



Korea TESOL 2016–17 Organizational Partner (OP) Terms of Agreement

Premium Partnership Associate (PPA)
General Partnership Associate (GPA)
Teacher Education Associate (TEA)

1. Aims of Korea TESOL (KOTESOL)

KOTESOL is a non-profit academic organization whose primary purpose is to promote scholarship, disseminate information, and facilitate cross-cultural understanding among persons concerned with the teaching and learning of English in Korea.

Slogan: *“Teachers Helping Teachers – Learn, Share, Succeed.”*

2. General Principles

Organizational Partners are classes of the Institutional Membership defined in the KOTESOL Constitution & Bylaws and this Organizational Partners Agreement. Upon applying for institutional membership (Organizational Partner) and paying the relevant annual dues, General Partnership Associates, Teacher Education Associates, and Premium Partnership Associates are granted the rights to reserve any items available to their respective classes of partnership.

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3. KOTESOL Tentative Calendar of Major Events

- Partnership period: Sept 1, 2016 – Aug 31, 2017 (One year)

Event	Expected Date & Place
KOTESOL International Conference	October 15-16, 2016 (Saturday – Sunday) Sookmyung Womens University, Seoul
National Conference	Late Spring 2017 -- Date of event to be determined. Location to be determined.
National SIG (Special Interest Group) Events	Number and Locations to be determined. Spring/Summer 2017 dates anticipated.
Regional/Chapter Conferences and Symposia	Number, Dates, and Locations to be determined. Anticipated locations include Seoul, Gwangju, Jeonju, Busan, & Daejeon. May be combined with National SIG events. Mainly Spring 2014 dates anticipated.

National/Regional Conferences, Symposia, and Drama Festivals may be rescheduled or cancelled without prior notice. Regional/Chapter Conferences where fewer than 150 attendees are anticipated are designated as “Smaller Conferences” for fees purposes at time of announcement; National SIG events will be similarly treated. Dedicated Rooms may be made available at rates announced prior to each event (see the Dedicated Rooms section of this document).

Korea TESOL 2016–17

Advertising & Marketing Rates

1. Overview

Korea TESOL offers diverse marketing streams to those who wish to connect with teachers of English and others interested in English teaching and learning across Korea. Partnership benefits include discounts on marketing opportunities and preference in selections. Not all marketing opportunities are available to non-Partners, and some partnership levels have more marketing options.

2. Advertising / Marketing streams

- a. Conferences
- b. Publications: (*Korea TESOL Journal*, *KOTESOL Proceedings*, *The English Connection* [TEC]).
- c. Website & Email

3. Partnership Levels

- a. Premium Partnership Associate (PPA: Annual Dues: 5,000,000KRW)
- b. General Partnership Associate (GPA: Annual Dues: 1,200,000KRW)
- c. Teacher Education Associate (TEA: Annual Dues: 700,000KRW)

4. Conference Promotional Display Rates (Currency: KRW)

Display Square w/Table (200cm X 200cm)	Organizational Partners	Non-OPs	Notes
International Conference	400,000	Not Available	Table size 180cm x 90cm
National / Large Conference	200,000	350,000	1 or 2 only (size varies)
Smaller Conference	100,000	200,000	1 or 2 only (size varies)
Chapter Meeting	No charge	Varies	Per chapter arrangements

- The total number of Promotional Displays available at a conference is determined by event organizers. Early reservations recommended.
- Premium Displays may be available at select floor positions at a higher rate.

5. Conference Promotional Session Rates (Currency: KRW)

45-minute or 50-minute concurrent sessions	Organizational Partners	Non-OPs	Notes (specific to a single firm)
International Conference	350,000	Not Available	Up to 4 sessions
National / Large Conference	200,000	300,000	1 or 2 only (per conference)
Smaller Conference	100,000	200,000	1 or 2 only (per conference)
Chapter Meeting	No charge	Varies	Per chapter arrangements

- The total number of Promotional Sessions slots available at a conference is set by event organizers. Early reservations recommended.
- Chapter meeting space/time availability depends on chapter organizers.

6. Website and Email Advertising Rates (Currency: KRW)

Website Banner Advertisements	Organizational Partners	Non-OPs	Notes
Standard Side Banner	100,000	175,000	300Wx150H pixel image and single link, "S2" shared-spot, 2 months
Exclusive Side Banner	167,000	Not Available	
* Other Website Banner positions and sizes are available at varying rates.			
Korea TESOL News monthly emails	60,000/1month 150,000/3months	100,000/1month 250,000/3months	300x300 pixel image and single link

- More details and additional options available at <https://koreatesol.org/webverts>

7. Print Advertising Rates (Currency: KRW)

	Premium: Back-cover Outside	Premium: Inside Covers (front & back)	Premium: Select Internal Pages *	Standard: Internal Pages
TEC (magazine) (color pages only)	400,000	350,000	300,000	2000,000
Journal	Not Available	Not Available	Not Available	100,000 (B&W)
Proceedings	Not Available	300,000 (color only)	Not Available	100,000 (B&W only)
International Conference Book	800,000 (color only)	600,000 color 400,000 B&W	400,000 color 300,000 B&W	200,000 (B&W only)
National / Large Conference Book	400,000 color 300,000 B&W	350,000 color 250,000 B&W	2000,000 (B&W only)	150,000 (B&W only)
Smaller Conference Book *	300,000 color 200,000 B&W	150,000 (B&W)	Not Available	100,000 (B&W only)

- Requests for Color advertisements take precedence over those for Black & White.
- PPAs have priority in reservations for premium page advertising. All pages are reserved on a "first-come, first-served" basis.
- Ads in all publications must be submitted camera-ready by the stated deadline.
- Premium Select Internal Pages may include the Back inside-cover facing page, the page facing the Table of Contents, other "front of book" pages, and pages facing timetables in conference program books.
- Ads in National/Regional Conference Program Books are available if the book exists in a form similar to the International Conference. Reproduction quality may be lower.

Note: *Korea TESOL does not share, sell, or exchange personal data from our members.*

Korea TESOL 2016–17 General Partnership Associate (GPA)

1. Overview

KOTESOL's General Partnership Associates (GPA) are those who publish, market, distribute, or sell ELT materials or ELT services for public consumption. A GPA membership extends all benefits for a full year.

2. Annual General Partnership Associate dues: 1,200,000 won

3. GPA Basic Benefits

- a. Partnership discount on all marketing and membership purchases during the membership year (September 1 – August 31).
- b. One (1) free standard marketing Display Square at the International Conference.
- c. Two copies of each issue of KOTESOL members' serial publications (*Korea TESOL Journal*, *KOTESOL Proceedings*, *The English Connection* [TEC]).
- d. May purchase up to three additional display squares at the International Conference.
- e. May purchase an unlimited number of promotional sessions at the International Conference
- f. May purchase additional displays and sessions at other KOTESOL events
 - i. Maximum two displays per event
 - ii. Maximum one session per event

Korea TESOL 2016–17 Premium Partnership Associate (PPA)

1. Overview

KOTESOL has available a premium partnership program for a limited number of ELT-related organizations who wish to engage in more extensive promotion with KOTESOL. The following benefits are available to a Premium Partnership Associate (PPA) for the full year.

2. Annual Premium Partnership Associate dues: 5,000,000 won

3. PPA Basic Benefits

- a. **Partnership** (GPA benefits) for one year, with all the rights thereto, plus
- b. **Priority selection** for all benefits.
- c. **Free page advertisement rights** in all national KOTESOL serial (dated) publications – please note that conference program books are not serial (dated) publications. One free standard page per issue, these may be upgraded to premium pages at commensurate rates (with credit for value of the standard page).
- d. **Additional five free Display Squares** at International Conference and **two free displays** (annual total) at the National/Regional Conference(s), with option to purchase unlimited additional at standard rates. Not more than two displays are permitted at any single National/Regional Conference.
- e. **Free two Promotional Sessions** at the International Conference, with option to purchase six additional at standard rates, and **two free promotional sessions** (annual total) at the National/Regional Conference(s), with option to purchase unlimited additional at standard rates. Not more than one promotional session is permitted at any single National/Regional Conference.
- f. **Free display rights** at any speaker's tour.
- g. **Invitation to the Evening Banquet** at the International Conference (if one is scheduled).
- h. **Priority in all selections.**

Korea TESOL 2016–17 Teacher Education Associate (TEA)

1. Overview

KOTESOL's Teacher Education Associates (TEA) are those who operate/market teacher-education programs of assorted types, but are not principally engaged in the development or sales of commercial classroom and/or teacher reference materials.

2. Annual Teacher Education Associate dues: 700,000 won

3. TEA Basic Benefits

- a. Partnership discount on all marketing and membership purchases during the membership year (September 1 – August 31).
- b. One (1) free standard marketing Display Square at the International Conference (not eligible for purchase of additional displays at International Conference).
- c. Two copies of each issue of KOTESOL members' serial publications (*Korea TESOL Journal*, *KOTESOL Proceedings*, *The English Connection* [TEC]).
- d. May purchase one (only) promotional sessions at the International Conference
- e. May purchase displays and sessions at other KOTESOL events (maximum one of each per event).
- f. May purchase advertising in KOTESOL print and electronic media (standard pages only).
 - Student and Group sales are not included in TEA Partnership, may be arranged separately.

Korea TESOL 2016–17

Dedicated Room Option

1. Overview

In addition to the display squares, promotional sessions, and advertisements available to KOTESOL's Organizational Partners (OP) as specified above, KOTESOL makes available a Dedicated Room option at our International Conference. A dedicated room is a single room that is assigned to a Partner for a full day or the two days of the regularly scheduled international conference. Its main purpose is to allow all of a partner's regularly scheduled promotional sessions to be held in the same room. It is advantageous in that it allows for all of an OP's commercial presentations to be held at a single location, which may be customized (within pre-established limits) for the period. Dedicated Room "owners" may hold meetings or other activities in the room during regular conference hours.

2. Dedicated Rooms at the International Conference.

A. Dedicated Rooms at the International Conference are subject to the following conditions:

- May be used for presentations only during the time slots scheduled for concurrent sessions during the International Conference:
 - This excludes Plenary session hours and before- or after-hours activities.
- May be used for other promotional activities during the concurrent sessions hours of the conference.
- May not be used to function as a general display area.
- Two or more partners may NOT jointly purchase and use a single Dedicated Room except where they share a common line of products. Remittance must be made as a single sum (bank transfer).
- The number of dedicated rooms available may be limited due to room availability at the conference venue.

B. Dedicated Room purchase price: equivalent to 5 promotional sessions for a single day, 8 promotional sessions for the full two days. (For a PPA purchasing a Dedicated Room, the value of the PPA's free presentations is deducted from the Dedicated Room purchase price.) Dedicated Room rates are not dependent upon number of concurrent session time-slots scheduled at the International Conference.

C. Ordering a Dedicated Room for the International Conference

To reserve and purchase a Dedicated Room, follow the procedure below:

Step 1. Indicate along with or separately from your OP application form your intention to purchase a Dedicated Room and email this intent to the following:

Email: opliaison@koreatesol.org

Step 2. Transfer your Dedicated Room (and other International Conference Display Square and advertisement) payments to the KOTESOL bank account listed on the OPs application form.

Step 3. A confirmation of the receipt of your payment will be emailed to you.

3. Dedicated Rooms at Other KOTESOL Events

Dedicated Rooms may be made available at other KOTESOL conferences and events, and will be governed by conditions specific to that event.

Additional Conditions and Stipulations of Agreement

The following conditions apply to all KOTESOL Organizational Partners (OPs) regardless of type of OP membership. Failure to abide by them may result in termination of OP membership.

- Each display must remain within its designated display space and designated location.
- The displays for the International Conference are expected to be staffed for the full length of the event – Saturday 9 am through Sunday 4 pm. Setup is Friday evening, specific times to be announced in October. No deliveries after 8am Saturday.
- A partner may not provide display space, promotional sessions, or advertising space to another business entity with whom they do not have an ongoing contractual relationship.
- Any displays or commercial presentations provided by KOTESOL “Free of Charge” to a partner are to be counted within the limits placed on the number of displays and sessions that a partner of that classification may hold.
- Half-page advertisements are available at one-half (½) of the full-page prices. Quarter-page advertisements may be available.
- The KOTESOL OP Liaison is the principal representative of KOTESOL in matters relating to KOTESOL’s Organizational Partners and the OP Agreement.

KOTESOL continues to upgrade its website at www.koreatesol.org with anticipated new functionality. These services may include:

- Electronic notifications containing individual OP member-related information to be sent to KOTESOL account-holding members.
- OP banners with clickable links embedded in KOTESOL electronic news messages.
- OP promotional advertisements to appear in KOTESOL electronic bulletin.
- OP logos (clickable) to appear at bottom of KOTESOL website main page.
- Dedicated area for OP forum and/or classified advertisements.
- OP promotional video and/or commercial conference presentation video to be hosted on KOTESOL Vimeo and/or KOTESOL YouTube video accounts.
- Traffic summary reports of website pages carrying OP materials.

Trial (“beta”) services may be offered to a limited number of partners at discounted rates prior to general availability.

New organizations may be offered discounted rates for activities taking place in the second half of the partnership year.

Note: Korea TESOL does not share, sell, or exchange personal data from our members.

Korea TESOL 2016–17
Organizational Partnership (OP) Application
Partnership period: Sept 1, 2016 – Aug 31, 2017

Place a check in the box next to the OP category that your organization is applying for.

- Premium Partnership Associate (PPA) Teacher Education Associate (TEA)
 General Partnership Associate (GPA)

Company Name: _____

Mailing Address: _____

(새주소)

_____ (new 5-Digit) **Postal Code:** _____

Primary Contact Person: _____ Company Position: _____

Tel: _____ Cell: _____

Email: _____

Secondary Contact Person: _____ Company Position: _____

Tel: _____ Cell: _____

Email: _____

Website for <http://koreatesol.org/> link: <http://>_____

How would you like to participate in the KOTESOL 2016 International Conference?

Number of Displays: _____ **Advertisements:** _____

Number of Presentations: ____ **Dedicated Room:** (Yes) / (No) **Other:** _____

Do you require an invoice for the above prior to making payment? YES / NO

Applying for OP Membership

Step 1. Complete and email the above application form by **July 31, 2016** to the following:

Email: opliaison@koreatesol.org

** As there is limited display space for the International Conference, and limits for certain OP categories, we encourage you to submit your application and remit annual dues as early as possible, before the **July 31, 2016** deadline. Date of receipt of membership payment may affect display area selection priority.

Step 2. Transfer your membership dues and other payments by **July 31, 2016**, to the following bank account. *(Due to a recent bank merger, you may find this listed as "Korea Exchange Bank.")*

Account Holder: KOTESOL (대한영어교육학회)
KEB Hana Bank Korean Won Payments: Account No: 630-006952-841
KEB Hana Bank USDollar Account No.: 650-007471-805
(SWIFT code: KOEXKRSE)
Bank Address: KEB Bank, Suwon Banking Center Branch,
170 Gwongwong-ro, Paldal-gu, Suwon-si, Gyeonggi-do 16488, S. Korea
Phone: 82 (032) 238-8730

Step 3. Please also send us a print-quality image of your logo for print and website uses!