

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

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

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:

- 1,800 copies will be needed
- The destination for the materials will be emailed as a shipping label.
- Shipping window
- Drop date for when materials must arrive
- Shipment tracking info to be sent to [office@mathedleadership.com](mailto:office@mathedleadership.com)

### ***Approval Criteria***

The *NCSM Office* reviews all requests for *Annual Conference Bag* insertions 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:** Company visibility to all conference attendees
- **Timing:** the date(s)/time(s) of events being promoted do not conflict with *NCSM* events
- **Promotional Value:** the item increases *NCSM*'s visibility
- **Content and Design Specifications**
  - Proposed items cannot communicate specific, explicit, competitive, or adversarial references to other 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 Office*.
  - 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.

***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 Office*:

- Email: [office@mathedleadership.org](mailto:office@mathedleadership.org)
- U.S. Mail: NCSM • 2851 S. Parker Road, Suite 1210, Aurora, CO. 80114
- Phone: (303) 317-6595 Fax: (303) 200-7099

Once *NCSM* has received your request form and sample, please allow 48 hours for approval.

Once your item is approved:

- The *NCSM Office* will send you an email confirming approval along with shipping information and labels.

It will be your responsibility to:

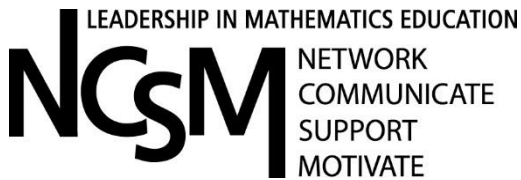
- Arrange for production, shipment and storage (if needed)
- Ensure that your items are delivered to the right spot on time for conference bag stuffing
- Pay for the cost of shipping and storing and handling
- Send shipping information to the *NCSM Office* as soon as shipments are made
- Failure to provide shipping information to the *NCSM Office* may result in your shipment being denied by the *Show Decorator*.

***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 were received at the *Annual Conference* bag-stuffing site after the deadline
- Materials delivered to the *Annual Conference* location were damaged



## NCSM Annual Conference Conference Bag Insert Request Form

Complete this form and return it along with a sample of the proposed item to be inserted to the *NCSM Office*. All items must be approved by the NCSM Office. Use one of the following methods:

- Email: [office@mathedleadership.org](mailto:office@mathedleadership.org)
- US Mail: NCSM • 2851 S. Parker Road, Suite 1210, Aurora, CO. 80114
- Phone: (303) 317-6595 Fax: (303) 200-7099

### **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 Liaisons at [ncsmadvertise@mathedleadership.org](mailto:ncsmadvertise@mathedleadership.org), NCSM Office at [office@mathedleadership.org](mailto:office@mathedleadership.org) or (303) 317-6595