



ICJLE 2024

日本語教育国際研究大会

Diversity & Expertise 多様性と専門性

International Conference on Japanese Language Education

Aug. 1-3, 2024

Madison, Wisconsin, U.S.A.

Organizer & Exhibitor Information (UPDATED ON 8/16/2024)

About ICJLE 2024

Venue: Madison, Wisconsin, USA

Dates: August 1-3, 2024

Format: Face-to-face conference (partially hybrid)

Estimated number of participants: 500 face-to-face conference participants
and 100 hybrid participants

Expected participants: Japanese language educators and students from all
over the world



Co-sponsoring organizations

The American Association of Teachers of Japanese (AATJ)



Canadian Association for Japanese Language Education (CAJLE)

Co-sponsored by



Global Network for Japanese Language Education



Website: <https://go.wisc.edu/icjle2024>

International Conference on Japanese Language Education (ICJLE) &



Global Network for Japanese Language Education (GN)

International Conference on Japanese Language Education (ICJLE)

ICJLE is the largest conference in the field of Japanese language education, bringing together researchers, practitioners, related organizations, and students in the field of Japanese language education from around the world. ICJLE is one of the core activities of the Global Network for Japanese Language Education (GN).



International Conference on Japanese Language Education (ICJLE) & Global Network for Japanese Language Education (GN)

Global Network for Japanese Language Education (GN)

The GN is an international networking organization established in 2009 to promote information exchange and cooperation in the field of Japanese language education, and to promote practical activities and academic research. Currently, the network consists of academic societies and teachers associations in 12 countries or regions.



Past Locations of ICJLE Conferences

- 2004 Tokyo, Japan
- 2006 New York, USA
- 2008 Busan, Korea
- 2009 Sydney, Australia
- 2010 Taipei, Taiwan
- 2011 Tianjin, China
- 2012 Nagoya, Japan
- 2014 Sydney, Australia
- 2016 Bali, Indonesia
- 2018 Venice, Italy

Participants in past ICJLEs were from:

- North America (U.S.A, Canada)
- European countries
- Asia (Japan, China, Korea, Indonesia, Vietnam, Thailand, Philippines, Malaysia, Taiwan)
- Australia & New Zealand



ICJLE in Madison, USA

ICJLE2024 Website: <https://go.wisc.edu/icjle2024>

ICJLE 2024 Theme: Diversity and Expertise

Why Diversity and Expertise?

- People from all over the world are teaching and learning Japanese in a variety of venues and in a multitude of ways. The field of language education always reflects changes in politics, economy, society, culture, environment, and technology.
- At this international convention, we hope to bring together people engaged in Japanese language education from around the world, to reaffirm the diversity of the world situation we face and the aspects of the Japanese language we teach, and to explore together the qualities and expertise required of educators who can respond to these changes.



ICJLE 2024: Program Highlights

**A variety of events to tackle the theme
from multiple angles!**

- **Three Keynote Speeches**

1. Patricia Duff, Professor, Faculty of Education, University of British Columbia
2. Yo Azama, Chief School Education Officer, Salinas School District
3. Ginny Tapley Takemori (Translator)

- **Two Symposiums**

1. What are the hidden possibilities in face-to-face language learning?
2. Nurturing the next generation of educators

- **About 180 oral presentations and interactive workshops**

- **About 80 poster presentations**

- **Reception and Dinner for participants**



Conference venue : Madison, Wisconsin, U.S.A.

An easily accessible Midwestern U.S. city with direct flights from major U.S. cities and a 2.5-hour drive north of Chicago.



Conference venue : Madison, Wisconsin, U.S.A.

The capital of Wisconsin, surrounded by lakes and rich in natural beauty



Conference venue : University of Wisconsin, Madison

- Founded in 1849
- One of the universities that contributed greatly to the development of Japanese language education in the United States.
- One of the few universities in North America to offer doctoral and master's degree programs in Japanese language and literature, and known for its emphasis on Japanese language education.
- In addition to the Japanese major, their undergraduate program offers the Certificate in Japanese Professional Communication, which attracts students from STEM fields in addition to the humanities and social sciences.



Venue: University of Wisconsin-Madison, Memorial Union

All the activities of the conference, from the opening ceremony and keynote speeches to symposia, workshops, paper presentations, exhibits, and the conference banquet dinner, will take place in this historic building facing the Lake Mendota waterfront.

Exhibit tables for sponsors and exhibitors will be set up in a room with access to a terrace facing the lake; this room will also be used for the poster presentations, and it is expected to be visited frequently by many of our participants (**see slide 27**).



Venue for Opening Ceremony, Keynote Speech and Symposium: Shannon Hall

Concert hall with a capacity of more than 1,000 people



Reception and Dinner Venue: Great Hall

As a dinner venue, the Great Hall can accommodate approximately 250 people in a spacious setting that promotes chatting and networking.



Japanese Language Education and Human Resource Development

ICJLE contributes to society through Japanese language education and human resource development!



Theme of ICJLE 2024: Diversity and Expertise

Japanese Language Education

As of 2021, approximately 4 million people in 141 countries and regions, including Japan, are studying the Japanese language. There are also just under 20,000 educational institutions, with about 110,000 people involved in Japanese language education. In addition, according to a 2020 Duolingo survey, Japanese is the 5th most studied language in the world (1st English, 2nd Spanish, 3rd French, 4th German). *

* [国際交流機関 2022年Press Release](#)・[文化庁\(令和3年資料\)](#)
・[Duolingo Language Report 2022](#)より

Global Human Resource Development

Language education is not only about teaching grammar and pronunciation, but also about promoting understanding of the culture behind the language, which leads to the development of individuals who can build trusting relationships with people who speak the language and communicate more smoothly. In a society where a global perspective is indispensable, Japanese language educators are making daily efforts to nurture members of the next generation who understand and respect others with diverse backgrounds.

ICJLE 2024 is currently sponsored by

- Shoyu Club
- The Japan Foundation, Los Angeles*
- The Japan Foundation, Toronto*
- Consulate General of Japan in Chicago
- University of Wisconsin-Madison
Center for East Asian Studies,
Department of Asian Languages and Literatures
Language Institute
- American Association of Teachers of Japanese (AATJ)
- Canadian Association for Japanese Language Education (CAJLE)

*Organizations affiliated with the Ministry of Foreign Affairs



Website: <https://go.wisc.edu/icjle2024>





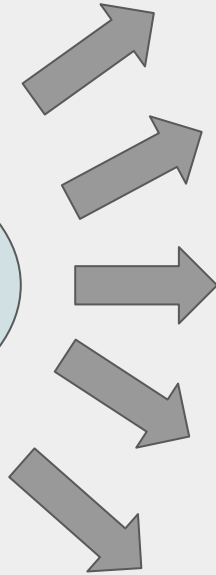
SUPPORT ICJLE 2024!

Please consider SPONSORING or EXHIBITING
for ICJLE 2024.

It can be an opportunity to promote your
company's Corporate Social Responsibility (CSR).

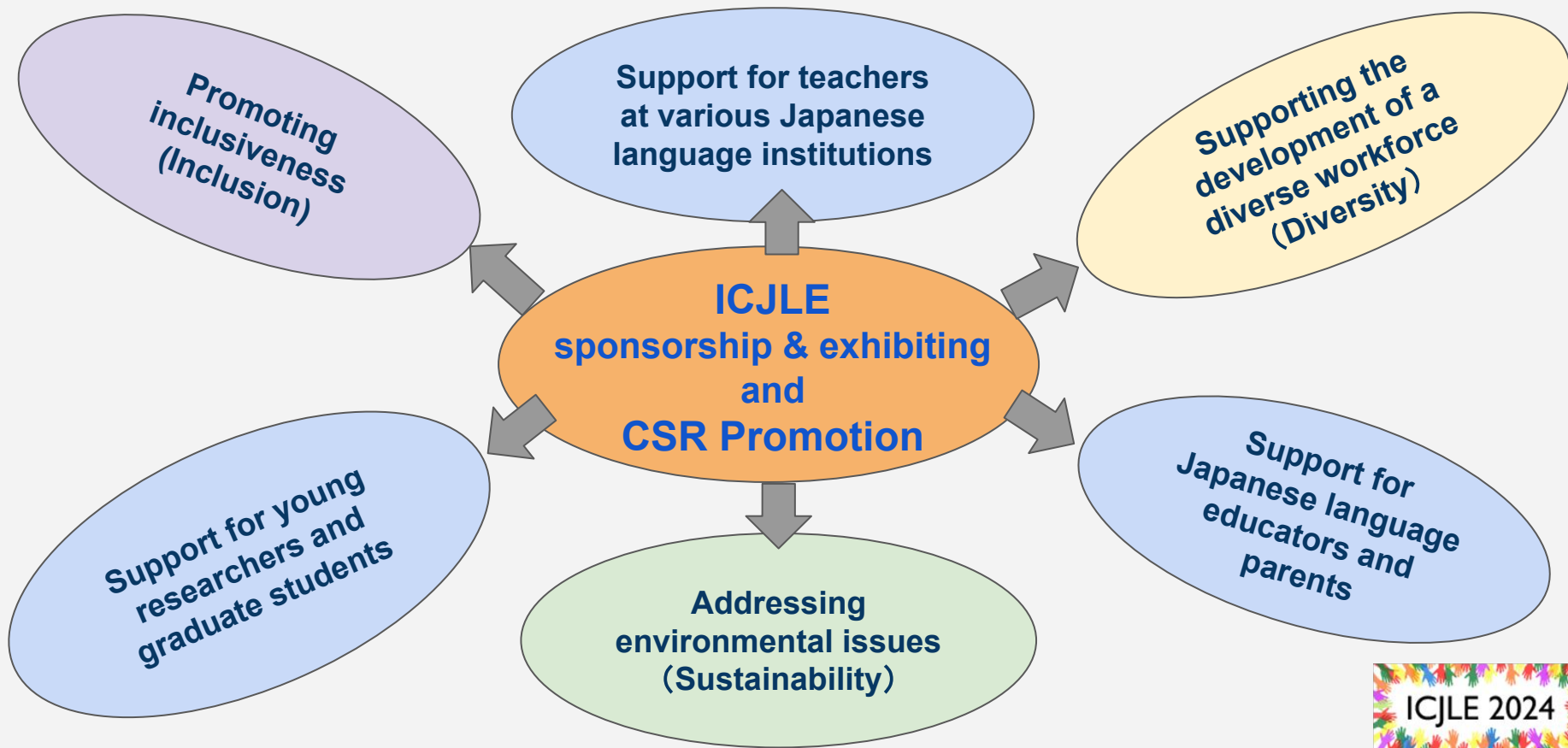
Benefits of supporting ICJLE 2024 !

**Sponsoring &
Exhibiting in
ICJLE**



- Reinforcing corporate visibility
- Introducing products, services, technologies, etc.
- Reaching and networking with potential customers
- Promoting global human resources development
- Strengthening promotion of corporate social responsibility (CRS)

ICJLE 2024 sponsorship and exhibition as an opportunity to promote corporate social responsibility (CSR)!



ICJLE 2024 endorses and promotes:

Inclusion

Facilities with all-gender toilets, wheelchair accessibility, etc., allow us to accommodate a variety of needs and to encourage more people to participate.

Diversity

Symposiums, workshops, oral and poster presentations, etc. are held to support educational activities in the field of Japanese language education from multiple perspectives and to support a wide variety of learners.

Equity

In order to encourage a wide range of Japanese language educators to participate in ICJLE, we subsidize (in part) the participation and travel expenses of elementary-level educators and graduate students. and offer discounted conference registration fees.

Sustainability

We use facilities that have been designed with environmental issues in mind, and we encourage participants to actively participate in recycling.



ICJLE 2024 & Sustainability: Example of Conference Facilities

The University of Wisconsin-Madison, where the conference will be held and where conference accommodations will be located, is actively engaged in sustainability initiatives.

Reference: [University of Wisconsin-Madison website](#)

- **Venue (Memorial Union)**
2014 renovation incorporating sustainable features (installing energy efficient windows, adding insulation, updating opportunity systems, etc.)
Venue is LEED (Leadership in Energy and Environmental Design) Silver rated
- **Student dormitories to serve as conference accommodations**
Installation of LED lights. 40% of light fixtures have been converted to LED over the past 5 years.
Installation of rooftop solar panels (Gordon Dormitory).
Installation of Energy Star appliances has reduced energy consumption by approx. 20% and water consumption by 35%.
Installation of drinking water filling stations.
Installation of recycling bins.



ICJLE 2024 Sponsorship Packages

A variety of sponsorship packages are available!

Sample Benefit Package*

- Publicity on the convention website
- Exhibit table
- Company logo on pop-up stands at the venue
- Logo placement on convention bags
- Complimentary entry to the convention
- Complimentary attendance at the convention dinner

*Sample content varies by sponsor level. (See next page)

To become a sponsor, or if you have questions, please contact us.

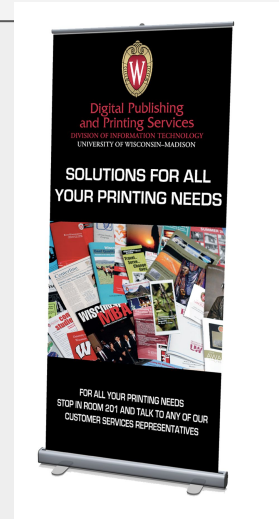


Image of a Pop-up Stand



ICJLE 2024: Sponsorship Information 1

Diamond \$10,000	Platinum \$8,000	Gold \$5,000
Complimentary Conference registration: Up to 4 people	Complimentary Conference registration: Up to 3 people	Complimentary Conference registration: Up to 2 people
Complimentary Conference Dinner: Up to 4 people	Complimentary Conference Dinner: Up to 3 people	Complimentary Conference Dinner: Up to 2 people

- Logo, name, and link to the corporate website will be listed on the website (sponsor's page)
- Logo will be printed on the conference bag
- Sponsors will be introduced to participants in conference emails
- Sponsors' logos and names will be displayed in the Opening and Closing PowerPoint and mentioned in the conference ceremonies

The following will be available upon request:

- (If the sponsor desires) Exclusive recognition for sponsorship of one particular event (e.g. reception, coffee break, supporting graduate students, etc.)
- Complimentary exhibit space for the company's flyers and other items (one table in Tripp Commons)
- The sponsor's logo and name will be printed on the conference pop-up stand



ICJLE 2024: Sponsorship Information 2

<p style="text-align: center;">Silver \$3,000</p>	<p style="text-align: center;">Bronze \$2,000</p>	<p style="text-align: center;">Friend of ICJLE \$1,000</p>
<p>Complimentary Conference registration: Up to 1 person</p>	<p>Complimentary Conference registration: Up to 1 person</p>	<ul style="list-style-type: none"> ● Sponsor's name and logo in the program and on the website (sponsors page) ● Sponsor's recognition in an email to conference participants ● Sponsor's name and logo on slides used at the opening and closing ceremonies and will be mentioned
<p>Complimentary Conference Dinner: Up to 1 person</p>	<p>Complimentary Conference Dinner: Up to 1 person</p>	
<p>●You may also choose to sponsor one event during the convention. (e.g., reception, coffee break, workshop support, etc.) Display and announce sponsor's name and logo at that event (included)</p> <p>We can also provide the following for an additional fee.</p> <ul style="list-style-type: none"> ●Display space (table) at the exhibition hall (Tripp Commons) \$500 ●Sponsor's name and logo on pop-up stands at the convention \$500 	<p>We can also provide the following for an additional fee.</p> <ul style="list-style-type: none"> ●Display space (table) at the exhibition hall (Tripp Commons) \$500 ●You may choose to sponsor one event during the convention. (e.g., reception, coffee break, workshop support, etc.) Display and announce sponsor's name and logo at that event \$500 	
<ul style="list-style-type: none"> ● Sponsor's name, logo, and link on the website (sponsors page) ● Sponsor recognition in an email to conference participants ● Sponsor's name and logo on slides to be used at the opening and closing ceremonies and will be mentioned 		



ICJLE 2024 Exhibitor Packages

A variety of exhibitor packages are available for your needs!

Sample Benefit Package*

- Exhibit space (table, chairs, and other equipment)
- Exhibitor's workshop held during the conference
- Posting of exhibitor's workshop on the website
- Complimentary exhibitor pass

* Sample contents vary by package. (See next page)

To become an exhibitor, or if you have questions, please contact us.



ICJLE 2024 Exhibitor Packages include:

Contents	Package 1 (\$1000)	Package 2 (\$1200)	Package 3 (\$1500)
Table (6'x30")	1	1	2
Chair	2	2	Up to 4
Conference Exhibitor Pass ¹	2	2	2
Logo and name listed on the website	✓	✓	✓
Email Introduction (Name & Logo) to participants	✓	✓	✓
Power Supply		✓	✓
Tablecloth		✓	✓

Additional equipment available:

* Monitor \$125 (one) / Power supply \$100 / Tablecloth \$100 / Chair \$50 (one) / Table \$500 (one)
 If you wish to attend the conference dinner, could be arranged by the actual cost. Please contact us.

If you wish to hold a session for conference participants:

Location : Founders Room (~~20 seats~~) 16 seats
 Sessions : Choose from 30-minute (\$200) or 90-minute (\$500) sessions.

If you wish to have your video posted on the conference website

Company Introduction (10 minutes) : \$200
 Workshop (30 minutes) : \$300



ICJLE 2024 Exhibitor Packages include:

Exhibit via video if you are unable to come to the conference site! (The conference website will be available until the end of 2024)

Content	Price
Posting of video on the conference website:	
1) Video of company profile and introduction (10 minutes)	\$200
2) Workshop video (30 minutes)	\$300
Email notification to participants	Included in 1) and 2)
Posting of video (without on-site exhibit) and participation in the conference:	
Conference Registration ²	At actual cost
Conference Dinner ³	At actual cost

(Note)

1. The Exhibitor Pass [previous slide] includes meals, coffee breaks, and reception. Please contact us if you need additional exhibitor passes.
2. The registration fee includes all conference talks, presentations, meals, coffee breaks, and receptions.
3. The number of attendees for the conference dinner is limited. Please contact us if you want to participate.

* Please contact us for more details on loading and unloading, set-up and removal of equipment, dates and times and other arrangements.

We are not providing an attendee list with email addresses to the exhibitors, as this is against our privacy policies. We can certainly facilitate by sending out an email on their behalf or combining these into a single message to participants.

Sponsors / Exhibitors Hall: Tripp Commons

This hall has access to a balcony overlooking Lake Mendota, which also connects to the terrace on the first floor. Lunch will be distributed in the neighboring room, and many participants will visit Tripp Commons. **(Note: The poster exhibition will be held in a separate room).**



Sponsors / Exhibitors Hall: Tripp Commons



- Poster exhibition area will be in a separate room due to the expected large number of tables
- Tables will be placed around the walls and in the middle of the room
- There will be a break area with tables and chairs for refreshments
- The room will be locked at the end of the day (no merchandise to be removed)

Sponsors / Exhibitors Hall: Tripp Commons



- Exhibit setup 7/31 8AM-5PM is possible
- Free Wi-Fi at the University (UW Net and EduRoam)
- Printers: Hotel and University Dorms (small number of pages) or Student Printing on campus for larger requests
- Table size provided is 6'x30' (182.88 cm x 914.4 cm.)

Exhibitor Workshops

3 options:

1. Available all day in the Founders Room (16-person capacity), on the same schedule as other conference presentations: 30 minutes (\$200) or 90 minutes (\$500) (See next slide for details on this room)

2. 30 minutes for an Exhibitor Workshop in one of the conference presentation rooms during the afternoon break (tentatively: 15:15 - 16:15) on the second day of the conference (\$400)

3. Posting of video on the conference website

Content	Price
Posting of video on the conference website:	
1) Video of company profile and introduction (10 minutes)	\$200
2) Workshop video (30 minutes)	\$300

Meeting Room for Exhibitors: Founders Room

The room can be used for meetings and workshops. It is equipped with a large TV monitor
(Capacity 16) (Available all day on the same schedule as other conference presentations)



Other updates (02/16/2024)

Additional Registrations:

- Up to two additional registrations per table allowed (additional registration fee is equal to the student registration fee)
- Deadline for table reservations, conference participant registration, and payment: May 31, 2024
- Table reservations and conference participant registration: Contact Tomoko Takami (ttakami@sas.upenn.edu)
- Payment: Contact AATJ (aatj@aatj.org or susan.schmidt@colorado.edu)

Promotional items, flyers, etc. will not be placed in the conference bag. (Please distribute them at the sales tables, etc.)

Other questions or concerns: Contact: Takami

Contact us:

If you have any inquiries about sponsorship and exhibitor packages, please contact the ICJLE Organizing Committee.

- **About ICJLE 2024:**

Junko Mori (Chair of Organizing Committee): jmori@wisc.edu

- **About donating and transferring funds for ICJLE 2024:**

Susan Schmidt (AATJ Executive Director): susan.schmidt@colorado.edu

- **About sponsoring ICJLE 2024:**

Shingo Satsutani (Member of Organizing Committee): satsutan@cod.edu

Mika Kimura (Member of Organizing Committee): mkimura@uvic.ca

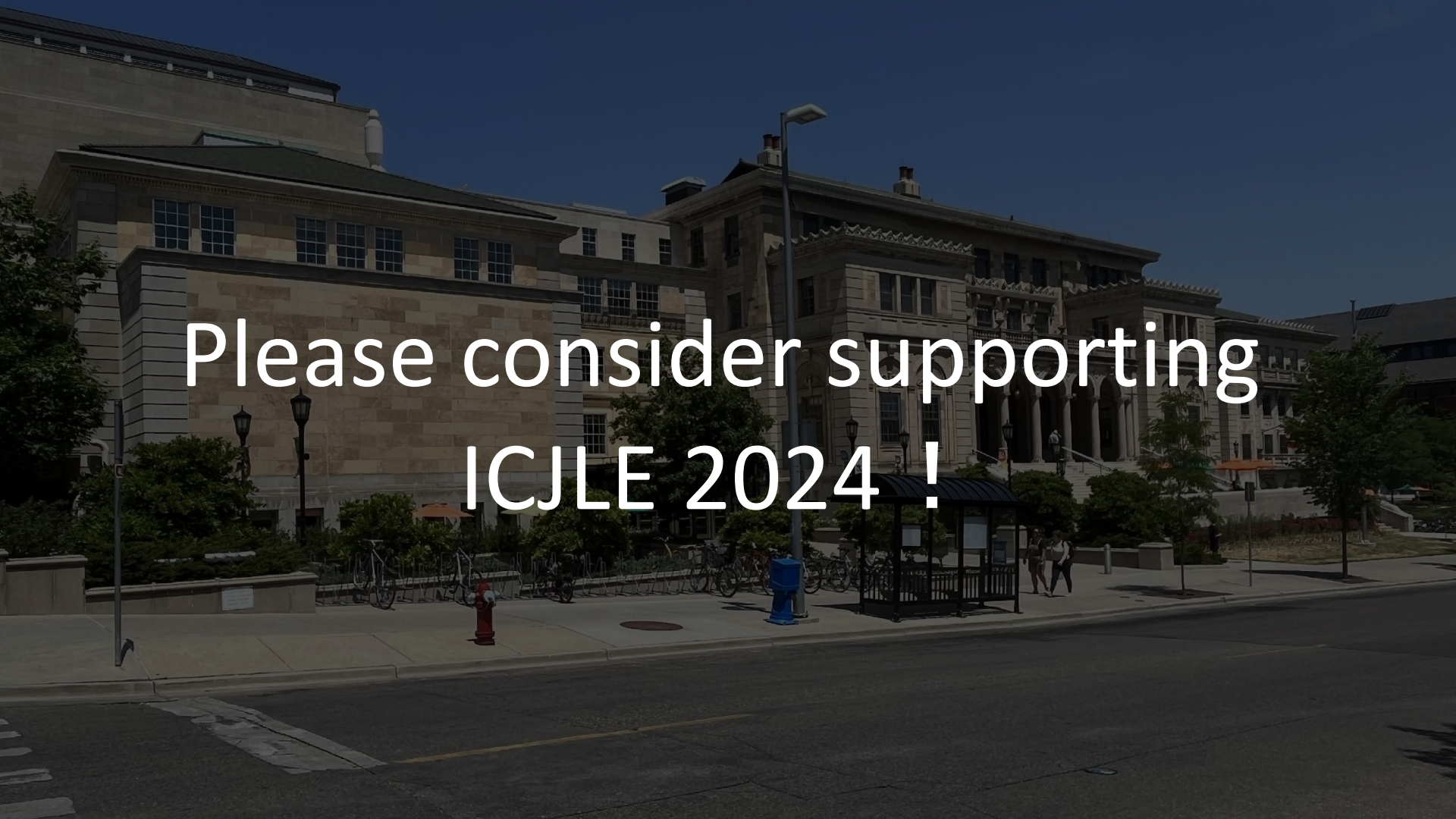
- **About exhibiting at ICJLE 2024:**

Tomoko Takami (Member of Organizing Committee): ttakami@sas.upenn.edu

Conference Email Address: icjle2024info@aatj.org

Conference Website: go.wisc.edu/icjle2024





Please consider supporting
ICJLE 2024 !