



ASSOCIATION OF  
LANGUAGE COMPANIES

2020 ALC ELITE PARTNERSHIP &  
SPONSORSHIP PROGRAM



ALC is a US-based trade association comprised of national and international companies that promote the professionalism and economic position of the expanding global language services market. ALC members represent every segment of the industry including translation, interpretation, localization, and niche markets. The industry, and LSCs in particular, are on an upward growth trajectory. Projections place the global language industry at \$56.18B by 2021, up from \$49.6B in 2019. ALC is positioned to help move its members forward to enjoy this expansion through conferences, programs and services.

ALC invites you to explore our Elite Partnership & Sponsorship Program working side-by-side with ALC members to create new opportunities for all of us.



“ The ALC plays a critical role in our industry. LanguageLine Solutions is a proud member of the organization and are very happy to provide financial support!

– Scott Klein, LanguageLine Solutions ”



ALC Elite Partners and Event Sponsors are leaders in the Language Service Industry and they are looking to make a significant impact. ALC understands your marketing goals and has created a sponsorship program that allows you to create a targeted campaign to generate exceptional leads and sales results. Our program will help you:

- ➔ Stand out from your competition
- ➔ Attract and engage customers with your brand and product offerings
- ➔ Gain recognition throughout the year

The **2020 ALC Elite Partnership Program** provides year-long opportunities to be in the foreground of key buyers and thought leaders in the Language Service Industry. ALC provides a plethora of marketing offerings for the sponsor-vanguard.

The **2020 ALC Event Sponsors Program** allows companies to target certain events offered during the year. The ALC 8th Annual UnConference™, scheduled for January 23-25 at the Wyndham Grand Rio Mar Resort in Puerto Rico, presents an executive retreat unlike any other in a beautiful location. Focusing on small, roundtable discussions and networking, this experience allows C-suite executives to meet and discuss meaningful topics important to their business success.

The world-famous Las Vegas, Nevada plays host to the ALC 18th Annual Conference from September 15-17 at Planet Hollywood. The Annual Conference is the leading industry event in North America for language company owners and key decision-makers. Attendees from all over the world come to network and learn from quality speakers and exhibitors.



# ALC ELITE PARTNERSHIP OPPORTUNITIES \*\*

	DIAMOND (LIMIT 2) \$15,000	PLATINUM (LIMIT 3) \$12,500	GOLD (UNLIMITED) \$10,000	SILVER (UNLIMITED) \$7,500	BRONZE (UNLIMITED) \$5,000
<b>FULL YEAR INCLUSIONS</b>					
Partner Ad on ALC Website homepage linked to Partner's site; Partner Ad may be changed quarterly	✓				
Partner logo on ALC website homepage under "ALC Elite Partner" heading	✓	✓	✓	✓	✓
Partner ad in ALC monthly newsletter, <i>The Pulse</i> . Ad size determined by ALC	12 issues	6 issues	4 issues	2 issues	1 issue
One annual e-blast message sent by ALC (to be pre-approved by ALC) to ALC's complete database list	✓	✓	✓		
Complimentary ALC Membership dues for one year	✓	✓			
ALC Webinar Sponsor (1 webinar per year; 1 <sup>st</sup> -come, 1 <sup>st</sup> -served. Additional webinar sponsorships available at \$350 each)	✓	✓	✓	✓	
<b>ALC UNCONFERENCE™ INCLUSIONS</b>					
Sponsorship of conference app for Annual UnConference™; Partner logo on exclusive splash screen location: Partner logo appears every time app is launched. 1 <sup>st</sup> -come, 1 <sup>st</sup> -served	✓				
Complimentary Registration to the 8th Annual UnConference™	2	1	1	50% off 1 registration	
Ability to host an event before or after the UnConference™ (1 per year; 1 <sup>st</sup> -come, 1 <sup>st</sup> -served; at Partner's own expense and management)*	✓				
Partner logo on all ALC UnConference™ main event signage except for function-specific events	✓	✓	✓	✓	✓
Receipt of post-meeting UnConference™ mailing lists	✓	✓	✓	✓	✓
Partner logo included in periodic ALC social media posts	✓	✓	✓	✓	✓
Placement of Partner banner ad on ALC conference app	✓	✓	✓	✓	✓
<b>ALC ANNUAL CONFERENCE INCLUSIONS</b>					
Sponsorship of Keynote Speaker; ability to say a few words (2-3 minutes) about your company	✓				
30-second verbal address to attendees at the Annual Conference	✓	✓	✓	✓	✓
20-minute Vendor Demo Session. Time slots assigned on a 1 <sup>st</sup> -come, 1 <sup>st</sup> -served basis.	✓	✓			
Complimentary Exhibit Space (6ft table) plus 2 complimentary booth staff. Additional booth staff \$400 per person	✓	✓	✓		
Complimentary Registration to 18th Annual Conference	2	1	1	50% off 1 registration	50% off 1 registration
Ability to host an event before or after an ALC Annual Conference; ALC to advertise (1 per year; 1 <sup>st</sup> -come, 1 <sup>st</sup> -served; at Partner's own expense and management)*	✓				
Ability to host one "Lunch & Learn" educational program at ALC Annual Conference- meeting topic selected by Partner and approved by ALC; ALC provides lunch as part of the normal program and will reserve meeting space, 1 <sup>st</sup> -come, 1 <sup>st</sup> -served*	✓	✓			
Ability to include an ad AND a small giveaway item of your choice in the Annual Conference bag	✓	✓	✓	✓	✓
Sponsorship of conference app for Annual Conference-Partner logo on exclusive splash screen location: Partner logo appears every time app is launched. 1 <sup>st</sup> -come, 1 <sup>st</sup> -served	✓				
Partner logo on all ALC Annual Conference main event signage	✓	✓	✓	✓	✓
Receipt of post-meeting Annual Conference mailing lists	✓	✓	✓	✓	✓
Placement of Partner banner ad on ALC conference app	✓	✓	✓	✓	✓
Partner logo included in periodic ALC social media posts	✓	✓	✓	✓	✓

\*All Partner-related activities must be pre-approved by ALC Board; ALC Board reserves the right to restrict activities.

\*\*Elite Partnerships inclusions are effective 1/1/20-12/31/20. Elite Partnerships purchased after 6/1/20 will be offered at 50% off the original listed price, as some inclusions will not apply.

## ALC 8TH ANNUAL UNCONFERENCE™: A LA CARTE SPONSORSHIPS

ITEM	PRICE	DESCRIPTION
ALC 8th Annual UnConference™ T-shirt	\$2,000	Your company logo to appear with ALC's logo on our conference T-shirt given to all attendees and used for the ALC Fitness group!
Conference Lanyards and Badges (Limit 1)	\$1,000	Your company logo to appear with ALC's logo on conference lanyards distributed to each attendee for their badges.
Wi-Fi (Limit 2)	\$3,000	Your company logo to appear on all conference announcements, on the conference app under Wi-Fi instructions, and at registration on signage for Wi-Fi information.
Hotel Key Cards (Limit 1)	\$2,000	Your company logo on all hotel wristbands given to ALC UnConference™ attendees.
Thursday Afternoon Break (Limit 1)	\$3,000	Your company logo to appear on all break signage and conference announcements on Thursday, as well as on the conference app under Thursday afternoon break. Ability to provide specialty cocktail/snack napkins with your company logo.
Friday Full-Day Break Sponsor (Limit 1)	\$5,000	Your company logo to appear on all break signage and conference announcements on Friday, as well as on the conference app under Friday breaks. Ability to provide specialty cocktail/snack napkins with your company logo. Friday's morning break will offer Bloody Mary's and Mimosas, while Friday afternoon's break will include beer and wine!
Saturday Morning Break (Limit 1)	\$3,000	Your company logo to appear on all break signage and conference announcements on Saturday, as well as on the conference app under Saturday morning break. Ability to provide specialty cocktail/snack napkins with your company logo. Saturday's morning break will offer Bloody Mary's and Mimosas!
Welcome Reception Sponsor (Limit 3)	\$5,000	Your company logo to appear on Thursday conference announcements, all reception signage, as well as on the conference app under Opening Reception. Ability to provide specialty cocktail napkins with your company logo during the reception and a custom specialty cocktail with creative use of Sponsor Name posted on bar signage. Ability to address the audience (2-3 minutes) during the reception.

*\*ALL ALC Annual UnConference™ Sponsors will have logo placement in The Pulse, on conference signage, and on the conference landing page.*

## ALC 18TH ANNUAL CONFERENCE™: A LA CARTE SPONSORSHIPS

ITEM	PRICE	DESCRIPTION
ALC 18th Annual Conference T-shirt	\$4,000	Your company logo to appear with ALC's logo on our conference T-shirt given to all attendees and used for the ALC Fitness group!
Conference Bags (Limit 1)	\$4,000	Your company logo to appear with ALC's logo on the front of conference bags handed out to all attendees.
Conference Lanyards and Badges (Limit 1)	\$1,500	Your company logo to appear with ALC's logo on the conference lanyards distributed to each attendee for their badges.
Wi-Fi (Limit 2)	\$3,500	Your company logo to appear on all conference announcements, on the conference app under Wi-Fi instructions, and at registration signage for Wi-Fi information.
Hotel Key Cards (Limit 1)	\$2,000	Your company logo to appear on all hotel key cards given to ALC conference attendees.
Tuesday Afternoon Break (Limit 1)	\$3,000	Your company logo to appear on all afternoon break signage on Tuesday, as well as on the conference app under afternoon break. Ability to provide specialty cocktail/snack napkins with your company logo during breaks.
Wednesday Full-day Break Sponsor (Limit 1)	\$6,000	Your company logo to appear on all break signage for Wednesday, as well as on the conference app under breaks. Ability to provide specialty cocktail/snack napkins with your company logo during breaks.
Thursday Full-day Break Sponsor (Limit 1)	\$6,000	Your company logo to appear on all break signage for Thursday, as well as on the conference app under breaks for that day. Ability to provide specialty cocktail/snack napkins with your company logo during breaks.
Welcome Reception Sponsor (Limit 2)	\$5,000	Your company logo to appear on all reception signage, as well as on conference app under Opening Reception. Ability to provide specialty cocktail napkins with your company logo during the reception and a custom specialty cocktail with creative use of Sponsor Name posted on bar signage. Ability to say a few words (2-3 minutes) during the reception.
Meeting Stationery (Limit 1)	\$2,500	Your company logo to appear on all pads and pens provided in each of the session rooms.
Charging Stations (Limit 1)	\$5,000	Your company logo to appear on 2 high top charging stations available in the exhibit hall. Each station contains 6 USB cables, 3 ACL cables, and 1 wireless connection for charging of all devices.

*\*ALL ALC Annual Conference Sponsors will have logo placement in The Pulse, on conference signage, and on the conference landing page.\**



## EXHIBITOR OPPORTUNITIES: ANNUAL CONFERENCE ONLY

Due to the “executive retreat” nature of the ALC UnConference™, Exhibitor opportunities are available for the Annual Conference only.

The ALC 18th Annual Conference is the only time of year we host an Exhibit Hall. Exhibiting at this event is an opportunity to showcase your product or service one-on-one with major stakeholders in the industry. Breaks and seating for several meals are generally placed inside the exhibit hall allowing all exhibitors full exposure throughout the conference.

The following is included with the price of your exhibit space:

- ➔ 1 skirted 6 ft table (within 8 ft X 8 ft space\*) (extra space may be purchased at double the booth cost—subject to availability)
- ➔ 2 chairs with wastebasket
- ➔ Electric power
- ➔ Up to 2 vendors per booth (all meals included)
- ➔ Ability to provide a raffle or giveaway at your table
- ➔ Recognition on conference signage and conference app
- ➔ Complimentary event Wi-Fi access

*\*Backdrops or displays must not exceed an 8ft space or additional booth space will be required.\**

**Early Bird Pricing (2/28/20–5/31/20): \$2,200**

**Standard Pricing (6/1/20–8/31/20): \$2,700**

**ON BEHALF OF THE ASSOCIATION OF LANGUAGE COMPANIES, WE LOOK FORWARD TO SEEING YOU AT OUR NEXT EVENT.**



As a non-profit organization, the ALC relies on the generosity of our members and supporters.

To become a sponsor, contact:

Jessica Bratton, ALC Association Coordinator

[Jessica.Bratton@alcus.org](mailto:Jessica.Bratton@alcus.org)

443-966-3854, ext. 1107

[www.alcus.org](http://www.alcus.org)

*\*All sponsor-related activities must be pre-approved by ALC Board; ALC Board reserves the right to restrict activities.*

*\*\*Elite Partnerships inclusions are effective 1/1/20-12/31/20. Elite Partnerships purchased after 6/1/20 will be offered at 50% off the original listed price, as some inclusions will not apply.*

*See ALC website for additional information, cancellation and other restrictions.*



“ Well worth the time and effort. Good reminders of best practices that are time tested. And new information of new trends and data to support. Always good to re-connect with old friends and make new connections. ”