



The Japan Association for Language Teaching ・ JALT 事務局  
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## JALT2023 Conference Terms of Agreement

This contract is made between The Japan Association for Language Teaching (hereafter, "JALT") and the Associate Member (hereafter, "AM") that completed the application for certain advertising and exhibit space, to be assigned by JALT, during the JALT2023 on November 24~27 at Epochal Tsukuba International Conference Center and an online conference at the same time. This contract shall be in effect upon submission of the application form by the AM and the acceptance of the submission by JALT.

In consideration of the fees paid by the AM for advertising and exhibitor space (At Tsukuba and Online), the following are the terms and conditions of this contract:

### **Contract for Space for the Tsukuba and Online Conference November 24~27**

The application for exhibit space constitutes a contract for the right to use the space provided by JALT. Regarding fees related to the exhibit space, the balance is due upon notice of assignment and no later than 30 days after receipt of invoice. This contract constitutes rental of booth space. Any and all changes to the application after the registration period has closed are subject to a processing fee.

### **Outstanding Dues**

Any AM whose JALT membership is not paid up at the time of application will be denied space until such a time as the amount due has been paid in full.

### **Tsukuba Booth Assignments**

The organizers shall determine the layout of the EME booths. JALT offers a priority choice of the EME booths for the Associate Members whose total contributions are compiled from participation at the international conference, regional and local events, and advertising with JALT throughout the previous fiscal year (April 1, 2022 to March 31, 2023). These contributions, which include exhibition payments, sponsorships, Associate Member membership fees, annual advertising fees, and other miscellaneous expenses, fall within the categories below.

Phase 1: Platinum Sponsors (1,000,000 yen +)

Phase 2: Gold Sponsors (600,000 - 999,999 yen)

Phase 3: Silver Sponsors (300,000 - 599,999 yen)

JALT 2023 Booth Allocation Schedule						
Aug	21	~	Aug	23	3 Business Days	Gold Sponsor #1
Aug	24	~	Aug	28	3 Business Days	Gold Sponsor #2
Aug	29	~	Aug	31	3 Business Days	Gold Sponsor #3
Sep	1	~	Sep	5	3 Business Days	Gold Sponsor #4
Sep	6	~	Sep	8	3 Business Days	Interval
Sep	11	~	Sep	15	5 Business Days	Silver Sponsors (Time Sensitive)
Sep	19	~	Sep	29	9 Business Days	Conference Sponsors (Time Sensitive)

### Draft Booth Floor Plan / Pricing

As of August 3rd, the initial design of the EME will be as follows: (78 Booths) 6 regular size booth maximum can be chosen. Smaller booths in front of the pillar can be added to the 6-booth maximum. For example, Booths 59, 60, 62, 63, 64 and 66 plus 61 and 65.

Back of the EME on the 2nd floor will be a Coffee table (Upper Left) and Charging tables (in front of the plenary hall). The 4th floor will also have a coffee service area.

Suggested booth selections:

- a. The JALT Jr. presentation rooms will be on the 4th floor in Rooms 405A and 405B. We suggest that universities offering Masters programs try selecting their booths in this area. Most K-12 teachers do not have this degree and would be a good opportunity to talk with you about your programs.
- b. ED Tech Alley. The Associate Members are now offering more Ed tech options. If possible, we would like to create an Ed Tech Alley on the 2nd floor with Booths 30~45. If we can get the majority of Ed Tech companies in this area, we will place a banner at the entrance of this corridor.

Floor plan Link to the pdf documents for better clarity. [2nd floor booth layout](#) and [4th floor booth layout](#)

Booth Pricing: Basic package: 100,000 yen (including electricity), additional booths 35,000 yen. Booth size is approximately 2 wide x 2.5 depth meters. Plus, the extra area in front of the post/pillar is 2 meters wide x 1.5 meters depth. This extra space is available for 10,000 yen

### Advertisement / Sponsorship Opportunities Allocation

For the conference, advertisement / sponsorship allocations will be on a first-come first-served basis during the week of August 21, Monday. Advertisement requests will be via a form submission to the AM liaison during the said registration periods.

### Participant Fees and Conditions

Participation at the conference is subject to the following fees and conditions:

- a. Each Exhibitor is entitled to the receipt of two to four regular registrations (depending on the membership category) valid for both conferences. Valid email addresses of these participants

are required at time of registration. For Exhibitors using the AM Sampler package, two registrations are allowed.

- b. Regular participants have access to all parts of the conference for all three (3) days of the conference. The fee for a regular member participant is 15,000 yen/1 day and 20,000 yen for all 3 days.

#### **Cancellation by JALT**

- a. JALT may change the Exhibition period or cancel the exhibition (thereby dissolving this Agreement) due to natural disaster or any other unforeseen or uncontrollable circumstance.
- b. JALT cannot be held responsible for loss or damage to AMs or other individuals in the event of (a).
- c. JALT reserves the right to refund a portion of the amount paid in the event of (a).

#### **Cancellation by Exhibitor for advertisements and / or online conference space**

- a. No cancellation of this contract or the exhibition application will be admitted without approval of JALT, following a written request including Exhibitor's name, name of staff member in charge, contact details, date of cancellation, and reason for cancellation.
- b. In the event that JALT agrees to any request for release from this agreement, the Exhibitor will be liable for all or part of the costs agreed to per this agreement and the application in accordance with the following scale:
  - Cancellation on or after 42 days before the conference – 50% of fees
  - Cancellation on or after 28 days before the conference – 100% of fees

#### **Prohibited Items and Activities**

The Exhibitor is prohibited from any and all of the following:

- a. Assigning, selling, sub-leasing, or offering as a security the position or rights of the AM in whole or part, established in this Exhibition Agreement.
- b. Solicitation and distribution of promotional materials on site, other than in the confines of the presentation room for the duration of officially recognized AM-sponsored presentations. Exceptions may be arranged with the prior consent of JALT.
- c. Performing acts which are in any way disruptive to other exhibitors or cause damage to the Site.

#### **Sexual Harassment**

JALT is committed to having a conference that is free from sexual harassment. Sexual harassment whether verbal, physical, or environmental, and whether in the EME, at the conference site, or outside, will not be tolerated. JALT reserves the right to take any administrative or legal steps deemed appropriate to address any situation in which sexual harassment occurs.

#### **Non-Compliance**

Any breach of this agreement will result in a written warning being delivered to the AM. Further transgressions following a written warning will result in the barring of the AM in JALT activities for one year.

# Advertisement/Sponsorship opportunities for the November 24~27 Conference at Epochal Tsukuba International Congress Center and Online

## General Conference Information:

JALT expects to have between 250-300 presentations, about 1,500 attendees, and 4 plenary speakers. Here are the approximate current statistics:

- 170 accepted vetted 25- or 60-minute presentations
- 30 posters
- 6 forums
- 90 unvetted presentations (SIG events, AMs, etc.)

## For the Tsukuba Venue:

There will be approximately 25 presentation rooms located on floors 1,2,3 and 4. Two rooms will be reserved for Teaching Young Learner themed presentations located on the 4<sup>th</sup> floor.

## Advertisement/Sponsorship Opportunities: Bidding Starts on August 21, 2023

Use this online form: [JALT2023 Sponsorship/Advertisement Opportunities スポンサーシップ・広告申し込みフォーム \(google.com\)](#)

1. Associate Member Advertisements in the **Conference Digital Handbook** utilized for the Tsukuba and Online conferences. This year, a digital conference handbook will be produced. This open advertisement opportunities for color ads for the following placements:

Second page: 80,000 yen

1 full page: 45,000 yen

½ page: 25,000 yen

¼ page: 15,000 yen

2. **Video Before Plenary Session Advertisement**

For the Tsukuba Conference, 4 plenary speeches are planned for the conference. All will be streaming at the online conference. Here is a [link to their backgrounds](#).

November 25, Saturday 9:45-10:45 Gary B Barkhuizen  
2:35-3:35 Judy Noguchi

November 26, Sunday 10:40-11:30 Kathleen Kampa  
3:20-4:20 Akiyoshi Yonezawa

We would like sponsorship opportunities for an AM to show a 1-2 minute advertisement video before each plenary.

These sponsorship opportunities are:

1 plenary sponsorship: 25,000 yen

2 plenary sponsorships: 40,000 yen

3 plenary sponsorships: 55,000 yen

3. **Pink Intern Shirts**

One year or optional two-year contract

150,000 yen per year/ contract reserve bid

150,000 yen plus 135,000 yen = 285,000 yen two year/contract (or, second year is 10% off successful first year bid)

Design is limited to specified printing contract (i.e., one color, one printed area, etc.)

JALT branding and purpose (Ask Me!, Tech Support, etc.) must be predominate along with branding of successful sponsor

Overall design (including color) can be negotiated with JALT and successful sponsor

Additional design modifications (additional areas or printing, etc.) can be negotiated with JALT and successful sponsor: AM pays any additional actual design/printing

AMs can collaborate on bids

AMs can bid for one- or two-year packages

Approximately 100 shirts will be ordered.

4. **Conference Bag** (Sturdy, reusable for everyday activities)

JALT will provide the vendor. 1500 needed. A price per logo on the bag TBD.

5. **Directive Signs**

All site directive signs, A4 size. One year or optional two-year contract  
100,000 yen per year / contract reserve bid

100,000 yen plus 90,000 yen = 190,000 yen two year/contract (or, second year is 10% off successful first year bid)

AMs can collaborate on bids

AMs can bid for one- or two-year packages

Design to be negotiated between JALT and successful sponsor

60% of design space allotted for conference direction / information

Remaining space (40%) to be divided by AM advertising (30%) and JALT branding (10%)

6. **Conference Bag Inserts**

No paper inserts in 2023. The environment is of deep concern and the environmental committee has noted that a good part of conference garbage are the paper inserts. A paper EME map, A3 (2-A4 size together) size will be placed in the conference bag. This map will have advertisement space and we encourage you to provide QR codes with links to your advertisement inserts. There are spaces for 4- color advertisements on each side of this map. 1/8 page size for 6,000 yen.

As for other kinds of inserts, pens, rulers, magnets, clips, etc. **will be allowed for NO Fee!**

7. **Name Tags**

One year or optional two-year contract

200,000 yen per year/contract reserve bid

200,000 yen plus 180,000 yen = 380,000 two year/contract (or, second year is 10% off successful first year bid)

Design to be negotiated between JALT and successful sponsor.

Overall advertising on name tags will be governed by the following:

1. Name space will occupy no less than 30% of the name tag design.

2. JALT branding space will occupy no less than 40% of the name tag design.
3. AM advertising / branding space will occupy no less than 30% of the name tag design.

AMs can collaborate on bids.

AMs can bid for one- or two-year packages.

#### **8. Best of JALT: Saturday November 25th in the Multi-purpose Hall**

We are pleased to announce that the Best of JALT ceremony and party will be held Saturday night, November 25th in the first-floor multi-purpose hall. We are looking for a sponsor for the food and beverages. In the past, the sponsor was able to be given time on stage to promote the event. 250-300 people are expected. Catherine Oki will be organizing the event and will work closely with the sponsor to make sure this is a mutually beneficial event. The event is usually attended by most of the conference attendees. Estimates for food and beverage are 150,000-200,000 yen

#### **9. JALT Welcome Party: Friday 6:30-8:30 March 24th Multi-purpose Hall**

We are pleased to announce that the JALT Welcome Reception will be held Friday night, November 24th in the first-floor multi-purpose hall. We are looking for a sponsor for the food and beverages. In the past, the sponsor was able to be given time on stage to promote the event. 200-250 people are expected. JALT will work closely with the sponsor to make sure this is a mutually beneficial event. The event is usually attended by most of the conference attendees. Estimates for food and beverage are 150,000-200,000 yen.

#### **10. Additional Sponsorship Opportunities**

Proposals for new or innovative sponsorships not included in the bidding process must be made three months prior to the first conference day.

Successful proposals for additional sponsorships would:

Enhance the conference experience for participants.

Not incur cost nor liability for JALT (including human resources)

Would benefit (promote) both the sponsoring AM and JALT

Donations of commercial products-textbooks, graded readers, digital materials, etc. from Associate Members may be considered if they meet the above criteria, but such in kind support will not be credited towards Total Contributions.