LOCALIZATION WORLD
CONFERENCE & EXHIBITS

PARIS, FRANCE, 4-6 JUNE , 2012

SEATTLE, WASHINGTON, OCTOBER 17-19 , 2012

Mission

Localization World creates a network for the exchange of high-value information in the language and translation services and technologies market. The flow of information takes place in an open and objective environment fostered by three strategies:

- *Creating industry-focused knowledge tracks to promote professional development*
- *Maintaining a transparent networking structure to stimulate peer-to-peer communication*
- *Providing exhibit space for vendors to showcase the latest industry developments*

Localization World helps companies to accelerate their international business by providing easy access to the right information, knowledge and resources to aid them when crossing language and cultural barriers.

Global Renown

Localization professionals from approximately 40 countries recognize Localization World to be the most respected industry event. Attendees have consistently stated that the conference is the single most productive and therefore most important event of its kind.

Locations and Dates

4-6 June 2012: Localization World Paris

October 17-19, 2012: Localization World Seattle

The Leading Industry Event

Localization World is a conference and networking facilitator dedicated to the language and localization industries. International product and marketing managers from high-tech, automotive, medical, financial, and other manufacturing and service industries attend Localization World to:

- *Meet language service and technology providers*
- *Network with their peers in other companies and industries*
- *Enhance their knowledge of the latest industry developments*

» We haven't missed a single Localization World event, as attendees or exhibitors, since the first conference in Seattle in 2003. These events have become the mainstay of our localization industry conference presence. They are always an excellent opportunity to learn, network and meet hundreds of contacts – old or new. «

Libor Safar
Marketing Manager
Moravia Worldwide

» Localization World is by far the leading industry event. It always provides us with opportunities to engage with thought leaders in the industry and develop new business partnerships. «

Kathleen Bostick
VP Global Marketing
Lionbridge

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Be a Localization World Sponsor

Localization World has become the most respected event in the language industry. Take advantage of this business opportunity and present your company to key people in multiple industries.

» Sponsoring the dinner at the last Localization World Conference in Barcelona (June '11) was the perfect highlight for us as exhibitors and speakers. We gained a huge visibility not only for the company but for our MT technology solution range. «

Elia Yuste, Pangeanic's BDM and PangeaMT's Lead

Find the Right Sponsorship

Choose from a wide range of sponsorship opportunities. You'll find the right one to fit your corporate culture, industry focus and marketing budget: from pens and note pads all the way up to the prestigious levels of medallion sponsorship.

PLATINUM

- Platinum-sponsor logo on conference signage, link and logo on website
- Inclusion in sponsor-recognition e-mail
- Company logo and message in promotional mailer to attendees
- Sponsor welcome at opening session
- 25% discount on exhibit space
- 6 free conference registrations, dinner included
- 2 advertising pages in program
- Priority exhibition space selection
- One promotional piece in bag
- 15 locworld.net advertisements

Paris: €22000
Seattle: $25000

GOLD

- Gold-sponsor logo on conference signage, link and logo on website
- Inclusion in sponsor-recognition email
- Acknowledgement at opening session
- 15% discount on exhibit space
- 4 free conference registrations, dinner included
- 1 advertising page in program
- Priority exhibition space selection
- One promotional piece in bag
- 10 locworld.net advertisements

Paris: €16500
Seattle: $20000

SILVER

- Silver-sponsor logo on conference signage, link and logo on website
- Inclusion Sponsor-recognition email
- Acknowledgement at opening session
- 10% discount on exhibit space
- 2 free conference registrations, dinner included
- 1/2 advertising page in program
- Priority exhibition space selection
- One promotional piece in bag
- 5 locworld.net advertisements

Paris: €9000
Seattle: $12000

BRONZE

- Bronze-sponsor logo on conference signage, link and logo on website
- Acknowledgement at opening session
- 5% discount on exhibit space
- 1 free conference registration, dinner included
- 1/4 advertising page in program
- Priority exhibition space selection
- One promotional piece in bag

Paris: €5500
Seattle: $7000

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Get Great Benefits

Become a Localization World sponsor and

- *Present your company to a highly qualified audience*
- *Associate yourself and your company with industry leaders*
- *Promote your company at major gatherings*
- *Enable a lively exchange of industry information*
- *Position your company among the best*

Did you know that you can save 10% on your sponsorship investment if your company sponsors the same category two conferences in a row?

Sponsorship Opportunities

Localization World offers a very attractive sponsorship program to companies interested in gaining broader market exposure in the rapidly growing language business sector. This is your chance to be noticed by both your clients and your peer companies. Brand recognition is offered through various means including website promotion, on-site signage, conference aids and social programs.

» Localization World has remained a conference of choice for us as it has grown in size, sophistication, and breadth of industry coverage over the years. «

George Stamatakos
Director of Marketing
MultiCorpora

Medallion Sponsorship

Medallion sponsors choose from four different levels that reflect their stature and commitment to the industry. Featured in all major events, medallion sponsors enjoy extended presence before, during and after the conference and receive priority exhibition space selection. For complete information, contact us to learn more.

Localization Genius Sponsorship in Cooperation with *MultiLingual* Magazine

In this exciting contest we'll send out three questions pulled from the most current issue of *MultiLingual* magazine, to more than three thousand subscribers on our e-mail list. If the three questions about localization issues are answered correctly, the entrant's name is entered into a drawing to win a full-conference pass to the next Localization World. Your company's link and logo will feature prominently in the questionnaire, and the winner's name will be displayed next to your logo on our website. Contact us to learn more.

» TOIN has been a Localization World sponsor since 2004. It's a great way to develop our brand recognition in North America and Europe. Localization World staff is kind, flexible and easy to work with. «

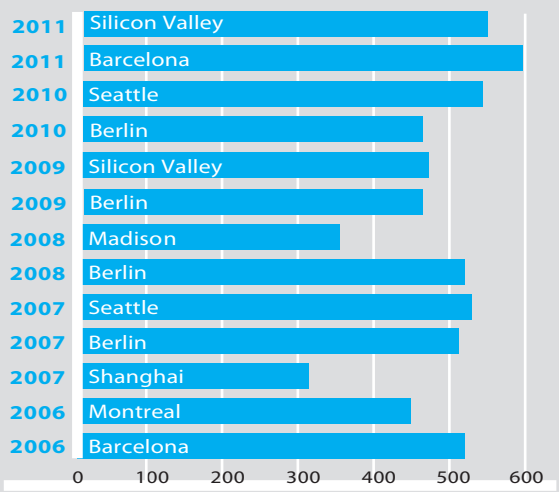
Aki Ito
Director of International Operations
TOIN Corporation

Social Event Sponsorships

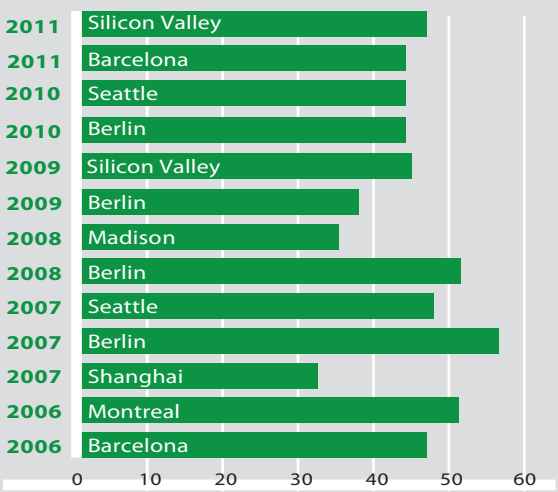
Social events, such as the opening reception, dinner and conference lunches, are excellent opportunities to associate your company with profitable networking in an informal setting. Sponsors have signage at the event, enjoy program and website sponsor listings and more. Reception and dinner sponsors may welcome event participants on behalf of their company.

LOCALIZATION WORLD BY THE NUMBERS

ATTENDEES



EXHIBITORS



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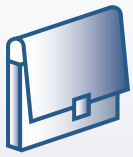
» "Localization World Conference provided an innovative platform for language service providers to present new tools and practices to the international localization community."«

Mrs. Rocío Cava Tortosa
International Business Development Manager
SeproTec Multilingual Solutions

Additional Sponsorship Opportunities

Conference aids help attendees be more productive at the conference and range from internet stations to conference bags, note pads, pens and Post-It® Notes. Each of these opportunities helps sponsors get their names in front of attendees and ensure a successful conference.

CONFERENCE BAGS



Why not have attendees carry your company name around at the most important localization industry event? We'll place your name on the bag that attendees receive when they register. We provide the bags and take care of the printing.

Paris: €8000
Seattle: $9000

NOTE PADS

Our attendees will need to take great notes as they sit in a session in our new Global Business Best Practices track or scribble down a new contact's e-mail address. This gives your company a chance to be front and center at the conference and back in the office after attendees have returned home.

Paris: €1800
Seattle: $2000

PENS

Make sure that as attendees are reaching for a pen, they're reaching for your company's name and logo. We'll ensure that each attendee gets a pen with your information printed on it.

Paris: €2000
Seattle: $2500

WI-FI

Conference attendees need to stay connected and you can reach them with this sponsorship. We'll provide a splash page when available or a redirect to your website. You'll also receive a company listing in the program and signage. If a password is required, there will be additional exposure on the signage or handout.

Paris: €3000
Seattle: $3500

LITERATURE IN BAGS

Send us business or promotional material to insert in every attendee's bag. We invite your company to be creative, but reserve the right of final approval.

Paris: €750
Seattle: $900

POST-IT® NOTES

Simple and effective and always useful! Each attendee will receive a block of notes with your name, logo and other information prominently displayed.

Paris: €850
Seattle: $1000

Contact Information

Tel: USA 608-826-5001
E-mail: sponsors@localizationworld.com