

TESOL25

International Convention & Expo

LONG BEACH, CALIFORNIA, USA

TUESDAY – FRIDAY | 18 – 21 MARCH

Sponsorship
and Exhibiting
Opportunities

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Showcase your latest products, publications, software, and teaching tools to more than 3,500 English language professionals and 70 plus exhibitors at the **TESOL 2025 International Convention & Expo in Long Beach, California, USA, 18 – 21 March 2025!** With more than 11,000 members representing over 165 countries, TESOL's signature event is the place where English language professionals come together to learn, share, explore, and network.

Our Mission:

“TESOL International Association advances professional expertise in English language teaching to speakers of other languages in multilingual contexts worldwide through professional learning, research, standards, and advocacy.”

TESOL is the world's largest professional organization committed to English language teaching (ELT) in multilingual contexts worldwide. We value diverse and inclusive participation within the ELT field and are committed to upholding antiracist and antidiscrimination policies and practices.

Exhibitors will find connections with a wide variety of program administrators, school principals, teacher educators, researchers, university faculty, material writers, curriculum developers, language app providers, and many more. By showcasing your company/institution at our convention, exhibitors have opportunities to meet with key decision makers both domestically and abroad along with potential buyers from the ELT field.

About 20% of our TESOL attendees are decision-makers meaning they have identified themselves as being able to make purchases and/or giving final purchase approval when filling out their registration profiles. Exhibitors also have the chance to elevate their visibility by purchasing a sponsorship gem package or a sponsored a la carte item to draw more visibility to your company. This is your chance to network, recruit, and build relationships with the most influential leaders in the ELT profession.

Attendee Profile

People who attend TESOL:

- Department head/chair
- Program administrator
- School principal/leader
- Primary/Secondary Teachers
- System and School Administrators
- Ministers of Education
- Teacher Educators
- Researchers
- University Faculty & Administrators
- Material Writers
- Policy Makers
- Federal, State, and Local Government Staff

Educational settings:

- Pre-K-12 Settings
- Higher Education
- District Administrations
- Adult Education
- Intensive English Programs
- Government Agencies
- Ministries of Education
- Private Language Schools
- Community Colleges
- Literacy Organizations
- Non-Profits/NGO



The Top 15 Countries that are members of TESOL International Association





United States...4,270
 Egypt325
 India.....325
 Turkey.....325
 Pakistan.....312

Vietnam.....240
 Indonesia236
 Ukraine236
 Canada209
 Brazil.....198

Japan.....198
 Mexico.....158
 Bangladesh151
 Israel.....140
 China137

Country statistics as of 26 February 2024

Exhibiting at TESOL 2025, Long Beach, California, USA

(TUESDAY, 18 MARCH – FRIDAY, 21 MARCH 2025)

| Booth Space Pricing* | Priority exhibitors and early rate (July – August) | Normal rates (September – February) | What does it include? |
|--|--|-------------------------------------|---|
| 10 x 10 Classic Booth | \$2,100 | \$2,300 | 2 complimentary registrations; 2 complimentary expo hall passes |
| 10 x 10 Premium (prime location or a corner booth) | \$2,500 | \$2,700 | 2 complimentary registrations; 2 complimentary expo hall passes; 1 exhibitor session |
| 10 x 20 Inline | \$5,000 | \$5,300 | 4 complimentary registrations; 4 complimentary expo hall passes; 2 exhibitor sessions |
| 10 x 20 Mini-island | \$5,500 | \$5,800 | 4 complimentary registrations; 4 complimentary expo hall passes; 2 exhibitor sessions |
| 10 x 30 Mini-island | \$8,000 | \$8,500 | 6 complimentary registrations; 6 complimentary expo hall passes; 3 exhibitor sessions |
| 20 x 20 Island (limited to 4 islands) | \$10,000 | \$10,500 | 8 complimentary registrations; 8 complimentary expo hall passes; 4 exhibitor sessions |
| 20 x 30 Island (limited to 2 islands) | \$13,000 | \$13,500 | 10 complimentary registrations; 10 complimentary expo hall passes; 5 exhibitor sessions |
| Custom Booth Configuration | TBD | TBD | TBD |

*Please note: Booth furnishings are **not** included with the above pricing. You must work with TESOL's general services contractor, GES, and they will supply your tables, chairs, wastebasket, carpet etc.

Exhibitors from TESOL 2024 International Convention & Expo in Tampa, Florida, USA

| | | |
|--|--|--|
| Accelerating Language | EnglishUSA | Proulex – Universidad de Guadalajara |
| American College of Education | Envoy English by IDP Education | Quizizz |
| Avant Assessment | Essential Skills | Reading Horizons |
| Bailey Education Group | ETS, Educational Testing Service | Rosetta Stone |
| Bilkent University | Eyewords Inc. | Roshi.ai |
| Bilkent University School of English Language | Federal Trade Commission | Saddleback Educational Inc |
| Black Cat Publishing | Flashlight Learning | Saint Mary’s University |
| British Council | FLOW Speak | SIT Graduate & World Learning Institute |
| Cambridge | George Mason University | Summit K12 |
| CASAS | GrapeSEED | SupportEd |
| Center for Applied Linguistics | Green Card Voices | Talking Points |
| Charlotte-Mecklenburg Board of Education | Imagine Learning | Townsend Press |
| Cigna Global Individual Health | IQ Lab | Translatelive LLC |
| COABE | iTEP International | U.S. Citizenship & Immigration Services |
| Collaborative Classroom | Lexia Learning | U.S. Department of State |
| College Board | Lexmark International, Inc. | UCLA Extension |
| Continental Press | Manhattan Strategy Group | University and College Intensive English Programs |
| Defense Language Institute Foreign Language Center | Michigan Language Assessment | University of Massachusetts, Boston (Applied Linguistics Department) |
| DLIELC-Defense Language Institute English Language | Ministry of Preschool and School Education, Uzbekistan | University of Michigan Press |
| Duolingo, Inc. | MM Publications | University of San Francisco |
| Educational Achievement Publishing | National Geographic Learning | Valley Speech Language and Learning Center |
| EduSkills | New Readers Press | Vasco Electronics LLC |
| Ellevation Education | Our Storyscape by Voces Digital | Velazquez Press |
| Ellii | Pace AI | Vista Higher Learning |
| | Peace Corps | |
| | Pearson English | |
| | Pro Lingua Learning | |

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The costs for additional sessions and additional registration passes:

- Additional exhibitor sessions can be purchased **at \$500 per session**, max two additional.
- Additional exhibitor passes can be purchased **at the discounted rate of \$250 per person**.
- Additional expo hall passes can be purchased **at \$85 per person**.

Important Dates:

- **30 October** – Exhibitor sessions due*
- **1 November** – Exhibitor registration opens
- **31 December** – Booth space payments due
- **15 February** – Last day to sign up for a booth

*Late fee of **\$500** for exhibitor sessions submitted after the deadline. **No exceptions.**



| Level | Registrations | Booth | Exhibitor Sessions | Speaking Opp at TESOL designated keynote | E-blast sent to pre-registered attendees | Private office | Automatic virtual convention sponsors (Dec. 2025) | Social Media Post | Logo Feature* | Attendee list (pre and post) |
|-----------------------------|---------------|---------|--------------------|--|--|----------------|---|-------------------|---------------|------------------------------|
| Diamond \$40,000 | 15 | 20 x 20 | 5 | Yes | Yes | Yes | Yes | Yes | Yes | Yes |
| Sapphire \$27,500 | 10 | 10 x 20 | 3 | | | | Yes | Yes | Yes | Yes |
| Emerald \$16,500 | 5 | | 1 | | | | | Yes | | Yes |
| Ruby \$8,000 | 3 | | | | | | | Yes | | Yes |

*Logo feature—on convention sponsorship webpage, printed signage around the convention center, mobile app, and keynote slides.

Not keen on a gem package? Purchase any one of our very popular a la carte items. They go quickly!

Brand Recognition

- Mobile App (exclusive) – \$15,000
- Power in Expo Hall (exclusive) – \$15,000
- Wi-Fi (exclusive) – \$10,000
- Lanyards (exclusive) – \$5,500
- ~~Tote Bags (exclusive) – \$5,500~~ **SOLD OUT**
- Hotel Key Cards (exclusive) – \$5,000
- Cabanas (limit 4) – \$2,500 each
- Digital PDF Program Book (exclusive) – \$2,500

Networking

- Opening Reception (up to 4 co-sponsors) – \$15,000
- Coffee Cart at booth (limit 2) – \$5,000 per cart
- Ice Cream social (exclusive) – \$5,000

Thought Leadership

- Focus group with lunch handpicked from the Professional Councils (exclusive) – \$10,000
- Sponsor spotlight (limit 2) – \$7,500

Charity

- In-kind service aimed for start-up companies wanting to get their name out there
- Sponsor a student’s travel, hotel, and registration cost – \$3,500

TESOL25 Exhibitor Testimonials



English Language Programs' presence at the annual TESOL convention has been a cornerstone of our recruitment and visibility strategy for many years. It's the ideal place to meet prospective applicants, program alumni, and other TESOL partners. We're excited by the new opportunities that lie ahead and are eager to learn what TESOL has planned next!

Toni Hull

*Associate Director
English Language Programs,
a U.S. Department of State program*



As an exhibitor at the most recent TESOL Convention, I had an incredible opportunity to showcase the ACCUPLACER ESL suite of assessments and connect with educators. The event provided a great platform for networking, knowledge sharing, and collaboration. We had several engaging discussions at our booth with ESL Educators from around the globe. Being part of TESOL was both rewarding and inspiring.

Kathie Montognese

*Senior Director of Outreach
ACCUPLACER Program,
The College Board*



Ellii (formerly ESL Library) has been exhibiting at TESOL every year since 2006. It's our go-to conference and the time of the year we look forward to the most. The TESOL conference is our best opportunity to meet teachers, administrators, and other publishers from our industry and work collectively to make it better and stronger. So much of our knowledge and expertise in this field comes from what we learn each year attending the conference. The TESOL organization does an excellent job organizing the event and bringing our great community together.

Ben Buckwold

*Founder / CEO
Ellii*



Exhibiting at TESOL for iTEP has been a thorough, seamless experience! The TESOL team is proactive, intuitive and creates a hassle free process, considering that travel and preparing for conference events are not always easy with many moving parts! We at iTEP appreciate the dedication from the TESOL teams who hone in on the specific details to assure a successful exhibiting event . We have the opportunity to meet educators in person, in a fantastic energetic atmosphere and building long lasting partnerships. iTEP will definitely continue to be part of the TESOL conference community! Thank you, TESOL!

Sherry Mazin

*Director of International & Domestic Business Development
iTEP International*



TESOL is a very special conference for Vista! Year after year, TESOL allows us to connect with dedicated educators—both in the U.S. and internationally! All the great leads we get from the conference help us reach more customers and introduce them to our great EL solutions. We are very much looking forward to the next conference in Long Beach!

Glenda Rosado

*Events Marketing Specialist
Vista Higher Learning*



National Geographic Learning has worked with TESOL for over 30 years. There's a reason we exhibit every year. The convention allows us to meet our customers face to face, to introduce new materials to the market, and to understand what matters to teachers from all over the world. There's no better place to do that than the international TESOL convention every year!

Ian Martin

*Director of Global Marketing
National Geographic Learning*

If interested, please email **Rikka Batulan**,
Business Development Manager,
rbatulan@tesol.org for more
details on exhibits or sponsorship.



tesol international
association

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