



[www.translation-conference.com](http://www.translation-conference.com) / [www.konferencjatlumaczy.pl](http://www.konferencjatlumaczy.pl)  
**Translation and Localization Conference + Konferencja Tłumaczy**  
29/09/2022 – 1/10/2022      Warszawa + online

## Sponsorship proposal

Become a sponsor of the Translation and Localization Conference, one of the best industry events in Central Europe! This year we're organizing a hybrid conference together with Konferencja tłumaczy (the Polish event) with simultaneous sessions and networking online and in Warsaw, Poland. Join us and meet attendees from all over the world, including LSPs, freelance translators, interpreters, QA experts, tech writers, academics and linguists.

**10% of all sponsorship packages are transferred  
to humanitarian aid for Ukraine**

### Boost your brand with us!

- Opportunity to meet the whole translation and localization industry (freelancers, LSPs, end clients)
- Increase your sales – our sponsors have a positive ROI
- Showcase your business via a dedicated exhibition booth and talks
- Find partnership opportunities
- Support the translation and localization industry

### About KTLC

**Our mission:** be a platform for the whole industry to Talk, Learn and Communicate

**Our values:** networking opportunities, insightful presentations, original content

**300+**

attendees at KTLC2020 online

**400+**

attendees at KTLC2021 online

**200+**

attendees at each previous onsite event in Warsaw since 2012

**2500**

attendees total

**25**

countries represented

**13**

conferences organized

**90%**

of attendees review with at least 4/5 stars

**180**

speakers total

## Attendee profile

- ca. 50% freelancers and small LSPs
- 25% medium-sized and large LSPs
- 15% corporations
- 5% academia
- 5% others
- From all over the world, mostly EU, USA, Canada, South America
- Experienced and professional (not newbies)

**Interested? E-mail us: [info@translation-conference.com](mailto:info@translation-conference.com)**

## Sponsorship packages

	Platinum	Gold	Silver	Bronze
Price	EUR 1490 PLN 7200	EUR 1190 PLN 5700	EUR 790 PLN 3700	EUR 490 PLN 2200
Virtual booth* + physical materials distributed to attendees				
Physical booth (if you want)				
Thank you statement at the start of the conference				
Social media post announcing the sponsorship				
Logo on materials (physical and virtual)				
Logo and description on TLC website				
Customized sponsor's announcements	4	4	3	2
Tickets (onsite tickets can be exchanged to virtual, but not the other way around; if you'd like to have more onsite tickets, see below)	3 virtual + 2 onsite	2 virtual + 2 onsite	1 virtual + 2 onsite	2 onsite
Option for attendees to opt into receiving special offers from the sponsor at registration				
Video presentation or article on our website			Can be purchased separately	Can be purchased separately
Mailing campaigns to attendees	2	1	Can be purchased separately	Can be purchased separately
Presentation online or onsite	30 min	15 min		
A word from the sponsor representative at KTLC opening				

All prices are net prices. 23% VAT may apply.

If you would like to target also the Polish-speaking audience, please e-mail us for a special offer.

For examples of articles, social media posts, newsletters, etc., please consult the last page of the prospect.

\*What is a virtual booth? It is a dedicated virtual room (like a Zoom call) where you can meet attendees interested in your services/products online, present a video of your product or do a showcase. It also enables you to organize a prize draw and upload PDF leaflets for attendees.

**Additional onsite tickets: + EUR 50 / PLN 230 each**

**Additional online tickets: please e-mail us**

## Add-ons and other options

<b>Wi-fi sponsor: EUR 200 / PLN 800</b>
The name of your company included in the Wi-fi network name or password. Logo included on cards with Wi-fi name and password.
<b>Streaming sponsor: 750 EUR / PLN 3500</b>
Your company name displayed before streaming and on all KTLC2022 materials. Statement of thanks before streamed sessions and at the beginning of the conference.
<b>Online networking evening sponsor: EUR 300 EUR / PLN 1200 (for all online networking events)</b>
Your logo at online networking events. Dedicated online networking room. Statement of thanks directly before sponsored online networking. Sponsor logo on the KTLC website. 1 online ticket to all KTLC2022 events.
<b>Workshop session: EUR 400 EUR / PLN 1600</b>
Custom onsite or online session or workshop included on the KTLC website conference program (60 minutes)
<b>Virtual exhibition booth: EUR 250 / PLN 1000</b>
It is a dedicated virtual room (like a Zoom call) where you can meet attendees interested in your services/products online, present a video of your product or do a showcase. It also enables you to organize a prize draw and upload PDF leaflets for attendees. 1 online ticket to all KTLC2022 events included.
<b>Onsite exhibition booth: EUR 280 / PLN 1300</b>
Opportunity to showcase your brand in the coffee and exhibition area at the conference. 1 onsite ticket to all KTLC2022 events included.
<b>Custom article on TLC website + announcement on social media: EUR 150 EUR / PLN 600</b>
<b>Mailing campaign to TLC attendees: EUR 150 / PLN 600</b>
<b>Coffee break sponsor: EUR 200 / PLN 800</b>
Your logo displayed at the coffee tables in the coffee and exhibition area. A statement of thanks before coffee breaks. 1 onsite ticket included.

All prices are net prices. 23% VAT may apply.

If you would like to target also the Polish-speaking audience, please e-mail us for a special offer.

For examples of articles, social media posts, newsletters, etc., please consult the last page of the prospect.

## Example materials and checklist

### All packages

What we will need from you:

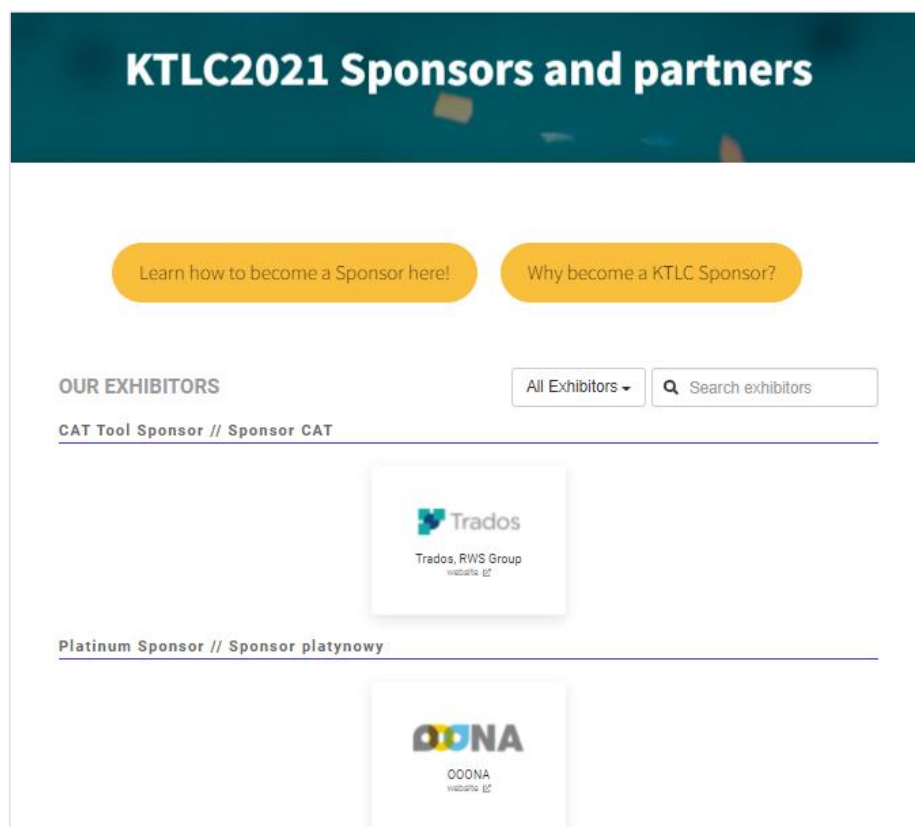
- Blurb (short info) about your company
- Logo of your company, preferably in a square format
- Full name of your company

### Logo and description on our website

What we will need from you:

- Blurb (short info) about your company
- Any links you want to include
- Logo of your company, preferably in a square format

The logo will be placed on the main page as well as on a dedicated Sponsors and Partners page, plus will be displayed on screens and the virtual platform.



## Blog article on our website

What we will need from you:

- Title of the article
- Any photos/pictures you want to include
- Full text of the article (preferably not longer than 500 words) with links placed in [[double square brackets]]

Lingo Systems team.

**Diction AG wrote about our collaboration in its in-house magazine "Dictionary":**

"In 2018 and 2019, we set about updating our software to ensure that Diction can keep pace with the digitalised world. After all, we always aim to provide our clients with precisely the services that they need to succeed. The experts at lingo systems helped us design and implement a tailored software solution that

## Social media post

What we will need from you:

- Square picture you want to include
- Link you want to include
- Text of the post (KISS – Keep It Short and Simple! For Twitter, no more than 280 characters)

Twitter: @TLConference

<https://twitter.com/tlconference>



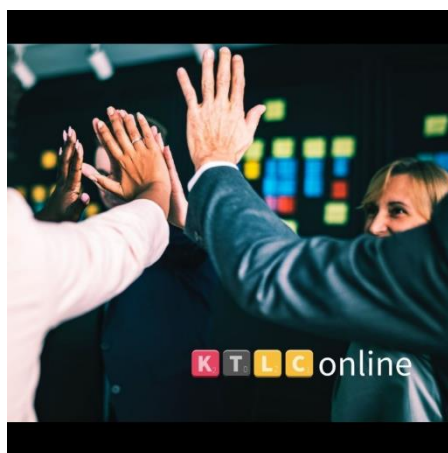
Facebook: The Translation and Localization Conference

<https://www.facebook.com/TheTranslationConference>



Instagram: @k\_t\_l\_c

[https://www.instagram.com/k\\_t\\_l\\_c/](https://www.instagram.com/k_t_l_c/)



Xing: The Translation and Localization Conference

<https://www.xing.com/pages/thetranslationandlocalizationconference>

The Translation and Localization Conference  
posted an update • 23 December 2021

Remember the free mini-event on business and mental health we did on 23 and 30 November 2021? It seems like forever ago, but we finally made the free recordings available for free for everyone interested 😊 If you participated, you should get a link in your e-mail inbox in a few minutes, and if you didn't, you can sign up here to get instant access to the recordings! Help spread the goodness and tell your friends 😊  
<https://translation-conference.com/lets-talk-mental-.../>



LinkedIn: Translation and Localization Conference

<https://www.linkedin.com/company/11392718/>






## Workshop or presentation

What we will need from you:

- Name, bio, photo of the speaker (ASAP)
- Title of the workshop
- Abstract of the workshop/presentation with particular focus on take takeaways from attendees (max 300 words)
- Whether you intend to deliver the workshop/presentation in person (onsite) or online
- Preferences for date and time of workshop/presentation – we'll try to schedule you in prime time, but if you have time zone constraints/limited attendance possibilities, please let us know
- The presentation can also be pre-recorded. In such a case, please still send us the info on the speaker, the title and the abstract, and provide the recording or link to it at least two weeks before the conference (so that we can do a technical check)



**Ania Fitak**  
Freelance Translator  
TradTech Anna i Tomasz Fitak s.c.

**Description**  
Od ponad 15 lat tłumacz techniczny i IT języka angielskiego. Były nauczyciel akademicki Katedry UNESCO w Krakowie. Ma na swoim koncie liczne szkolenia z zakresu tłumaczeń technicznych i obsługi narzędzi CAT i QA w serwisie ProZ oraz w różnych instytucjach kształcenia tłumaczy.

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**Sessions**

**Wdrażanie młodych tłumaczy do pracy w biurach tłumaczeń – niedostatki w wiedzy, rola mentoringu i poznanie rynku tłumaczeń**  
October 1, 2021  
10:15 AM - 11:15 AM  
📍 KT


**KT**

Dlaczego tłumacze nie spełniają oczekiwań LSP? Odpowiedź jest prosta. Nie spełniają, bo ich nie znają. W trakcie prezentacji przedstawimy, w jaki sposób odrobina mentoringu w odpowiednich obszarach pozwoliła w bardzo krótkim czasie zmienić dobrego tłumacza robiącego niezbyt dobre tłumaczenia w równie dobrego tłumacza, który oferuje wysoką jakość, jakiej oczekują klienci. Zwrócimy uwagę na to, czego młodzi tłumacze naprawdę nie wiedzą, choć dla osób doświadczonych w branży może się to wydawać niemożliwe. Jednocześnie zachęcimy uczestników, a przede wszystkim pracodawców z branży do dyskusji nad możliwością podniesienia jakości u młodych tłumaczy i powiększenia bazy danych o „narybek” poprzez zapewnienie informacji na temat wymagań. A może nawet uda nam się zainspirować organizatorów procesu kształcenia tłumaczy do drobnych (lub mniej drobnych) zmian i uzupełnień.

**Speakers**



Ania Fitak  
Freelance Translator, TradTech Anna i Tomasz Fitak s.c.



Barbara Wiśniewska  
BWTech Translation Barbara Wiśniewska

## Newsletter/ mailing campaign

What we will need from you:

- Text for the newsletter (no more than 500 words)
- Title of the newsletter
- Any photos or pictures you want to include
- Any links you want to include in [[double square brackets]]
- Preference for date and time of sending

The newsletter can also be sent out after the conference if you'd like.

Freshest news from the Translation and Localization Conference!



### Rethink everything you know about localization

Dear Colleagues!

This is a message from our Gold Sponsor, **OOONA**! If you are an audiovisual translator or remote trainer, be sure to give it a look – it offers various tools that will make your job easier :)

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OOONA Ltd was founded in 2012 with the aim to develop professional management and production tools to service the localization industry.

- the flagship product is [OOONA Manager](#), a cloud-based system for managing translation, subtitling and captioning workflows in a user-centric approach, with full visibility over the localization workflow and integration with financial tools.
- [OOONA EDU](#) is a cloud-based platform specifically designed for subtitling and captioning training.
- [OOONA TOOLS](#): create and edit captions and subtitles in any language online, using simple and intuitive web interface. State-of-the-art tools allow frame-accurate text timing with advanced timeline, video grid for precise caption positioning on the screen, audio waveform and scene-change detection for accurate subtitle spotting.
- [THE POOOL](#) is a new directory for the audiovisual localisation industry, where the professionals can showcase their expertise and clients can find the best audiovisual translators.

Did you have a chance to meet OOONA at KTL2020? Be sure to browse the shop at <https://ooona.oonatools.tv/>

