



TESOL COLOMBIA

*Human Intelligence in
the Age of AI*

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HUMAN INTELLIGENCE IN THE AGE OF AI

MAYO 19 - 21

2027



On behalf of **TESOL Colombia**, we are pleased to extend a special invitation to be part of one of the most important academic gatherings in the field of English teaching and educational innovation in the world.



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TESOL Colombia 2027 will bring together teachers, researchers, academic leaders, institutions, and national and international organizations in a space designed to promote knowledge exchange, educational transformation, and the creation of new opportunities for global impact. Under the theme **“Human Intelligence in the Age of AI,”** the event will open up discussions about the role of creativity, technology, and human talent in the future of education.



The participation of strategic partners and sponsors will be key to strengthening this academic experience and creating meaningful connections with a highly qualified and influential community within the education sector..

Your presence at TESOL Colombia 2027 will be a unique opportunity to position your brand, increase your institutional visibility, and connect with an international initiative that promotes innovation, internationalization, and the development of language learning.

WHY TESOL COLOMBIA 2027?



TESOL Colombia 2027 will mark a new stage in the event's academic and business experience, offering a renewed format, more innovative and with a greater impact for sponsors and attendees.



In this edition, we expect the participation of **over 500 attendees** and will have guests and personalities with great international recognition, as well as high-level academic profiles that will guarantee a relevant and transformative experience for the educational community.



The event will include **new networking and exhibition spaces with booths and innovative services that haven't been featured in previous editions**. Also, we will implement marketing strategies and specialized coverage before, during, and after the event to boost the visibility and impact of our partners and sponsors.



TESOL Colombia 2027 **will also have strategic partners in key areas like ticketing, interaction platforms, and digital experiences**, establishing itself as a renewed experience that will raise the level of the event and exceed the expectations of attendees and participating brands.

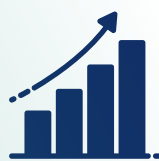
WHY BE A SPONSOR?



TESOL Colombia 2027 will bring together teachers, researchers, academic leaders, institutions, and national and international organizations in a space **focused on innovation, internationalization, and the future of English teaching.**



Being a sponsor of the event will allow your brand to strengthen its **visibility and positioning** in front of a highly qualified community, as well as generate strategic connections with key players in the educational sector.



Through networking experiences, brand activations, and presence in academic and digital spaces, **sponsors will be able to increase their impact, stand out, and associate** themselves with one of the most important academic events in the region.

BENEFITS TABLE:

Below, you will find the different sponsorship categories and the benefits associated with each, designed to provide greater visibility, positioning, and opportunities for strategic connection during TESOL Colombia 2027



TESOL COLOMBIA 2027 SPONSORSHIP BENEFITS

	 MAIN SPONSOR	 GOLD SPONSOR	 SILVER SPONSOR	 ACADEMIC / INTERNAL ALLY
Sponsorship value (USD)	3.500 USD	2.500 USD	1.750 USD	950 USD
Stand – Exhibition Hall and Technology Center	12 m²	8 m²	4 m²	4 m²
Event access (registration included)	7 courtesies	5 courtesies	3 courtesies	3 courtesies
1-hour plenary session (subject to academic committee approval)	1 session	-	-	-
30-minute plenary session (subject to academic committee approval)	-	1 session	-	-
Concurrent academic sessions of 45 min (subject to approval by the academic committee)	2 session	1 session	1 session	-
Participation in special interest groups or spaces (TESOL FEST)	1	-	-	-
Institutional video maximum 1 minute before the plenary	1	-	-	1
Promotional videos of about 1 minute in the auditorium	3	2	1	1
Advertising rotation on lobby screens	✓	✓	✓	✓
Mention and logo on the website	✓ Premium	✓ Estándar	✓	✓
Mention on official social media (direct post)	✓	✓	✓	✓
Nombre en programa oficial digital	✓	✓	✓	✓
Presencia en backing oficial de patrocinadores	✓ Premium	✓ Standard	✓	✓
Scheduled push notifications on the event platform	3	2	1	-
Networking with decision makers (Space for principals and coordinators)	✓	-	-	-
Participation in networking and business activities (day 1 cocktail, visitor hall)	✓	✓	✓	✓
Brand activation (Space in the outdoor pergola)	1 day (Premium Location)	1 day (Premium Location)	-	-
Presence in the official sponsors directory	✓	✓	✓	✓
Recognition during the opening ceremony	✓	✓	✓	✓
Access, interaction, and gathering contacts through the App	✓	✓	-	-
Certified as an official TESOL Colombia 2027 sponsor/partner	✓	✓	✓	✓

CHECK OUT THE TESOL COLOMBIA 2027 BOOTHS



SILVER SPONSOR

Includes: Backdrop for branding, illuminated service counter, 42" TV, high glass table with two chairs, decorative planter.

Dimensions: 2x2 meters



GOLD SPONSOR

Includes: Backdrop for branding, illuminated service counter, 42" TV, high glass table with two chairs, two decorative planters.

Dimensions: 4x2 meters



MAIN SPONSOR

Includes: Rear backing for branding, illuminated service counter, 42" TV, high glass table with two chairs, two decorative planters, preferential service area.

Dimensions: 6x2 meters

TAKE YOUR BRAND TO THE NEXT LEVEL:



TESOL Colombia 2027 also offers the possibility of accessing special sponsorship packages designed for brands that want to **achieve a higher level of visibility, positioning, and impact during the event.**



These exclusive spaces will allow sponsors to associate their **brand with experiences, materials, and strategic high-interaction areas**, achieving a distinctive presence compared to other partners and a closer connection with attendees.



This type of sponsorship represents a unique opportunity to position the brand as a strategic ally in **innovation, education, and internationalization**, standing out exclusively at key points of the event experience.

Special sponsorship	Sponsor Price
App (TESOL COL+Sponsor)	\$ 10.000.000
Printing on the badge ribbon	\$ 4.000.000
Totebag - Kits: Bag (TESOL COL+Sponsor) + promotional material	\$ 5.000.000
Snacks	\$ 15.000.000
Media Lounge	\$ 7.000.000
Photo Booth (TESOL COL+Sponsor)	\$ 5.000.000
TESOL Fest (Cocktail)	\$ 10.000.000

Let's be part of the

FUTURE OF EDUCATION TOGETHER:



TESOL Colombia 2027 will be much more than an academic event: it will be a space for connection, innovation, and transformation that brings together leaders, institutions, and organizations committed to the future of English teaching and global education.

We invite you to be part of this experience as a strategic sponsor and to position your brand on a platform with **national and international** reach, designed to create visibility, connections, and real impact in the educational community.

We look forward to having your brand at TESOL Colombia 2027 and **creating a memorable experience together for all the attendees.**





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