



2024-2025 PARTNER PROSPECTUS



EQUITY & EXCELLENCE FOR MULTILINGUAL LEARNERS

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

AS OF 1/24/2025

MATSOL CONFERENCE 2025

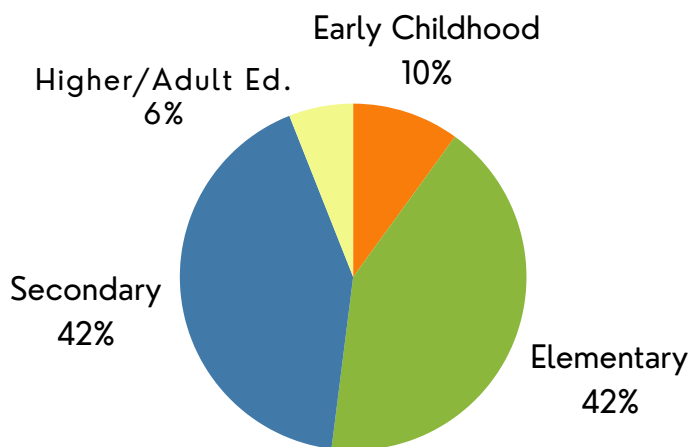
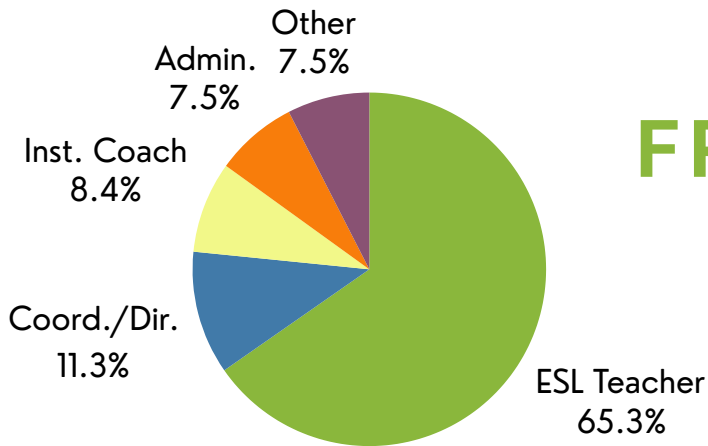
MAY 28-30, 2025

SHERATON

FRAMINGHAM, MA

NOW HYBRID

Attendee Breakdown



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.



MATSOL & AUDIENCE OVERVIEW

EXHIBITING WITH MATSOL

- Showcase your expertise and engage with attendees over all three days.
- Utilize technology to engage and create lead lists.
- One- and two-table options throughout conference center.

DEDICATED EXHIBITOR HALL TIMES

SAMPLE DAILY TIMES
9:15 - 9:45 AM
11:15- 11:45 AM
1:15 - 1:45 PM

The **Exhibitor Hall** includes the conference-adjacent hallways, as well as dedicated rooms near the coffee and snacks. The schedule includes **dedicated exhibitor hall time** in addition to early morning and afternoon down time for attendees to connect and network. Leverage resources for your sponsorship to have **preferred and premier booth locations** and increase visibility with professional displays and demo materials.

- Complimentary WIFI in booths
- Complimentary electrical in booths
- Name/Logo with link to your website prominently displayed on MATSOL Conference web page
- Acknowledgement in Exhibitor Space on digital agenda
- Special acknowledgement of Sponsorship on booth sign
- Exhibitor/Sponsor ribbon on badge





SPONSORSHIP

Strengthen your commitment to the conference. Sponsorship helps amplify MATSOL's efforts to **bring together bright minds, foster innovation, and create meaningful connections** within our educator community.

In addition to being an exhibitor, there are opportunities for **Gold, Silver, and Bronze** level sponsorships that offer:

- Preferred and premier booth location and opportunities for larger display spaces.
- Acknowledgement in our digital program, venue signage, social media, and/or before keynote presentations.



Exhibitor & Sponsor

OPPORTUNITIES

Sponsor Package	Gold Sponsor	Silver Sponsor	Bronze Sponsor	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	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

* Daily exhibitor times subject to change based on schedule, though we commit to approximately 90 minutes daily.



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 at the conference. Welcome the participants yourself as you mingle and discuss your work.



- Opportunity to welcome attendees at the break in-person, with signage.
- Opportunity to distribute 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 (1 Available)~~

Sponsor the MATSOL Social & Awards Reception on Thursday evening, a highlight of the conference when our members gather to celebrate their colleagues with accolades 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.
- Social media recognition leading up to the conference.

+ GOLD LEVEL SPONSORSHIP BENEFITS, including top-tier booth and presentations.

CONFERENCE 2025 PARTNERSHIPS

Partner with MATSOL in **customized, co-branded opportunities**. These options are extremely limited and demonstrate dedication to our profession and support our conference to be environmentally conscious. Co-branding opportunities include special pre-conference social media and digital shout outs.

CO-BRANDED 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.

CO-BRANDED NAME BADGE LANYARDS

\$3,500 (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.

KEYNOTE + VIRTUAL STREAM SPONSOR

\$2,500 (~~3 Available~~ Only 1 left!).

Wednesday. Thursday. Friday

Help us increase access to recognized speakers for our audience. Support MATSOL educators to have the opportunity to learn in community together as you welcome folks and introduce the keynote of the day. Additionally, all virtually streamed presentations will begin with a thanks to your organization as the day's virtual stream sponsor.





BEYOND THE CONFERENCE

MATSOL's mission is to promote equity and excellence in the education of multilingual learners.

MATSOL's programs are always mission-driven and support best practices in the field. This year, we are offering new ways to support the following core MATSOL programs:

- **SPECIAL INTEREST GROUPS (SIGs)** for members, providing community learning and sharing spaces, such as:
 - **MA English Learner Leadership Council (MELLC):** MATSOL members who serve as PK-12 English Learner Education Program Directors and Coordinators.
 - **Low Incidence Programs:** MATSOL members who serve as PK-12 English Learner Education educators and/or coordinators in low incidence districts.
- **CUSTOM CONSULTATION** on issues specific to multilingual learning in PK-12 schools.
- **COURSES and INSTRUCTION** on multilingual learning, education, and learning.
- **ADVOCACY** on policy and decision making relevant to the field.



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BEYOND THE CONFERENCE

MELLC MEETING SPONSOR

NEW
OPTION

\$1,995 (~~4 available~~)

Join one of our meetings with MATSOL's **MA English Learner Leadership Council (MELLC)**, assembling over 80 MATSOL members who serve as PK-12 English Learner Education Program Directors and Coordinators across the state. We meet multiple times a year in-person and online.

- **Host a welcome table** at the entrance to greet folks as they check in.
- **Share appreciation** to MELLC members, take a few minutes to **explain your organization**, and invite them to begin their sponsored luncheon.
- **Mix and mingle** during lunch to engage with MELLC members.
- **Host a discussion roundtable** during the afternoon discussion session.
- **Thank you** mention in MELLC slide deck and social media.

Tentative dates SY24-25: ~~October 4~~ ~~December 6~~ ~~March 7~~ ~~May 2~~





BEYOND THE CONFERENCE

LOW INCIDENCE SIG SPONSOR

NEW
OPTION

\$500+ Varies (4 available)

Join one of our Low Incidence SIG meetings with MATSOL members who serve as PK-12 English Learner Education educators and/or coordinators in low incidence districts. We meet online multiple times a year.

- **Welcome** folks as the session begins, **share appreciation** to SIG members, take a few minutes to **explain your organization**.
- **Host a short, optional post-session demo** at the end of the meeting.
- **Thank you** mention in Low Incidence SIG slide deck and social media.

WEBINAR CO-HOST

NEW
OPTION

\$500+ Varies (~~4 available~~ Only 2 left!)

Join one of our member meetings to discuss current topics and trends (open to our 2,000+ member base). We meet online multiple times/year.

- **Welcome** folks as the session begins, **share appreciation** to MATSOL members, and take a few minutes to **explain your organization**.
- Serve as a **member on the discussion** panel, chiming in on the topic.
- **Host an optional post-session demo** at the end of the meeting.
- **Thank you** mention in slide deck and social media and documented **recorded webinar in our resource database**.

REGISTER ONLINE

Registration Deadline

Register by April 15, 2025

EARLY REGISTRATION

Register by January 15, 2025

RECEIVE 10% OFF EXHIBITOR PACKAGE PRICE

Register on the MATSOL Conference Site

<https://www.matsol.org/2025-exhibitor-registration>

Late Registration is available for an additional fee.

MATSOL will support MA SDO certified diverse businesses (minority, women, veteran, service disabled veteran, disability and LGBT-owned) and small MA-based businesses with:

- Always-Early Registration 10% Discount, regardless of registration date.
- Listing as diverse business on coffee area table tents with business name and booth location.

Contact Teresa or Chrissy directly for this option.



MARK YOUR CALENDAR

In-Person Conference

Wednesday-Friday

May 28-30, 2025

Sheraton Framingham Hotel & Conference Center

1657 Worcester Road,

Framingham, MA 01701

CONTACT US

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Exhibitor & Sponsor Support

Teresa Kochis

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Chrissy Campos Howard

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MATSOL CONFERENCE ATTENDEES SAY

"I loved the opportunities to learn from other leaders and educators and the chance to network!"

- Attendee



"A ton of traffic came by our booth. We loved presenting as well and had great turn out there."

- Sponsor/Exhibitor



"What I liked best was learning from strong EL teachers, coaches and experts in the field, about graduate level concepts about instruction and second language acquisition."

- Attendee



"[MATSOL's Staff] does a really great job of ensuring vendors/sponsors have a high quality experience where meaningful conversations with districts can take place. We really appreciate that they go above and beyond."

- Sponsor/Exhibitor