

# 2011 ALC Annual Conference

May 18-21, 2011

The M Resort  
Las Vegas, Nevada



*Exhibitor & Sponsorship Prospectus*

 The Association of  
LANGUAGE COMPANIES

In Alliance with



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

Exhibit and/or 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/or exhibitor. Because the number of opportunities is limited, this is a prime way to position your company to stand out from the rest!

And new this year, our alliance with GALA will give you even more exposure!

## Who Attends?

The expected audience of 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
- The Globalization and Localization Association (GALA) members
- Federal government officials
- Translation software solution vendors
- Equipment providers

## Deadline: Friday, April 15, 2011

- The conference officially opens on Wednesday, May 18, with a Welcome Reception at The M Resort.
- Educational sessions will be held from Thursday, May 19 to Saturday, May 21.
- Additional conference details will be announced in February.

## Where Will It Be Held?

The host facility for the 2011 Annual Conference is The M Resort. This architecturally dynamic gem on the Las Vegas Strip offers incomparable amenities, service and quality. Sitting on 90 acres of land, The M Resort provides guests with unique offerings with a wine cellar and unparalleled views of the valley.

The personal attention of the staff is evident in all areas of M Resort, from the hundreds of fresh white Calla lilies in the lobby to M's U-shaped design, which allows just about every venue to overlook the stunning pool. After a day of meetings, enjoy the state of the art fitness center and dinner in one of the six restaurants catering to every taste and budget.

The M Resort is conveniently located 10 minutes from McCarran International Airport. The hotel provides complimentary airport shuttle service at select times during the day.

### THE M RESORT

12300 Las Vegas Boulevard South  
Henderson, NV 89044

**Telephone:** (702) 797-1000  
**Room Rate:** \$139 single/double  
**Reservations Deadline:**  
Friday, April 15, 2011

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 15, 2011 or until the block has sold out. ALC cannot guarantee the group rate if rooms are still available in the ALC block after April 15, 2011.



# 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 18	12 Noon–5:00 pm
Open	Thursday, May 19	8:00 am–5:00 pm
	Friday, May 20	8:00 am–5:00 pm
	Saturday, May 20	8:00 am–12 Noon
Tear Down	Saturday, May 21	12 Noon–3:00 pm

## Exhibitor Cost

**FOR ALC/GALA MEMBERS** ..... **\$1,599**

**FOR NON-MEMBERS** ..... **\$2,099**

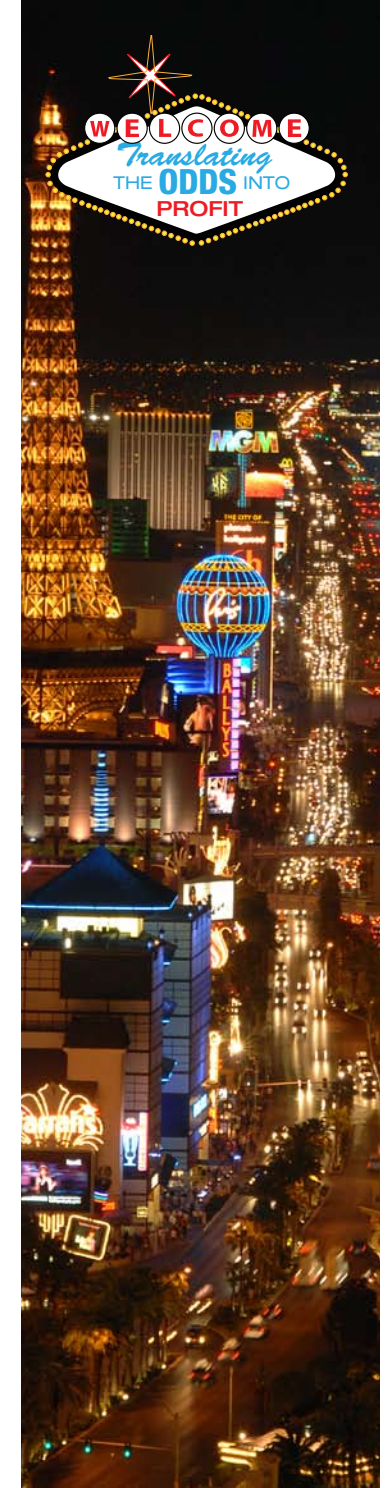
Exhibitors will have the opportunity to address all attendees at the beginning of the conference. They will also have many opportunities for extended conversations with ALC's members, prospective members and other registrants, along with these specific benefits:

- 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 on 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.

**DISPLAY TABLE ONLY** ..... **\$750**

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 that will be placed against a wall. 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



You can gain valuable exposure for your company as a 2011 Annual Conference sponsor. **Sign Up Today!**  
Opportunities are limited and are available on a first-come, first-served basis.

## Sponsorship Levels

### DIAMOND—\$5,000

Diamond sponsors will receive the following benefits:

- One full conference registration which includes one ticket to the Welcome Reception
- One tabletop exhibit
- Sponsorship and introduction of a keynote speaker
- Button on ALC website homepage for three months
- Enhanced visibility to all ALC attendees, including potential customers!
- 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
- Button on ALC website (run of site) for three months
- Enhanced visibility to all ALC attendees, including potential customers!
- 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
- Button on ALC website (run of site) for one month
- Enhanced visibility to all ALC attendees, including potential customers!
- 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, including potential customers!
- 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:

- Speakers..... \$3,000
- Conference bag ..... \$1,500
- Welcome Reception.. \$1,500 ea (4 available)
- Hotel Key Cards..... \$1,500
- Coffee Breaks ..... \$750 ea (5 available)
- Bag Stuffers ..... \$750 ea (5 available)



# Exhibitor/Sponsor Application

2011 ALC Annual Conference ■ May 18-21, 2011  
The M Resort ■ Las Vegas, Nevada



## Preliminary Conference Brochure Listing

To list your company in the conference preliminary brochure, payment must be received by **Friday, January 14, 2011**.

## 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 **Friday, April 15, 2011**. 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 [ecooper@mgmtsol.com](mailto:ecooper@mgmtsol.com).

## Exhibitor / Sponsor Contact Info

Company \_\_\_\_\_

Contact \_\_\_\_\_

Address \_\_\_\_\_

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

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

Email \_\_\_\_\_

Web Site \_\_\_\_\_

### On-site Exhibit Staff:

Name \_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

## Sponsorship Levels

- Diamond Sponsor** **\$5,000**
- One full conference registration and one ticket to the Welcome Reception.
  - One exhibit booth.
  - Sponsorship and introduction of a keynote speaker.
  - Button on ALC website homepage (three months)
  - Recognition in the *ALC Update*, company logo on ALC website, recognition in the final program, conference signage.
- Platinum Sponsor** **\$3,000**
- One full conference registration and one ticket to the Welcome Reception.
  - Button on ALC website (run of site—three months)
  - Recognition in the *ALC Update*, company logo on ALC website, recognition in the final program, conference signage.
- Gold Sponsor** **\$1,500**
- One ticket to the Welcome Reception.
  - Button on ALC website (run of site—one month)
  - Recognition in the *ALC Update*, company logo on ALC website, recognition in the final program, conference signage.
- Silver Sponsor** **\$1,000**
- Recognition in the *ALC Update*, company logo on ALC website, recognition in the final program, conference signage.
- Other Sponsorship Opportunities**
- Speakers ..... **\$3,000**
  - Conference Bag ..... **\$1,500**
  - Welcome Reception ..... (4 available) ..... **\$1,500 ea**
  - Hotel Key Cards ..... **\$1,500**
  - Coffee Breaks ..... (5 available) ..... **\$750 ea**
  - Bag Stuffers ..... (5 available) ..... **\$750 ea**

<b>Total Contribution</b>	<b>\$</b>
---------------------------	-----------

## Exhibit Fees

- ALC/GALA Member \$1,599     Non Member \$2,099  
 Display Table Only \$750

\* Exhibit fee includes one (1) full conference registration and one (1) 6' x 30" table top with two (2) chairs.

## Products & Services

Please provide a 3–4 sentence description to be used for promotional purposes (attach to this form).

## Payment Information

Amount Enclosed	\$
-----------------	----

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

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

Expiration Date \_\_\_\_\_

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

Security Code \_\_\_\_\_

Signature \_\_\_\_\_

**Exhibits Cancellation Policy:** Cancellations received in writing by April 15, 2011 will be subject to a 25% cancellation fee. Cancellations made after April 15, 2011 will receive no refund. There are no refunds for sponsorships.

**Disclaimer:** Exhibitor / Sponsor assumes responsibility and agrees to indemnify and defend ALC and The M Resort 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 M Resort maintain insurance covering the exhibitor's property and it is the sole responsibility of the exhibitor to obtain such insurance.

## Contact

Ellen Cooper, Meetings Manager  
[ecooper@mgmtsol.com](mailto:ecooper@mgmtsol.com) or (240) 404-6481



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