

## Exhibitor Prospectus Media Kit



### JALT2023

49th Annual International Conference on  
Language Teaching and Learning & Educational  
Materials Exhibition

Nov. 24–27, 2023

Tsukuba International Congress Center  
(Epochal Tsukuba) Tsukuba, Ibaraki, Japan

JALT's Mission Statement

2

JALT Chapters

3

JALT Special Interest Groups

4

JALT's Annual Conference | Conference Activities

5

More Conference Info

6

JALT Conferences: EME / AM Membership

7

Conference Attendee Testimonials

8

JALT Publications

9

JALT Online | Advertising with JALT

10

# What is JALT?

## ➔ The Japan Association for Language Teaching (JALT)

JALT is a nonprofit professional organization dedicated to the improvement of language teaching and learning in Japan. It provides a forum for the exchange of new ideas and techniques and offers a means of keeping informed about developments in the rapidly changing field of second and foreign language education. Established in 1975, JALT serves an international membership of approximately 2,300 language teachers. There are 32 JALT chapters and 32 special interest groups (SIGs). JALT is a founding member of PAC (Pan-Asian Consortium), which is an association of language teacher organizations in Pacific Asia. PAC holds annual regional conferences and exchanges information among its member organizations. JALT is the Japan affiliate of TESOL (Teachers of English to Speakers of Other Languages) International Association and a branch of IATEFL (International Association of Teachers of English as a Foreign Language). JALT is also affiliated with many other international and domestic organizations.

## ➔ Our Mission

JALT promotes excellence in language learning, teaching, and research by providing opportunities for those involved in language education to meet, share, and collaborate.

使命(ミッション・ステートメント)全国語学教育学会は言語教育関係者が交流・共有・協働する機会を提供し、言語学習、教育、及び調査研究の発展に寄与します。

## ➔ JALT at a Glance

- » Over **2,300** members
- » **32** chapters nationwide
- » **32** Special Interest Groups
- » Working in:
  - Pre K-12 Settings
  - Higher Education
  - Prefectural and Local Government Administrations
  - Adult Education
  - Intensive English Programs
  - Local Government Agencies
  - Private Language Schools
  - Vocational Schools



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# JALT Chapters

## ➡ JALT's Local Community of Practice

JALT has chapters throughout Japan, from Hokkaido to Okinawa. Each JALT member belongs to the chapter of their choice, plus they can participate in events at other chapters, usually for free. Chapters regularly hold:

- meetings
- seminars
- lectures
- workshops
- book fairs
- training sessions

## ➡ Chapter Events

Check the **JALT Events Calendar** for more information on scheduled chapter activities:

<https://jalt.org/events>

## ➡ Chapter Information

The links on our website provide information on each of our chapters, including an officer list, upcoming events, and a link to the chapter website if available:

<https://jalt.org/main/groups>

## ➡ Our Chapters

- |                |             |              |
|----------------|-------------|--------------|
| » Akita        | » Kobe      | » Osaka      |
| » East Shikoku | » Kyoto     | » Saitama    |
| » Fukui        | » Matsuyama | » Sendai     |
| » Fukuoka      | » Nagano    | » Shizuoka   |
| » Gifu         | » Nagoya    | » Tokyo      |
| » Gunma        | » Nankyu    | » Tottori    |
| » Hiroshima    | » Nara      | » Toyohashi  |
| » Hokkaido     | » Niigata   | » West Tokyo |
| » Ibaraki      | » Oita      | » Yamagata   |
| » Iwate-Aomori | » Okayama   | » Yokohama   |
| » Kitakyushu   | » Okinawa   |              |



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# JALT Special Interest Groups (SIGs)

## ➔ JALT's Diverse Community of Practice

JALT has numerous Special Interest Groups (SIGs). These groups are made of JALT members who share a professional interest. Our SIGs:

- publish books, journals, and newsletters
- maintain informative mailing lists
- hold conferences & seminars
- collaborate with JALT chapters and other groups to put on events throughout Japan

## ➔ SIG Events

Check the **JALT Events Calendar** for more information on scheduled SIG activities:

<https://jalt.org/events>

## ➔ SIG Information

The links on our web site provide information on each of our SIGs, including an officer list, upcoming events, and a link to the SIG website:

<https://jalt.org/main/groups>

To learn more about the activities of JALT's SIGs, please also read the information column in *The Language Teacher*:

<https://jalt-publications.org/tlt/departments/sig-news/home>

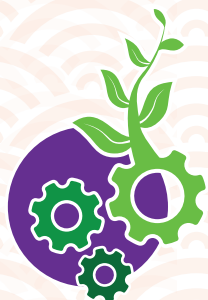


## ➔ Our SIGs

- » Accessibility in Language Learning
- » Art, Research, and Teaching
- » Bilingualism
- » Business Communication
- » CEFR and Language Portfolio
- » College and University Educators
- » Computer Assisted Language Learning
- » Critical Thinking
- » Extensive Reading
- » Gender Awareness in Language Education
- » Global Englishes
- » Global Issues in Language Education
- » Intercultural Communication in Language Education
- » Japanese as a Second Language
- » Learner Development
- » Lifelong Language Learning
- » Listening
- » Literature in Language Teaching
- » Materials Writers
- » Mind, Brain, and Education
- » Mixed, Augmented, and Virtual Realities
- » Other Language Educators
- » Performance in Education
- » Pragmatics
- » School Owners
- » Study Abroad
- » Task-Based Learning
- » Teacher Development
- » Teachers Helping Teachers
- » Teaching Younger Learners
- » Testing and Evaluation
- » Vocabulary

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# JALT International Conferences



JALT2023



JALT2022



JALT2020  
COMMUNITIES OF  
TEACHERS & LEARNERS



## → Our Purpose

Every year since 1975, JALT has organized a conference intended to bring together the language teaching and learning communities not only within Japan, but also around the Asia-Pacific region and beyond. Now one of the pre-eminent conferences on language teaching and learning, the JALT International Conference showcases research by experienced scholars and young academics, as well as the most current in educational materials, all with the vision and focus of forwarding the community in which they are engaged. Moving forward, the objective will be to optimize the face to face (F2F) environment with a strong digital presence taking advantage of everything we learned during JALT2020 with regards to running an online conference. The JALT International Conference, both face-to-face and online, continues to be a place where teachers, researchers, and organizations come together in common purpose to nurture, develop and advance our professional learning community.

## → At a Glance

Attendance at the last F2F conference (JALT2022) and virtual conferences (JALT2021/2022)

### ✓ Attendance

- » Averages 1,400 attendees (F2F)
- » 1,300 online (2020 and 2021 average)
- » Up to 600 presentations

### ✓ Countries

- » F2F :25+
- » 2020 online: 50

### ✓ Domestic Participation

- » All prefectures in Japan represented at annual conferences

## → Conference Attendees

- » Primary/Secondary Teachers
- » School Administrators
- » Teacher Trainers
- » Researchers
- » University Faculty & Administrators
- » Material Writers
- » Prefectural and Local Government Officers
- » Graduate Students
- » Undergraduate Education Students

## → Working in

- » Pre K-12 Settings
- » Higher Education
- » Prefectural and Local Government Administrations
- » Adult Education
- » Intensive English Programs
- » Local Government Agencies
- » Private Language Schools, Vocational Schools

## → Plenary & Featured Speakers

- » Plenaries from Japan, United Kingdom, Uruguay, Spain, the United States, Australia, Ireland
- » Featured Speakers from Japan, Europe, North America, Asia

## → JALT's 50th Conference Anniversary

Next year, JALT will be celebrating its 50th conference anniversary at *The Granship* in Shizuoka on November 15–18, 2024.

For more information about available business opportunities, please contact [am@jalt.org](mailto:am@jalt.org)



# JALT International Conferences

## ➔ Other Conference Benefits

In addition to professional development and the annual Educational Materials Exhibition, the JALT International Conference offers other benefits and special programs for conference participants:

- » For families attending our face-to-face conferences, a family room is provided for those needed moments of rest and respite.
- » An array of mind and body healing activities are available to ease the stress and tensions that can come with a hectic conference.
- » An interdenominational worship room is available.

## ➔ JALT Junior

- » JALT Junior is a conference within a conference for participants who teach young learners. Experts in our field provide the latest research, approximately 60 highlighted interactive workshops, and informative talks and discussions about what motivates young learners in this dedicated aspect of our international conference.
- » These JALT Junior sessions are highlighted within the conference program so as to give them the attention our young people deserve.

## ➔ Highlights from JALT2022

- » A return to in-person conferencing in a new city—**Fukuoka, Japan!**
- » Expansion to a new venue—the **Fukuoka International Congress Center!**
- » Standing room only at the Friday **Technology in Teaching**, and **Professional Development** workshops!
- » The **JALT Awards and Recognition Committee** honoring educators with a host of new awards!
- » First **hybrid conference** with online sessions and face-to-face sessions enhanced by live-streamed plenary talks!
- » **Local teachers** attended the EME for free!



## ➔ JALT's Diversity Statement

“JALT is dedicated to providing a safe and diverse professional development environment at our conferences that truly represents the reality that exists within our field. Participants and presenters are welcome from all linguistic, cultural, and ethnic backgrounds. The JALT International Conference Planning Committee strives to invite plenary and featured speakers and to host events and activities that are inclusive and representative of our rich national and international membership.”



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# JALT Conferences: EME / AM Membership

To serve the purpose in advancing our community, the JALT International Conference provides a forum for the latest and most relevant materials for teachers and learners. Our network of materials developers, JALT's Associate Members, provide conference attendees a hands-on and immersive experience with all they have to offer teachers and learners.

There are five associate membership categories available depending on what your needs and business services / products are. Fees stated below are good for 1 year.

- ✓ **Lifestyle** (¥50,000):
  - » Open to all non-educational related companies. Advertising rights in JALT publications, website, and social media.
- ✓ **Supporting** (¥80,000):
  - » Includes Lifestyle member privileges plus the right to receive the JALT membership list once a membership term and display rights at the annual International Conference.
- ✓ **Displaying** (¥100,000):
  - » Includes Supporting member privileges plus the right to receive the JALT membership list twice a membership term and display rights at the annual International Conference.
- ✓ **Presenting** (¥120,000):
  - » Includes Presenting member privileges plus the right to receive the JALT membership list unlimited times during a membership term and at least one guaranteed presentation slot at the annual International Conference.
- ✓ **AM Sampler** (¥130,000):
  - » This is a one-off membership that includes the rights equal to Presenting and one unit of display space at the conference, including one table and two chairs. This is available only for businesses applying for the first time. (The Sampler is limited to two display personnel at the conference.)

## ➔ JALT Associate Members Area website

Please refer to our JALT Associate Members Area website for additional information: <https://associates.jalt.org/membership>



"Poodll was able to present at JALT national and also to have a booth in the Educational Materials Exhibit space, via the AM Sampler membership. This was so helpful for us at our first JALT National appearance. We could assess which membership level would be appropriate for us the following year. And we could get in front of thousands of teachers. Its a really great package and well supported by the JALT." [Poodll]



"National Geographic Learning has been an Associate Member of JALT for over 20 years. The annual conference and regular regional events are an excellent way for us to connect with teachers and school owners across Japan. In particular, the Educational Materials Exhibition provides the ideal forum to share new and popular materials. We value our ongoing association with JALT." [National Geographic Learning]



"At [www.englishbooks.jp](http://www.englishbooks.jp) it is important for us to be in touch with the people we serve. The JALT community in Japan is a large and representative group of ELT academics and professionals from all types of schools and with a particularly strong group in the university sector. The JALT conference is the largest event of our year, enabling us to engage with teachers, both formally and informally. Together with the many SIG and Chapter events, our JALT Associate Membership plays an important role in keeping us connected and aligned with the ELT community in Japan." [www.englishbooks.jp]



"Cambridge University Press has enjoyed a close working relationship with JALT for many years. We deeply appreciate how professionally organised the JALT National Conference is and the opportunity it affords us to meet with teachers from all over Japan and overseas." [Cambridge University Press]



"Atama-ii Books has been an Associate Member of JALT for nearly seven years, and in that time we have had nothing but positive experiences. The JALT organizational culture is always remarkably attentive to AM needs, and always willing to accept suggestions for improvement. They really make an effort to ensure that AMs have a positive experience at the annual international conference and at smaller gatherings as well. What's more, JALT manages to do this without undermining the academic nature of its conferences and publications. When it comes to business support, and finding a good balance between its commercial sponsors and its educational mission, JALT is far and away above any other teaching organization we have worked with." [Atama-ii Books]



"Oxford University Press Japan has worked with JALT for many years and we regularly sponsor and exhibit at the yearly International conference. We always find the conference to be one of the best ways to meet teachers from all over Japan, introduce our new educational materials and services and learn directly from teachers their teaching situations and needs." [Oxford University Press Japan]

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# JALT Conference Attendee Testimonials

"There are teaching practice sessions that are informative to all English or language teaching professionals. I already recommended the conference to one of my colleagues whose expertise is outside SLA or Applied linguistics." (JALT2022)

"The conference is a good way to meet many teachers from around the country, and to network and share information. The conference was very well organized and I felt very comfortable and safe in terms of COVID precautions." (JALT2022)

"This is a good opportunity for everyone to meet other ALTs and educators and learn from their experiences. This is also a good avenue for learning new teaching strategies and techniques, getting new and up-to-date teaching materials, hearing the stories and experiences of other teachers, and for seeking professional development." (JALT2022)



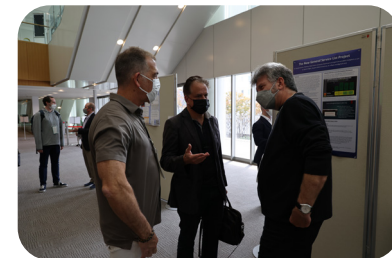
"First of all, a massive THANK YOU. The overall event was fantastic and it was great to get back into conference face-to-face mode." (JALT2022)

"The quality of the presentations is good and the conference is well-organized by friendly, but also serious and intelligent people." (JALT2022)

"Still the premier event for teachers of languages in the country. Good for newcomers and seasoned teachers/researchers alike." (JALT2022)



"It was a good opportunity to see what other teachers and researchers across Japan are doing in the sphere of language teaching. So there is value in broadening one's horizons." (JALT2022)



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# JALT Publications



## JALT JOURNAL (JJ)

*JALT Journal* is the research journal of the Japan Association for Language Teaching. It is published semiannually, in May and November, and contains articles, perspectives, and reviews.

<https://jalt-publications.org/jj>



## THE LANGUAGE TEACHER (TLT)

*The Language Teacher*, the bimonthly publication of the Japan Association for Language Teaching, publishes articles and other material related to language teaching, particularly in an Asian context. *TLT* also serves the important role of publicizing information about the organization and its many events.

<https://jalt-publications.org/tlt>



## POSTCONFERENCE PUBLICATION (PCP)

The *JALT Postconference Publication*, created after JALT's international conference each year, stands as a record of our conferences—what was presented, and what was subsequently achieved.

<https://jalt-publications.org/proceedings>

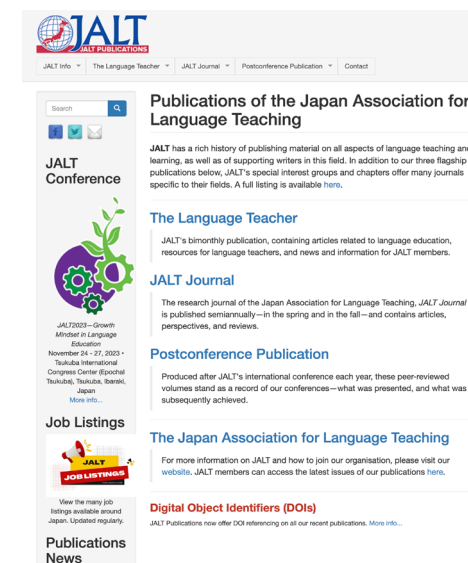
## PUBLICATION INFORMATION

- ✓ Average circulation 2,400 individuals/members, libraries, and institutions worldwide.
- ✓ Advertising opportunities available in all publications: <http://associates.jalt.org/advertising>
- ✓ In addition, all our SIGs and many chapters have their own publications: <https://jalt.org/main/publications>

## ➔ JALT Publications Website At-a-Glance

- » Hosts our 3 main publications; TLT, JJ, and PCP
- » Contains over 3,800 published articles
- » Attracts around 30,000 visitors a month
- » Advertising opportunities available

<https://jalt-publications.org>



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# JALT Online | Advertising with JALT



JALT promotes the association's professional development activities and events extensively through a variety of online media, including our JALT website.

## ➡ Advertising with JALT

One of the easiest and most cost effective ways to advertise is online on the JALT website, [jalt.org](http://jalt.org). During the 2022 calendar year, the JALT web site welcomed nearly 67,000 users.

### ✓ User activity:

- » Over 420,000 page views
- » Over 120,000 sessions
- » Sessions averaged just over 1:21 minutes
- » 50% of visitors used an English language web browser; 30% used a Japanese language web browser
- » The majority of users entered through the front page (more than 31%); the highest percentage of subsequent page views were related to the international conference (approximately 33%)




### ✓ User characteristics:

- » 57% of visitors accessed [jalt.org](http://jalt.org) from Japan
- » Additional visitors from 24 different countries. Top countries: United States, the UK, China, and Germany
- » For those users who could be identified by gender, just over 54% were female, just over 46% were male
- » User age range was 18 to 65+; highest average user age group was between 25 and 34 (32.5%)

All JALT social media platforms can offer advertising opportunities. For more details on advertising through JALT's websites, in our publications, or on JALT's social media, see

<https://associates.jalt.org/advertising>

## JALT on Social Media

-  [@JALTConference](https://twitter.com/JALTConference)
-  [@jaltorg](https://twitter.com/jaltorg)
-  [@jaltconference](https://www.instagram.com/jaltconference)
-  [flickr.com/photos/jalt](https://www.flickr.com/photos/jalt)
-  [facebook.com/JALT.conference](https://facebook.com/JALT.conference)
-  [youtube.com/@npojalt](https://youtube.com/@npojalt)
-  JALT Monthly PR newsletter, “JALT Talk” (has an average circulation of 7,100 individuals and an opening rate of over 60%.)



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