

### **Sponsorship For New Directions 2018**

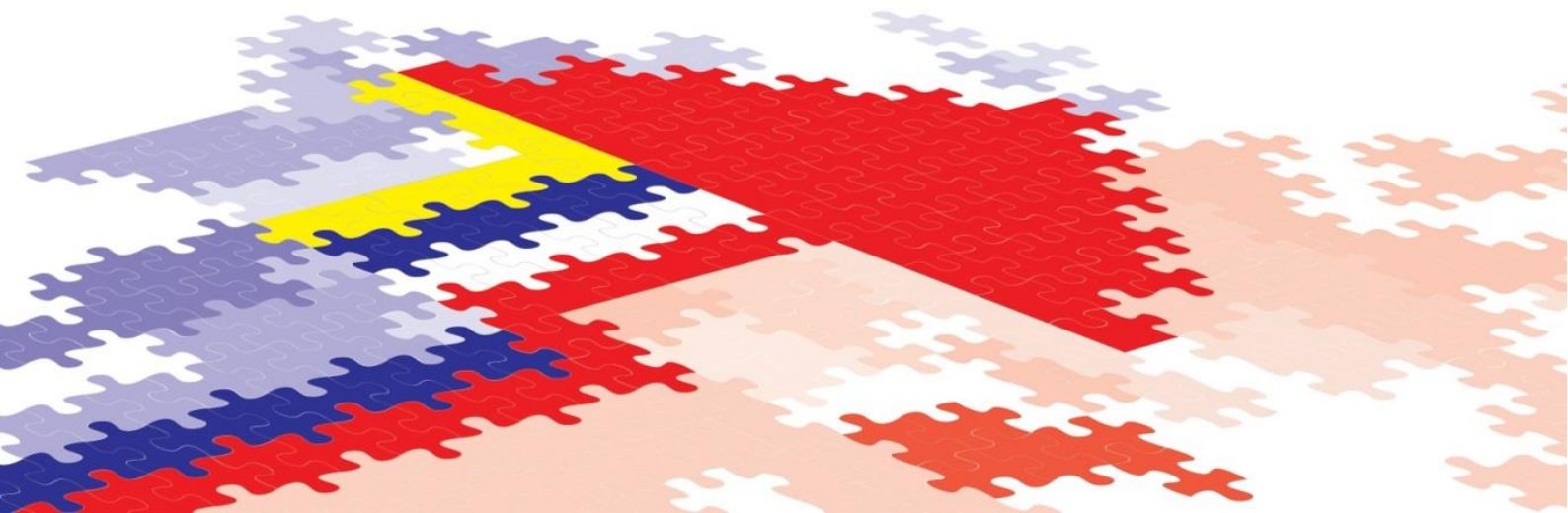
New Directions in English Language Assessment is the British Council's annual conference for international leaders in the field of English language assessment. The conference attract decisions makers, policymakers, thought leaders and industrial leaders in English language assessment, these may include ministerial officials, leaders of universities and colleges, top-level vocational figures, senior academic staff, directors of non-governmental organisation and business leaders from more than 20 countries across the globe.

In addition to the platform for leaders to debate and discuss the language assessment issues and collaborative solutions, New Directions provides an unrivalled opportunity for networking and has become a fixture on the global education calendar.

The theme of the 6<sup>th</sup> New Directions in English Language Assessment is Standards in Learning Systems. This two-day conference + one-day workshop will be held from **22 – 23 October 2018, at Grand Hyatt Hotel, Kuala Lumpur, Malaysia**. With an estimation of 400 global participants attending this conference event, it offers you the opportunity to build your profile with leaders while they set the future trend of English language assessment around the world.

### **Sponsoring and exhibiting at New Directions 2018 allows you to:**

- Build and develop relationships with influential high-level educators, business figures and government bodies
- Forge partnerships with key leaders in English language assessment
- Build awareness and maximise exposure of your organisation, products and services to all participants
- Observe and discuss the latest data, market trends and research findings on English language assessment
- Present your product, company or self on a global level from one location.




**How to get involved**
**Sponsorship**

We offer you the opportunity to build your profile with leaders in English language assessment and open windows of opportunity for your business.

Package	Availability	Sponsorship amount (MYR)	Deadline for application
Conference Sponsor	3	30,000	31 August 2018
Dinner Sponsor	1	20,000	

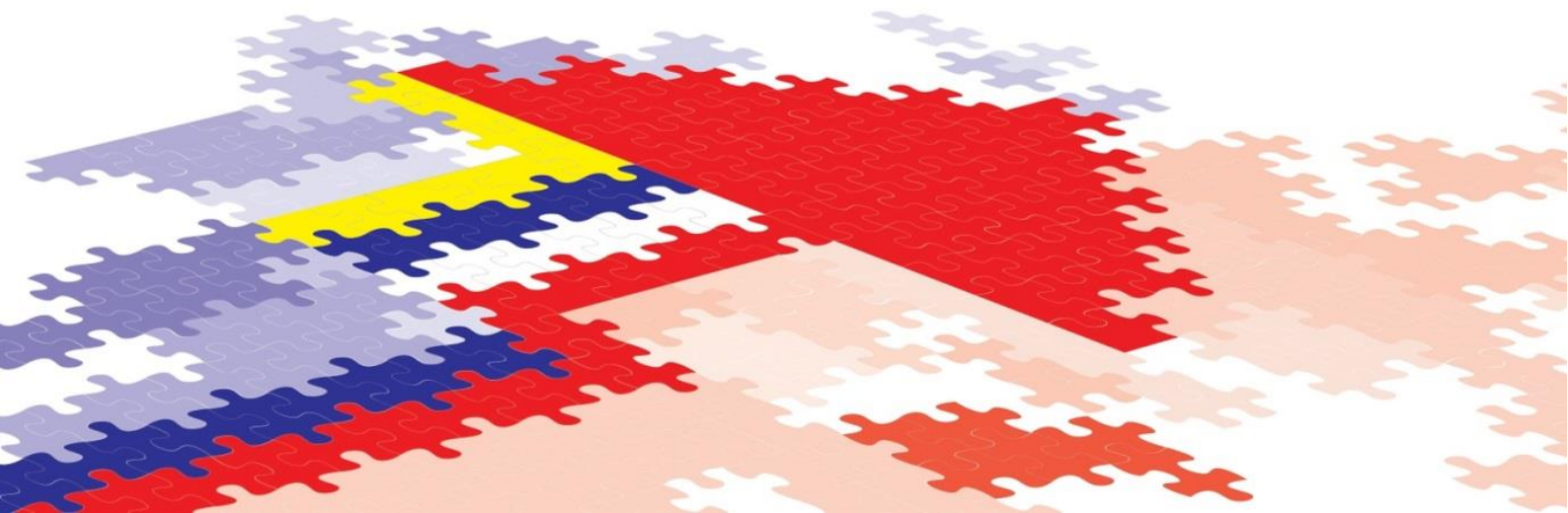
**Conference Sponsor's benefits:**

- Branded staff T-shirts with New Directions 2018 event logo and sponsor's corporate logo
- Corporate logo and name on sponsors' acknowledgement boards throughout venue
- Inclusion of your promotional materials in the conference delegate bags
- Corporate logo on event holding slides
- Corporate logo on the plenary stage holding screen and backdrop
- Corporate logo and contact details on the sponsor section of the conference website
- Acknowledgement, Corporate logo and web link in the conference programme booklet
- One (1) complimentary exhibition booth with one (1) table, two (2) chairs and two (2) power plug points included
- Two (2) complimentary conference tickets.

**Dinner Sponsor's benefits:**

- A special mention and acknowledgement during the dinner opening speeches
- Opportunity to present a speech during the dinner opening (up to three [3] minutes)
- Privilege to place up to four (4) pull-up banners within the dinner venue
- Corporate logo and contact details on the sponsor section of the conference website
- Acknowledgement, Corporate logo and web link in the conference programme booklet
- Two (2) complimentary dinner tickets.

\* All sponsor package prices are exclusive of taxes.



**6<sup>th</sup> British Council New Directions in English Language Assessment Conference:**  
**Standards in Learning Systems**

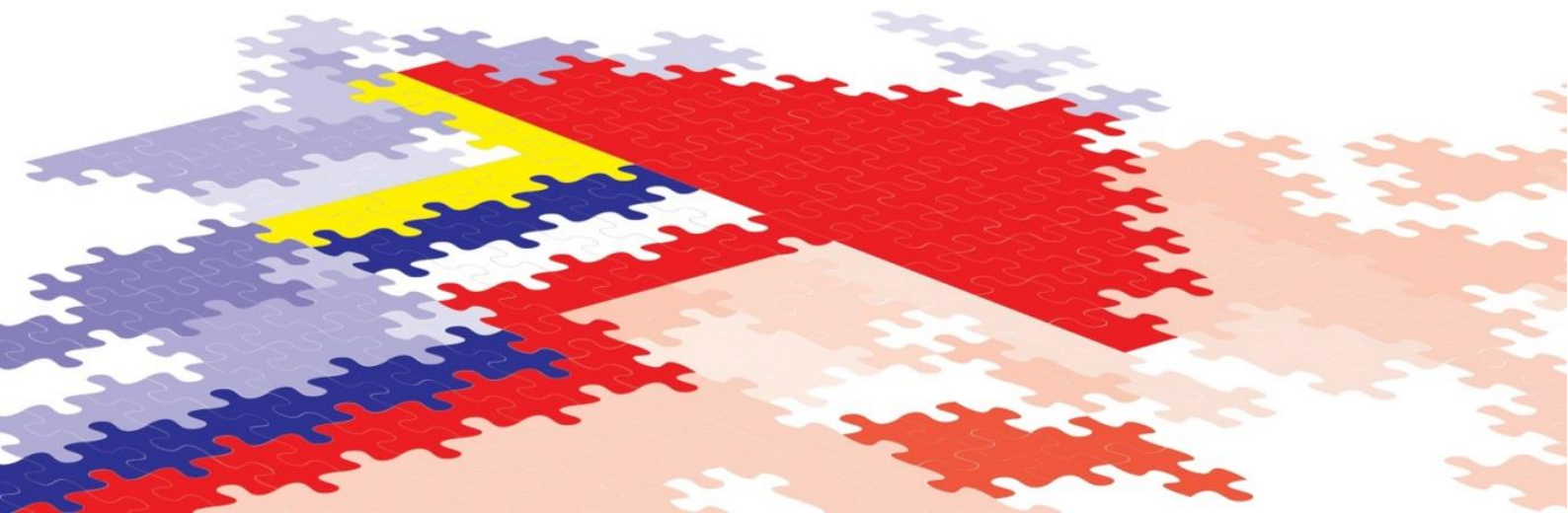
**KUALA LUMPUR**



22 - 23 October 2018

**How to sign up:**

- Kindly complete the sponsorship application form and email to [newdirectionseastasia@britishcouncil.org](mailto:newdirectionseastasia@britishcouncil.org).
- Limited space available, sponsorship package is on a first-come-first-served basis, according to the date of booking and payment received. We reserved the right to reject any late registration for sponsorship package.

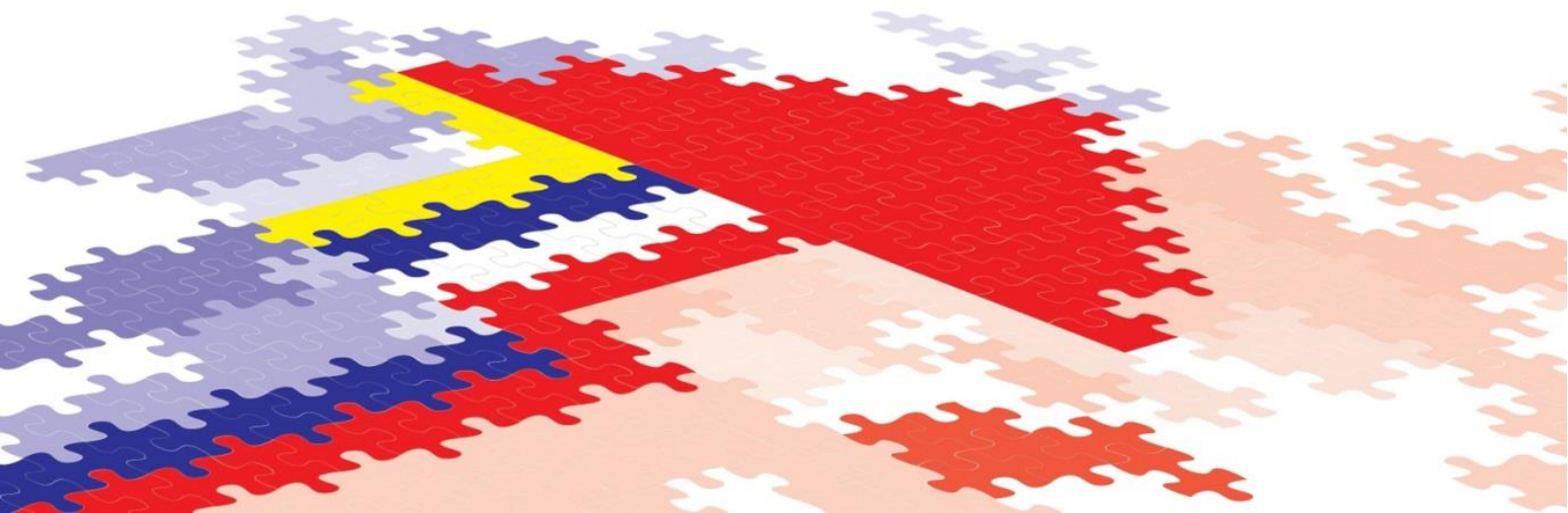




**New Directions 2018 Sponsorship Application Form**

**Organisation Information**

<b>Organisation Name (for invoice):</b>	
<b>Organisation Name (for display on website and booklet):</b>	
Organisation address:  City:  Postal/Zip Code:  Country:	
GST Reg. No (if applicable):	
Contact Person Full Name:  Job title:	
Work Phone:	Mobile:
E-Mail:	Fax:



**6<sup>th</sup> British Council New Directions in English Language Assessment Conference: Standards in Learning Systems**

**KUALA LUMPUR**



22 - 23 October 2018

**We would like to apply for:**

Package	Availability	Sponsorship amount (MYR)	Deadline for application	Please tick whichever is applicable
Conference Sponsor	3	30,000	31 August 2018	
Dinner Sponsor	1	20,000		

\*All prices are net and in MYR. Relevant taxes (if applicable) will be added.

By signing this Application Form, we accept the Terms & Conditions for Sponsorship and the Cancellation Conditions.

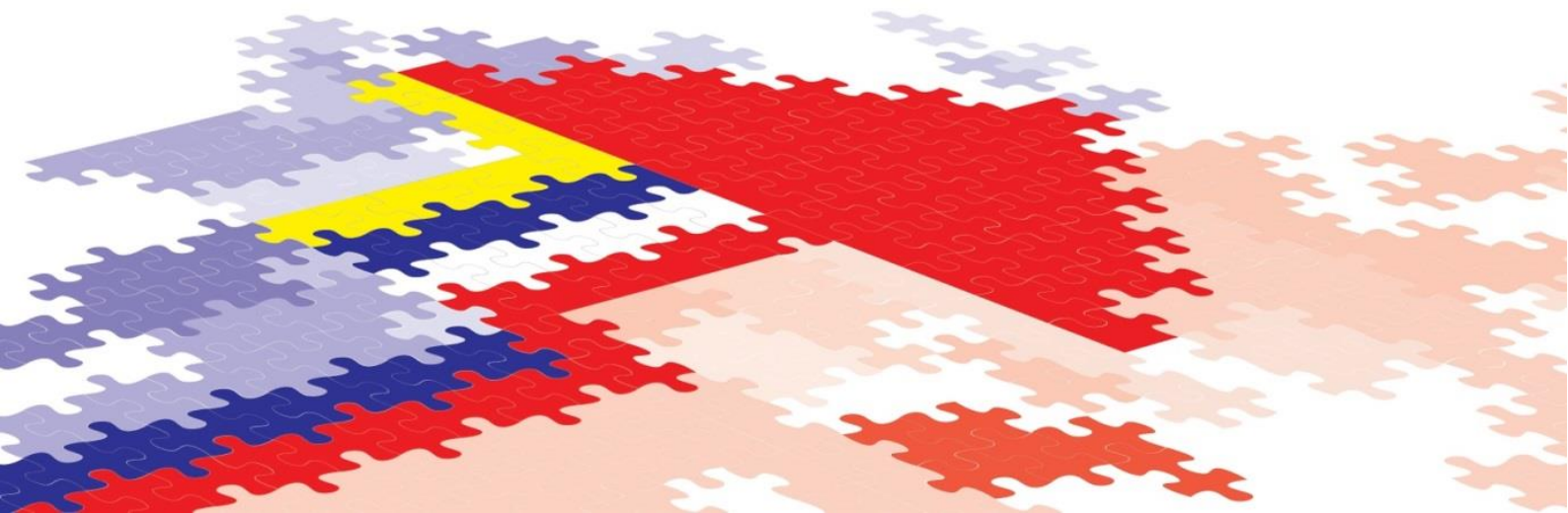
\_\_\_\_\_  
 Authorised Signature (with organisation stamp)

Name: \_\_\_\_\_

Job title: \_\_\_\_\_

Date: \_\_\_\_\_

You will receive the final invoice for the applied sponsorship package from the British Council to whom payments have to be made. Full payment must be received within **21 days after receipt of invoice**. If not, the British Council reserve the right to re-allocate the sponsorship package opportunity.



**6<sup>th</sup> British Council New Directions in  
English Language Assessment Conference:  
Standards in Learning Systems**

**KUALA LUMPUR**



22 - 23 October 2018

All payments are made payable to:

Account Holder Name : **BRITISH COUNCIL**  
Bank Name : **CITIBANK MALAYSIA**  
Bank Account Number : **0-115889-028**  
SWIFT-CODE : **CITIMYKL**  
Reference : **Organisation name, Sponsorship, New Directions 2018 Kuala Lumpur**

For more information, please contact:

**Tan Chen Yong**

Project Manager (Examinations)

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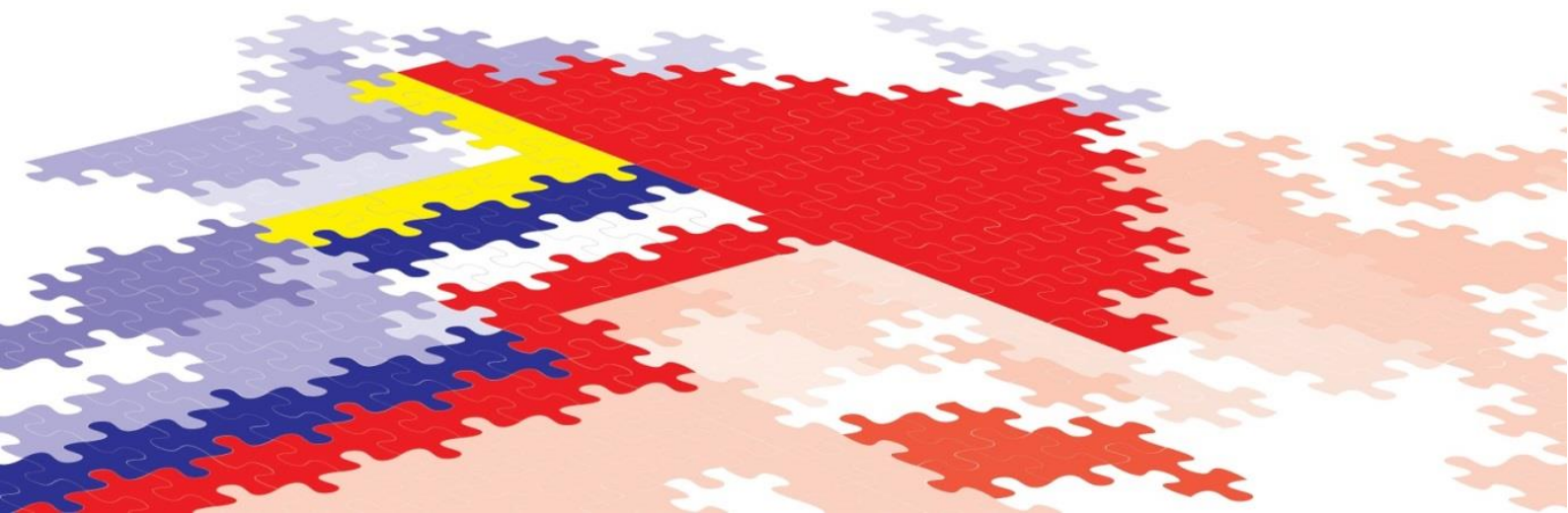
E: [chenyong.tan@britishcouncil.org.my](mailto:chenyong.tan@britishcouncil.org.my)

**Dencoln Tan**

Exams Marketing Manager

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## **TERMS AND CONDITIONS FOR SPONSORS AND EXHIBITORS**

### **1. Application for Sponsorship**

In order to be considered as a Sponsor and/or for the Exhibition, the application form must be completed and signed by a legally competent individual, and received by the British Council before the deadline. However, emailing or delivering the Application Form to the British Council does not constitute a formal agreement that the Sponsor/Exhibitor will be accepted. Contractual Conditions are constituted only after the British Council has sent written confirmation of acceptance to the Sponsor/Exhibitor. In case of acceptance, Sponsors/Exhibitors will be bound by the Terms and Conditions for Sponsors & Exhibitors.

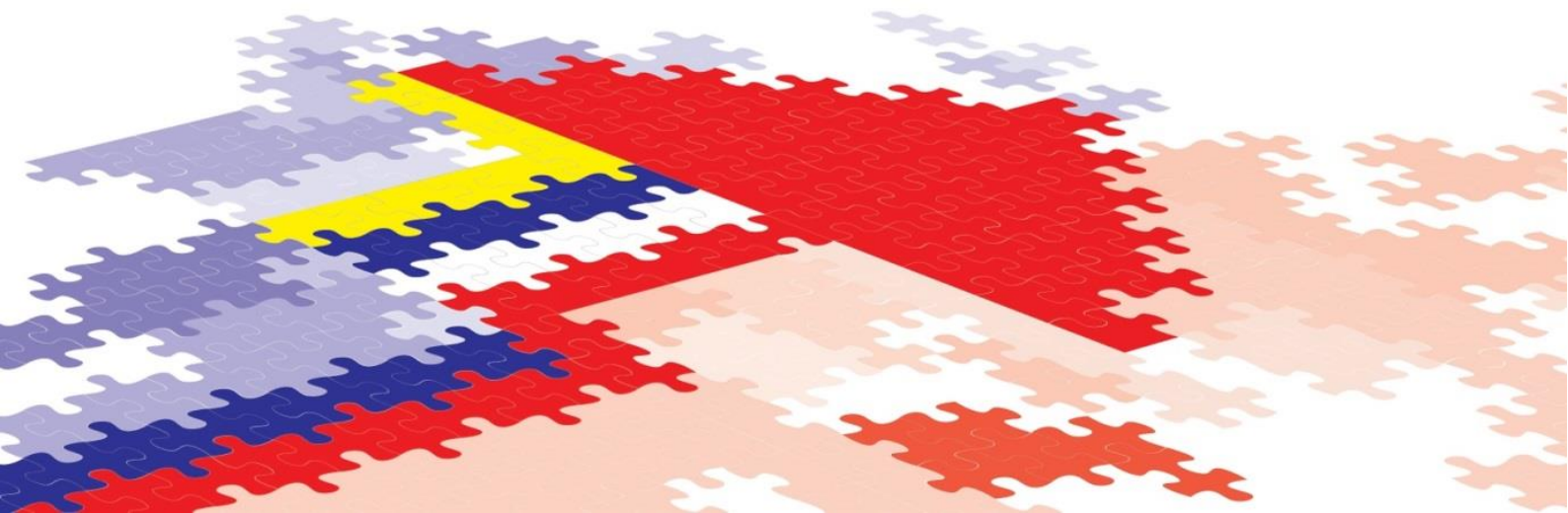
The British Council reserves the right to refuse any application to sponsor/exhibit without giving cause. Sponsorship packages and exhibition space is allotted according to the terms and conditions as listed in the Information for Sponsors & Exhibitors. Any organisation that disobeys the directives of the British Council may be excluded by the British Council. Such organisations are liable for the whole payment, and for all incidental expenses including any related tax. All oral agreements, special permissions and special arrangements are valid only upon receipt of written confirmation.

### **2. Obligations and Rights of the Exhibitor**

Exhibition space may only be used for exhibiting and advertising the Exhibitor's products, materials or services that is related to the organisation as described in the application form. Advertising materials may be distributed only within the confines of the table. Any promotion outside the respective exhibition space is forbidden (such as distributing flyers etc.). The partial or complete subleasing or otherwise relinquishing of the space to a third party, as well as private agreements for switching tables or floor space between two exhibitors is prohibited. The British Council reserves the right to inspect the exhibition space at any time. Tables need to be occupied during exhibition hours. The exhibition space is to be used only during regular opening hours. It is strictly forbidden for companies/organisation, which are not exhibitors, to advertise in any way in the exhibition space or in the entrances to the exhibition space.

### **3. Obligations and Rights of the British Council**

The British Council reserves the right to revise the benefits/content of sponsorship package, time and location of the exhibition or to shorten the duration of the exhibition. Any change regarding the above does not entitle the sponsor/exhibitor to cancel the contract nor to request a fee reduction or to put forward a claim for damages incurred by these changes.





**4. Liability Insurance**

The Sponsors and Exhibitors shall take part in New Directions 2018 at his/her own risk and should take action to ensure that they have appropriate insurance cover. Equipment and all related display materials installed by the Sponsors and Exhibitors are not insured by the British Council and they will under no circumstances be liable for any loss, damage or destruction caused to equipment, goods or property belonging to the Sponsors and Exhibitors. The Sponsors and Exhibitors agree to be responsible for their property and personnel, and for the property and personnel and for any third party who may visit his space to be covered by full and comprehensive insurance, The British Council will not be liable for any injuries to the personnel of sponsors/exhibitors attending the conference.

**5. Set-up of exhibition space**

To ensure the smooth running of the congress, Sponsors/Exhibitors must obey all directives and instructions of the British Council regarding the use of tables, their decoration, the use of self-designed and self-constructed decorations. Before setting up their tables / displays / installations, Exhibitors must first contact the British Council and reconfirm placement of the table as well as inform themselves of any special regulations relating to their tables. Written permission also needs to be obtained for any changes or additional rented objects/facilities.

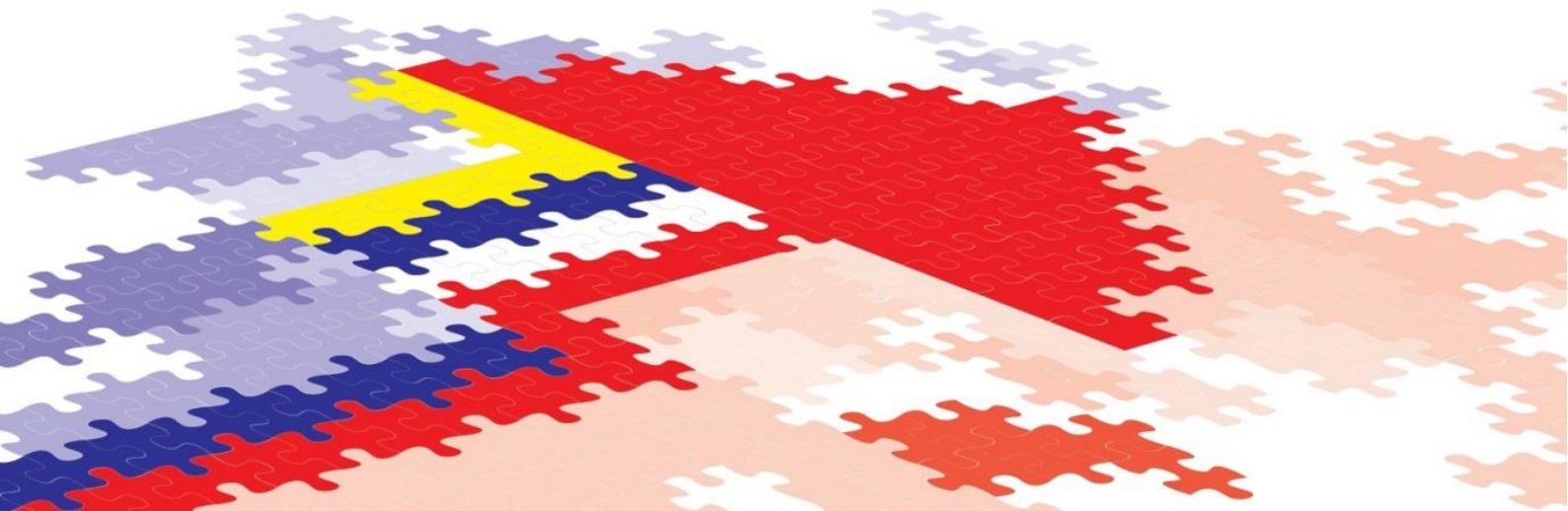
Tables must be set up and completed during the timeframe designated. The British Council reserves the right to demand changes on exhibiting items or refuse the Exhibitors to continuing exhibit, to adhere the safety regulations, technical requirements, or the responsibility of preserving or obtaining the best possible overall image for the exhibition, as judged by the British Council, so require.

Should an exhibitor not follow the directives of the British Council or not carry out such directives within a reasonable time, the British Council reserves the right to take the necessary steps at the cost of the Exhibitor. The British Council reserves the right to close or obstruct unused entrances or exits to the exhibition rooms and the right to direct the Exhibitor to another space in the exhibition hall if necessary even if this directive conflicts with previous written agreements.

**6. Maintenance of booths and exhibition area**

Sponsors/Exhibitors are responsible for the proper care of all furnishing and tables in the exhibition space. Hired furnishings from the hotel must be returned in an acceptable condition and in an orderly way. To avoid scratches and furrows on floors as the result of sliding heavy packing cases, exhibitors are required to use protective coverings. It is not permitted to drive nails or hooks into the walls of the exhibition space, to install electric wiring or to cut or drill holes in the surrounding walls. Empty containers and packing materials must be disposed of at the exhibitor's expense before the start of the exhibition; cleaning the space is the Exhibitor's responsibility.

No part of an exhibit may protrude beyond the allotted area on any side. Decorating materials used by the exhibitor must be fire-proof. Prior to use, written proof of this fact must be presented to the British Council. Police regulations, fire regulations and other official regulations must be observed at all times.





**7. Electrical installations/power consumption**

Any costs related to a main power supply and the wattage of the exhibition space's electric equipment is not included in the rental fee. Electrical installations within the booth are at the Exhibitor's expense; however, such installations may only be carried out by an electrician appointed by the hotel. The British Council however is not responsible for any loss or damage, which may occur from interruptions or defects in the electric power supply.

**8. Cancellation**

Notification of cancellation must be made in writing and email to the British Council at [newdirectionseastasia@britishcouncil.org](mailto:newdirectionseastasia@britishcouncil.org). No refunds will be made for cancellations on sponsorship packages.

**9. Modification in New Directions 2018**

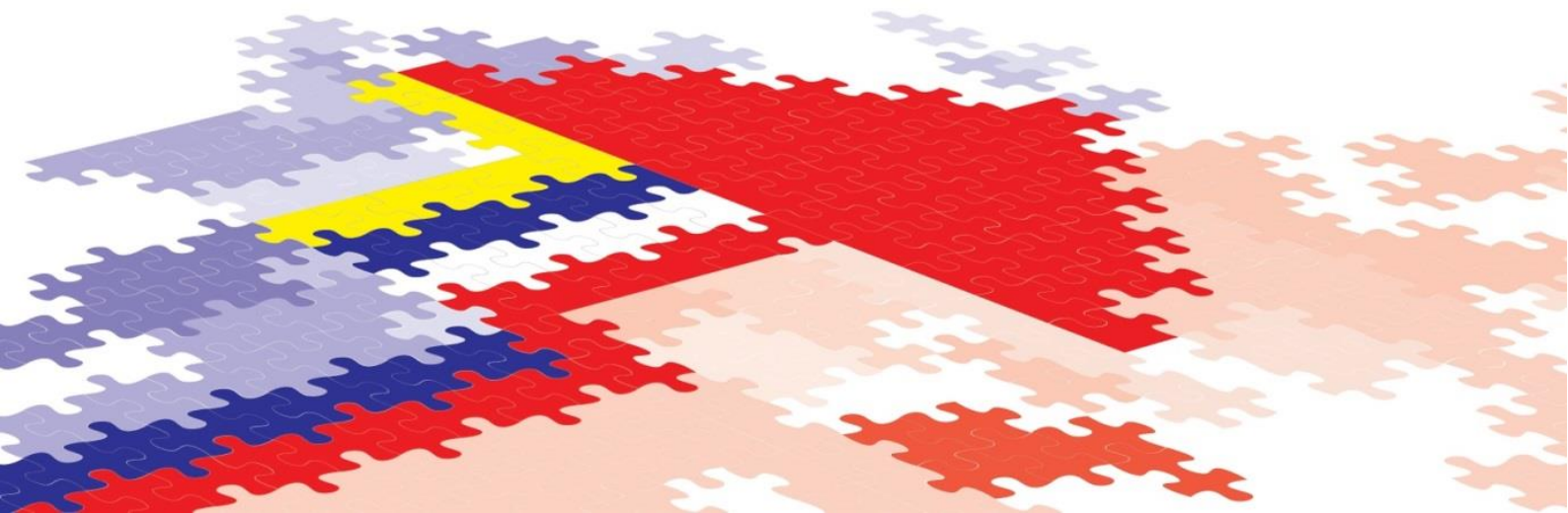
The British Council reserves the right to modify without prior notice, the sponsorship packages and exhibition space content, the programme, schedule, content and any statement in the promotional materials including but not limited to, brochures, website, flyers and email notification concerning, but not limited to, rules, terms and conditions, policies, fees and curriculum. The organiser reserves the right of final decision in case of any dispute.

**10. Cancellation of New Directions 2018**

The British Council will take all reasonable steps to ensure a successful New Directions 2018. In the event that New Directions 2018 are disrupted, cancelled and/or postponed due to force majeure or interventions/actions from 3<sup>rd</sup> party, every effort will be made to resume normal as soon as possible. The organiser cannot be held liable by any party for any damages, costs or losses of any nature include.

**11. Privacy and Data protection notice**

The British Council complies with data protection law in the UK and laws in other countries that meet internationally accepted standards. You have the right to ask for a copy of the information we hold on you, and the right to ask us to correct any inaccuracies in that information. If you have concerns about how we have used your personal information, you also have the right to complain to a privacy regulator. For detailed information, please refer to [www.britishcouncil.org/privacy](http://www.britishcouncil.org/privacy) or contact your local British Council office. We will keep your information for a period of seven years from the time of collection.





**12. Granting of rights for photography, film and audio material**

The British Council reserves the right to use all sponsors and exhibitors names and any photographs, video or other representations of their products taken by the New Directions committee for promotional purposes, including but not limited to publication on our website, Facebook page, advertisements and brochures.

**13. Insurance**

The Sponsors and Exhibitors shall take part in New Directions 2018 at his/her own risk and should take action to ensure that they have appropriate insurance cover. The British Council shall not be liable for any claims by the attendees or third-party claims or losses of any nature, including but not limited, loss of profits, punitive, indirect, special, incidental, or consequential damages or for other damages and any related claims of any nature, including direct, indirect, third-part, consequential or other damages resulting from or in connection with New Directions 2018.

**14. Fulfilment and Jurisdiction**

This document shall be subject to the law of Malaysia. In the event of any legal claims arising from either party, Malaysia shall be the sole court of jurisdiction.

