



**TCA**

**GLOBAL ENGLISH EDUCATION CHINA ASSEMBLY**  
**国际英语教育中国大会**

**SPONSORSHIP AND EXHIBITION**  
**OPPORTUNITIES**

**赞助权益手册**

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# About the assembly 关于大会

The Global English Education China Assembly, organized by China Daily in partnership with TESOL International Association, Shanghai International Studies University, the National Association of Foreign Language Education, the Chinese Society of Education and the School of Foreign Languages and Literature at Beijing Normal University, is a high-level international English-language teaching event in China. It aims to promote scholarship and cross-cultural understanding among English educators in the country and to enhance dialogue between China's ELT professionals and their peers worldwide through professional, high-level communications platform.

The assembly has been held in Shanghai, Hangzhou and Beijing in each of the past three years. This year the assembly will be held in Hangzhou from July 22 to 25. It has sub-themes featured in a variety of speeches, panels, workshops, paper presentations and demonstrations. Through face-to-face interaction with experts and opportunities for peer-to-peer networking and knowledge sharing, the assembly provides thousands of participants with practical, research-based ideas, strategies and tools to facilitate improvement in their ELT work.

国际英语教育中国大会是由中国日报社发起，国内权威机构主导、中外学术机构联合举办的国际学术会议。大会旨在加强中国与其它国家在英语教育领域的交流与合作，为中外英语教育工作者搭建一个国际化、专业性、高规格的交流平台，以全球视野为中国英语教育建言，以中国智慧为全球英语教育献策。大会每年举办一次，目前已在上海、杭州和北京成功举办过四届。来自中国及世界各地的千余名国际知名英语教育专家、一线英语教师及英语教育机构工作者将参与大会，以主旨发言、专题研讨、工作坊、教学展示、论文发言等多种形式开展学习、交流与分享。



**A high-level international English language teaching event in China**





2019 亚太英语教育中国大会  
Asia Pacific English Education China Assembly  
2019.12.12-13, YANCHENG, CHINA

**Critical Period Hypothesis**

There is considerable evidence to support the existence of Critical Period for learning a second language.

It is commonly thought that a certain age is necessary that learners will achieve native-like competence.

It is the age-dependent performance often given for starting language acquisition of a second language.



Hypothesis states that up to a certain age, it is possible to learn a second language and go on to achieve very high levels of proficiency, possibly native speaker level.

Dr. Gao Ming, Fudan University, Shanghai





# General presentation 概览

## The assembly in figures 大会数据



Number of years held: 3  
已连续举办三年

Online/offline attendees  
累计2.5万参会者

Presentations: 500+  
累计组织500+发言活动

Partners: 100+  
百家合作伙伴

## Connecting attendees from all over the world 与来自世界各地的参会者建立联系

Australia AUS



Britain GBR



Canada CAN



Chile CHI



China CHN



Finland FIN



Indonesia INA



Italy ITA



Japan JPN



Malaysia MAS



Nepal NEP



New Zealand NZL



Philippines PHI



Russian Federation RUS



Singapore SIN



South Korea KOR



Sudan SUD



Thailand THA



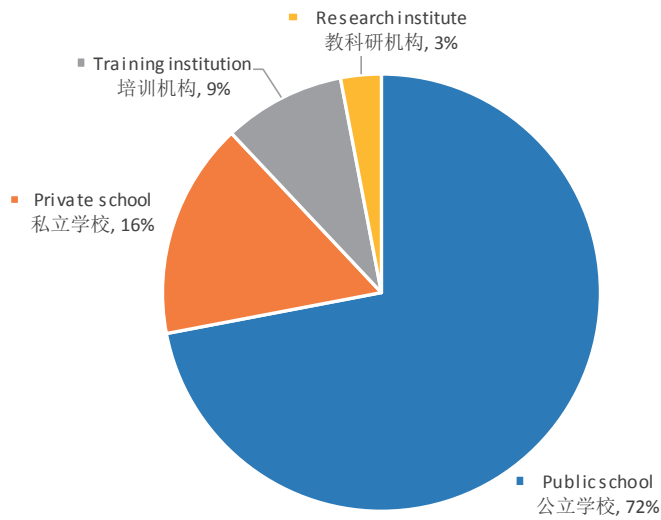
Ukraine UKR



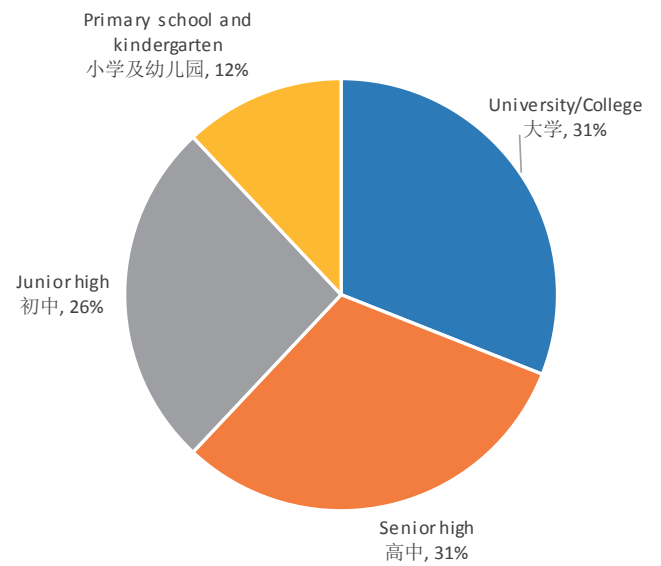
United States USA



Affiliation's type  
单位类型



Primary work setting  
任教学段





# Why become a sponsor? 为什么赞助？



**Sponsoring the Global English Education China Assembly gives you:**

**成为国际英语教育中国大会赞助商，您将有机会：**

- Access to influential English-language teaching professionals  
接触知名英语教育专家学者
- Internal and external net-working opportunities  
拓宽社交圈
- Unique marketing and brand exposure  
获得精准市场推广和品牌曝光
- Opportunity to make valuable contacts and increase sales  
建立有价值的商业联系并提升产品销量
- Promotion of international collaboration  
促进国际合作

# Sponsorship opportunities 赞助权益

## Lead sponsor

协办单位 ¥680,000

- Acknowledgement of lead sponsor 大会协办单位名誉权
- 1 keynote speaker slot of 30 minutes 推荐/赞助一位主旨发言嘉宾, 发言时长30分钟
- 2-3 minutes of remarks before a keynote speech 介绍主旨发言嘉宾
- 2 featured speech slots or workshops of 40-50 minutes 组织两场分会场专题发言或工作坊, 40-50分钟/场
- Naming sponsorship for welcome dinner for experts and opportunity to make opening remarks 招待晚宴独家赞助单位名誉权, 晚宴致辞
- Partnership acknowledgement in opening and closing remarks 开闭幕式主持口播答谢
- Highest standard benefits from media and press work 最高规格媒体、制作物宣传回报

## Strategic partner

战略合作单位 ¥380,000

- Acknowledgement of strategic partner 大会战略合作单位名誉权
- 2-3 minutes of remarks before a keynote speech 介绍主旨发言嘉宾
- 2 featured speech slots or workshops of 40-50 minutes 组织两场分会场专题发言或工作坊, 40-50分钟/场
- Partnership acknowledgement in opening and closing remarks 开闭幕式主持口播答谢
- Benefits from media and press work of corresponding standard 同等规格的媒体、制作物宣传回报

## Special partner

特别合作单位 ¥160,000

- Acknowledgement of special partner 特别合作单位名誉权
- One featured speech slot or workshop of 40-50 minutes 组织一场分会场专题发言或工作坊, 40-50分钟/场
- Partnership acknowledgement in opening and closing remarks 开闭幕式主持口播答谢
- Benefits from media and press work of corresponding standard 同等规格的媒体、制作物宣传回报





# Promotion and branding opportunities

## 品牌宣传与推广权益

	Lead sponsor 协办单位	Strategic partner 战略合作单位	Special partner 特别合作单位	Expo exhibitor 展商
Registration 注册报名				
Complimentary registrations for all days 参会名额	15 OMO+10 Online 线下15+线上100	10 OMO+8 Online 线下10+线上80	6 OMO+6 Online 线下6+线上50	2 OMO 线下2+线上10
Exhibition 参展				
Exhibition space 展位大小	6*4m	6*4m	6*2m	3*2m
Priority selection of space location 展位优先选择权	#1	#2	#3	#4
Visibility 曝光度				
Advertisements on Proceedings of TCA 大会会刊广告	Preferred position; full page 特殊版位; 整版	Preferred position; half page 特殊版位; 整版	Inside page; quarter-page 内页整版	n/a
Advertisements in 21 <sup>st</sup> Century ELT Review 《21世纪英语教育》广告	Preferred position; half a page 特殊版位; 半版	Preferred position; half a page 内页半版	One third of a page 1/3版	n/a
Video interview 视频采访	✓	✓	n/a	n/a
Advertising video at venue 现场播放宣传片	✓	✓	n/a	n/a
Logo on pre-event and post-event ads or publication 大会会前及会后宣传材料logo及合作名誉权体现	✓	✓	✓	n/a
Logo on TCA website 官网 logo 及合作名誉体现	✓	✓	✓	n/a
Logo and company profile on applet of TCA website 微信小程序 logo 及企业介绍	✓	✓	✓	✓
Logo on event proceedings 会刊 logo 呈现	✓	✓	✓	✓
On-site signage 大会现场 logo 呈现	✓	✓	✓	✓
Promotional material in delegate bags 大会纪念帆布袋宣传品	one publication and your branded gift 一份出版物+宣传品	your branded gift 宣传品	n/a	n/a

## Exhibition packages 展商权益

Exhibition space 展位大小	Standard 6 sqm, 1 table, 2 chairs, 1 company sign 6平方米, 桌子x1, 椅子x2, 一个公司标志
Complimentary registrations for all days 参会名额	2 名
Logo in TCA proceedings 会刊 logo 呈现	Yes 是
Logo on TCA website 官网 logo 呈现	Yes 是
Logo on applet of TCA WeChat 微信小程序 logo 呈现	Yes 是
Price 价格	¥30,000

## Additional opportunities 其他合作权益

### VIP banquet naming right 晚宴冠名权

¥120,000

There will be a welcome dinner for all experts on the first day of the event, where you have the chance to meet well-known professionals from home and abroad and the opportunity to make opening remarks.

活动首日将面向专家举办欢迎晚宴，您将有机会与国内外知名专家学者会面，并致开幕词。

### Cocktail reception naming right 冷餐会冠名权

¥100,000

There will be a cocktail reception for all participants during the event at which you have the chance to promote the brand and to interact closely with English-language teaching peers from all around the world, as well as have the opportunity to make opening remarks.

活动期间将面向参会者举办冷餐会，您将有机会与来自世界各地的英语教育工作者深入互动，进行品牌宣传，并致开幕词。

### TCA scholarship/grant sponsor 奖/助学金冠名赞助

TCA scholarship sponsor 奖学金冠名赞助 ¥30,000~¥50,000

Naming scholarship for 5-10 presenters (registration free of charge and other bonus depends on the company).

冠名赞助5-10位大会发言代表（赞助会议费，或其他奖励），获得展商同等品牌宣传与推广权益。

TCA grant sponsor 助学金冠名赞助 ¥100,000

Naming grant for 50 attendees, especially teachers in rural areas (registration free of charge) and obtain exhibition opportunities.

冠名赞助50位大会参会代表，尤其来自农村地区教师（赞助会议费），获得标准展位1个。

### Sponsorship of single item 单项赞助

beverages, clothing, notepad etc.

饮料、服装、笔记本等







## Previous sponsors 往届合作伙伴

TCA values strong, continuing relationships with each of our sponsors and works closely with them to ensure their individual needs are met to receive a good return on their investment. Names highly respected in the English education industry regularly support the assembly and have gained valuable exposure.

国际英语教育中国大会非常重视与每一位合作伙伴建立持久、紧密的伙伴关系，并尽最大程度满足合作需求，确保良好的投资回报。来自英语教育领域的知名机构一直以来对大会给予支持，也获得了有价值的品牌曝光。

**TutorABC vipJr**  腾讯英语君

 **TOEFL Junior**

 韶唯英语  
SHOWWAY

 **NC 新航道**  
NEW CHANNEL

 **NATIONAL GEOGRAPHIC**  
LEARNING

 **Pearson**

 **CASIO**

 **可瀚学堂**  
KEHIGH ACADEMY

 **Walk**  
Global School  
Mate

 **OXFORD**  
UNIVERSITY PRESS

 **剑青联盟**  
Ebridge

 **NYU SHANGHAI**  
上海 纽约大学



 **阅途**  
Reading Approach  
Reading to Success

 **Bridge**  
education group



 **gogokid**  
—— 在孩子少儿英语 ——

 **SmartClass+**  
BY ROBOTEL

 **Better than better**  
**IMPROVE**  
英浦教育

 **睿乐生**  
RENAISSANCE

 **Teacher Created Materials**  
PUBLISHING

 **爱机思**  
ELTMAX

 **mm**  
publications

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