

Association of Language Companies in Africa

**Annual Conference 2026
Accra, Ghana**

SPONSORSHIP PROSPECTUS

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ABOUT ALCA

The Association of Language Companies in Africa (ALCA) is a professional association focused on empowering and expanding the language service sector throughout Africa. ALCA facilitates strategic networking, provides cutting-edge insights, and delivers tailored professional development programs to its members. Our core mission is to promote the growth of language services companies in Africa and facilitate knowledge sharing and best practices. We seek to foster a market defined by excellence and integrity, championing the rich cultural and linguistic diversity that is foundational to business success across Africa.

ALCA was founded in August 2023. Our first Annual Conference was held from August 28 to 29, 2024 in an online format under the theme “Forging Robust and Thriving Language Service Companies in Africa”. This initial edition brought together 147 participants from four continents. ALCA’s second Annual Conference was held from 28 to 29 August 2025 in Cape Town, South Africa under the theme “Navigating the Global Market: Africa’s Role in the Language Services Industry” and brought together 50 participants.

EVENT OVERVIEW

The ALCA Annual Conference 2026 will take place from **August 27–28, 2026**, as an in-person event in Accra, Ghana. This two-day conference will bring together language service companies, language service buyers, academicians and key stakeholders of the industry to explore opportunities, network and address challenges.

The theme of this year’s annual conference is “**Turning Change into Growth in the Age of Automation**”. The theme focuses on how language companies can navigate the disruptive changes brought by automation (machine translation, AI-driven tools, etc.) and leverage them to achieve growth that translates directly into enhanced business value.

Delegates at the conference will be composed of:

1. Language Service Companies
2. Language professionals
3. Buyer-side companies
4. Academia
5. Government representatives
6. Continental and Regional bodies
7. Associations in the language services industry

Conference Focus

The specific business value metrics that the conference would focus on are as follows:

- **Revenue/Turnover for LSPs:** How the adoption of automation strategies leads to a larger, more regular turnover, enabling business stability, securing loans, attracting investors, and affording the best teams and resources.
- **Client Benefit:** How automation enables the client to save money/time, increase their profit/output, solving a key pain point in their global communication, or achieving specific language-related goals.
- **Brand Recognition:** How strategic use of automation can enhance the reputation or brand association of LSPs, making services easier to sell and securing clients through perceived value.
- **Language Professional Value:** How automation and company growth translates into tangible benefits for language professionals (economic worth, career growth and resource provision).
- **NLP and LLMs for African languages:** How the integration of African languages in large language models contributes to increasing market size and opportunities.

Why Sponsor?



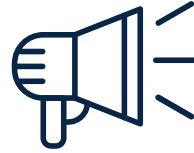
- **Access to the African Language Industry's Decision-Makers**

Directly engage with C-level executives, owners, and key decision-makers from African language service companies who are actively seeking technology, partnerships, and services to scale their businesses.



Direct Pipeline for High-Growth Sales and Partnerships

- **Lead Generation:** Generate high-quality leads from LSPs and Language Buyers who are proactively looking for tools, platforms, and services to enhance efficiency, quality, and market reach.
- **Strategic Partnerships:** Forge formal partnerships with African LSPs for market entry, capacity building, and collaborative ventures, accelerating your company's growth into new African economies.



Establish Brand Leadership

- **Visibility on a Pan-African Stage:** Gain premium exposure in a region undergoing rapid digital transformation, where multilingualism and localization are becoming crucial to economic growth.
- **Thought Leadership:** Use dedicated speaking slots, workshops, or featured content to showcase your innovation, expertise, and solutions directly relevant to African market challenges (e.g., AI integration, talent development, cross-border operations).

Sponsorship Packages

Platinum Package (3,500 USD) - 1 SLOT

- Premium logo placement at the conference venue and on promotional materials.
- Logo and company information placed prominently in conference brochure
- Social media acknowledgment across ALCA platforms.
- Full-page advertisement in the event brochure.
- Opportunity to host one side event or workshop.
- Prominent placement on the conference website.
- Honorable mention during the conference.
- Complimentary registration for 3 company representatives.
- Two feature articles on ALCA's website, pre- and post-conference.
- Feature in the ALCA newsletter.
- Exclusive interview before the conference.

Gold Package (2,000 USD) – 4 SLOTS

- Logo and brand visibility at the conference venue and on promotional materials.
- Featured on the event website and social media.
- Half-page advertisement in the event brochure.
- Opportunity to host one side event or workshop.
- Complimentary registration for 2 company representatives.
- One feature article on ALCA's website, pre- or post-conference.
- Feature in the ALCA newsletter.
- Interview before the conference.

Silver Package (1,000 USD) – 4 SLOTS

- Logo and brand visibility at the conference venue and on promotional materials.
- Featured on the event website and on social media.
- Quarter-page advertisement in the event brochure.
- Complimentary registration for 1 representative.
- Feature in the ALCA newsletter.

SPECIAL SPONSORSHIP OPPORTUNITIES

Conference Merchandise Sponsors

- **Badges & Lanyards** – Worn by every participant, ensuring high brand exposure **(850 USD)**
- **Notebooks & Pens** – Branded stationery used during sessions and beyond. **(850 USD)**
- **Mugs** – A lasting keepsake featuring your company's logo. **(850 USD)**

Breakout Room Sponsor (750 USD) – 1 SLOT

- Gain exclusive brand visibility with your pull-up banner displayed in a dedicated breakout room, plus recognition in event materials and the opportunity to introduce a session.

Networking Dinner Sponsor (750 USD) – 1 SLOT

- Enjoy premium visibility with your pull-up banner displayed at the venue, and an opportunity to address attendees during lunch.



CONTACT INFORMATION

For more information regarding sponsorship opportunities or to discuss additional custom packages, please contact:

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www.alca-association.org