



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



SPONSORSHIP & EXHIBITOR PROSPECTUS



www.aila2024.com



sponsorship@aila2024.com

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 an exhibitor or 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 and or partner 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

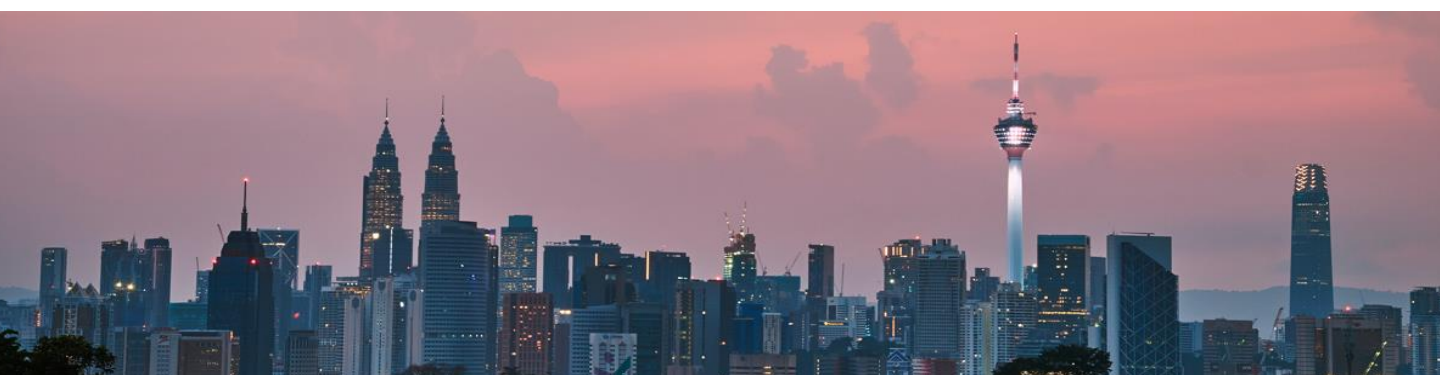
THE LINGUISTIC LANDSCAPE OF MALAYSIA

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.



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.



CONGRESS INFORMATION

Hosts



International Association of Applied Linguistics
Association Internationale de Linguistique Appliquée

AILA is the acronym for **Association Internationale de Linguistique Appliquée** or **International Association of Applied Linguistics**. AILA (originally founded in 1964 in France) is an international federation of national and regional associations of Applied Linguistics. AILA has a membership of more than 8,000 individuals worldwide who as researchers, policy makers or practitioners are active in the field of Applied Linguistics.

Applied Linguistics is an interdisciplinary field of research and practice dealing with practical problems of language and communication that can be identified, analysed or solved by applying available theories, methods and results of Linguistics or by developing new theoretical and methodological frameworks in Linguistics to work on these problems. Applied Linguistics differs from Linguistics in general mainly with respect to its explicit orientation towards practical, everyday problems related to language and communication. The problems Applied Linguistics deals with range from aspects of the linguistic and communicative competence of the individual such as first or second language acquisition, literacy, language disorders, etc. to language and communication related problems in and between societies such as e.g. language variation and linguistic discrimination, multilingualism, language conflict, language policy and language planning.



The **Malaysian Association of Applied Linguistics (MAAL)** invites membership from researchers, policy makers and those active in the field of Applied Linguistics. Applied linguistics represents a discipline engaged in the efforts to continuously better conceptualize language and communication. The field focuses on identifying, analysing and solving problems of language use, by employing theories, methods and results of existing work, and by developing theoretical frameworks and methodologies. Applied linguistics differs from other fields in linguistics, in its association with practicality, and its efforts to address problems of language and communication, through research, as well as through multidisciplinary and interdisciplinary studies.

ABOUT 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.

Attendance records from previous congress:

Year	City	Attendance
2023	Lyon	800
2021	Groningen	2180 (virtual)
2017	Rio de Janeiro	1200
2014	Brisbane	1500
2011	Beijing	1200

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

CONGRESS VENUE

The 21st AILA World Congress will be held at Malaysia's premier award-winning venue, Kuala Lumpur Convention Centre.

Located right in the heart of the country's capital city and part of the integrated Kuala Lumpur City Centre (KLCC) precinct, the Centre is ideal for large, high-profile congregations to intimate private functions. With great accessibility, the five-level purpose-built facility encompasses a total of 33,659 sqm, featuring a wide range of customisable multi-purpose function space including, two auditoria; a Grand Ballroom, Banquet Hall, three Conference Halls, eight Exhibition Halls and 23 meeting rooms. The Centre also has supporting facilities such as Hospitality Suites, VVIP Lounges, F&B Outlets, Medical Room, and more.

The Centre maintains its world-class status through strict compliance to international quality standards and accreditation requirements, namely ISO 9001, ISO 22000, ISO 14001, ISO 45001, ISO 37001, EarthCheck Silver and Hazard Analysis and Critical Control Points (HACCP). Guided by the United Nations Sustainable Development Goals and as part of the ASM Global network, the Centre tracks its monthly performance metrics related to Greenhouse Gas Emissions, Water Consumption, and Waste Reduction.

For more information about the centre, please visit www.klccconventioncentre.com.



WHY SPONSOR OR EXHIBIT AT THE 21st AILA WORLD CONGRESS?

- 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.



EXHIBITING

Exhibitor Package	USD
Publisher/Exhibitor	1,250

Exhibitor will be provided with the followings:

- Two exhibitor badges
- A rectangular table with two chairs
- One power outlet

Social Enterprise (Local only)	500
--------------------------------	-----

Exhibitor will be provided with the followings:

- One exhibitor badges
- A rectangular table with two chairs
- One power outlet



OTHER TYPES OF SPONSORSHIP

Educational USD

Keynote Speakers 6,500

Sponsors will provide support to Keynote Speakers in their sessions towards travel and accommodation expenses. 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
- Opportunity for a 3-minute address to introduce keynote speaker
- Access to keynote speakers

Featured Speakers 2,500

Sponsors will provide support to Featured Speakers in their sessions towards congress registration and accommodation expenses. 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
- Opportunity for a 3-minute address to introduce featured speaker
- Access to featured speakers

Concurrent Sessions 4,500

Sponsor will have opportunities to choose any concurrent sessions they wish to support. 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
- Opportunity for a 2-minute address to introduce session speaker
- Access to session speakers

Travel Grant for Best Paper 2,500

Sponsors will provide support to recipients of Best Paper towards registration fees and travel expenses. 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
- Co-presenting travel grant to recipients for best paper during Closing Ceremony

OTHER TYPES OF SPONSORSHIP

Social Networking 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

OTHER TYPES OF SPONSORSHIP

Delegate Experience

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

OTHER TYPES OF SPONSORSHIP

Delegate Experience	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

BOOKING AND CONTRACT

Contracts and Confirmation

Sponsors

Once a booking form is received, an invoice will be sent to you for deposit payment to be made within 30 days upon receipt of invoice.

Payment and Cancellation Terms

Terms of Payment

- 50% deposit upon receipt of the sponsorship agreement/exhibition confirmation and invoice.
- 50% balance by **10 May 2024** (after this date, full payment is due upon booking).
- All payments must be received before the start date of the congress.
- Should the sponsor/exhibitor fail to complete payments prior to the commencement of the congress, the organiser will be entitled to cancel the reservation, subject to cancellation fees as detailed below.

Payment Method

Payment can be settled by bank transfer+. Payment details will be included in the invoice.

+Bank handling charges and /or financial charges must be absorbed by the payer.

Cancellation/Modification

- Cancellation or modification of sponsorship items or exhibition stands must be made in writing to the organiser at sponsorship@aila2024.com.
- The organiser shall retain:
 - 50% of the agreed amount if the cancellation/modification is made on or **before 10 May 2024**;
 - 100% of the full payment the cancellation/modification is made **after 10 May 2024**.

Notes: All refunds are subject to a deduction of applicable banking service fees, which shall be borne by the exhibitor/sponsor. The Organiser reserves the rights to amend the packages, terms and condition without prior notice.

CONTACT INFORMATION

For further information about sponsorship & exhibition, please contact

Sponsorship Team
21st AILA World Congress

c/o MP Events (M) Sdn Bhd
Wisma Pico
19-20 Jalan Tembaga SD 5/2
Bandar Sri Damansara
52200 Kuala Lumpur
Malaysia

Email: sponsorship@aila2024.com

Follow #AILA2024



www.aila2024.com



sponsorship@aila2024.com



SPONSOR & EXHIBITOR BOOKING FORM

CONTACT DETAILS

Main Contact

Name:

Position:

Mobile no.:

Email:

Company:

Address:

Invoicing Contact

Name:

Position:

Mobile no.:

Email:

Other types of Sponsorship

☐

Others/customised:

Exhibitor Packages

☐

Standard booth – USD 2,000

☐

Publisher – USD 1,250

☐

Social enterprise (local) – USD 500

☐

Others:

Agreement

1. I confirm my support for the 21st AILA World Congress.
2. I confirm that I understand the cancellation charges as detailed in the terms and conditions.
3. I confirm that I am authorised to sign the document on behalf of the company.

Terms and conditions

1. 50% deposit upon receipt of the sponsor and exhibitor booking confirmation and invoice.
2. 50% balance 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 congress.
4. Should the sponsor/exhibitor fail to complete payments prior to the commencement of the congress, the organiser will be entitled to cancel the reservation, subject to cancellation fees.
5. Cancellation or modification of the booking must be made in writing to the organiser at sponsorship@aila2024.com.
6. 50% of total payment applied if cancellation is made **before or by 10 May 2024**.
7. 100% of total payment applied if cancellation is made **after 10 May 2024**.
8. The bank fees should not be included in the payment.

Total cost in USD:

Signature:

Date:
