



Sponsor Partner Display Space Guidelines

2011–2012

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mathedleadership.org

NCSM Annual Conference Display Space Guidelines

The information in this guide is intended for NCSM Platinum, Gold, and Silver Sponsor Partners who have reserved space in the NCSM Display Area in Philadelphia, Pennsylvania.

NCSM offers display space during its 44th Annual Conference in Philadelphia, Pennsylvania, April 23–25, 2012. The purpose of the Display Area is for NCSM eligible sponsor partners to display products and services and for conference attendees—decision-makers and leaders in mathematics education—to preview and discuss them with company representatives. The NCSM Display Area provides a setting where company reps and leaders in mathematics education cultivate professional relationships. Space in the NCSM Display Area is a benefit that NCSM elite sponsor partners earn as a function of their contribution level to NCSM.

1. Display Space Sizes and Specs:

- Each display booth will be carpeted.
- One standard booth is made available to each eligible NCSM Sponsor Partner who reserves a booth by the specified deadline.
- On a space available base, additional display space is offered to eligible NCSM Sponsor Partners who reserve space by the specified deadline.
- There are three booth sizes. They are listed below. Please note: the booth-and-a-half and double booth options are only available if space permits. The maximum amount of booth space available to any NCSM elite sponsor is the double booth.
 - ✓ Standard Booth: 10' deep and 20' wide
 - ✓ Booth-and-a-Half: 10' deep and 30' wide
 - ✓ Double Booth: 10' deep and 40' wide
- Each booth will be furnished as follows (no substitutions, please):

Furniture	Standard Booth (10' x 20')	Booth-and-a-Half (10' x 30') space permitting	Double Booth (10' x 40') space permitting
✓ Table (8' x 30"): draped & skirted	Two (2)	Three (3)	Four (4)
✓ Chair	Two (2)	Three (3)	Four (4)
✓ Wastebasket	One (1)	Two (2)	Three (3)
✓ Identification sign (11" x 44") with company name and booth number	One (1)	One (1)	One (1)

2. Display Space Sizes Fees:

- The purchase of display space is available only to eligible NCSM sponsor partners.
- Sponsor partners should complete and submit the Sponsor Commitment Form indicating the amount of display space desired by August 15, 2011. NCSM will invoice your company accordingly. Your payment must be remitted upon receipt of the invoice and no later than January 30, 2012.
- Each year, space allocation procedures are dictated by the venue and the space designated for the NCSM Display Area.
- The fee for a display booth is a function of size:
 - ✓ Standard Display Booth (10' x 20'): \$1100
 - ✓ Booth-and-a-Half (10' x 30'): \$1650
 - ✓ Double Booth (10' x 40'): \$2200
- Display space fees do not count toward levels of sponsor partnership.

3. Space Location Confirmation:

- Display booth placement will be determined by the NCSM Sponsor Partner Liaisons in consultation with Freeman, NCSM's designated conference decorator.
- Sponsor partners will be provided with a diagram of the room layout and their booth number(s) after mid-February.

4. Display Booth Protocols

- Each display booth will be furnished as described in (1).
- Booth design and arrangements must not obstruct the general view of other booths.
- You may arrange your booth in any way you like as long as all materials and furniture stay within the footprint of your booth. All displays or solid construction in excess of 3' high must be a minimum of 3' behind the front line of your booth. The maximum height for anything in your booth is 8' measured from the floor. These include:
 - ✓ Items set on the floor or on tabletops
 - ✓ Items hung within your display booth
 - ✓ Pop-up and portable tabletop displays
 - ✓ Electronic screens or other flat displays at the back of your booth that project no more than 2' from the back of the booth
- You must pre-register representatives working in your booth.
- The selling of items is not permitted.

- Flyers, marketing materials, coupons, and product samples may be given out and contact information may be exchanged.
- The NCSM Sponsor Partner Liaisons, on behalf of NCSM, reserve the right to change/remove displays in order to ensure displays meet these guidelines and meet the conference's aesthetic standards.

5. Display Booth Options:

- NCSM has designated a list of additional furniture you may order for your booth at your company's expense from Freeman (designated decorator).
- You may use sound equipment in your booth as long as the noise level does not disrupt the activities of neighboring booths. All sound devices should be positioned to direct the sound into your booth rather than into the aisle. Sound and noise should not exceed 75 decibels.
- You may order Internet access through Freeman at your company's expense.
- You may order electricity through Freeman at your company's expense.
- Landline telephones are not permitted.
- Technical assistance will be available in the Display Area during set-up and tear-down. Further information will be available on site.

6. Display Hours:

- Set-up will be on Monday, April 23, 8:00–11:00 AM. Displays must be set up completely by 11:00 AM.
- The Display Area opens to NCSM Annual Conference attendees on Monday, April 23, 11:00 AM–5:00 PM.
- The Display Area opens to NCSM Annual Conference attendees on Tuesday, April 24, 8:30 AM–12:00 PM and 2:15 PM–4:00 PM.
- Your display must remain open until 5:00 PM on Monday, April 23 and until 4:00 PM on Tuesday, April 24.
- The Display Area officially closes on Tuesday, April 24 at 4:00 PM.
- ✓ Please keep booths intact until the official closing of the Display Area. You may begin packing up and tearing down your booth at 4:00 PM, Tuesday, April 24.
- All display materials must be cleared by 5:30 PM on Tuesday, April 24. Anything left after this time will be discarded.

7. Decorator:

The NCSM Sponsor Partner Liaisons will provide Freeman (designated decorator) with contact information for participating NCSM sponsor partners.

- Freeman will send an exhibit service kit to each sponsor partner including details for material handling charges. NCSM will post the Freeman exhibit service kit among the links of the Sponsor Partner Toolkit

(<http://www.mathedleadership.org/partners/sponsortoolkit.html>) when it becomes available.

8. Shipping and Storage:

- Freeman, the NCSM decorator, will provide a complete description of services in the exhibit service kit you receive.
- Each company/organization is responsible for the cost of inbound and outbound shipping, storage, receiving, and handling charges.

9. Security and Protection:

- Display Area doors will be locked during non-display times.
- NCSM will not assume liability for any displayer's property or representative's personal property loss or damage.

10. Display Area Badges

- Display Area badges authorize the bearer to be inside the Display Area during set-up hours, public display hours, and tear-down hours. The bearer of such a badge is also authorized to work at your booth.
- Sponsor partners may designate the number of people they need to successfully manage their display booth.
- NCSM Member and Conference Services will send the NCSM Booth Profile Form to you in January 2012. Please complete the form to identify each representative designated to set up, work, or tear down your display booth. Return your form to NCSM Member and Conference Services. Your representatives will be identified as "exhibitor" and will be given an NCSM Annual Conference Display Area Badge.
- Display Area badges can be picked up on site at the NCSM Annual Conference Registration Desk when the display area opens for set-up.
- Please note: ***Display Area badges only provide access to the Display Area during designated hours. They cannot be used to gain access to Annual Conference presentations or functions at any time.***

11. Questions

- Sherry Lane and Ann Webb, NCSM Sponsor Partner Liaisons, will be on site and available for questions during set-up hours, display hours, and throughout the conference.
- Please contact Sherry and Ann if you have any questions about the Sponsor Partner Display Space Guidelines.

Sherry Lane

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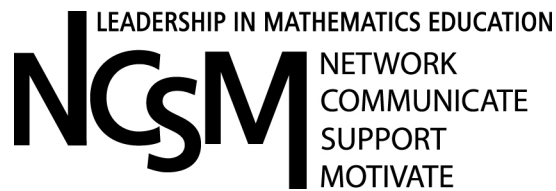
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Mission

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