

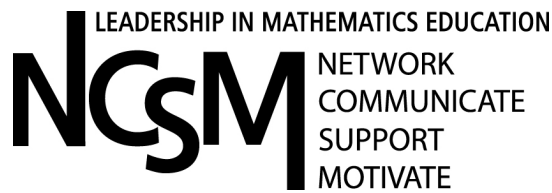


Annual Conference Bag Guidelines

2012

(posted 110601)

mathedleadership.org



Procedure to Request Materials for Insertion into the NCSM Annual Conference Bag

LAST DAY TO SUBMIT REQUESTS TO INSERT ITEMS INTO THE PHILADELPHIA ANNUAL CONFERENCE BAG IS MARCH 1, 2012.

Eligible NCSM sponsor partners and non-profit organizations may submit a request to include materials in the NCSM Annual Conference Bag. Platinum and Gold sponsor partners may submit a request for a 1-page flyer. Platinum sponsors may submit a request for an additional marketing piece. Non-profit organizations may submit a request for a 1-page flyer.

Once the request has gone through an official review process (see Approval Criteria and Approval Procedure below) and approval granted, NCSM will provide the requestor with the following shipping information including:

- The actual number of copies needed (estimated to be 1500–1700 copies)
- The destination for the materials (official mailing label)
- Shipping window
- Drop date for when materials must arrive

Approval Criteria

The NCSM Executive Director reviews all requests for Annual Conference Bag insertion using the following criteria.

- Quality: the item is professional in content and appearance
- Usefulness: the information is of interest or is useful to mathematics education leaders
- Relevance: the item is related to the NCSM Mission and Vision
- Benefit: the item is a gift for NCSM members
- Timing: the date(s)/time(s) of events being promoted do not conflict with NCSM events or NCTM regional and annual conference events
- Promotional Value: the item increases NCSM's visibility
- Content and Design Specifications
 - Proposed items cannot communicate specific, explicit, competitive, or adversarial references to another company/organization by name or to any specifically named product or service from another company/organization.
 - At no time shall the NCSM logo, name, or acronym be used without written agreement signed by the company/organization's representative and the NCSM Executive Director.

- Proposed items (design, content, copy, etc) cannot appear to imply NCSM's advocacy or endorsement of any company/organization's product or service.

NCSM reserves the right to reject any and all proposed contributions without assigning reason.

Approval Procedure

Complete the Conference Bag Insert Request Form and send it along with a sample of the proposed item via email, U.S. mail, or fax to the NCSM Executive Director:

- Email: tbelcher@berkeley.edu
- US Mail: NCSM • 6550 Vallejo St Ste 202 • Emeryville CA • 94608-1112
- Fax: (510) 547-6276

Once NCSM has received your request form and sample, please allow three (3) weeks for approval.

Once your item is approved:

- The NCSM Executive Director will send you an email confirming approval along with shipping information and labels

It will be your responsibility to:

- Arrange for production, shipment, and storage (if needed)
- Ensure that your items are delivered to the right spot on time for conference bag stuffing
- Pay for the cost of shipping and storing and handling
- Send shipping information to NCSM Member and Conference Services as soon as shipments are made

Liability

Companies/Organizations and their agents agree to indemnify and protect NCSM from all claims, actions, or expenses arising from the insertion of their item in the NCSM Annual Conference Bag. NCSM shall not be liable for any costs or damages if for any reason it fails to insert approved items.

NCSM's Reasons to Exclude Approved Conference Bag Items

- Materials shipped to the Annual Conference were not approved.
- Materials were received at the Annual Conference bag-stuffing site after the deadline.
- Materials delivered to the Annual Conference location were damaged.

NCSM's Reasons to Deny Future Conference Bag Insertion Requests

- Materials delivered to the Annual Conference location was different than the sample sent for review.
- The NCSM logo, name, or acronym was used without a written agreement signed by the vendor/organization's representative and the NCSM representative.
- The NCSM logo, name, or acronym was used in a manner suggesting NCSM endorsement.



2012 NCSM Annual Conference Philadelphia PA Conference Bag Insert Request Form

THE LAST DAY TO SUBMIT A REQUEST TO INSERT AN ITEM IN THE ANNUAL CONFERENCE BAG IS MARCH 1, 2012.

Complete this form and return it along with a sample of the proposed item to be inserted to the NCSM Executive Director. Use one of the following methods:

- Email: tbelcher@berkeley.edu
- US Mail: NCSM • 6550 Vallejo St Ste 202 • Emeryville CA • 94608-1112
- Fax: (510) 547-6276

PLEASE PRINT CLEARLY OR TYPE

Contact Name: _____
Contact Title: _____
Your Affiliation: _____
Address 1: _____
Address 2: _____
City: _____
State/Province: _____ Zip/Postal Code: _____ Country: _____
Telephone: () _____ Fax: () _____
Cell Phone () _____ Needed if we have to contact you once on site
Email: _____

General description: _____

Purpose for insertion: _____

Item's dimensions: _____ Item's approximate weight: _____

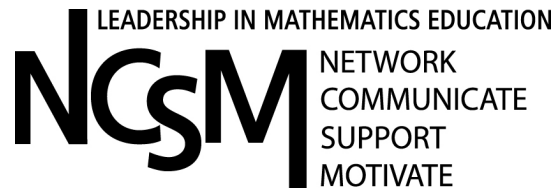
Title, headline, or branding on the item: _____

Item's Color: _____

File name: _____
(Indicate file name if the item is an electronic file, or if you are sending an electronic file to show a picture of the item to be inserted)

IF YOU HAVE QUESTIONS, PLEASE CONTACT:

- NCSM Sponsor Partner Liaisons: Sherry Lane (479-632-4791) or Ann Webb (501-624-3372) or at ncsmadvertise@mathedleadership.org
- NCSM Executive Director: Terri Belcher at tbelcher@berkeley.edu or (510) 601-NCSM
- NCSM Membership and Conference Services at office@mathedleadership.org or (303) 758-9611



Mission

The National Council of Supervisors of Mathematics (NCSM) is a mathematics leadership organization for educational leaders that provides professional learning opportunities necessary to support and sustain improved student achievement.

Vision

NCSM envisions a professional and diverse learning community of educational leaders that ensures every student in every classroom has access to effective mathematics teachers, relevant curricula, culturally responsive pedagogy, and current technology.

To achieve our NCSM vision, we will:

- N: Network and collaborate with stakeholders in education, business, and government communities to ensure the growth and development of mathematics education leaders
- C: Communicate to mathematics leaders' current and relevant research, and provide up-to-date information on issues, trends, programs, policies, best practices, and technology in mathematics education
- S: Support and sustain improved student achievement through the development of leadership skills and relationships among current and future mathematics leaders
- M: Motivate mathematics leaders to maintain a life-long commitment to provide equity and access for all learners