



University of Minnesota in Minneapolis  
June 6 - 10, 2023  
June 8 - 9 (Exhibition Dates)

Exhibits and Sponsorship Information



## CALICO Conference 2023

The Computer Assisted Language Instruction Consortium (CALICO) is holding its 39th annual symposium and exhibition the week of June 6, 2023, at the University of Minnesota in Minneapolis, Minnesota. The conference is hosted by the Language Center and the Center for Advanced Research on Language Acquisition.

CALICO is an international organization dedicated to research and development in the use of computer technology in language learning: computer-assisted language learning (CALL). The conference will bring together language educators, programmers, technicians, web page designers, CALL developers, CALL practitioners, and second language acquisition researchers.

Vendors of hardware, software and related services have the opportunity to promote their products and services to this unique forum gathered for exchanging ideas and information about technology and language learning. Opportunities are available through exhibits, sponsorships and advertisements.

To secure your participation please submit the form found on the final page of this brochure to CALICO by email, [info@calico.org](mailto:info@calico.org).

### Sponsorship Opportunities (co-sponsorships also available)

#### Opening Reception • \$10,000

- Exclusive recognition for sponsorship
- Literature table at reception
- Complimentary exhibit space
- 4 additional conference registrations
- Inside front cover ad in conference program
- Pre-conference mailing list
- Logo banner ad in mobile app

#### Technology Showcase Reception • \$5,000

- Exclusive recognition for sponsorship
- Literature table at reception
- Complimentary exhibit space
- 2 additional conference registrations
- Half page inside back cover ad in conference program
- Pre-conference mailing list
- Logo banner ad in mobile app

#### Luncheon • \$5,000

- Exclusive recognition for sponsorship
- Literature table at luncheon
- Complimentary exhibit space
- 2 additional conference registrations
- Half page inside back cover ad in conference program
- Pre-conference mailing list
- Logo banner ad in mobile app

#### Break • \$2,500

- Exclusive recognition for sponsorship
- Complimentary exhibit space
- 1 additional conference registration
- Pre-conference mailing list

#### Badge Holders • \$1,500

- Exclusive recognition for sponsorship
- Customized badge holders with corporate logo
- Pre-conference mailing list

#### Luncheon • \$5,000

- Pre-conference mailing list
- Logo banner ad in mobile app

Additional sponsorships, co-sponsorships and partial sponsorships are also available. Contact CALICO headquarters at [info@calico.org](mailto:info@calico.org) to explore options and secure sponsorship.

## Exhibition Details

### LOCATION:

University of Minnesota, Minneapolis  
Bruininks Hall (Tentative)

### EXHIBIT SPACE COST:

\$900 per 8' X 10' space (80 square feet)

### EXHIBIT SPACE PAYMENT:

- 50% non-refundable deposit due upon booking
- Full balance due on or before May 6, 2023
- Cancellations after May 6, 2023 are non-refundable

### EXHIBIT SPACE INCLUDES:

- Draped space (7' high back drape, 3' high side drape)
- Company name sign
- One 6' skirted table
- Two side chairs
- Two symposium registrations
- Badges for booth personnel
- Vendor presentation (if signed up by April 1st)
- Full page black & white ad in conference program  
(artwork due by April 1st)
- General security

### EXHIBITION HOURS & DATES:

#### Move-in

Wednesday, June 7 11:00 am - 5:00 pm

#### Display Hours

Thursday, June 8 8:00 am - 4:00 pm

Friday, June 9 8:00 am - 3:00 pm

#### Move-out

Friday, June 9 3:00 pm - 5:00 pm

### ADVERTISING:

All exhibitors at CALICO have the opportunity to advertise in the conference program that is distributed to all attendees. Space is available for the cover and/or color ads at an additional charge. Electronic art must be provided by the advertiser in .pdf format, emailed to [info@calico.org](mailto:info@calico.org)

Closing date for insertion and artwork is April 1, 2023. For pricing, details and addition order information, please email [info@calico.org](mailto:info@calico.org).

Currently planning for use of this hallway in our classroom building but need fire safety approval and more so will be in touch for specific booth placement choice as we get closer to conference time.



### TAKE ONE TABLE

Can't make it to the event but want to get your literature in front of this qualified audience? You can have your literature distributed at the "Take One" Table area. Show management will distribute and replenish your literature in this specially designated area at the exhibition.

- Exhibition company is responsible for shipment arrangements of literature to and from exhibition facility
- No exhibitors or corporate representatives will be allowed in this designated area.

## SignUp Form

Interested in

- Booth Rental
- Sponsorship of \_\_\_\_\_
- Take One Table Only

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

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

Company: \_\_\_\_\_

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

City: \_\_\_\_\_ State: \_\_\_\_\_ ZipCode: \_\_\_\_\_

Phone: \_\_\_\_\_

Email: \_\_\_\_\_

Web: \_\_\_\_\_

RETURN TO:

CALICO

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601 University Drive

San Marcos, TX 78666

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