

Promote your app(s) at the Inclusive Learning Technologies Conference in Oz in May 2012 – and for the 12 months to follow!

I'm contacting you on behalf of the [Inclusive Learning Technologies Conference 2012](#) team in Australia re an exciting opportunity for your company to promote your app(s) directly to our 1200+ delegates attending the conference from **22nd to 25th May this year**. 1200+ delegates gathered to enthusiastically learn about iPads, apps and other educational technologies to support their students. Students who struggle with literacy. Students with disabilities (including autism). Students who just need a bit more support than others.

Your app and Promo Materials



Online for 12 months!

Installed
on 200
iPads!



Viewable by
1200+ delegates!

Inserted into
1200+ satchels!

What are we offering?

- Installation of your app on the 200 iPads being used for hands-on workshops and on loan to selected delegates at the conference.
- Inclusion of printed materials re your app(s) in 1200+ delegate satchels (if you wish to take up this offer).
- Posting of e-versions of promotional materials to the Online Resource Hub to be accessed by all delegates throughout the four days of the conference.
- Posting of a list of direct links to iTunes for all apps installed on the Conference iPads along with a short description of each app.
- This Online Resource Hub will house all presentations, videos and handouts/links used by presenters at the conference and will be hosted by Spectronics for a full 12 months to follow the conference. All 1200+ delegates will be encouraged to visit the Resource Hub and will return often given the value of the resources housed there.
- The Online Resource Hub will be promoted worldwide via our extensive social media channels allowing non-delegates to purchase log-ins to access the Hub for the full 12 months (as we have received many requests for this option to be available).
- And a free 12 month subscription to the Online Resource Hub for you too!

What are we asking of you in return?

- \$750 for installation of one app and inclusion of a one page printed insert for the 1200+ delegate satchels and/or e-insert for the Online Resource Hub.
- \$1000 for installation of up to three apps and for a multi-page insert or catalogue (printed and e-versions) as above.
- Three promotional codes for your app(s) for use at the conference and “on-the-road” in iPad presentations by Spectronics’ Training/Consultancy Team. To include your app on all 200 Conference iPads, we are able to use just one promotional code **IF we have your written permission to do so**. All iPads (on loan for the event from Apple Australia) will be synced from a common build. Of course at the end of the conference all apps will be deleted from these iPads and each will be restored to its original settings.
- Any additional printed or e-promotional materials to be posted to Spectronics in Brisbane, Australia or emailed to me on conference@spectronicsinoz.com by Monday 30th April. (We require 1350 copies of any print materials to ensure a copy is included in all delegate satchels.)

Interested but need more information about the Inclusive Learning Technologies Conference? Keep reading!

To start, our short video gives you an at-a-glance overview of what the conference is about.

The Inclusive Learning Technologies Conferences are hosted every two years by [Spectronics](#), Australia and New Zealand’s largest supplier of special ed and learning support technologies – along with professional development services guiding successful application of these tools.

Our blogs re [apps for AAC \(Augmentative and Alternative Communication\)](#), [apps for Literacy Support](#) have received over 60,000 hits from all over the world. Our new [apps for Special Education](#) list (in progress) is going to be very popular too!



Innovative and practical applications of technologies to address literacy, numeracy, communication and behavioural challenges are embedded throughout the four day program. iPads and apps are very much a part of the suite of tools covered this year with many hands-on iPad workshops being run, and 200 iPads on loan to delegates to further their own hands-on experiences. Other options are also explored – but iPads and apps are where the buzz is at!

Each time it runs, the Inclusive Learning Technologies Conference grows in size, but this year the interest has been exceptional – and we are well on track to doubling previous attendance numbers! Largely because of this year’s focus on apps and iPads. The 200-seat iPad hands-on Pre-Conference workshop is now fully booked – with three months still to go! All other pre-conference sessions’ registrations don’t come close to this number.

Delegates consistently tell us that they leave with a renewed confidence, enthusiasm and commitment to the challenge of really making technologies work for their students of all ages - and ALL abilities. Principals and Team Leaders consistently tell us that their delegates return equipped with real-world strategies - enthusiastically hitting the ground running on day one of their return!

Our exhibit hall was booked out months ago – such is the reputation of the conference in the special ed and learning support community. We have a long waiting list of others wishing to be considered should a vacancy arise. This app promotion offer is one way in which your company can also be showcased to delegates attending the conference from 22nd to 25th May and to a wider community of subscribers via the Online Resource Hub for the 12 months to follow the conference!

I'm interested. Tell me what to do next!

