



## 2019 Procedures for Awarding:

- Total Contribution to JALT
- Unvetted Presentation Slot Allocation
- EME Booth Allocation
- JALT Sponsorships (Overview and Types)

*Revised: June 2019 (Business Manager)*

### ● Definition of Total Contributions to JALT

1. Total Contributions are indicated as following fees for JALT throughout the previous fiscal year (April 1 – March 31) and includes;
  - a. Associate Membership Payment
  - b. General Advertising
  - c. JALT Annual International Conference and the Educational Materials Exhibition (Exhibiting, Sponsorship, Advertising, and Registration Fees)
  - d. Chapter/SIG / Regional events (Exhibiting, Sponsorship, Advertising, and Registration fees)
  - e. Other

2. Definition of event and its credit under 1.c. – “Definition of Total Contribution to JALT”

#### Category 1: Independent, invitation event

This is an event (promotional, alumni gathering, etc.) based on the organizer's method (invitation, sign-up list, etc.). JALT could be the initial contact between the AM and the international conference site if the event is planned to be held at the international conference site, but JALT will not provide logistical support, no free advertising, and no sponsorship credit. If the event is held offsite, no support, no advertising, and no sponsorship credit will be provided by JALT.

#### Category 2: Conference related, open invitation

Events that may be by invitation, but any and all international conference participants can join in (by dropping by the booth and getting an invitation, and or by signing-up/dropping-off a name card at the door.) These events (book signings by a plenary, book launch by an AM, etc.) by their nature are seen as part of the international conference. JALT can assist with advertising and promotion, but not with financial or human resources (JALT may provide the room at no cost). Such an event would be credited with one unvetted presentation slot, and caps an AMs total contribution amount for the event at 150,000 yen. JALT Central Office (JCO) needs evidence of expenditures (receipts) in order to calculate the proper contribution amount.

#### Category 3: Conference event, open invitation

An event in this category would be similar to Category 2 but is characterized as an event that JALT organizes regularly and asks for sponsorship from AMs. Such events include Friday's Welcome Reception, and Saturday and Sunday's conference social events. An event in this category would be open to all international conference participants (but could be based on some type of open invitation system so that the sponsor could collect contacts – business cards, optional sign up sheet, etc.). Such an event should be supported by the sponsor, at a flat rate (see “Available JALT Sponsorships” section starting on page 5 – #3, #4, and #5 for rates.), and that amount would be credited to the AMs total annual contribution as applicable. The sponsoring

AM would also receive one unvetted presentation slot.

3. Definition of event and its credit under 1.d. – “Definition of Total Contributions to JALT”  
Category 1: Local Chapter and or SIG events – Monthly Chapter meetings; One-off/Less-established SIG events; Event primarily of a social nature – BBQs for example. These events have no set sponsorship history with rates and guidelines, so the AM will need to consult with the Chapter(s) and SIG(s) in question and JALT Central Office. JALT caps such events at 100,000 yen, which will be credited to the sponsoring AM’s total annual contribution amount.

Contributions can include:

- a. Exhibiting table fees
- b. Food and drinks, event flyer and posting fees, venue rental fee, and so on. However, purchase expenses for raffle gifts or related products are excluded from contribution allocation.
- c. Sponsored transportation expense credit for speakers at local events:
  - c1. Single event/venue sponsored trip – Travel expenses can be credited up to a limit of 40,000 yen, at cost, for each speaker for the single event.
  - c2. Multiple event/venue sponsored trip – Travel expenses can be credited up to a limit of 40,000 yen, at cost, for each speaker for the first speaking engagement, and up to a limit of 30,000 yen of additional travel expenses for an additional speaking engagement during the same continuous trip. This pertains to the same speaker(s) doing multiple speaking engagements as part of a single trip.
- d. Any applicable guest registration fees.

*Note 1 – With regard to ‘a’, JALT Central Office should be kept informed of negotiated table fees, etc. Chapter and SIG AM Liaison’s should CC the JALT Business Manager and AM Liaison during negotiations.*

*Note 2 – With regard to ‘b’ and ‘c’, JCO needs to be provided the copy of actual receipt(s) or proof of expenditure(s) to credit the amounts.*

Category 2: PanSIG, CALL Conference, ER Seminar, etc.

For AMs participating in these events, there are well-established flat sponsorship rates, which will be credited into total contribution amounts. Keep the JALT Business Manager and AM Liaison informed of sponsorship expenditures so accurate contribution totals can be calculated.

4. The first total contributions report is sent to Associate Members no later than January 31 of any international conference year. This is a preliminary report. This report includes the immediate-to-date total contribution amount based on reported sponsorship expenditures, and the calculated number of unvetted presentation slots each AM should be rewarded.
5. The second report is sent to Associate Members no later than May 31 of any international conference year. This report includes final total amount of fees during the previous fiscal year and the information of their ranking for the EME booth allocation.

● **Unvetted Presentation Slot Allocation**

1. Unvetted presentation allocation
  - a. Each Presenting AM is allocated one unvetted presentation slot
  - b. Additional unvetted presentation allocation is based on the following:
    - i Total Contributions to JALT throughout the previous fiscal year (April 1 – March 31) (see above – “Definition of Total Contributions to JALT”)
    - ii 450,000 yen contribution results is one (1) additional unvetted presentation slot
    - iii Full sponsorships (all expenses paid for by sponsoring AM) of the following categories result in one (1) additional unvetted presentation slot each:
      - 1) Plenary speaker

- 2) Featured speaker
  - 3) Name Tags
  - 4) Intern t-shirts
  - 5) Friday Welcome Reception
  - 6) Saturday Conference Social Event (Best of JALT)
  - 7) Sunday Conference Social Event
  - 8) Conference bags
  - 9) Signage
  - iv AMs which successfully bid for two-year sponsorship contracts for the above will be awarded one (1) unvetted presentation each consecutive year of the sponsorship.
  - c. Unvetted presentation abstract submission/selection schedule
    - i Each AM will be informed of their preliminary number of unvetted presentation slots no later than January 31 of any international conference year as part of their first total contributions report.
    - ii Unvetted presentation proposal deadline will be no later than two weeks after the vetted presentation selection process is completed and successful proposals are announced in any international conference year.
    - iii AMs will be informed of acceptance of unvetted presentation abstract submissions no later than one-month after the unvetted presentation proposal deadline in any international conference year.
    - iv JALT reserves the right to refuse any unvetted presentation abstract submission that is contrary to the principles of JALT and or the international conference theme.
2. Unused unvetted presentation slots
- a. Use of unvetted presentation slots are the responsibility of each individual AM, but in principle are awarded to the specific AM in appreciation of that organization's contributions to the previous international conference and overall support of JALT.
  - b. Unused unvetted presentation slots can be exchanged for 24,000 yen of credit in advertising costs in TLT (inclusive of layout fees).
    - i 24,000 yen credit is equivalent to 1/4 page advertisement
    - ii 24,000 yen credit is nontransferable
    - iii 24,000 yen credit cannot be used with other discounts
    - iv 24,000 yen credit can be applied to more expensive JALT advertising options
    - v 24,000 yen credit must be used before May 15 of the next calendar year by reserving TLT July issue as a final opportunity
    - vi JALT makes no guarantees regarding TLT issue or placement (within the issue) of any advertisement based solely on this 24,000 yen credit, but will take AM requests into consideration.
    - vii The 24,000 yen credit does not go towards the total contributions considered for additional unvetted presentation slots at the following international conference.

● **EME Booth Allocation**

- 1. Priority Booth Allocation and Registration for all AMs
  - a. Design/booth location/dimensions/cost/procedures to be available to all AMs no later than May 31 of any international conference year.
  - b. In general, a booth size is 2 meters x 2 meters (including one table and two chairs) but can change based on individual venue restrictions or opportunities.
  - c. Priority booth allocation begins no later than July 15 of any international conference year.
  - d. Booth allocation is by prioritized allocation lottery:
    - i Priority is based on Total Contributions to JALT throughout the previous fiscal year (April 1 – March 31). This includes:
      - 1) Associate Membership Payment

- 2) General Advertising
- 3) JALT Annual International Conference and the Educational Materials Exhibition (Exhibiting, Sponsorship, Advertising, Registration Fees)
- 4) Chapter, SIG, and or Regional events (Exhibiting, Sponsorship, Advertising, Registration Fees, Speaker travel costs, etc.)
- 5) Other (to be determined by JCO and JALT directors and national officers)
- ii AMs will be informed of their ranking each year no later than May 31 of any international conference year.
- iii Minimum of three days between each phase of booth allocation process
  - 1) Phase 1: Platinum Sponsors (1,000,000+)
  - 2) Phase 2: Gold Sponsors (600,000 – 999,999)
  - 3) Phase 3: Silver Sponsors (300,000 – 599,999)
  - 4) Phase 4: International Conference Sponsors (up to 299,999)
- iv Bidding process
  - 1) Booth allocation for Phase 1 and 2 are ordered based on Total Contributions to JALT throughout the previous fiscal year (April 1 – March 31). See above – “EME Booth Allocation, Section 1di” for how total contributions are calculated.
  - 2) Booth allocation for Phase 3 and 4, separately, are by time sensitive lottery

## 2. Booth Cost/Expenditures

- a. In general, 95,000 yen for the initial booth package, but this value can change based on individual venue.
- b. In general, 32,000 yen for an additional booth space, but this value can change based on individual venue.

## ● JALT Sponsorships: Overview

### 1. Scheduling

- a. All sponsorships are offered to all Associate Members simultaneously no later than June 10 in any subsequent international conference year.
- b. Bids on all sponsorships are accepted no later than July 31 of any international conference year.
- c. Bids are NOT time sensitive.

### 2. Bidding for Sponsorships

- a. All AMs can bid on any sponsorship (see ‘f’ for rules on 2-year sponsorships)
- b. All bids must be submitted through the online bidding form at <http://associates.jalt.org/sponsorships>.
- c. Any bid must meet or exceed the minimum reserve bid indicated for each sponsorship.
- d. Bidding will proceed in two stages:
  - i Initial 24-hour bidding period (10:00 am to 10:00 am on the designated day[s]).
  - ii Secondary bidding period on the second day (10:00 am to 5:00 pm), with possible extensions:
    - 1) At the end of the Initial bidding period, the initial bid amounts for all sponsorships and corresponding number of initial bids will be announced online.
    - 2) During the secondary bidding period (10:00 am to 5:00 pm), AMs can continue to bid on any sponsorships.
    - 3) Additional bids at a minimum of JPY 5,000 above previous bids will be accepted.
    - 4) Only AMs who bid on relevant sponsorships during the initial 24-hour bidding period will qualify to bid during the secondary bidding period (10:00 am to 5:00 pm).
    - 5) Any qualifying AM can bid on any sponsorship during the secondary bidding period.

- iii During the Secondary bidding period (10:00 am to 5:00 pm), JALT will update the current bid and number of bids for all sponsorships beginning at 10:00 am, each hour, on the hour (i.e. 10:00 am, 11:00 am, etc.).
- iv At the end of any 60-minute bidding period extension with no bidding activity, bidding will be closed.
- v If the bidding process continues beyond 5:00 pm (end of business) on the day of the Secondary bidding period:
  - 1) Bidding will be suspended at 5:00 pm.
  - 2) Updated current bid and number of bids for all sponsorships will be posted online at approximately 5:00 pm.
  - 3) Bidding will continue the next morning beginning at 10:00 am for a 60-minute bidding period (10:00 am – 11:00 am).
  - 4) If a new bid is placed on any sponsorship during this 60-minute bidding period the next morning (10:00 am – 11:00 am), the current bid and number of bids for all sponsorships will be updated at 11:00 am.
  - 5) This process will be repeated at 60-minute intervals, i.e., the bidding period will be extended an additional 60-minutes for all sponsorships if a new bid is placed on any sponsorship, until no further bidding activity is recorded.
- vi At the end of any 60-minute bidding period extension with no bidding activity, bidding will be closed.
- e. The reserve (minimum) bid for any sponsorship will be made public based on the schedule outlined above.
- f. Any two-year bid must be made during the bidding process: Two-year extensions cannot be accepted after bidding is closed. If an AM bids successfully for a two year contract, the second year is costed at 10% less than the successful first year bid.
- g. The successful bidding organization(s) will be made public within one week of completion of bidding.
- h. Whether an AM bids for a one- or two-year contract will be made public at the completion of bidding.
- i. All sponsorships and related activities must adhere to the Conference Terms of Agreement. See at <<http://associates.jalt.org/confTofA>>
- j. JALT reserves the right to change portions of this procedure if deemed necessary.
- k. Available sponsorships and related minimum reserve bids will be updated annually.
- l. JALT reserves the right to exclude from future sponsorship opportunities, in general or a specific sponsorship, any AM which violates the Conference Terms of Agreement related to the international conference.

## ● Available JALT Sponsorships

### 1. Name Tags

- a. One-year or optional two-year contract.
- b. 200,000 yen per year/contract reserve bid.
- c. 200,000 yen plus 180,000 yen = 380,000 yen two-year/contract (or, second year is 10% off successful first-year bid).
- d. Design to be negotiated between JALT and successful sponsor.
- e. Overall advertising on name tags will be governed by the following.
  - i Name space will occupy no less than 30% of the name tag design.
  - ii JALT branding space will occupy no less than 40% of the name tag design
  - iii AM advertising/branding space will occupy no less than 30% of the name tag design.
- f. AMs can collaborate on bids.
- g. AMs can bid for one- or two-year packages.

### 2. Intern t-shirts

- a. One-year or optional two-year contract.
- b. 130,000 yen per year/contract reserve bid.

- c. 130,000 yen plus 117,000 yen = 247,000 yen two-year/contract (or, second year is 10% off successful first-year bid).
  - d. Design is limited to specified printing contract (i.e., one color, one printed area, etc.).
  - e. JALT branding and purpose (Ask Me!, Tech Support, etc.) must be predominate along with branding of successful sponsor.
  - f. Overall design (including color) can be negotiated with JALT and successful sponsor.
  - g. Additional design modifications (additional areas or printing, etc.) can be negotiated with JALT and successful sponsor: AM pays any additional actual design/printing.
  - h. AMs can collaborate on bids.
  - i. AMs can bid for one- or two-year packages.
3. Friday Welcome Reception
- a. One-year or optional two-year contract.
  - b. 250,000 yen per year/contract reserve bid.
  - c. 250,000 yen plus 225,000 yen = 475,000 yen two-year/contract (or, second year is 10% off successful first-year bid).
  - d. AMs can collaborate on bids.
  - e. AMs can bid for one- or two-year packages.
4. Saturday or Sunday Conference Social Event (Best of JALT)
- a. One-year or optional two-year contract.
  - b. 250,000 yen per year/contract reserve bid
  - c. 250,000 yen plus 225,000 yen = 475,000 yen two-year/contract (or, second year is 10% off successful first-year bid).
  - d. AMs can collaborate on bids.
  - e. AMs can bid for one- or two-year packages.
5. Saturday or Sunday Conference Social Event
- a. On -year or optional two-year contract.
  - b. 250,000 yen per year/contract reserve bid.
  - c. 250,000 yen plus 225,000 yen = 475,000 yen two-year/contract (or, second year is 10% off successful first-year bid).
  - d. AMs can collaborate on bids.
  - e. AMs can bid for one- or two-year packages.
6. Conference Bags
- a. Option 1
    - i. One-year or optional two-year contract.
    - ii. 300,000 yen per year/contract reserve bid.
    - iii. 300,000 yen plus 270,000 yen = 570,000 yen two-year/contract (or, second year is 10% off successful first-year bid).
    - iv. AMs can collaborate on bids.
    - v. AMs can bid for one- or two-year packages.
    - vi. Design to be negotiated between JALT and successful sponsor: AM advertising and JALT branding design at 50/50 minimum, AM cannot use more than 50% of available advertising space (can be negotiated if more than one AM collaborates on the successful bid: equal advertising space for each successful sponsor and JALT).
    - vii. If no AM fully sponsors the bag, sections of the bag can be sponsored by multiple AMs at the following calculations – 1=50,000 yen; 2=100,000 yen, etc. Space priority will go to the larger bid.
    - viii. Any production costs above the successful bid for any given year will be equally shared by JALT and successful sponsor(s).
  - b. Option 2

- i AM fully produces and supplies an international conference bag that is acceptable to JALT: No bid required (proposal and samples of bag, etc. required during bidding period)
- ii If the recommended international conference bag design does not include JALT branding, a proposal to include JALT branding (additional bag printing, addition of suitable button, luggage tag options, etc.) must accompany the sample international conference bag. Cost of additions would be shared by JALT and the successful sponsor(s).
- iii If more than one proposal is submitted, JALT will select a successful proposal based on international conference bag quality, design, associated costs (if any) and branding

## 7. Signage

- a. One-year or optional two-year contract.
- b. 150,000 yen per year/contract reserve bid.
- c. 150,000 yen plus 135,000 yen = 285,000 yen two-year/contract (or, second year is 10% off successful first-year bid).
- d. AMs can collaborate on bids.
- e. AMs can bid for one- or two-year packages.
- f. Design to be negotiated between JALT and successful sponsor.
- g. 60% of design space allotted for international conference direction / information.
- h. Remaining space (40%) to be divided by AM advertising (30%) and JALT branding (10%).

## 8. Additional Sponsorship Opportunities

- a. Proposals for new or innovative sponsorships not included in the bidding process must be made three months prior to the first conference day.
- b. Additional sponsorships (food, lunch parties, innovative advertising, book signings, etc.) can be proposed by AMs:
  - i Food and beverage sponsorships:
    - i.i All food and beverage sponsorships must be “turn-key” operations.
    - i.ii Proposals for additional food and beverage sponsorships must be made four months prior to the first conference day.
- c. Successful proposals for additional sponsorships would:
  - i Enhance the conference experience for participants.
  - ii Not incur cost nor liability for JALT (including human resources).
  - iii Would benefit (promote) both the sponsoring AM and JALT.
- d. 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.”