



**MATSOL CONFERENCE 2024**  
**MAY 29-31 IN-PERSON**  
**JUNE 5-7 VIRTUAL**  
**EXHIBITOR & SPONSOR**  
**PROSPECTUS**



**EQUITY & EXCELLENCE FOR MULTILINGUAL LEARNERS**

**Massachusetts Association of Teachers  
of Speakers of Other Languages**



**MAY 29-31 IN-PERSON**  
**JUNE 5-7 VIRTUAL**

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## ABOUT MATSOL

It is with great excitement that we announce the 2024 MATSOL Conference will take place in Framingham, MA from May 29-31 and Virtually June 5-7!

The MATSOL Conference is the largest gathering of English Learner and Multilingual Learner educators in Massachusetts. It convenes classroom teachers, school leaders, instructional coaches and higher education faculty to share expertise and best practices, in support of MATSOL's mission to promote excellence and equity in the education of multilingual learners.

In 2024, MATSOL is providing two ways to attend with a hybrid conference format that offers opportunities for in-person and remote attendance.

## CONFERENCE AUDIENCE

### 1,500+ Total Attendees:

- 600 per day in-person
- 400 virtual

### PK-12 Educators

- ESL Teachers
- English Learner Program Directors
- Dual Language Teachers
- Instructional Coaches
- SEI Content Area Teachers
- School & District Leaders
- Higher Education Teacher Preparation Faculty

DEDICATED EXHIBITOR HALL TIMES	DAILY 9:15 - 9:45 AM 11:15- 11:45 AM 1:15 - 1:45 PM
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The **Exhibitor Hall** includes the conference-adjacent hallways, as well as dedicated rooms near the coffee and snacks.

The schedule includes **90 minutes of dedicated exhibitor hall time** in addition to early morning and afternoon down time for attendees to connect and network.

### Connect with conference attendees:

- Use QR scan code technology to generate your lead list - FREE with registration.
- Engage attendees with giveaways and raffles at your exhibitor booth and online. Utilize your QR code scan for this!
- Leverage resources for premier booth locations and increase visibility with professional displays and demo materials.



## Conference OVERVIEW

# MATSOL CONFERENCE ATTENDEES SAY

"The sessions were very informative and many offered examples or tools that teachers could easily implement in their practice."

- Attendee



"We thought it was amazing to be so centrally located and meet so many attendees. We will definitely sponsor again next year."

- Sponsor



"It was great to have it in person again. I loved seeing people from across Massachusetts that I haven't seen in a few years. Having the vendors in person was great as well."

- Attendee



"The conference was well organized."

- Exhibitor

"It was an awesome event and very successful for [us]... I received a lot of great feedback from attendees."

- Exhibitor

# Exhibitor & Sponsor

# OPPORTUNITIES

Sponsor Package	Gold Sponsor	Silver Sponsor	Lead Exhibitor	Exhibitor	Virtual Exhibitor
SINGLE BOOTH: Professionally designed, skirted table and signs. All tables are six feet long.	\$ 2,499	\$ 1,799	\$ 999	\$ 749	\$ 499
TWO TABLE BOOTH	\$ 2,999	\$ 2,299	\$1,499	\$1,249	-
PRESENTATION OPTION*	one in-person & one live virtual	one in-person	one virtual prerecorded	-	-
LOCATION: Top location in Promenade	x				
LOCATION: Premier location in high traffic areas		x			
LOCATION: Preferred location near coffee and conference amenities			x		
LOCATION: Standard booth throughout conference center				x	
ONLINE EXHIBITOR BOOTH	x	x	x	x	x
Conference Room Sponsor Logo Display: Prominently display logo outside a conference room for at least 1 day	Ballrooms/ Large Rooms	Mid-sized Rooms	Standard Rooms		
Signage acknowledging sponsorship during Conference	Prominent	Displayed	Displayed		
Verbal acknowledgement before keynote speakers	x				
Agenda Digital Ad: Running banner all devices on app	x	x			
Virtual signage as a Sponsor/Exhibitor	x	x	x	x	x
Pre-Conference all-attendee push announcement of sponsorship and booth location	x	x	x		
Mid-Conference all-attendee push notice of sponsorship	x	x	x		
Opportunity to place swag at swag bag assembly table	x	x			
Whoova QR Code Scan Lead Generation	x	x	x	x	x
Live chat capability with every conference attendee and presenter via Virtual Exhibitor Space	x	x	x	x	x
Coffee hour table tent signs one day of the conference recognizing your contribution toward sponsorship	plus \$350	plus \$350			
Color banner digital ad on our MELLC agendas, slide decks and/or MATSOL Currents publication	One ad runs 4x per year	One ad runs 2x per year			
Color ad in MATSOL Currents publication	Full Page	Half Page	Quarter Page	Business Card	

\* Presentations subject to review and approval by MATSOL Conference Committee

# EXHIBITOR & SPONSOR BENEFITS

- Coffee hours open to all attendees, sponsors and exhibitors
- Complimentary WIFI in booths
- Complimentary electrical in booths
- MATSOL swag bag for event staff (supplies limited)
- Name/Logo with link to your website prominently displayed on MATSOL Conference web page
- Acknowledgement of sponsorship in Exhibitor Space on agenda
- Special acknowledgement of Sponsorship on booth sign
- Exhibitor/Sponsor ribbon on badge

# TECHNICAL ASSISTANCE

Feeling overwhelmed with the many digital opportunities? Let us support you! For \$299, our staff will support the set-up of your virtual booth and give you a 1:1 tutorial of our live chat functions and QR code scanning system. Plus, we'll create a digital file of all the leads you generate with the QR scanning system and live chat functions, emailed to you after the close of the virtual conference.



# INCREASE YOUR VISIBILITY: ADD-ON OPPORTUNITIES

## Conference Bags

**\$4,500** (1 Available)

Your company logo printed on the conference bag, along with MATSOL's logo. MATSOL's high-quality reusable shopping bags, perfect for carrying books and supplies, are highly prized by our attendees and will travel far beyond the conference, featuring your company logo.

- Social media recognition leading up to the conference
- Opportunity to place pens, markers, notepads or other giveaways in every bag

## Name Badge Lanyards

**\$3,400** (1 Available)

Your company logo printed on badge lanyard, in the color of your choice. All conference attendees will wear your company logo during the entire event.

- Social media recognition leading up to the conference

## Keynote Sponsor

**\$2,500** (3 Available In-Person, 2 Available Virtual)

Help us increase access to bring recognized speakers to all our attendees from across the state. Support our MATSOL educators to have the opportunity to learn in community together.

- Opportunity to welcome attendees during the keynote session and/or video
- Social media recognition leading up to the conference





## MAXIMIZE YOUR PRESENCE: GOLD PLUS MORE

### Coffee Break + Gold Sponsor

**\$6,900** (2 Available)

Show your love for our amazing educators across the state by sponsoring the coffee break on one day of the conference. Welcome the participants yourself!

- Opportunity to welcome attendees at the break in person, with signage.
- Opportunity to distribute any organizational materials.
- Social media recognition leading up to the conference
- **+ GOLD LEVEL SPONSORSHIP BENEFITS, including top-tier booth and presentations.**

### Social & Awards Reception + Gold Sponsor

**\$6,000+** (varies based on menu choices)

Sponsor the MATSOL Social & Awards Reception on Thursday evening, a highlight of the conference when our members gather to celebrate their colleagues with awards for excellence, creativity and innovation.

- Opportunity to welcome attendees at the reception and/or by video.
- Named and catered event on the agenda and online platform, on view for all attendees.
- Social media recognition leading up to the conference.
- **+ GOLD LEVEL SPONSORSHIP BENEFITS, including top-tier booth and presentations.**

***A custom reception for your company, alumni or other group is also available!***



# CONTACT US

## MATSOL

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# REGISTER ONLINE

## Registration Deadline

Register by April 15, 2024

## Early Registration

Register by January 15, 2024

Receive 10% Off Listed Price!

Register on the MATSOL Conference Site

<https://www.matsol.org/2024-exhibitor-registration> or scan QR code →

\* Late Registration is available for an additional fee.  
Contact [matsol@matsol.org](mailto:matsol@matsol.org) for more information.

# MARK YOUR CALENDAR

## In-Person Conference

Wednesday-Friday

May 29-31, 2024

Sheraton Framingham Hotel & Conference Center

1657 Worcester Road,

Framingham, MA 01701

## Virtual Conference

Live Sessions: Wednesday-Friday

June 5-7, 2024

Whova Conference App

