



THE LANGUAGE OF BUSINESS
THE BUSINESS OF LANGUAGE



Sponsor and Exhibitor Opportunities
24-27 April 2022

2022 Location and Audience



THE FOCUS

GALA Language of Business conferences bring together globalization and localization industry leaders to network and learn. The balanced programming supports discussion and knowledge-sharing, high-value networking, and real professional development. Participants focus on language technology, business models, and emerging trends in the translation, localization and interpreting sectors.

CONFERENCE DATES

Sunday, 24 April - Wednesday, 27 April 2022

LOCATION

Manchester Grand Hyatt, San Diego, California, USA

What Attendees Have Said about GALA Conferences

"Great opportunities for networking, learning about trends in the industry, and for meeting old friends!"

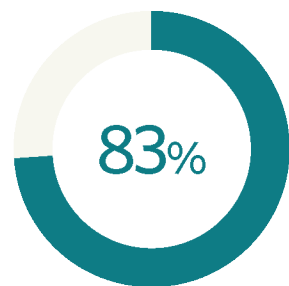
John Van Laer, VL Translations OÜ

"Built some new relationships and learned more about an industry I'm not a part of, but provide solutions to."

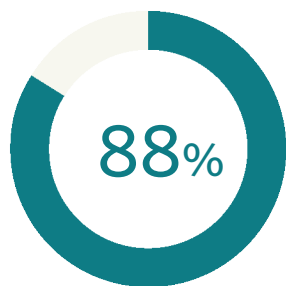
Brandon Auletta, Cambridge Global Payments

"A well-organized and culturally rich event for the language industry."

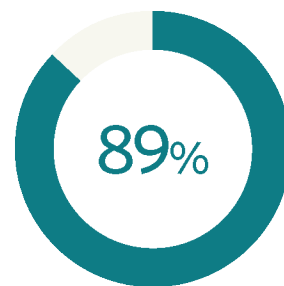
Celia Korn, Korn Translations



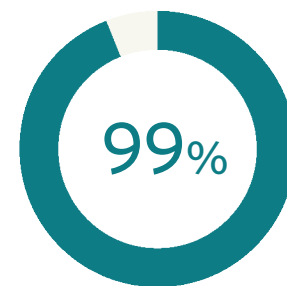
reported making contacts that may generate new business for them



said they received good value for the cost of registration



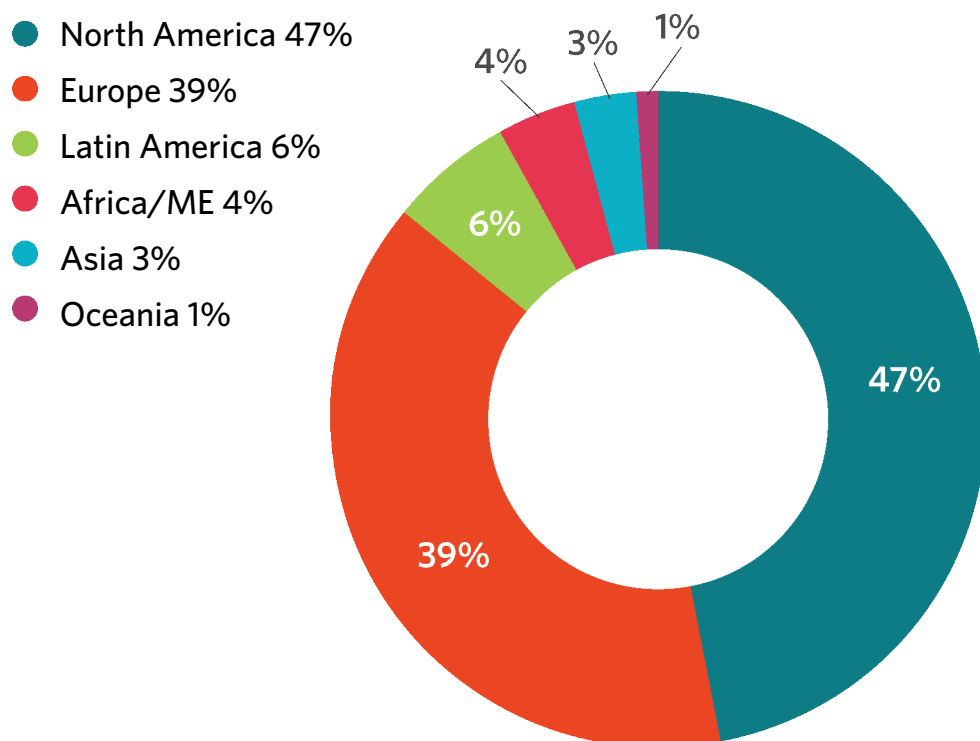
said they learned new concepts or strategies that will help them in their businesses



reported that they were satisfied or extremely satisfied with the conference

ABOUT OUR PARTICIPANTS

PARTICIPANTS BY REGION



PARTICIPANTS BY JOB PROFILE

Executive / VP	47%
Senior Leadership	37%
Technical	5%
Unknown / Other	4%
Independent	3%
Academic	3%
Junior / Entry-level	1%

Why Invest in a GALA Conference?

GALA CONFERENCES ATTRACT INDUSTRY LEADERS

GALA conferences are comprised of top-level executives that are decision-makers for their companies and departments. Unlike digital marketing, sponsoring or exhibiting at a GALA conference gives you access to real people in the real world and delivers the opportunity to provide value and to create connections.

Based on data collection from our past 13 GALA conferences, we know a lot about our delegates

85% are decision-makers

60% of delegates expect to make purchases as a result of attending

70% attend for the networking opportunities

We also know that coffee, WIFI, and social events are extremely important to delegates!



Sponsoring or exhibiting at GALA 2022 isn't only about raising brand awareness and visibility, it's about helping to deliver a great user experience for all delegates and creating positive connections with them along the way.

Sponsorship and Visibility Opportunities

All sponsorships include virtual booth in event platform; logo placement on conference website, platform homepage, signage, pre-session screensavers, and marketing emails; bag Insert; and one (1) virtual access pass.

GALA DINNER

US \$10,000

The GALA dinner is the most-anticipated, appreciated, and well-attended social event of the conference.

- Opportunity for welcome remarks at the dinner
- Premium logo placement on conference website and special signage
- Acknowledgement at conference opening and closing sessions
- 1 complimentary conference registration
- 5 free passes to the dinner for guests (dinner passes are already included in each delegate registration)
- Program listing

EVENT PLATFORM (2 AVAILABLE)

US \$7,500

The event platform is an indispensable tool for both in-person and virtual delegates. to network and schedule meetings. 100% of registered delegates use the event app, totaling over 100k engagements

- Video ad on platform homepage
- Logo on app download card

WELCOME RECEPTION

SOLD OUT

US \$7,000

The Welcome Reception is the official start of the conference and the place for happy reunions and new connections. Light fare and an open bar are provided for 90 minutes, followed by a cash bar for those who wish to continue networking.

- Opportunity for welcome remarks at the reception
- Premium logo placement on conference website and special signage
- Acknowledgement at conference opening and closing sessions
- 1 complimentary conference registration
- 5 free passes to the reception for guests (already included for delegates)
- Program listing

CONFERENCE BAGS

US \$5,000

- Logo imprinted on conference bags (single color)
- Input on bag selection

HAPPY HOUR

US \$5,000

The Tuesday Happy Hour provides light fare plus beer and wine for 60 minutes, followed by a cash bar. Historically, nearly all delegates attend the Happy Hour.

- Logo on cocktail napkins during the activity
- Provision of additional accessories (produced by sponsor)
- Program listing

SPEED NETWORKING

US \$5,000

Speed networking is a much-loved signature event at GALA conferences and is about creating connections and building relationships.

- Opportunity to introduce and/or host the Speed Networking session
- Provision of branded gifts for participants (produced by sponsor)
- Program listing

COFFEE SPONSOR

SOLD OUT

US \$5,000

Coffee is an essential part of everyone's conference experience. Be remembered for bringing the energy!

- Logo on branded stirrer sticks, signage, and table tents

VIRTUAL NETWORKING

US \$5,000

Networking is a key component of any event. Help bring the event to life by creating opportunities for virtual attendees to connect with one another and stay energized throughout the

- Program listing for each networking event
- Opportunity to provide branded e-gift for attendees (sourced by sponsor)
- Opportunity to address attendees during one or more networking sessions

VIRTUAL SCRIBE SPONSOR (3 AVAILABLE)

US \$4,500

- Logo on each graphic created for the conference

BADGES

SOLD OUT

US \$4,000

- Logo imprinted on badge holders (single color)

Sponsorship and Visibility Opportunities

CONFERENCE WELLNESS KITS

US \$4,000

- Kits include all the essentials for safe and healthy conference experience.
- Logo imprinted on kit (single color)

WIFI

US \$4,000

- Naming privileges for SSID and password
- There is a possibility for sponsor splash screen, depending on provider's technology
- Logo on WIFI card

RISING STAR SCHOLARSHIP (1 REMAINING) US \$3,000

This scholarship covers travel and registration costs for our two Rising Star contest winners. Special recognition and speaking opportunity during Rising Star Awards presentation

- Special recognition and speaking opportunity during Rising Star Awards presentation

CONFERENCE EXCURSION

SOLD OUT

US \$3,000

Attendees have the opportunity to get outside and on the water for a whale watching.

- Program listing and special acknowledgement during tour
- Provision of branded gifts for participants (produced by sponsor)

FACE MASKS

SOLD OUT

US \$2,500

- Logo imprinted on face masks (single color)

REFRESHMENT BREAK (2 AVAILABLE)

US \$2,000

- Logo on special signage during the break
- Logo imprinted on refreshment break napkins
- Program listing

NOTEPADS

SOLD OUT

US \$2,000

- Logo imprinted on notepads (single color)

BAG INSERT

US \$1,000

- Provide one leaflet, brochure, or branded promotional item of your choice to add to the conference delegate bag.

PRIVATE EVENT COORDINATION

US \$500

Suitable for user meetups, launch parties, or focus groups. Space is limited so make sure you sign up fast! First come, first served

- Room reservation, RSVP collection, and event promotion
- Event listed during GALA's online registration process
- Dedicated webpage on GALA conference website
- Food, beverage, special A/V, rentals are extra



Exhibit Booths

EXHIBIT BOOTH PACKAGE

MEMBER \$3,500
NON-MEMBER \$4,000

- 9x6 foot space (approximately)
 - One electric outlet
 - One rectangular table, two chairs and wastebasket
 - Wireless internet access
 - Exhibits-only passes for qualified customers of exhibitors
 - Logo on conference website, printed program, event app and marketing e-mails
 - Bag insert
 - Virtual booth in event platform
- * Booth personnel registration is not included in the exhibit booth package. Each booth may register up to 2 booth personnel for the special rate of US \$ 850 (includes social events). Any additional representatives will be subject to the full registration rate.**

VIRTUAL EXHIBIT BOOTH PACKAGE

MEMBER \$1,750
NON-MEMBER \$2,000

- Virtual booth in event platform
- 2 complimentary virtual conference registrations

PRODUCT DEMO

US \$750

- 30 minute session for promotional presentation
- Demos are available as an add-on only; requires sponsorship or exhibit
- Screen and projector included
- Activity listing in conference agenda

PLATFORM AD SPACE (3 AVAILABLE)

US \$400

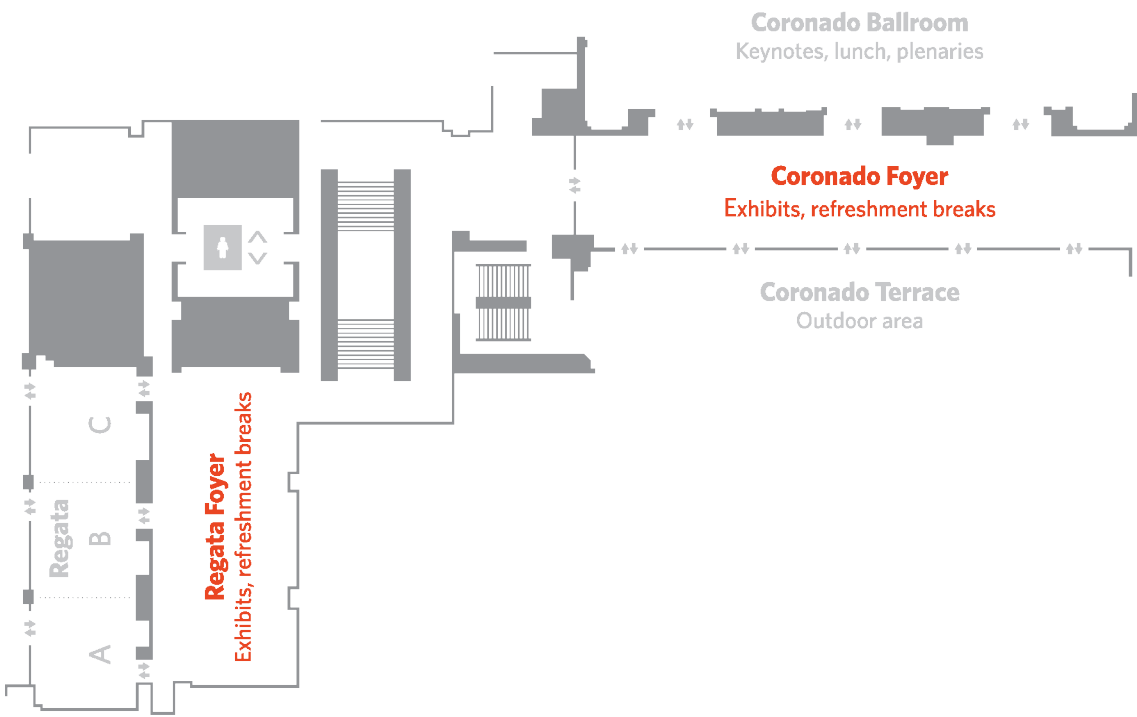
- 250 x 250px graphic advertisement on event platform homepage



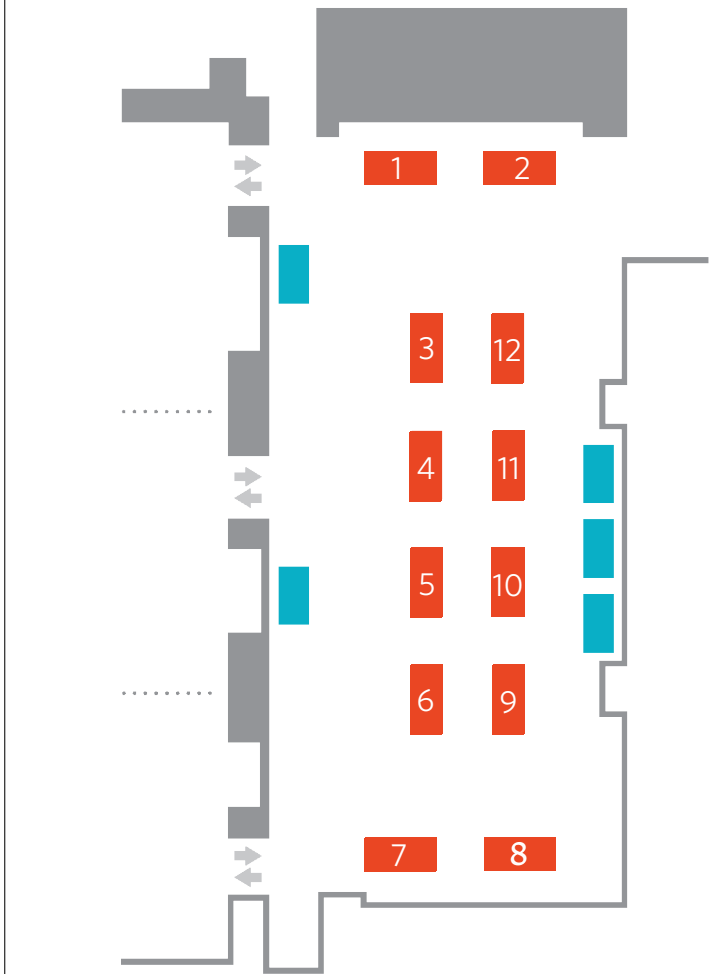


Floor Plan

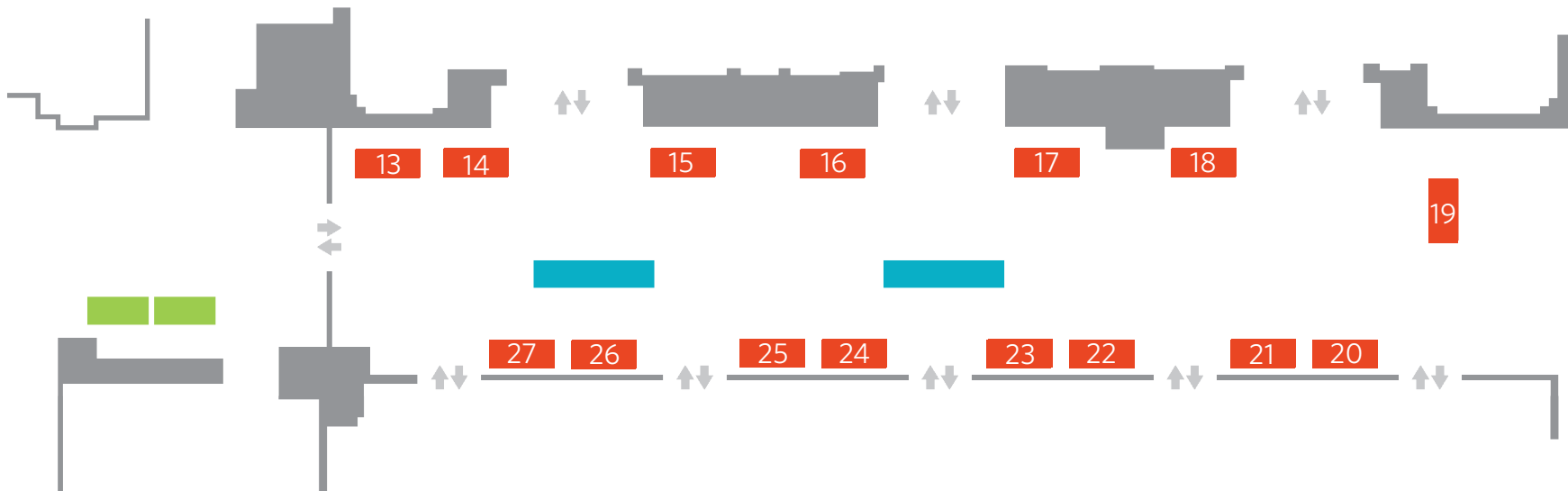
- Exhibitor Booth
- Refreshments
- Registration



Regata Foyer Booths 1-12



Coronado Foyer Booths 13-27





The Globalization and Localization Association (GALA) is a global, non-profit trade association for the translation and localization industry. As a membership organization, we support our member companies and the language sector by creating communities, championing standards, sharing knowledge, and advancing technology. Proceeds from the GALA annual conference support association activities and programming.

Questions about sponsoring or exhibiting?

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