

Publicizing JALT at Events: Display Tables & Benefits Cards

(at meetings, book fairs or conferences)



Clear menu holders look great on your event's "welcome" table or your booth at a conference. My chapter bought a set of five of these menu holders, and we use these to display information about:

1. Our upcoming events
2. Conference announcements or deadlines, such as:
 - a. PanSIG call for papers
 - b. JALT International Conference call for papers
 - c. JALT International pre-registration
 - d. A mix of upcoming conferences (PanSIG, CUE, JALTCALL, etc)



3. A basic “What is JALT?” page (bilingual) based on text from jalt.org ([click here to get a copy of this page](#))

The menu holders that we bought are not longer available on Amazon, but if you search <http://www.amazon.co.jp> for サインホルダー or メニューホルダー, you should find some.

Laminated pages: Our welcome table also has some pages that we’ve laminated to place on the table:

1. Overview of the benefits of JALT membership (English), summarized from jalt.org
2. Overview of the benefits of JALT membership (Japanese), summarized from jalt.org
3. Overview of a few of the larger upcoming conferences

If you want to print out these documents, please click on [this link](#) (or right click and choose “save”) to get the PDFs (of course the conferences information will be out of date in a few months, but the other three pages should be relevant regardless of the date):

<https://www.dropbox.com/s/ixzsb6k4xjrxly6/jalt-promo-signs-2019.pdf?dl=0>

Here’s a photo of Fukuoka JALT’s table at the ETJ Expo:



The two banners and the blue cloth are part of the **JALT Publicity Box**. If you want to rent these items to use, please email JALT Central Office at jco@jalt.org to ask for the box. Please note that JALT uses these signs and cloths at various events, so the items may not always be available to use. There's no fee to rent the items, but your chapter or SIG will pay for the takkyubin costs of sending the materials, and returning them to JCO.

The ETJ Expo in Fukuoka City is the only one to take place in all of Kyushu, so my chapter (Fukuoka) notified the other Kyushu-area chapters (Oita, NanKyu, Kitakyushu) to ask them to send us handouts for the table, as well as to ask for volunteers to come sit there for a while.

Also, JALT has small cards called "**Benefits Cards**" that summarize the reasons why a person would want to join JALT. You can email jco@jalt.org to request some. Give these out to people when you tell them about JALT, or when non-members come to your events.

Finally, don't forget to check out the **JALT Cupboard** (linked from the main "Officer Resources" page) where your SIG or chapter can order JALT-branded pens, back issues of publications, and more. <https://jalt.org/officer-resources/cupboard>