotlights, 2 power sockets and a network point (depending on package taken) will be provided. Each stand will have the name of the exhibitor signposted at the top of the shell, ensuring visibility to all.

Exhibitors will have their details included in the conference literature and the organisation name publicised on the ISSOTL10 website.

**Registration for exhibitors' representatives**

Two stand representatives are included in each exhibition package. Once your exhibition place is confirmed, we will send you a link to an online booking form in order for stand representatives to register their attendance.

This form will be dedicated solely to exhibitors and registration will include refreshments and lunches throughout the day. Registration does **not** include the conference dinner on Wednesday. **NB** The conference dinner, as well as any accommodation required, can be booked at cost, via the link sent.

If you require any further stand representatives please register them as ISSOTL10 delegates using our online booking system, where the full delegate rate will apply. (Please see details below.)

Dedicated support will be given to all exhibitors in the organisation of the exhibition and for the duration of ISSOTL10.

**Booking processes and deadlines**

**Process**

Complete the **Sponsorship and/or the Exhibition Booking Request Forms** below, sign them, and post or fax them to OCSLD. Whether or not you include a purchase order we will treat a signed form as a binding commitment on your part. Exhibitors must also sign and return the one-page **Exhibitor's Terms and Conditions Form**.

**Deadlines**

**Major sponsors (Platinum/Gold).** Signed booking forms received by 1<sup>st</sup> June 2010 will entitle your organisation to exposure as a major anchor sponsor from 14 June 2010. Otherwise the deadline response is 31 August 2010.

**Other Sponsors (Silver/Bronze).** The deadline response is Friday 10<sup>th</sup> September 2010.

**Exhibitors.** The deadline for response is Friday 30 July 2010. Exhibition space reserved on a first come, first served basis.

**Delegates. On-line registration by Credit/Debit card** from April 2010 through conference website at <http://issotl10.indiana.edu/>.

Delegates will also be able to book accommodation via the website from a selection of hotels around the venue also via the website or at:

<https://www.conferencebookings.co.uk/delegate/TMPISSOTL10>

The closing date for registration is Thursday 7 October 2010.

**Further queries?**

If you have any questions or issues that you need to raise, please email or call Fiona Smith (Program Chair) [flsmith@brookes.ac.uk](mailto:flsmith@brookes.ac.uk) +44 (0)1865 485902 or Chris Rust (Conference Chair) [crust@brookes.ac.uk](mailto:crust@brookes.ac.uk), [issotl10@brookes.ac.uk](mailto:issotl10@brookes.ac.uk), +44 (0)1865 485880. We will do our best to assist.

**1. Sponsorship Form ISSOTL 10**

**19-22 October 2010**

Please complete all relevant parts of this form and fax it to +44 (0) 1865 485937, or post it to OCSLD, Oxford Brookes University, Wheatley Campus, Oxford OX33 1HX, UK.

To: Fiona Smith, ISSOTL10, Oxford Centre For Staff and Learning Development (OCSLD)

From: \_\_\_\_\_

(Name of individual authorizing sponsorship of ISSOTL10)

Name and address of organization including postal/zip code (we will use this name on our web site and in print, so please take care to express it accurately)

\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

Name of admin contact for follow up (OCSLD will contact the person directly for co-ordination and admin of the sponsorship, including provision of your logo, if applicable)

\_\_\_\_\_

Contact email address for follow-up:

\_\_\_\_\_

Contact phone number for follow-up:

\_\_\_\_\_

URL to which you would like us to link if you were a major sponsor

\_\_\_\_\_

Please tick whichever of the following 7 options apply. **If choosing 1, delete the inapplicable cost option.**

1. We would like to be a **platinum sponsor** for ISSoTL10 at cost of £3500 (on the basis described in ISSOTL10 Sponsoring and Exhibition Document. Please contact Fiona Smith (Conference Program Chair) – [flsmith@brookes.ac.uk](mailto:flsmith@brookes.ac.uk); +44 (0) 1865 485902) to make detailed arrangements. Commitments received by 1/6/2010 will entitle your organization to exposure as a major sponsor from 14/6/2010. Otherwise the deadline for response is 31/8/2010, with exposure only

2. As part of our major sponsorship we'd like, in addition, to sponsor the items circled in **column 3** of the table on the next page below.

3. We would like to be a **gold sponsor** for ISSoTL10 at cost of £2000 (on the basis described in ISSOTL10 Sponsoring and Exhibition Document.

Please contact Fiona Smith (Conference Program Chair) – flsmith@brookes.ac.uk; +44 (0) 1865 485902) to make detailed arrangements. Commitments received by 1/6/2010 will entitle your organization to exposure as a major sponsor from 14/6/2010. Otherwise the deadline for response is 31/8/2010, with exposure only

4. As part of our major sponsorship we'd like, in addition, to sponsor the items circled in **column 3** of the table on the next page below.

5. We would like to be a **silver sponsor** for ISSOTL 10 at cost of £1000 (on the basis described in ISSOTL10 Sponsoring and Exhibition Document).

6. We would like to be a **bronze sponsor** for ISSOTL 10 at cost of £500 (on the basis described in ISSOTL10 Sponsoring and Exhibition Document).

7. We would like to be a **contributing sponsor for ISSOTL 10** and have identified options in column 2 below.

Contributing Sponsors Options

ITEM	Fee in £ normally payable by 1/9/2010	Fee in £ payable with platinum/gold sponsorship
Lunch for delegates on 20/10/2010, with your organization prominently identified as the sponsor.	3000	2000
Lunch for delegates on 21/10/2010, with your organization prominently identified as the sponsor.	3000	2000
Pre-conference drinks reception on the evening of 19/10/2010, with your organization prominently identified as the sponsor.	2500	1600
Wine for the conference dinner on 20/10/2010, with your organization prominently identified as the sponsor.	2800	1900
Drinks reception for the poster session on 21/10/2010, with your organization prominently identified as the sponsor.	2000	1000
Pens – printed with your organizations name and/or logo, plus the ISSOTL10 logo, deadline 10/07/2010	850	550

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

Should you wish to exhibit at ISSOTL 10, please complete the Exhibition Booking Request Form on page 9 below.

**2. Exhibition Booking Request Form ISSOTL10  
19 – 22 October 2010**

Use this form to confirm details of your exhibition plans.

Please complete all relevant parts of this form and fax it to +44 (0) 1865 485937, or post it to OCSLD, Oxford Brookes University, Wheatley Campus, Oxford OX33 1HX, UK.

To: Fiona Smith, ISSOTL 10, Oxford Centre For Staff and Learning Development (OCSLD)

We would like to exhibit at ISSOTL 10: *(please complete as appropriate)*

\_\_ as a **sponsor** of ISSOTL10 and wish to take up exhibition package no \_\_ at £\_\_\_\_  
*(Please insert above the discounted prices for exhibiting that are indicated in the exhibition price tables in ISSOTL10's Sponsoring and Exhibition Document)*

\_\_ as a **contributing sponsor** ISSOTL 10 and wish to take up exhibition package no \_\_ at £\_\_\_\_

\_\_ as an **educational** exhibitor and wish to take up exhibition package no \_\_ at £\_\_\_\_

\_\_ as a **commercial** exhibitor and wish to take up exhibition package no \_\_ at £\_\_\_\_

Organization: *(your organization name will be printed at the top of your exhibition stand)*

Exhibition admin contact name: *(whom OCSLD will contact directly with regard to the co-ordination and admin of the exhibition set-up)*

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

Direct telephone no: \_\_\_\_\_ Fax no: \_\_\_\_\_

Direct email address: \_\_\_\_\_

The exhibition spaces will be housed in 3m x 2m shell scheme stands, with a height of 2.4m, in the main Exhibition Area on Tuesday afternoon, Wednesday, Thursday and Friday morning. A table, 2

chairs, 2 power sockets and a network point (depending on package taken) will be provided. Each stand will have organizations' names signposted at the top of the shell, ensuring visibility to all. Exhibitors will have their details included in conference materials and organizational name publicised on the ISSOTL 10 website.

We have signed the terms and conditions document and have enclosed it for OCSLD's records.

#### **Stand representatives** (please complete)

We shall register our stand representatives using the online booking form by **Friday, 13 August 2010**, further to receiving the link from OCSLD.

Should we want more than two stand representatives we shall register them as ISSOTL10 delegates using the conference online booking system by **Friday, 13 August 2010**.

#### **Conference literature** (please complete the following which will be printed in all conference materials)

Name on stand (if different to the above)

We will forward a short description for the conference programme (max 100 words) to [Issotl10@brookes.ac.uk](mailto:Issotl10@brookes.ac.uk) by **Friday, 13 August 2010**.

#### **Payment details:**

If you are wishing to exhibit as a sponsor of ISSOTL10 or a contributing sponsor, OCSLD will liaise with you directly concerning the overall cost of your package and exhibition space.

If you are an independent educational or commercial exhibitor, please complete the following payment information below to secure your exhibition space:

a) Cheque for £\_\_\_\_\_ enclosed (made payable to '**Oxford Brookes University**' drawn on a UK bank)

**OR**

b) Debit £\_\_\_\_\_ from my Visa/Mastercard Account No: \_\_\_\_\_

Expiry date: \_\_\_\_\_

Cardholder's name as shown on card: \_\_\_\_\_

Cardholder's address (to which statements are sent): \_\_\_\_\_

Signed: \_\_\_\_\_ Date: \_\_\_\_\_

**OR**

c) Invoice against official purchase order number: \_\_\_\_\_ \*

\*To guarantee your booking, please attach an official purchase order. Please note that OCSLD will not be able to confirm your application unless you supply this document.

#### **Deadline for exhibition application: Friday, 30 July 2010**

**Please note** that all applications to exhibit will be considered, but space is limited. The conference Chair reserves the right to allocate exhibition space and refuse applications. If accepted, OCSLD will forward a detailed guidance pack for exhibitors.

### **3. Exhibitor's Terms and Conditions Form ISSOTL10**

#### **19 – 22 October 2010**

OCSLD reserves the right to grant or refuse any application for Exhibition space. The details of the exhibition package will be agreed between OCSLD and the Exhibitor and OCSLD will confirm in writing following receipt of the Exhibitor booking form and purchase order or credit card details. All fees are quoted inclusive of all charges and must be paid at least 12 weeks prior to the event.

#### **Stand Set-up and Breakdown**

Exhibitors must ensure that their stand is set up and dressed on Tuesday 19 October 2010 by no later than 1500. Access to the Exhibition area will be available from 1300. At 1830 there will be a reception in the exhibition area; please ensure the stand is ready. The only activities permissible on the first day of the conference are the putting out of brochures or equipment on the exhibition stand. For security reasons we strongly advise that you do not leave valuable items unattended on the stand overnight. Secure overnight storage will be made available to Exhibitors. Stands must be ready by 0845 each day. Exhibition stands must not be broken down before the start of the final plenary on the final day, 11.00 on Friday, 22 October 2010. However, exhibitors are asked to clear stands by 1400 on the final day.

#### **Cancellation Terms**

If the Exhibitor cancels (by notice in writing) more than 12 weeks before the date of the conference the fee will be refunded minus an administration charge of 15% of the total Exhibitor fee paid. OCSLD regrets that no refund will be available where the Exhibitor cancels after this deadline. Exhibition bookings made after 12 weeks prior to the event require immediate payment (payment forwarded within one week of OCSLD's confirmation of the booking) and are non-refundable. If the conference is cancelled by OCSLD (other than as a result of events beyond our reasonable control), OCSLD shall refund the full fee paid.

#### **Insurance**

Whilst every precaution is taken to protect your property during the event, neither OCSLD, ISSOTL nor ACC Liverpool can be held responsible for any loss or damage to your property and we insist that you take out appropriate insurance cover. This includes responsibility for any loss, damage or injury that may occur to the exhibitor, the exhibitor's employees, third parties or property, from any cause whatsoever prior, during and subsequent to the period covered by the exhibition agreement. Exhibitors are also responsible for insuring against any legal liability incurred in respect of injury or damage to property belonging to third parties, including ACC Liverpool and the exhibition hire company. In addition to this, exhibitors should take out insurance against abandonment and cancellation or curtailment of the event due to reasons beyond the organizer's control.

Exhibitors are advised not to leave their stand unattended at any time, especially if there are portable and valuable items on the stand.

#### **Exhibitor's responsibilities for Health & Safety**

All exhibitors are responsible for their stand. Due consideration must be given to the safety of the stand throughout the event and to ensure that any actions or inactions do not give rise to accidents, injuries or an unsafe working environment.

Please sign to confirm that you have read and agree to the above terms and conditions.

**Note:** *OCSLD/ISSOTL will maintain the data you supply in keeping with the UK Data Protection Act, and OCSLD's Privacy Policy.*

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

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

Name of Organization: \_\_\_\_\_

Date: \_\_\_\_\_

Signature: \_\_\_\_\_