



The Japan Association for Language Teaching • JALT 事務局  
Marunouchi Trust Tower Main Building, 20F, 1-8-3 Marunouchi,  
Chiyoda-ku, Tokyo 100-0005 Japan  
〒100-0005 東京都千代田区丸の内1-8-3 丸の内トラストタワー本館20階

## JALT2024 Conference Terms of Agreement

This contract is made between The Japan Association for Language Teaching (hereafter, "JALT") and the JALT Sponsor (hereafter, "JS") that completed the application for certain advertising and exhibit space, to be assigned by JALT, during the JALT2024 on November 15~18 at Granship Shizuoka International Conference Center. This contract shall be in effect upon submission of the application form by the JS and the acceptance of the submission by JALT.

In consideration of the fees paid by the JS for advertising and the exhibitor space, the following are the terms and conditions of this contract:

### **Contract for Space for the Shizuoka Conference November 15~18**

The application for online and 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 an online booth space and additional product pages as requested in the application submitted by the JS. Any and all changes to the application after the registration period has closed are subject to a processing fee.

### **Outstanding Dues**

Any JS 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.

### **Shizuoka Booth Assignments**

The organizers shall determine the layout of the Education Materials Exhibition (EME) based on the level of JALT participation. JALT offers a priority placement at the EME for the Sponsors 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, 2023 to March 31, 2024). These contributions, which include exhibition payments, sponsorships, Sponsor 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 2024 Booth Allocation Schedule						
Aug	19	~	Aug	20	2 Business Days	Gold Sponsor #1
Aug	21	~	Aug	22	2 Business Days	Gold Sponsor #2
Aug	23	~	Aug	26	2 Business Days	Gold Sponsor #3
Aug	27	~	Aug	28	2 Business Days	Interval
Aug	29	~	Aug	30	2 Business Days	Silver Sponsors Group #1 (Time Sensitive)
Sept	2	~	Sept	3	2 Business Days	Interval
Sept	4	~	Sept	5	2 Business Days	Silver Sponsors Group #2 (Time Sensitive)
Sept	6	~	Sept	9	2 Business Days	Interval
Sept	10	~	Sept	11	2 Business Days	Silver Sponsors Group #3 (Time Sensitive)
Sept	12	~	Sept	13	2 Business Days	Interval
Sept	17	~	Sept	30	9 Business Days	Conference Sponsors (Time Sensitive)

### Draft Booth Floor Plan / Pricing

As of July 30th, the initial design of the EME will be as follows: (94 Booths) 6-booth maximum.

In the back of the EME will be a free Coffee table and Charging tables. There will be doors in the back of the EME that will connect to an outside area that will have food trucks, a successful tradition at the JALT Shizuoka conferences.

Suggested booth selections:

- a. The JALT Jr. Presentation rooms will be on the 9th floor in Rooms 901, 904, and 905. There will be room for only 2 tables if you are interested in showcasing materials for the K-12 grades. Extra booth fees will be applied, and a table and chair will be provided. There will be no electricity provided for this table.

Floor plan Link to the pdf documents for better clarity.

[https://drive.google.com/file/d/1Kvgx\\_FaJc2gVkSqtRA460xnMnJWIKqXK/view?usp=sharing](https://drive.google.com/file/d/1Kvgx_FaJc2gVkSqtRA460xnMnJWIKqXK/view?usp=sharing)

Booth Pricing: Basic package: 100,000 yen (including electricity), additional booths 37,000 yen. Booth size is approximately 2 wide x 2 depth meters.

### Advertisement / Sponsorship Opportunities Allocation

For the conference, advertisement/sponsorship allocations will be on a first-come first-served basis during the week of August 26, Monday. Advertisement requests will be via a form submission to the JS 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 email addresses of these participants are required at the time of registration. For Exhibitors using the JS 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/ 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 JSs 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 the 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 JS 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 JS-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 JS. Further transgressions following a written warning will result in the barring of the JS in JALT activities for one year.

### **Advertisement / Sponsorship opportunities for the November 15~18 Conference at Granship Shizuoka International Congress Center**

General Conference Information:

JALT expects to have around 500+ presentations, about 1,400 attendees, and 5 plenary speakers.

Here are the approximate current statistics:

250 accepted vetted 25- or 60-minute presentations

40+ posters 6 forums

130+ unvetted presentations (SIG events, JSs, etc.)

For the Shizuoka Venue: There will be approximately 30 presentation rooms located on floors B1, 1, 2, 9, 10, 11, and 12. Three rooms will be reserved for Teaching Young Learner-themed presentations located on the 9<sup>th</sup> floor.

## Advertisement / Sponsorship Opportunities: Bidding August 26, 2024 Start: 9:00 am, [Link to the Bidding Form](#)

1. JALT Sponsor Advertisements in the **Conference Digital Handbook** utilized for the Shizuoka conference. This year, a digital conference handbook will be produced. This opens 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: free yen \*\* one per JALT Sponsor \*\*\* new

Please see the guidelines below for the digital handbook advertisement specifications.

The handbook pages follow ISO A dimensions (which means that advertisers can design based on A4, A5, A6, etc page sizes) but I think they should be advised that in practice, most attendees will be looking at pages of less than 20cm height (and those using smartphones will be closer to 10cm. Moreover, since it is screen rather than paper, we are looking at a much lower effective resolution.

For convenience, I would therefore suggest that advertisers plan on a page size of A5 (148 × 210mm), while remembering that very small type, fine detail, etc may not perform as would be expected in print.

So in detail, they can aim for:

1 page: 148 × 210mm (portrait)

½ page: 105 × 148mm (landscape)

¼ page: 74 × 105 mm (portrait)

Final artwork can be PDF or image formats.

### 2. Video Before Plenary Session Advertisement

For the Shizuoka Conference, 4 plenary speeches are planned for the conference. Here is a link to their [backgrounds](#).

November 16, Saturday 10:00-10:55 Dr. Andy Curtis and Dr. Liying Cheng  
4:35-5:30 Dr. Avril Matsui-Hayes

November 17, Sunday 10:40-11:40 Dr. Ryuko Kubota  
3:35-4:30 Janina Tubby

We would like sponsorship opportunities for a JS 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, the second year is 10% off the successful first-year bid)

Design is limited to a 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 the branding of the successful sponsor

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

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

JSs can collaborate on bids

JSs can bid for one or two-year packages

Approximately 100 shirts will be ordered.

### 4. **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 for a two-year/contract (or, the second year is 10% off the successful first-year bid)

JSs can collaborate on bids

JSs 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

The remaining space (40%) to be divided by JS advertising (30%) and JALT branding (10%)

### 5. **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, the 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. The company 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. JS advertising/branding space will occupy no less than 30% of the name tag design

JSs can collaborate on bids

JSs can bid for one or two-year packages

#### **6. Best of JALT: Saturday, November 16th in the Koryu Hall on the 6th floor**

We are pleased to announce that the Best of JALT ceremony and party will be held Saturday night, November 18th on the sixth floor Koryu 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

#### **7. JALT Welcome Party Friday 6:30-8:30 November 15th Koryu Hall**

We are pleased to announce that the JALT Welcome Reception will be held Friday night, November 17th in the sixth floor Koryu 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.

#### **8. Display with the schedule will be digital with sponsorship opportunities \*\* new**

There will be 3 52-inch displays in the EME, entrance, and 9th floor. There will be a scrolling display of information. Here is an example of the kind of information that will be displayed.

■ JALT 2024 Sponsor Monitor Schedule draft.pdf Ads will scroll in 1-2 minute intervals 1 page is 5,000 yen. Each ad will be displayed on all monitors and can be changed for once/ day ( the EME display is used for Sat and Sun only days). Multiple-page discounts can be applied, please contact the Sponsor Liaison for discount pricing. Slides should be .ppt PowerPoint files.

#### **9. Round Small Tables in the EME for browsing materials \*\* new**

From the [EME map](#), you will see 16 small round tables located around the middle area of the hall. The idea is that these tables are for discussion/connection for the Sponsors. Though these tables will not be specifically dedicated for one sponsor's use only, we invite sponsors to place ads, textbooks, flags, and placards on these tables for attendees to browse materials or see information for special events. Materials/ads should not take up more than 25% of the tabletop space. The tables will have a diameter of 60 cm, and a height of 70 cm with 4 chairs. Materials and placement of the materials are the responsibility of the Sponsor. No device charging capability is provided at these tables.



Example ad on a table:

3,000 yen/table.

## 10. Additional Sponsorship Opportunities

Proposals for new or innovative sponsorships not included in the bidding process must be made three months before 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 JS and JALT

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