



AILA 2024
INTERNATIONAL ASSOCIATION OF APPLIED LINGUISTICS

Celebrating 60 years of AILA (1964 - 2024)

Diamond Jubilee

21st AILA WORLD CONGRESS

Linguistic Diversity, Equity, Inclusion and Sustainability

11 - 16 August 2024 • Kuala Lumpur Convention Centre, Malaysia

AILA in partnership with MAAL

Supported By



Malaysian Association
of Applied Linguistics

Malaysia
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Meet in
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SUSTAINABLE
DEVELOPMENT
GOALS

SPONSORSHIP & EXHIBITION PROSPECTUS

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www.aila2024.com



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A WARM INVITATION



We are delighted to extend an invitation to all stakeholders to support the 21st AILA World Congress 2024.

The Congress celebrates AILA's 60-year milestone and Malaysia has been given the honour to host it at the Kuala Lumpur Convention Centre (KLCC) with the iconic PETRONAS Twin Towers as the backdrop on 11-16 August, 2024.

An exciting array of events offering an excellent platform for networking opportunities has been meticulously planned for all. Participants can look forward to new outlooks and innovations in research on various topics in the field of applied linguistics, relevant not just for scholars and academics, but also for professionals across industries and government agencies. Indeed, the multidisciplinary applications of Applied Linguistics touch on all aspects of work and life.

Our theme, *"Linguistic Diversity, Equity, Inclusion and Sustainability"*, aims to showcase the importance of linguistic diversity for a more inclusive and sustainable society. Let's share and gain insights on how applied linguistics contributes to providing solutions for a more sustainable world.

Please join us in making this congress a success.

Prof. Dr. Shameem Rafik-Galea
21st AILA World Congress Chair

MISSION

We invite you, as a sponsor, to play an important role in supporting the AILA Congress with its diversity and inclusion efforts. Your sponsorship funds will contribute towards making the congress a great success and used for a number of outreach efforts.

Gain visibility and position yourself as a supporter at one of the most important applied linguistics events. Our mission for the 2024 congress is to deliver a zestful and exuberant programme over the course of five days, together with a series of interactive, inspiring sessions, where our supporters can be directly involved.

“AILA 2024 is committed to SDG-related efforts”



APPLIED LINGUISTICS AND THE SDGs

The Sustainable Development Goals (SDGs) adopted by the United Nation (UN) in 2015 has paved the way for applied linguists and language education practitioners to play a bigger role in contributing to the national, regional and global agenda for improving life. The relevant contributions of applied linguistics and language education research to the SDGs can be found, for example, in the following areas:

- Studies on language policy and quality education and studies on language and mother-tongue (SDG 4 Quality Education).
- Studies on language and gender equality (SDG 5 Gender equality).
- Studies on language in the workplace, for example, language and law and language in business and minority languages (SDG 8 Decent work and economic growth).
- Studies in linguistic diversity in modern cities (SDG 11 Safe and sustainable cities).
- Studies on the role of Language in health care and well being (SDG 3 Good Health and Well Being for All Ages).
- Studies on the role of language in promoting peaceful and inclusive societies, and protecting fundamental freedoms. (SDG16 Peace, Justice and Strong Institutions).

As an association representing applied linguists and language education practitioners in Malaysia, the Malaysian Association of Applied Linguistics (MAAL) actively pursues research and practices that contribute towards the Sustainable Development Goals (SDGs). For example, applied linguists and language education practitioners teach, conduct research and propose solutions in the following areas:

SDG 3: Good Health and Well Being

- Language Use in Healthcare Settings

SDG 4 : Quality Education

- Language Policy and Language Education
- Language and Literacy Practices
- Language and Special Needs Education
- Multilingual Education
- Preserving Indigenous Languages

SDG 5: Gender Equality

- Language and Gender in the Workplace
- Language and Women's Empowerment
- Language and Gender in Education, Teaching and Learning

SDG 8: Decent Work and Economic Growth

- Language in the Workplace
- Language for Specific Purposes (Business, Law, Medicine, ICT, Aviation, etc.)

SDG 10: Reduced Inequalities

- Language Inclusivity
- Language and Multilingualism
- Mother Tongue Based Multilingual Education (MTB-MLE)

SDG 11: Sustainable Cities and Communities

- Linguistic Diversity in Modern Cities
- Language and Migration
- Language, Class and Education

SDG16: Peace, Justice and Strong Institutions

- Language and Law and Forensic Linguistics
- Language Ethics and Politics
- Language and the Media
- Language Classrooms and Social Justice
- Language and Digital Technologies

THE LINGUISTIC LANDSCAPE OF MALAYSIA

AILA World Congress 2024 will give you insights into the important role of applied linguistics and language education and their contributions towards solving real world problems and improving life.

Applied linguistics is a field which studies language in everyday use, in learning and education, and for specialised uses. It is an important discipline which is critical for understanding human communication. Today applied linguists and language education practitioners help to solve real world problems across disciplines and in various domains making it an interdisciplinary field.

Multilingualism thrives in Malaysia, as it is a multiracial, multicultural and multilingual country with speakers of 137 living languages, of which 41 are found in Peninsula Malaysia. The official language is Bahasa Melayu, the standardised form of the Malay language. The Malay language has its classical and literary form as well as its various regional dialects and Melayu Pasar, a pidgin which serves as the lingua franca. Besides Malay, ancestral languages of Minangkabau, Bugis and Javanese origins are also spoken. English is an active second language and is a compulsory subject in all public schools, and remains a prominent language used for business and day-to-day communication. The government provides schooling at the primary level in each of the three major languages, Malay, Mandarin and Tamil.

The influx of migrants from Asia during the colonial period brought Chinese languages such as Hokkien, Cantonese, Hakka, Teochew, Hainanese, and Hockchew, Indian languages such as Tamil, Telugu, Sinhala, and Punjabi as well as, Arabic and many other languages of the newer migrants. Colonisation brought Portuguese which later developed into the Portuguese-based Malaccan Creole. More than 90 ethnic languages are spoken in East Malaysia of which Iban is most widely used in Sarawak, and Kadazan language in Sabah. A large number of minority groups exist with their distinct languages, some of which have been indicated as endangered due to a lack of documentation. Many of these minority languages have not been committed to the written form, and hence, the rich cultural knowledge associated with the speech communities are accessible only through the oral tradition. Besides the opportunities to explore the linguistic features of these ethnic languages, international trade and colonialism add to the linguistic diversity in Malaysia. Linguistic diversity is also evident in the burgeoning interdisciplinary field of linguistic landscape which focuses on the visual representation of language(s) in public spaces.



THE LINGUISTIC LANDSCAPE OF MALAYSIA

This multilingual landscape provides a fertile ground to study the uses and applications of the various languages in the contexts of daily communication, for learning, trade and work. Applied linguistics and language education research in Malaysia draws on the linguistic landscape of Malaysia as well as comparative research across regions. In the early 80s until early 90s, applied linguistics and language education research mainly focused on:

- Second language learning and teaching, in particular on ELT pedagogy.
- Second language acquisition.
- Language planning and policy.
- Genres and specialised registers (with a concentration in ESP).

These are still very popular and continue to be researched with a variation in research methods with multiple methods of data collection and analysis and a variety of theories.

From the mid 90's, applied linguists and language education practitioners in Malaysia began to venture into more practical and policy-engaged linguistics and language education efforts, for example discourse studies in professional settings and multilingualism. Interdisciplinary research has become more popular with a focus on equity and inclusivity and the development of relevant future-ready skills or sustainable economic growth. Language related concerns are taken up by applied linguists and language education practitioners to complement inputs by other stakeholders. The research areas include:

- Language in professional practices and professional contexts
- Linguistics and social issues
- Language technology and artificial intelligence
- Advances in language teaching, learning and language teacher development
- Literacy development
- Multilingualism
- Indigenous languages

More research and outreach work is needed to promote applied linguistics and language education including how they can complement efforts of experts in other disciplines. AILA World Congress 2024 provides an avenue to showcase the output of applied linguistics and language education as well as promote collaboration and networking in Malaysia and globally.

THE CONGRESS

The AILA World Congress is the world's biggest event in applied linguistics bringing together more than 1,000 researchers and practitioners in applied linguistics and across disciplines. It is estimated that this congress will attract more than 1,200 attendees.

The congress is characterised by high level presentations and discussions on key issues in the field. Its format includes keynote addresses by outstanding scholars, featured academic and corporate speakers, invited symposia, individual papers and poster presentations. Each congress is organised by a national affiliate and the congress sites alternate between different areas of the world to reflect the global character of AILA.

AILA will be celebrating its 60th Anniversary- Diamond Jubilee in 2024 in Kuala Lumpur, Malaysia.

PROGRAMME HIGHLIGHTS – CONGRESS TRACKS

- Language Diversity, Inclusivity and Sustainability
- Language in Professional Practices and Professional Contexts
- Languages for Specific Purposes (LSP), Business and Professional
- Linguistics and Social Issues
- Languages in Society
- Language in Use
- Language Teaching, Learning and Acquisition
- Early Years Language Education
- Languages and the Mind
- Language Technology and Artificial Intelligence
- Literacy Development in Language Education
- Language Education Policy and Management
- Other Works on Research in Applied Linguistics
- Open Calls

WHY SPONSOR THE AILA WORLD CONGRESS 2024?

1. Connect with a global audience of more than 1,200 delegates specialising in the field of applied linguistics, language education and other related disciplines.
2. Increase your brand awareness and exposure to established language experts and professionals in academia and from the industry.
3. Leverage on this platform to promote the exchange of scientific knowledge and practical experience by introducing new publications and latest technology relevant to the audience.
4. Support applied linguistics and language education research with digital tools to facilitate teaching and learning of languages by showcasing your products or services.
5. Network with potential partners, clients and keep up to date with research and industry trends.
6. Contribute to the development of research in applied linguistics and language education relevant to the SDGs.



SPONSORSHIP OPPORTUNITIES

We are pleased to present a range of opportunities to your organisation to become a valuable partner in the 21st AILA World Congress to be held from 11-16 August 2024 at Kuala Lumpur Convention Centre. As a sponsor, you will gain access to an array of exclusive benefits and opportunities, including the followings:

Sponsorship Packages

Benefits	Platinum USD35,000	Gold USD25,000	Silver USD15,000	Bronze USD5,000
Exhibition Booth size	18m ²	18m ²	9m ²	9m ²
Complimentary Congress Registration	10	7	5	3
Complimentary Welcome Reception Registration	10	7	5	3
Complimentary Gala Dinner Registration	10	7	5	3
Advertisement in digital program book	Full page	Half page	Quarter page	-
Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)	√	√	√	√
Logo on sponsor acknowledgement board	√	√	√	√
Logo on congress website with hyperlink to sponsor's website	√	√	√	√
Logo on backdrop	√	√	√	√
Logo on wayfinding/signage	√	√	√	√
Acknowledgement in digital program book	√	√	√	√
Acknowledgement during opening and closing ceremony	√	√	√	-



Other Sponsorship Packages

Educational	Sponsorship Value (USD)
<p>Keynote Speakers</p> <p>Sponsors will provide support to Keynote Speakers in their sessions towards travel and accommodation expenses. Benefits include:</p> <ul style="list-style-type: none">• Complimentary congress registration for 2 persons• Complimentary welcome reception registration for 2 persons• Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)• Logo on sponsor acknowledgement board• Logo on congress website with hyperlink to sponsor's website• Acknowledgement in digital programme book• Opportunity for a 3-minute address to introduce keynote speaker• Access to keynote speakers	6,500
<p>Featured Speakers</p> <p>Sponsors will provide support to Featured Speakers in their sessions towards congress registration and accommodation expenses. Benefits include:</p> <ul style="list-style-type: none">• Complimentary congress registration for 1 person• Complimentary welcome reception registration for 1 person• Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)• Logo on sponsor acknowledgement board• Logo on congress website with hyperlink to sponsor's website• Acknowledgement in digital programme book• Opportunity for a 3-minute address to introduce featured speaker• Access to featured speakers	2,500
<p>Concurrent Sessions</p> <p>Sponsor will have opportunities to choose any concurrent sessions they wish to support. Benefits include:</p> <ul style="list-style-type: none">• Complimentary congress registration for 2 persons• Complimentary welcome reception registration for 2 persons• Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)• Logo on sponsor acknowledgement board• Logo on congress website with hyperlink to sponsor's website• Acknowledgement in digital programme book• Opportunity for a 2-minute address to introduce session speaker• Access to session speakers	4,500
<p>Travel Grant for Best Paper</p> <p>Sponsors will provide support to recipients of Best Paper towards registration fees and travel expenses. Benefits include:</p> <ul style="list-style-type: none">• Complimentary congress registration for 1 person• Complimentary welcome reception registration for 1 person• Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)• Logo on sponsor acknowledgement board• Logo on congress website with hyperlink to sponsor's website• Acknowledgement in digital programme book• Co-presenting travel grant to recipients for best paper during Closing Ceremony	2,500

Social Networking

Sponsorship Value (USD)

Gala Dinner

10,000

Sponsors will provide support towards food and beverage costs. Benefits include:

- Complimentary gala dinner registration for 10 persons
- Door gift (to be supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Acknowledgement in digital programme book
- Acknowledgement during welcome speech
- 2 x roll-up banners (provided by Sponsor) placed strategically around the function area
- Corporate video during event

Welcome Reception

5,000

Sponsors will provide support towards food and beverage costs. Benefits include:

- Complimentary welcome reception registration for 5 persons
- Door gift (to be supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Acknowledgement in digital programme book
- Acknowledgement during welcome speech
- 2 x roll-up banners (provided by Sponsor) placed strategically around the function area
- Corporate video during event

Networking Lunch

3,500

Sponsors will provide support towards food and beverage costs. Benefits include:

- Complimentary congress registration for 1 person
- Complimentary welcome reception registration for 1 person
- Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Acknowledgement in digital programme book
- 2 x roll-up banners (provided by Sponsor) placed strategically around the function area
- Corporate video during event

Networking Break

2,500

Sponsors will provide support towards food and beverage costs. Benefits include:

- Complimentary congress registration for 1 person
- Complimentary welcome reception registration for 1 person
- Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Acknowledgement in digital programme book
- 2 x roll-up banners (provided by Sponsor) placed strategically around the function area

Delegate Experience

Sponsorship Value (USD)

Networking Lounge (single opportunity)

8,000

Lounge area with seating serving special coffee, tea and snacks hosted by sponsor.

Benefits include:

- Complimentary congress registration for 2 persons
- Complimentary welcome reception registration for 2 persons
- Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Logo on screen at lounge area
- Acknowledgement in digital programme book
- Branding at the lounge area

Water Bottle (single opportunity)

7,500

Every registered delegate will receive a water bottle with sponsor's logo and event logo on it. Benefits include:

- Complimentary congress registration for 2 persons
- Complimentary welcome reception registration for 2 persons
- Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Acknowledgement in digital programme book

Congress Bag (single opportunity)

7,500

Every registered delegate will receive an official congress bag with sponsor's logo and event logo on it. Benefits include:

- Complimentary congress registration for 2 persons
- Complimentary welcome reception registration for 2 persons
- Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Acknowledgement in digital programme book

Congress Lanyard (single opportunity)

5,000

Every registered delegate will receive congress badge and lanyards with sponsor's logo and event logo on it. Benefits include:

- Complimentary congress registration for 2 persons
- Complimentary welcome reception registration for 2 persons
- Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Acknowledgement in digital programme book

Delegate Experience

Sponsorship Value (USD)

Congress notebook (single opportunity)

4,000

Every registered delegate will receive a congress notebook with sponsor's logo and event logo on it. Benefits include:

- Complimentary congress registration for 1 person
- Complimentary welcome reception registration for 1 person
- Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Acknowledgement in digital programme book

Commemorative AILA 60th Anniversary Souvenirs (multiple opportunities)

5,500

Every registered delegate will receive this special souvenir with sponsor's logo and event logo on it. Benefits include:

- Complimentary congress registration for 2 persons
- Complimentary welcome reception registration for 2 persons
- Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Acknowledgement in digital programme book

Internet (single opportunity)

4,000

This is to support the live stream sessions throughout congress. Benefits include:

- Complimentary congress registration for 1 person
- Complimentary welcome reception registration for 1 person
- Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Acknowledgement in digital programme book

Virtual Platform

10,000

A virtual platform for live streaming during congress. Benefits include:

- Complimentary congress registration for 5 persons
- Complimentary welcome reception registration for 5 persons
- Congress bag insert (A4 size, 2-page leaflet supplied by sponsor)
- Logo on sponsor acknowledgement board
- Logo on congress website with hyperlink to sponsor's website
- Logo on virtual platform window
- Acknowledgement in digital programme book
- Acknowledgement during opening and closing ceremony

Can't find anything suitable? Contact us to custom-made your package at sponsorship@aila2024.com.

Booking Procedures and Payment Information

1. Applications for sponsorship may be made with enclosed booking form.
2. Terms of Payment:
 - 50% upon receipt of the Support Agreement and first invoice.
 - 50% by 10 May 2024 (after this date, full payment is due upon booking).
3. All payments must be received before the start date of the 21st AILA World Congress.
4. Should the sponsors fail to complete payments prior to the commencement of the Congress, the Organiser will be entitled to cancel the reservation while cancellation will be subjected to cancellation/modification policy as stated in this prospectus.
5. Payer is responsible for all the bank charges.

Cancellation/Modification Policy

1. Cancellation or modification of sponsorship item must be made in writing to sponsorship@aila2024.com.
2. The Organiser shall retain:
 - 25% of the agreed package amount if the cancellation/modification is made on or before 10 February 2024.
 - 50% of the agreed package amount if the cancellation/modification is made on or before 10 May 2024.
 - 100% of the agreed package amount if the cancellation/ modification is made after 10 May 2024.

Bank transfer to:
CONGRESS MANAGER
21st AILA WORLD CONGRESS
MP (EVENTS) SDN BHD

Bank: CIMB Bank Malaysia
Account No: 8010674418
Swift Code: CIBBMYKL
Bank Address: B-G-8, Block B Plaza Ativo
Jalan 9/1 Damansara Avenue
Bandar Sri Damansara
52200 Kuala Lumpur, Malaysia

*Please scan QR code or click on link to
complete the booking form.*



[Sponsorship
booking form](#)



[Exhibition
booking form](#)



AILA 2024
INTERNATIONAL ASSOCIATION OF APPLIED LINGUISTICS

Celebrating 60 years of AILA (1964 - 2024)

For further information about sponsorship & exhibition,
please contact us

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