

IEEE INTERNATIONAL CONFERENCE ON
TEACHING, ASSESSMENT, AND LEARNING FOR ENGINEERING

TALE 2026

December 2-4, 2026 // Pattaya, Thailand



SPONSORSHIP & EXHIBITION PROSPECTUS

ABOUT



IEEE TALE 2026 – International Conference on Teaching, Assessment, and Learning for Engineers continues the long-standing tradition of the IEEE Education Society’s premier conference series in the Asia-Pacific region, bringing together researchers, educators, industry professionals, and policymakers dedicated to advancing engineering, technology, and STEM education. IEEE TALE has served as a leading forum for the exchange of ideas, research findings, and innovative practices that shape the future of learning and teaching across diverse educational settings.

As the flagship Asia-Pacific conference of the IEEE Education Society, TALE complements the Society’s global portfolio of educational conferences, providing a dedicated platform for collaboration and knowledge sharing throughout the region and beyond.

The conference offers academic, government, and industry professionals an opportunity to explore emerging research and best practices in engineering and technology education, digital and online learning, assessment and evaluation, curriculum development, learning sciences, educational technologies, and integrated STEM education.

It stands as a renowned international forum for collaboration, networking, learning, and sharing the latest advancements in engineering, technology, and STEM education. The conference aims to advance the discourse surrounding teaching, assessment, learning technologies, educational innovation, and the evolving role of emerging technologies in education.

Now in its 14th edition, IEEE TALE continues its tradition as the premier IEEE Education Society conference in the Asia-Pacific region. Building upon more than a decade of successful conferences, TALE brings together a global community of educators, researchers, industry leaders, and practitioners to exchange ideas, showcase innovations, and contribute to the future of engineering and technology education.



Pattaya, Thailand is a vibrant coastal city on the eastern seaboard of the Gulf of Thailand that combines modern conference infrastructure with a relaxed, welcoming atmosphere. Well connected to Bangkok by road and air, Pattaya offers easy international access while providing a more intimate, resort-style setting ideal for focused academic exchange. The city's wide range of hotels, convention centres, and university-affiliated venues can accommodate plenary sessions, parallel tracks, workshops, and hands-on demonstrations for engineering educators and researchers.

The city's hospitality sector is experienced in hosting international events and provides excellent support services – from professional event management and translation to audiovisual and exhibition facilities. Delegates benefit from a broad selection of accommodation options within short distances of major venues, plus plentiful dining choices that showcase Thai and international cuisine. Pattaya's compact layout makes transfers between hotels, venues, and social programmes efficient, helping attendees maximise time for networking and collaboration.

Beyond logistics, Pattaya offers an attractive programme of social and cultural activities that complement the conference agenda. Delegates can enjoy coastal walks, marine and environmental study visits, and cultural excursions that highlight Thailand's engineering and infrastructure projects. The city's warm climate and relaxed seaside setting create an inviting backdrop for discussions on teaching, assessment, and learning in engineering, encouraging informal exchange and cross-disciplinary partnerships.

Choosing Pattaya as the host for an international conference on teaching, assessment, and learning for engineering brings together practical event delivery, strong hospitality, and an inspiring environment for innovation in engineering education. The city's facilities and local expertise support a high-quality academic programme while offering delegates memorable professional and cultural experiences.

WHY SPONSOR



WHY SPONSOR TALE

- » Access to key decision-makers in higher education and digital learning
- » Visibility among policymakers, institutional leaders, and EdTech companies
- » Positioning as a European thought-leader in digital education
- » Exclusive branding, exhibition, and engagement opportunities
- » Lead generation and networking with thought influencers and practitioners
- » Long-term association with Europe's most established digital learning network

SPONSORSHIP PACKAGE OPPORTUNITIES

Audience includes:

- » Institutional leaders and academic decision-makers
- » Policymakers and government officials
- » Technology providers & EdTech innovators
- » Researchers, consultants, instructional designers
- » Educators, trainers, and doctoral students

THIS YEARS SPONSORS



SPONSORSHIP LEVELS

SILVER SPONSOR — \$2,000

- » Oral acknowledgement at conference
- » Branding in promotional materials and website
- » Standard exhibition table
- » 1 complimentary registration
- » Insert in delegate pack

GOLD SPONSOR — \$3,000

- » Oral acknowledgement at conference
- » 2 complimentary registrations
- » Premium exhibition table
- » Branding in plenary room
- » Roll-up displayed in plenary room
- » Logo on programme and website
- » Social media spotlight
- » Insert in delegate pack

PLATINUM SPONSOR — \$5,000

- » Premium visibility as major conference partner
- » Speaking opportunity (10-minute plenary or 30-minute demo session)
- » 2 complimentary registrations
- » Premium exhibition area
- » Roll-up displayed in plenary room
- » Branding on plenary screens
- » Social media interview
- » Insert in delegate pack
- » Logo + link on website and programme

DIAMOND SPONSOR — \$10,000

- » Premium visibility as top-level conference partner
- » Branding on all plenary screens
- » Promotion video during breaks
- » 3-minute presentation in opening session
- » Conduct a session (tutorial/workshop)
- » 3 complimentary registrations
- » Premium exhibition area
- » Insert in delegate pack
- » Logo + link on website and programme

ADDITIONAL SPONSORSHIPS



WORKSHOP / DEMO / PANEL SPONSOR – \$2,000

Benefits:

- » Includes 2 registration fees and a 60-minute programme slot.

COFFEE BREAK SPONSORSHIP – \$2,000 PER BREAK

Benefits:

- » Event naming rights: “TALE ‘XYZ Company’ Coffee Break”
- » Oral acknowledgement at the conference
- » Branding on conference website
- » Coverage in promotional campaign
- » Roll-up displayed in break area
- » Inserts in participant bags

WELCOME RECEPTION SPONSORSHIP – \$3,000

The opening welcome reception of the TALE Annual Conference is an important networking event bringing together leaders, delegates, and sponsors.

Benefits:

- » Event naming rights: “TALE ‘XYZ Company’ Welcome Reception”
- » Oral acknowledgement at the reception
- » Branding on conference website
- » Coverage in promotional campaign
- » Roll-up and visuals displayed in reception room
- » Inserts in participant bags

CONTACT

If you wish to advertise or exhibit at the **2026 IEEE TALE**, please contact **Jordan Richards** at jrichards@conferencecatalysts.com.

IEEE TALE Organization takes careful consideration of sponsorship applicants and reserves the right to select the most appropriate sponsors.