

Lenguas

2019



International Forum for Interpreters and Translators

Plenary Sessions & Practical Workshops

January

24 to 26

Mexico City



SPONSORS' PROSPECTUS

El Antiguo Colegio de San Ildefonso
Mexico City, Mexico

www.lenguas.org



International Forum for Translators and Interpreters

Mexico City, Mexico

January 24-26, 2019

Information for Sponsors and Exhibitors

We are excited to announce Lenguas 2019: The Second International Forum for Interpreters and Translators. The Italia Morayta Foundation and InterpretAmerica are continuing their collaboration on the heels of 2017's successful inaugural conference.

Lenguas 2017 made industry history in Mexico. For the first time it:

- Brought together over 250 translators, localizers and transcreators, and conference, indigenous and sign language interpreters under one roof.
- Shared the results of the first-ever survey conducted on the Mexican translation and interpreting market, including indigenous language interpreting.
- Presented the Italia Morayta Awards for Conference Interpreters, Translators, Community Interpreters and Best Research Project.

The Lenguas program provides the perfect mix of keynote speakers, plenary and panel sessions, networking opportunities and two full days of high-quality training for translators and interpreters.

Thursday, January 24 will be dedicated to plenary sessions. On Friday, January 25 and Saturday, January 26 professional development and continuing education workshops will be held. The program will include social and cultural activities to offer participants opportunities not only for relaxation but also to network and share points of view.



LENGUAS SPONSORSHIP IS A WIN WIN!

THE FIRST CONFERENCE IN MEXICO TO GATHER STAKEHOLDERS FROM ALL LANGUAGE PROFESSIONS
Lenguas provides an exclusive opportunity for your company's representatives to interact, face-to-face, with 250 attendees who:

- Are professional interpreters, translators, leaders, experts, project managers, trainers, company owners, educators, advocates and end users in Mexico.
- Come from the indigenous community, conference, and sign language interpreting specializations.
- Come from the translation specializations of literature, localization and everything in between.

THE MEXICAN LANGUAGE SERVICES MARKET IS LARGELY UNTAPPED BY LANGUAGE SERVICE COMPANIES AND PLATFORMS. CONSIDER:

- Spanish is the international language most spoken by native speakers around the world and one in four is from Mexico.
- Mexico is the largest producer of Spanish-language content in the world.
- Mexico ranks first in Latin America in the World Bank's Doing Business Index.
- Mexico has a high level of professional training for translators and interpreters, including for indigenous-language speakers.

LENGUAS OFFERS A UNIQUE MIX OF PLENARY, EDUCATIONAL AND NETWORKING SESSIONS THAT PROMOTE EXTENSIVE INTERACTION BETWEEN ATTENDEES AND SPONSORS /EXHIBITORS

At Lenguas, the typical barriers between sponsors and attendees are broken down. Lenguas will help you to:

- form lasting relationships with key contacts;
- introduce your services and products to new customers; and
- become part of a growing professional community of advocates who have direct influence over purchasing your products and services.

PROMINENT WEBSITE AND SOCIAL MEDIA PROMOTION

As a sponsoring company you receive extensive promotion on the Lenguas event website. Your company description, logo and URL will be prominently displayed throughout the year. Your support will also be publicized via our social media presence on Facebook, LinkedIn, Twitter, professional listserves and the InterpretAmerica blog.

OPPORTUNITY TO SHOW LEADERSHIP

Lenguas is a strong advocate for the translation and interpreting professions. Your sponsorship signals to the entire field that you play a leading role in strengthening and promoting this growth profession.



EXCLUSIVE SPONSORSHIP OPPORTUNITIES

All Exclusive Sponsorships include promotion on the Lenguas website, social media platforms and special signage displayed

WiFi FOR CONFERENCE ATTENDEES 20,000 MXN (Approx. 1000 USD)

Our goal is to provide high-speed WiFi access to all sponsors and attendees.

CONFERENCE BAG 10,000 MXN (Approx. 500 USD)

Your company's logo will be prominently displayed on the conference bag provided to all attendees.

LANYARD SPONSOR 10,000 MXN (Approx. 500 USD)

Your company's logo will be prominently displayed on name badge lanyards provided to all attendees.

WELCOME RECEPTION SPONSOR 50,000 MXN (Approx. 2500 USD)

Special recognition will be given at the reception, both verbally and with signage displayed during the event, plus presentation time for your company to event attendees.

COFFEE BREAK SPONSOR 25,000 MXN (Approx. 1250 USD) (3 available)

Special recognition will be given to attendees verbally and with signage displayed at coffee break sites.

SCHOLARSHIPS FOR INDIGENOUS INTERPRETERS AND TRANSLATORS 50,000 MXN (Approx. 2500 USD) per 10 scholarships

Help us continue to train professional indigenous interpreters and translators who speak hard-to-find and in-demand languages.

EXCLUSIVE SPONSORSHIP OPPORTUNITIES

All Exclusive Sponsorships include promotion on the Lenguas website, social media platforms and special signage displayed in the conference venue.

DIAMOND - 50,000 MXN ≈ 2 available Approximately 2500 USD

Diamond Sponsors will receive special recognition on the Lenguas.org website as primary benefactor of a more united language industry in Mexico.

- Top Placement in the Exhibitor Hall
- Presentation Opportunity at Welcome Reception
- 2 full conference passes
- Logo, company description and URL in Conference Program and on website
- Full-page advertisement in Conference Program
- Special verbal recognition and signage display throughout conference venue

≈ **PLATINUM - 40,000 MXN** ≈ 3 available Approximately 2000 USD

- 2 full conference passes
- Preferential Placement in the Exhibitor Hall
- Logo, company description and URL in Conference Program and on website
- Half page advertisement in Conference Program
- Signage display throughout conference venue

≈ **GOLD - 30,000 MXN** ≈ 4 available Approximately 1500 USD

- 1 full conference pass
- Display in Exhibitor Hall
- Logo, company description and URL in Conference Program and on website
- Quarter page ad in Conference Program
- Signage display throughout conference venue

≈ **EXHIBITOR SPACE - 15,000 MXN** ≈ Approximately 750 USD

- 1 full conference pass
- 1 conference bag stuffer
- Logo, company description and URL in Conference Program and on website
- Table display in registration hall

≈ **EXHIBITOR WORKSHOP - 10,000 MXN** ≈ Approximately 500 USD

- 1.5 hour presentation/demo to 20 conference participants with box lunch
- 1 full conference pass
- Logo, company description and URL in Conference Program and on website

≈ **EXHIBITOR SPACE + 1 WORKSHOP - 20,000 MXN** (Approx. 1000 USD) ≈

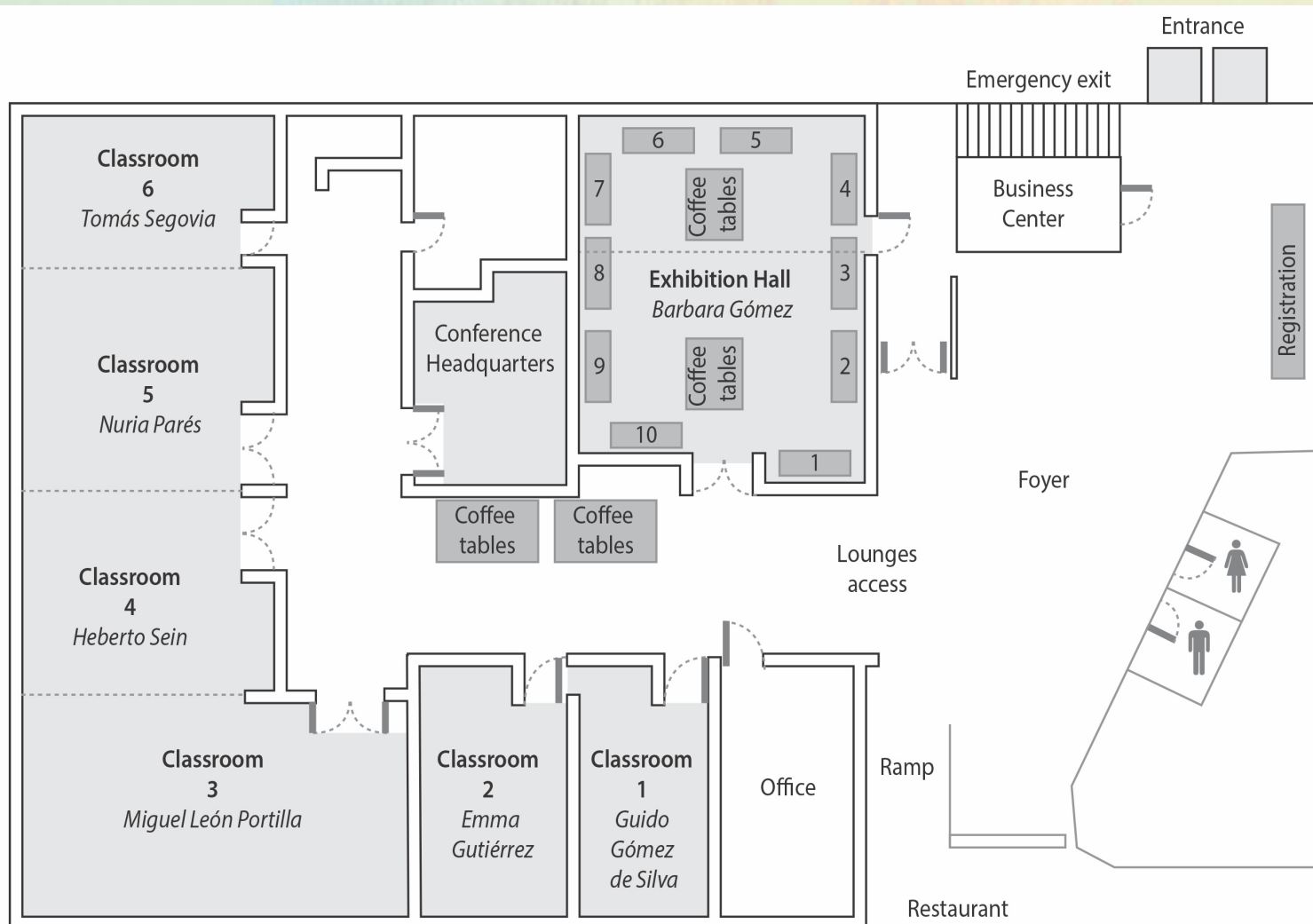
Visit www.lenguas.org or email proyectos@italiamorayta.org for more information.

MEETING ROOMS



The first day of the conference (January 24) will be held again at the majestic **El Antiguo Colegio de San Ildefonso** in the heart of downtown Mexico City. San Ildefonso is a working art museum that is the birthplace of the Mexican muralist movement. The entire day will be held in the main auditorium, which has a large, spacious lobby where breaks will be held amongst sponsor tables.

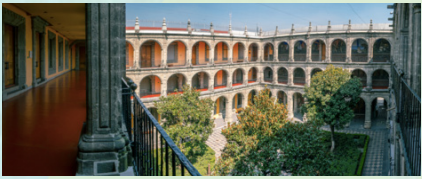
Days 2 and 3 (January 25-26) will be at the **Hotel NH** conference rooms. The map below shows where the breakout training sessions will be held, the location of the conference exhibition hall and where coffee breaks and desserts will be set up.



Visit www.lenguas.org or email proyectos@italiamorayta.org for more information.

LENGUAS VENUES

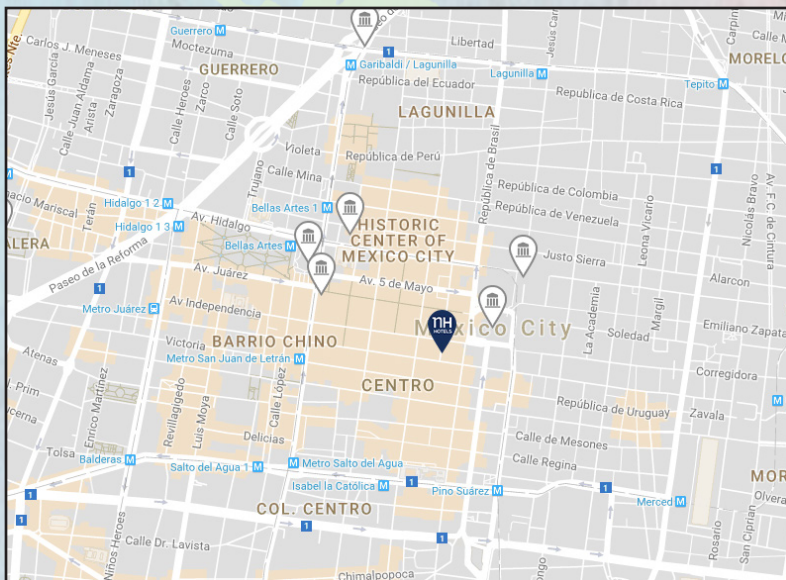
Plenary Day:
El Antiguo Colegio de San Ildefonso



ADDRESS:
Justo Sierra 16, Centro Histórico de la Ciudad de México, CP. 06020

EMAIL:
informes@sanildefonso.org.mx

The Antiguo Colegio de San Ildefonso is a working art museum and renowned cultural center, located just steps off the famous Zocalo plaza in downtown Mexico City, a UNESCO world heritage site. The walk to the venue is both pleasant and safe. It is considered the birthplace of the Mexican muralism movement. The museum has permanent and temporary art and archeological exhibitions in addition to the many murals painted on its walls by José Clemente Orozco, Fernando Leal, Diego Rivera and others. The museum is located between San Ildefonso Street and Justo Sierra Street in the historic center of Mexico City.



CONFERENCE HOTEL

Training Days:
Hotel NH Mexico City



ADDRESS:
Jalma, 42 Centro 06000 Mexico City - Mexico

EMAIL:
nhcentrohistorico@nh-hotels.com

The NH hotel is at the heart of Mexico City's historic center, footsteps from the City Museum, the 'Templo Mayor' archaeological area and the main square with its imposing Gothic cathedral. The hotel:

- has modern, stylish interiors
- is close to Mexico City's historic center
- has rooms that are comfortable and contemporary with free Wi-Fi and a 42-inch TV. Top floor suites are available.

Hotel NH boasts a restaurant serving first-class local and international cuisine and an attractive, open-air terrace.



The hotel can be viewed at:
<https://www.nh-hotels.com/hotel/nh-mexico-city-centro-historico>

Last year's conference program was packed with high quality speakers and content. All courses sold and were well-attended. The Lenguas 2019 program is still in development.

LENGUAS CONFERENCE PROGRAM 2017

THURSDAY, SEPTEMBER 28

OPENING KEYNOTE

The importance of Multilingualism for the Democratic Process and for International Understanding and Peace - Miguel Ángel Martínez Martínez

PLENARY SESSION: *Results of the White Paper on the Survey of Translation and Interpretation in Mexico 2017* - Gonzalo Celorio-Morayta, Gibran Mena, Laura Vaughn-Holcomb

PLENARY PANEL: *Where to Now? Next Steps for Language Services in Mexico* - Moderator, Gonzalo Celorio-Morayta

NETWORKING SESSION: *How to Market Your Services in 60 seconds or Less* - Mike Lotito (in English)

NETWORKING SESSION

CLOSING KEYNOTE: *Humanizing Our Profession* - Moderator, InterpretAmerica

AWARD CEREMONY: *Italia Morayta Foundation Awards Ceremony* - Sergio García Ramírez

WELCOME RECEPTION

FRIDAY, SEPTEMBER 29

SESSION 1

- *Indigenous Interpreting Skills (Part 1/6)** - Katharine Allen & TBA
- *Translating Books for Children and Youth: A Creative Act?* - Mercedes Guhl
- *Consecutive Interpretation Skills Training, (Part 1/6)** - Jacolyn Harmer (in English)
- *Legal Interpreting Outside the Courtroom in the U.S. and Mexico* - Esther M. Navarro-Hall & María Inés Ojeda Pesquera
- *Feedback and English Retour Lab for Interpreters* - Laura Vaughn-Holcomb (in English)
- *Networking Is Easy!* - Mike Lotito (in English)

SESSION 2

- *Indigenous Interpreting Skills (Part 2/6)** - Katharine Allen & TBA
- *Literary Translation Using "El Espía" as a Guide* - María del Pilar Ortiz Lovillo
- *Consecutive Interpretation Skills Training, (Part 2/6)** - Jacolyn Harmer (in English)
- *How to Prepare for the ATA Certification Exam, (Part 1/2)** - Mariana de la Vega & Rudolph Heller
- *Characteristics of Mexican Sign Language Interpretation* - Asociación de Intérpretes de Lengua de Señas del Distrito Federal
- *Online Promotion: A Balance Between Creativity and Discipline* - Catherine Pizani

SESSION 3

- *Indigenous Interpreting Skills (Part 3/6)** - Katharine Allen & TBA
- *Beginning Subtitling* - Angélica Ramirez
- *Consecutive Interpretation Skills Training, (Part 3/6)** - Jacolyn Harmer (in English)
- *How to Prepare for the ATA Certification Exam, (Part 2/2)** - Mariana de la Vega & Rudolph Heller
- *The Psychological Impact of Interpreting* - Ana Morales Marín
- *The Digital Interpreter(TM): Tablets and Pens* - Esther M. Navarro-Hall

SATURDAY, SEPTEMBER 30

SESSION 4

- *Indigenous Interpreting Skills (Part 4/6)** - Katharine Allen & TBA
- *About Translation Commentary* - Arturo Vázquez Barrón
- *Consecutive Interpretation Skills Training, (Part 4/6)** - Jacolyn Harmer (in English)
- *Introduction to Web Site and Web Page Localization, (Part 1/2)** - Luis Raúl Fernández Acosta
- *How to Prepare Terminology for a Simultaneous Interpreting Event, (Part 1/2)** - Darinka Mangino
- *Remote Interpreting Platforms* - Barry S. Olsen

SESSION 5

- *Indigenous Interpreting Skills (Part 5/6)** - Katharine Allen & TBA
- *Introduction to Theatre Texts Translation* - Humberto Pérez Mortera
- *Consecutive Interpretation Skills Training, (Part 5/6)** - Jacolyn Harmer (in English)
- *Introduction to Web Site and Web Page Localization, (Part 2/2)** - Luis Raúl Fernández Acosta
- *How to Prepare Terminology for a Simultaneous Interpreting Event, (Part 2/2)** - Darinka Mangino
- *Copyright- What Interpreters and Translators Need to Know* - Christian Thomae

SESSION 6

- *Indigenous Interpreting Skills (Part 6/6)** - Katharine Allen & TBA
- *5 Tips for Translating Marketing Material* - Erika Maria Eyl Newell
- *Consecutive Interpretation Skills Training, (Part 6/6)** - Jacolyn Harmer (in English)
- *Translating for an International Organization* - Virginia Aguirre Muñoz
- *Preparing for an International Organization's Interpreter Examination* - Salomé Abud
- *AXOLOTL: The Náhuatl Translation System* - Ximena Gutiérrez Vasques

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