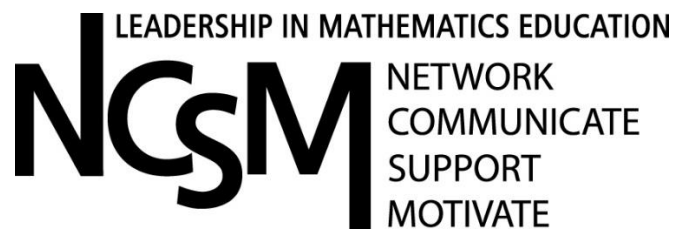


Sponsor Toolkit 2017-18

The National Council of Supervisors of Mathematics (NCSM) is the only national organization of its kind – wholly focused on leadership in mathematics education. NCSM members are experienced leaders, who influence and make decisions about mathematics education. We are a passionate group, hardworking and dedicated to ensuring equitable outcomes in mathematics education.

Our Sponsor Toolkit provides information related to the types of sponsorship opportunities our organization offers. Thank you in advance for your consideration of these opportunities.



Mission

NCSM is a mathematics education leadership organization that equips and empowers a diverse education community to engage in leadership that supports, sustains, and inspires high quality mathematics teaching and learning every day for each and every learner.

Vision

NCSM is the premiere mathematics education leadership organization. Our bold leadership in the mathematics education community develops vision, ensures support, and guarantees that all students engage in equitable, high-quality mathematical experiences that lead to powerful, flexible uses of mathematical understanding to affect their lives and to improve the world.

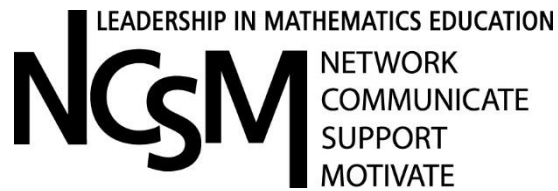
Revised June 2017

NCSM Sponsor Liaisons are happy to assist you with your ideas, tell you more about *NCSM* sponsor opportunities, and answer all your questions

Email: ncsmadvertise@mathedleadership.org



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<i>This quick summary captures the big ideas in the NCSM Sponsor Toolkit.</i>	
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<i>NCSM Sponsorship Opportunities/Levels/Benefits</i>	Pg. 12
<i>NCSM Annual Conference Opportunities</i>	Pg. 13-22
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Changes for 2017 – 2018

At the June 2017 board meeting, the NCSM board approved a policy change which permits sharing member/registant email addresses. Elite sponsors may now select a file of email addresses or postal mail addresses for their mailing list benefits. Additionally, sponsors have the opportunity to purchase an email list of conference registrants. These lists are for one-time use.

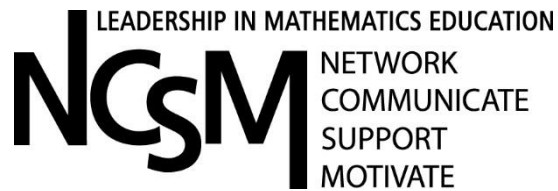
NCSM recognizes that sponsors want to interact with as many attendees as possible in the display area. In 2017 – 2018, we will continue to host the Hot Topics tables in the display area. In addition, we are making two opportunities for additional interaction available to sponsors. You may select to host a 30-minute book signing near your booth (including the ability to sell books to be signed) or to host an extended product demonstration (up to 30 minutes long) in a classroom area set up in the display area. These opportunities are available during available concurrent session slots on Monday & Tuesday.

NCSM is exploring the option of allowing all display area exhibitors to sell resources if they wish. There may be a fee for this and more information will be available in the fall.

NCSM will continue to provide opportunities for sponsor showcases during the regular conference program. We have decided not to host specific technology showcases with hardware provided. Sponsors who require tablets or other technology can host the session as BYOD or provide necessary hardware at their own cost. An LCD projector and screen will be provided.

NCSM wants sponsorship to be a smooth process for everyone involved. In order to streamline the design process for bags, neck wallets, and volunteer t-shirts, these will now be designed in-house and printing/shipping coordinated by the NCSM staff. The sponsor will provide a logo file and approve a final proof of the item. Sponsorship cost includes the cost of the item as well as shipping/storage costs onsite.

Additional information about all opportunities appears later in this document.



Sponsor Levels for NCSM

NCSM has received tremendous support from a variety of sponsors over the years. These contributions play an important role in *NCSM's* ability to provide high quality professional growth opportunities, services, and products to *NCSM* members. *NCSM* has four elite levels of sponsorship: Platinum, Gold, Silver and Bronze. Contribution levels and associated benefits for each elite level are found later in this summary.

Timing is important

We are eager to begin our partnership with you. Committing early provides the best opportunity to enjoy the most robust set of benefits.

- *NCSM's* fiscal year runs from July 1 through June 30.
- On August 1, your contribution for the fiscal year begins at zero because there are no rollovers.
- On July 31, your unused benefits expire because there are no rollovers.
- It is each sponsor's responsibility to use their set of earned benefits before the end of the fiscal year.

Contributions, Benefits, and Recognition

There is a close link between elite contribution levels, the timing and level of benefits earned, and when elite sponsors are recognized.

- Contributions you make during the fiscal year determine the elite status you earn in that fiscal year
- The timing and receipt of your commitment form may determine your available opportunities. Detailed information is listed in the *Sponsor Opportunity Descriptions*.
- *NCSM* recognizes contributions you make during the same fiscal year of your contribution.

Targeted Contributions are selected from the list of Sponsorship Opportunities. These opportunities have been identified by the Board and address specific needs to support strategic initiatives and projects for the 2017-2018 year.

General Contributions (i.e. a donation of products, or services) are marked with a plus (+) on the NCSM Sponsor Opportunity list in the Toolkit. General contributions not listed but which support the NCSM membership in some professional manner will also be acknowledged.

To qualify for the any of the elite levels, 80% of the total contribution must be a "Targeted Contribution." This policy took effect starting in 2016-2017.

Elite Levels of *NCSM* Sponsorship

All *NCSM* support is appreciated and publicly recognized as indicated in each detailed opportunity description. For sponsors whose support reaches the following levels, we offer additional benefits.

Levels of Sponsorship August 1 – July 31	Platinum \$40,000 and above	Gold \$25,000– \$39,999	Silver \$15,000– \$24,999	Bronze \$10,000– \$14,999
Opportunity to participate in the <i>NCSM Annual Conference</i> call with the <i>NCSM Conference Committee</i> to discuss conference venue.	☆	☆	☆	☆
First right of refusal prior to Aug 15 for any item sponsored this last fiscal year	☆	☆	☆	
One complimentary standard display booth (with pipe and drape) in the <i>Annual Conference Display Area</i>	☆			
Option to purchase one display booth at market price at the <i>Annual Conference</i> ; not included in your <i>NCSM</i> sponsorship contribution		☆	☆	☆
Priority to purchase additional display booth space at market price at the <i>NCSM Annual Conference</i> as space permits.	☆			
Option to purchase additional display space at market price at the annual conference as space permits.		☆	☆	☆
Invitation to attend the <i>NCSM Sponsor Reception</i> prior to the <i>NCSM Annual Conference</i> with photo opportunity	☆	☆	☆	☆
Active link on the <i>NCSM Website</i>	☆	☆	☆	☆
Public recognition	☆	☆	☆	☆
Thank you in the <i>NCSM Newsletter</i> and on the <i>NCSM Website</i>	☆	☆	☆	☆
Complimentary conference attendee badges (Badges provide access to all sessions except sponsored events.)	4 badges	3 badges	2 badges	1 badge
Company name listed in the <i>NCSM Annual Conference Program</i>	☆	☆	☆	☆
<i>NCSM</i> membership email address list or postal mailing labels at no charge	3 uses	2 uses	1 use	1 use
One complimentary showcase session during the <i>NCSM Annual Conference</i> (Session information due by October 15). NOTE – Technology no longer supplied. Participants must use their own devices or sponsor supplied devices.	☆	☆		
The option to purchase additional sessions on a space-available basis at market price. Purchased sessions are included in your <i>NCSM</i> sponsorship contributions NOTE – Technology no longer supplied. Participants must use their own devices or sponsor supplied devices.	☆	☆	☆	
Tag line in sponsor's marketing materials*: "Proud <Bronze, Silver, Gold, Platinum> Sponsor* of <i>NCSM</i> "	☆	☆	☆	☆
Opportunity to publish a showcase article in the <i>NCSM Newsletter</i> *	☆	☆		
Recognition on signage at the <i>NCSM Annual Conference</i>	☆	☆		
One-page sponsor supplied flyer* in <i>NCSM Annual Conference</i> bags	☆	☆	☆	☆
Opportunity to distribute materials* and information* at sponsored events	☆	☆		
One additional piece of sponsor supplied marketing material* in <i>NCSM Annual Conference</i> bags	☆			
One complimentary 1-year <i>NCSM</i> membership	☆			

*Note: Materials must have *NCSM* approval.

Meal Function Sponsor Benefits

All *NCSM* support is appreciated and publicly recognized as indicated in each detailed opportunity description. For sponsors who support our meal functions, we offer additional benefits.

Level of sponsorship	Platinum \$40,000 and above	Gold \$25,000– \$39,999	Silver \$15,000– \$24,999
Participate in Drawing to purchase Back Cover Advertising Opportunity in Printed Program	☆		
Participate in Drawing to purchase Advertising Opportunity Inside Front and Back Program Cover	☆	☆	☆
Participate in Drawing for Logo App Splash Page	Three chances to win!	Two chances to win!	One chance to win!
Push Notifications	One Free Push Notice Per Day (total of 3)	One Free	One 50% Discount
App Banner Ad	Two Free	One Free	One 50% Discount
March and April Home Website recognition	☆	☆	
Extra Booth	Free		

NCSM Sponsor Opportunities

It is always our goal to find mutually beneficial partnerships. The following chart outlines sponsor opportunities that NCSM has offered interested parties in the past. We are open to other ideas you may have. Sponsors are welcome to combine as many of the following opportunities to include in their *Sponsorship Order & Commitment Form*. ***If you are volunteering as part of an NCSM Initiative, any amount that is attributed to a sponsorship for your company is to be determined by the NCSM President, Initiative Chair and the Sponsor Liaisons.***

Sponsor Opportunity	Sponsor Commitment*
ANNUAL CONFERENCE FOOD AND BEVERAGE FUNCTION OPPORTUNITIES	
Sponsor commitment costs are based on current venue prices and applicable taxes. The sponsor is welcome to increase this commitment if they choose additional menu or service options. Full sponsorship requests take priority over partial meal sponsorships.	
Monday	
➤ Keynote Continental Breakfast (Exposure to all attendees)	\$20,000.00
➤ Box Lunch	\$20,000.00
➤ Display Area Break (NCSM will attempt to place the break near the sponsor's booth)	\$15,000.00
➤ Special 50 Year Celebration Evening Reception	\$48,000.00
Tuesday	
➤ Plated Breakfast with Speaker	\$20,000.00
➤ Plated Luncheon with Speaker	\$40,000.00
➤ Display Area Break (NCSM will attempt to place the break near the sponsor's booth)	\$15,000.00
➤ Early Evening Reception or Dinner	\$25,000.00
Wednesday	
➤ Plated Breakfast with Speaker	\$20,000.00
➤ Plated Luncheon with Speaker	\$40,000.00
ANNUAL CONFERENCE SPONSOR SHOWCASE (1 HOUR SESSION)	
➤ Room for up to 40 attendees	\$1,500/Sponsor Showcase
ANNUAL CONFERENCE ARTIFACTS	
➤ Conference Bag	\$18,000
➤ Educational or Literary Gift+	TBD
➤ 50 th Anniversary Mugs+	\$12,000
➤ Neck Wallets	\$6,000
➤ Preliminary Program Brochure	\$5,000
➤ Promotional Gift+	TBD
ANNUAL CONFERENCE ATTENDEE SUPPORT	
➤ Registration & Membership	\$400 per person
➤ <i>Iris Carl Travel Grant</i> Contribution	Unlimited

+Items marked with a plus notate *General Contributions*

Sponsor Opportunity	Sponsor Commitment
ANNUAL CONFERENCE SUPPORT	
➤ Audio Visual Equipment Support	\$5,000/lot
➤ Volunteer T-Shirts Support	\$3000
➤ Conference General Cash Contributions	Unlimited
➤ Keynote Speaker Support	TBD
➤ Major Speaker Support	TBD
➤ Media Production	TBD
➤ Podcasting	TBD
➤ Publicity Support	Unlimited
➤ Signage	\$2,000/lot
➤ Conference App	\$7,500
➤ Charging Station	\$2,500 each
➤ Shuttle Bus for Washington, DC 50 th	\$2,000 per bus per day
OTHER ANNUAL CONFERENCE PROPOSED SPONSORSHIPS	
NCSM 2017 Fall Leadership Seminar Chicago, November 29	
➤ Full Leadership Seminar Conference Support	\$5,000.00
➤ Partial Leadership Seminar Conference Support	\$2,500.00
NCSM 2018 WINTER LEADERSHIP ACADEMY (3 DAY EVENT) DATES AND LOCATION TO BE DETERMINED	
➤ Full Leadership Seminar Conference Support	\$6,000.00
➤ Partial Leadership Seminar Conference Support	\$3,000.00
NCSM 2018 Winter Leadership Seminar (1day event) DATES AND LOCATION TO BE DETERMINED	
➤ Full Leadership Seminar Conference Support	\$5,000.00
➤ Partial Leadership Seminar Conference Support	\$2,500.00
NCSM 2018 SUMMER LEADERSHIP ACADEMY (3 DAY EVENT) DATES AND LOCATION TO BE DETERMINED	
➤ Full Leadership Seminar Conference Support	\$6,000.00
➤ Partial Leadership Seminar Conference Support	\$3,000.00

+Items marked with a plus notate *General Contributions*

Sponsor Opportunity	Availability	Cost
MEMBERSHIP SUPPORT		
➤ Educational Gift/Professional Publication+ (literary gift mailed to all members during the year)		Unlimited
➤ NCSM Membership Scholarships		Unlimited
➤ Iris Carl Travel Grant Contribution		Unlimited
TECHNOLOGY, MARKETING, OPERATIONAL, AND ORGANIZATIONAL SUPPORT		
➤ NCSM Strategic Initiative and Project Support		Unlimited
➤ Copy Editing		TBD
➤ Webinar Support or Sponsorship		TBD
➤ Website & E-Mail Hosting		TBD
➤ Website Design and Development Support		TBD
➤ NCSM Membership Brochure		TBD
➤ Promotional Design, Printing, & Distribution		Unlimited
*NCSM may determine the cost benefit to the sponsor upon reviewing industry standard costs.		
ADVERTISING AND PROMOTING YOUR ORGANIZATION		
CONFERENCE APP		
➤ SPLASH PAGE (ONE AVAILABLE)		\$2,500
➤ BANNER ADS (20 AVAILABLE)		\$1,000 each
➤ PUSH NOTIFICATIONS (4 PER DAY)		\$250-\$750 each
➤ Twitter Feed Boards – 2 Available		\$1750.00 each
NCSM NEWSLETTER		
There are four issues – Fall (published early - September) Winter (published early - November) Spring (published early - February) Summer (published early - May)		
Rates depend on the number of ads placed in a fiscal year and the ads' size and color. See details in the <i>NCSM Newsletter Advertising Guidelines</i> (Document B)	Available as Space permits	\$450-\$3225 per ad
<i>NCSM members receive the NCSM Newsletter as a benefit of their membership. Readership is therefore 2000-2400 leaders in mathematics education; 99% come from the United States and Canada with the other 1% from other countries.</i>		
ANNUAL CONFERENCE PROGRAM BOOK		
Rates depend on an ad's size and color. See details in the <i>NCSM Annual Conference Program Book Advertising Guidelines</i> (Document E1)	Inside Space is Available	\$450-\$3600 per ad
<i>Each attendee receives a Conference Program Book upon arriving if requested. Occasionally the Conference Program Book is also used for promotional purposes. On Average, the NCSM Annual Conference draws 1800-2000 attendees.</i>		
NCSM E-NEWS		
There are five issues – August, October, January, March, June	Available as Space permits	\$1,000 per issue

+Items marked with a plus notate *General Contributions*



Sponsorship Opportunities

Full Descriptions

This section provides a complete description of each sponsor opportunity

NCSM Sponsorship Opportunities/Levels/Benefits.....	pg.12
NCSM Annual Conference Opportunities	pg.13-22
NCSM Leadership Academy Opportunities	pg.23
NCSM Regional Opportunities	pg.24
NCSM Technology, Marketing, Organizational, and Operational Support...pg.25	
NCSM Membership Support	pg.26
Advertising and Promoting Your Organization	pg.27

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NCSM Sponsor Opportunities Introduction

It is always our goal to find mutually beneficial partnerships. The following pages describe sponsor opportunities that *NCSM* offers interested parties. We are open to other ideas you may have. Sponsors are welcome to combine any number of the following opportunities on their Sponsor Commitment Form.

Elite Levels for NCSM Sponsors

NCSM has received tremendous support from a variety of sponsors over the years. These contributions play an important role in *NCSM's* ability to provide high-quality professional growth opportunities, services, and products to *NCSM* members. *NCSM* has four elite levels of sponsorship: Platinum, Gold, Silver, and Bronze. Contribution levels and associated benefits for each elite level are found in the Sponsor Opportunity Summary. In order to qualify to elite status, 80% of the total contribution must fall under the targeted contribution category.

+Items marked with a plus notate *General Contributions*

Targeted Contributions are selected from the list of Sponsorship Opportunities. These opportunities have been identified by the Board and address specific needs to support strategic initiatives and projects for the 2017-2018 year.

General Contributions (i.e. a donation of products, or services) are marked with a plus (+) on the *NCSM* Sponsor Opportunity list in the Toolkit. General contributions not listed but which support the *NCSM* membership in some professional manner will also be acknowledged.

Sponsor Recognition

The *NCSM* President will recognize ALL *Elite Sponsors* at the *Annual Conference* reception. In addition, all sponsors will be recognized in the *NCSM Conference Program Book*, in the *NCSM Newsletter* issue following the *Annual Conference*, and on the *NCSM* Website. Some sponsorships have additional recognition embedded in the opportunity being funded. Read the following list of opportunities for more detail.

NCSM Annual Conference Opportunities

The *NCSM Annual Conference* is the biggest professional learning experience *NCSM* offers leaders in mathematics education. Held every spring, it provides professional development for mathematics educators from around the United States, Canada, and abroad. It provides a venue for educators to share a variety of perspectives about current issues, research, practices, learning, equity, excellence in mathematics education and leadership.

Benefits: Your representatives, authors, and key staff have the opportunity to engage mathematics education leaders from around the United States, Canada, and abroad in formal and informal settings and to showcase the products, services, and resources you offer.

Annual Conference Food and Beverage Function Opportunities

Special Recognition for Food & Beverage Function Sponsorships: Each food and beverage function will be highlighted in the *Annual Conference Program Book*. If there are speakers, the function will also appear on the *NCSM* Website whenever the program is published online along with presenter names and affiliations and the session title and description (provided by your company's presenters). *NCSM* will also provide a basic session sign indicating the event and sponsor(s). If the event includes a speaker, the sign will also include reference to the speaker. (Each company fully sponsoring an event with a speaker will input speaker contact information, affiliation, biographical profile, picture and session title, and description online.) Companies sponsoring such events may also provide signage.

The *NCSM* President will publicly recognize sponsors of food and beverage functions at the function or formal setting during the *NCSM Annual Conference*. You may distribute your promotional materials at the function you sponsor.

Meal function sponsors will receive additional company marketing opportunities as outlined in the sponsor Opportunity Summary.

All meal functions are available for full support or partial support.

A Sponsor may choose to fully support the meal at 100% of the Sponsor Commitment Costs or they can choose to partially support the meal at 50% or 25% of the Sponsor Commitment Costs.

If sponsors choose to partially support a meal, reception or break, *NCSM* will pair up those sponsors in order to fully support the meal and *NCSM* will choose the speaker (if needed for that function).

Sponsors have until August 30th to confirm previously sponsored meal functions.

DESCRIPTION

MONDAY

\$20,000.00

Continental Breakfast (Keynote speaker provided by NCSM)

This is a terrific way to start the Conference. It provides an opportunity to meet and greet NCSM members before the hustle and bustle of Conference sessions. All attendees are at the opening session and the NCSM president will acknowledge your generous sponsorship so there is great exposure for your organization.

- Work with NCSM to select the menu of your choice for this function.
- Network and schedule conversations with your representatives and mathematics education leaders.
- Provide product samples and distribute promotional materials about your products and services at this function.
- The *NCSM* President or designee must approve your use of *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.
- The *NCSM* President or designee will provide logistical parameters for the program, including timing for introductions and speakers.
- The *NCSM* President will acknowledge sponsorship at the Opening Session.

MONDAY

\$20,000.00

Lunch Box Pick-up

Take a moment during this lunch break to touch base with mathematics education leaders, exchanging ideas and information about products or services.

- Work with NCSM to select a meal of your choice for this function.
- Network with mathematics education leaders and engage in conversation about your services, products, events of the day, educational issues, and challenges leaders face.
- You may provide product samples and distribute promotional materials about your products and services at this function.
- The *NCSM Sponsor Liaisons* will provide logistical parameters for the lunch.
- The *NCSM President* or designee must approve your use of *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.

MONDAY

\$15,000.00

Display Area Break: This Display area break is also available for partial support. NCSM will attempt to have break area set near the sponsor's exhibit booth.

Take a moment during this mid-afternoon Conference break to touch base with mathematics education leaders, exchanging ideas and information about products or services.

- Work with NCSM to select refreshments and beverages.
- Network with mathematics education leaders and engage in conversation about your services, products, events of the day, educational issues, and challenges leaders face.
- You may provide product samples and distribute promotional materials about your products and services at the break area.
- The *NCSM Sponsor Liaisons* will provide logistical parameters for the display area break.
- The *NCSM President* or designee must approve your use of *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.

MONDAY

\$48,000.00

Early Evening Reception

Work with NCSM on a special 50 Year Celebration Reception. This event will be celebratory as well as providing an opportunity for key representatives to network with mathematics education leaders after a full day of conferencing.

- Work with NCSM to set the tone and theme by selecting beverages, hors d'oeuvres or dinner, and activities.
- Network with mathematics education leaders and engage in conversation about your services, products, events of the day, educational issues, and challenges leaders face.
- You may provide product samples and distribute promotional materials about your products and services at this function.
- The *NCSM President* will provide logistical parameters for the reception or dinner program including timing for introductions and welcome message should time and venue permit.
- Should you require special audio-visual equipment, it will be at the sponsor's expense and coordinated through the NCSM office.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.

Sponsorship Forms

TUESDAY

\$20,000.00

Plated Breakfast with Speaker

Sit-Down Plated Breakfast

This formal setting provides an opportunity for key representatives to network with mathematics education leaders at the start of the second day of the Conference, setting the tone for the experiences they will have throughout the day.

- Work with NCSM to select a meal of your choice for this function.
- Meet and greet *NCSM* members before the breakfast begins.
- You may provide product samples and distribute promotional materials about your products and services at this function.
- You may identify a speaker of your choice, with approval of the *NCSM President*, to deliver a stimulating and inspirational message tailored for mathematics education leaders. The *NCSM President* will provide logistical parameters for the breakfast program, including timing for introductions and speakers.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.

TUESDAY

\$40,000.00

Plated Luncheon with Speaker

Sit-Down Plated Luncheon This formal setting provides an opportunity for key representatives to create an experience for mathematics education leaders marking the middle of the Conference.

- Work with NCSM to select a meal of your choice for this function.
- Meet and greet *NCSM* members before the luncheon begins.
- You may identify a speaker of your choice, with approval of the *NCSM President*, to deliver a stimulating and inspirational message tailored for mathematics education leaders. You may provide product samples and distribute promotional materials about your products and services at this function.
- The *NCSM President* will provide logistical parameters for the luncheon program, including timing for introductions and speakers.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* Logo, or other *NCSM* graphics.

TUESDAY

\$15,000.00

Display Area Break: This Display area break is also available for partial support. NCSM will attempt to have break area set near the sponsor's exhibit booth.

Take a moment during this Mid-Afternoon Conference Break to touch base with mathematics education leaders, exchanging ideas and information about products or services.

- Work with NCSM to select refreshments and beverages.
- Network with mathematics education leaders and engage in conversation about your services, products, events of the day, educational issues, and challenges leaders face.
- You may provide product samples and distribute promotional materials about your products and services at the break area.
- The *NCSM Sponsor Liaisons* will provide logistical parameters for the display area break.
- The *NCSM President* or designee must approve your use of *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.

TUESDAY

\$25,000.00

Early Evening Reception

Cocktail-Style Reception

This informal setting provides an opportunity for key representatives to network with mathematics education leaders as the second day of the Conference winds down.

- Work with NCSM to set the tone and theme by selecting beverages, hors d'oeuvres or dinner, and activities.
- Network with mathematics education leaders and engage in conversation about your services, products, events of the day, educational issues and challenges leaders face.
- You may provide product samples and distribute promotional materials about your products and services at this function.
- The *NCSM President* will provide logistical parameters for the reception or dinner program including timing for introductions and welcome message should time and venue permit.
- Should you require special audio-visual equipment, it will be at the sponsor's expense and coordinated through the *NCSM* office.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.

Sponsorship Forms

WEDNESDAY

\$20,000.00

Plated Breakfast with Speaker

Sit-Down Plated Breakfast

This formal setting provides an opportunity for key representatives to network with mathematics education leaders at the start of the final day of the Conference, setting the tone for the experiences they will have throughout the day.

- Work with NCSM to select a meal of your choice for this function.
- Meet and greet *NCSM* members before the breakfast begins.
- You may provide product samples and distribute promotional materials about your products and services at this function.
- You may identify a speaker of your choice, with approval of the NCSM President, to deliver a stimulating and inspirational message tailored for mathematics education leaders.
- The *NCSM* will provide logistical parameters for the breakfast program, including timing for introductions and speakers.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.

WEDNESDAY

\$40,000.00

Plated Luncheon with Speaker

Sit-Down Plated Luncheon

This formal setting provides an opportunity for key representatives to deliver the last messages mathematics education leaders will hear before returning to their home sites.

- Select a meal of your choice for this function, arranging for corresponding décor and room set.
- Meet and greet *NCSM* members before the luncheon begins.
- You may identify a speaker of your choice, with approval of the NCSM President, to deliver a stimulating and inspirational message tailored for mathematics education leaders. You may provide product samples and distribute promotional materials about your products and services at this function.
- The *NCSM President* will provide logistical parameters for the luncheon program, including timing for introductions and speakers.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* Logo, or other *NCSM* graphics.

All meal/break area functions are available for full support or partial support.

A Sponsor may choose to fully support the meal at 100% of the Sponsor Commitment Costs or they can choose to partially support the meal at 50% or 25% of the Sponsor Commitment Costs.

If sponsors choose to partially support a meal, reception or break, NCSM will pair up those sponsors in order to fully support the meal and NCSM will choose the speaker (if needed for that function). NCSM will provide written guidelines for sharing the event.

In completing Form A, please indicate which function you wish to support and at what level. Costs are based on venue menu prices. Sponsors are of course welcome to increase their support for an event if they wish to provide additional items and/or services.

All meal sponsors will receive signage recognition.

NCSM Annual Conference Sponsor Showcase

Special Recognition for Annual Conference Showcases: Each Showcase Session will be identified as such and will appear chronologically in the *Annual Conference Program Book* and on the *NCSM Website* when the program is published online along with presenter name(s), and affiliation(s); and the session title and description (provided by your company's presenters).

DESCRIPTION	AVAILABILITY	COST
ONE-HOUR SPONSOR SHOWCASE SESSION	ONE PER PLATINUM AND GOLD	NO COST
ONE-HOUR PURCHASED SHOWCASE SESSION	LIMITED # AVAILABLE	\$1500/ SESSION

Presentation Room for 40 participants

The session will allow you to demonstrate your products and provide an opportunity for participants to experience them first hand. The room will have Internet access.

- As an embedded Annual Conference session, your company representative will take care of all introductions, session facilitation, and follow-up.
- You may provide product samples and distribute promotional materials about your products and services during your session.
- The *NCSM President* or designee must approve your use of the *NCSM logo*, *NCSM Annual Conference logo*, or other *NCSM graphics*.
- Presentation description and speaker information must be submitted through the online NCSM speaker database system when the system opens for sponsor showcases.
- *NOTE – Technology no longer supplied. Participants must use their own devices or sponsor supplied devices.*

NCSM Annual Conference Artifacts

Special Recognition for Annual Conference Artifacts Sponsorships: These sponsorships increase visibility for companies with recognition that fits the nature of the artifact. Read the description for each opportunity below.

+Items marked with a plus notate *General Contributions*

DESCRIPTION

CONFERENCE BAG

Conference Bags (for 1800 Conference attendees)

These bags are the envy of *NCSM* members and *NCTM* attendees! Conference attendees use these bags after the conference, back in their respective home states, provinces, and countries.

- The bag features the conference logo. It also includes your company logo and the *NCSM* logo.
- The sponsor provides a logo in the requested file format.
- The sponsor will approve the final proof for the bag.

EDUCATIONAL OR LITERARY GIFT+ (GENERAL CONTRIBUTION)

Attendee Gift (for 1800 Conference attendees)

These gifts are intended to provide intellectual, researched-informed support to conference attendees. Books, reports, and monographs (print and electronic) are classic examples.

- Selections are made in consultation with the *NCSM President*.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.

MUGS+ (GENERAL CONTRIBUTION)

Conference Mugs (for 1800 Conference attendees)

These mugs have a life beyond the Conference as attendees return to their home state, province, and country and use them at the office, in schools, and at meetings.

- These Conference souvenirs include Conference dates and themes (color, graphics, and/or slogan).
- The *NCSM President* or designee must approve all graphics.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.

NECK WALLETS

Conference Neck Wallets (for 1800 Conference attendees)

Conference attendees wear these handy holders throughout the Conference using them to carry Conference tickets, business cards, hotel room keys, spare change, etc. Many attendees find a practical use for these neck wallets after the Conference when they return to their respective home states, provinces, and countries.

- Your company name and logo will appear along with the *NCSM* Conference date and themes (color, graphics, and/or slogans).
- The sponsor provides a logo in the requested file format.
- The sponsor will approve the final proof for the neck wallet.

DESCRIPTION	COST
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PRELIMINARY PROGRAM BROCHURE	\$5,000
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Mailer (number of pieces to be determined)

Increase your company's visibility and partnership among *NCSM* members and other leaders in mathematics education with this sponsorship. This opportunity constitutes the first major promotion for the *NCSM Annual Conference*.

Distribution is expected to reach beyond the current *NCSM* membership and sets the tone for other conference-related printed and web-based promotions. It also increases *NCSM's* visibility. It helps ensure robust attendance at the Annual Conference, increasing your exposure among mathematics education leaders in the U.S., Canada, and abroad.

- The brochure reflects the *Annual Conference* theme, highlights, and logistics, incorporating previously selected design elements or themes.
- The *NCSM Conference Coordinator* and President will collaborate with your designers.

PROGRAM BOOK DESIGN, LAYOUT, PRINTING & SHIPPING	\$20,000
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Conference Program Book (for 1200 Conference attendees requesting a hard copy)

This artifact provides another opportunity to showcase your company and its involvement in the biggest single professional development experience *NCSM* offers mathematics education leaders in the U.S., Canada, and abroad.

Registrants find the *NCSM Annual Conference Program Book* essential in planning their time at the *Annual Conference*.

Most attendees take the *Program Book* home for use in writing reports or for future reference. This sponsorship provides the only opportunity to secure a full-page ad in the center of the *NCSM Annual Conference Program Book* (no additional charge).

- Manage the production and shipping of the Annual Conference program books or make contributions that will offset the cost of the *Annual Conference Program Book* production and shipping.
- Design work is driven by the *Annual Conference* preliminary brochure, which is described above.
- The content includes Conference logistics, session descriptions, 4-color ads, and information about *NCSM* opportunities, deadlines, work, and members.
- The *NCSM Conference Coordinator* will collaborate with your designers and production staff.
- The Program is posted on the *NCSM* Web Site (excluding ads) and is given to all attendees, approximately 1600 mathematics education leaders from around the U.S., Canada, and abroad.

PROMOTIONAL GIFT (GENERAL CONTRIBUTION)	\$8,000- 10,000
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Conference Gift+ (for 1800 Conference attendees)

These gifts are intended to increase the visibility of *NCSM* while at the same time being useful to leaders in mathematics education. In appropriate cases, selected items may also show the sponsor's logo. Selection and design are made in consultation with the *NCSM President*.

- The *NCSM President* or designee must approve all graphics.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.
- Sponsors are responsible for providing *NCSM* with the item for insertion into conference bags. Items are not to be picked up at Sponsor's booth.

NCSM Annual Conference Attendee Support

Special Recognition for Annual Conference Attendee Sponsorships: These sponsorships increase visibility for companies with recognition that fits the nature of the support given. Read the description for each opportunity below.

DESCRIPTION	COST
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<p>CONFERENCE REGISTRATION & NCSM MEMBERSHIP Individual Member Conference Registration Scholarship (unlimited) Here's a terrific way to support <i>NCSM</i> and its members – 1 one-year <i>NCSM</i> membership and 1 registration for the <i>NCSM Annual Conference</i> for one mathematics education leader. Each contribution will be given away to an attendee during the <i>NCSM Annual Conference</i> to cultivate mathematics education leadership.</p> <ul style="list-style-type: none"> ➤ The <i>NCSM President</i> or designee must approve all graphics. ➤ The <i>NCSM President</i> or designee must approve your use of the <i>NCSM</i> logo, <i>NCSM Annual Conference</i> logo, or other <i>NCSM</i> graphics. 	<p>\$450/Person</p>
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IRIS CARL TRAVEL GRANT CONTRIBUTION
Individual Member Grant (unlimited)
NCSM honored *Iris Carl's* tremendous contributions to mathematics education by establishing the *Iris Carl Mathematics Leadership Fund*. This fund is used to grant money to support mathematics educators or future leaders in mathematics education to attend an *NCSM Annual Conference*, thus supporting *NCSM's* vision and *Iris Carl's* passion for leadership development.

- Recognition will be given at the time the *Iris Carl Awardees* are introduced at the *Annual Conference*.

VOLUNTEER RECOGNITION
Recognition for Volunteers (for up to 200 Conference attendees)
 Every year, the *NCSM Volunteer Recruitment and Management Chair* publishes a call for people who are willing to assist the conference committee with a variety of conference tasks such as Sunday bag stuffing, registration area work, and ticket taking. Every year, many people contribute their time and creativity to keep all the conference wheels in motion. Your support of volunteer t-shirts provides another means to show appreciation as well as recognize the hard work of conference volunteers.

- Your company name and logo will appear along with the *NCSM* Conference date and themes (color, graphics, and/or slogans).
- The sponsor provides a logo in the requested file format.
- The sponsor will approve the final proof for the shirt.

NCSM Annual Conference Support

Special Recognition for Annual Conference Support Sponsorships: These sponsorships increase visibility for companies with recognition that fits the context of the support given. Read the description for each opportunity below for additional information.

DESCRIPTION	COST
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AUDIO VISUAL EQUIPMENT SUPPORT

\$5,000/LOT

Contributions offset the cost of audio-visual equipment used in Annual Conference sessions (except those at sponsored food & beverage functions).

- Your company's name and logo will appear inside session rooms along with the name and logo of any other audio-visual co-sponsor (except those for sponsored food & beverage functions) and will be visible to those who attend each session.

GENERAL ANNUAL CONFERENCE CASH CONTRIBUTIONS

This sponsorship offsets the considerable cost of providing a valuable national professional learning experience for more than 1800 leaders in mathematics education – including program development, room rental, audio visual needs, decorating expenses, and all costs associated with printing, shipping, and registration.

SPEAKER SUPPORT

Join *NCSM's* efforts to provide excellent professional learning opportunities for mathematics education leaders in the U.S., Canada, and abroad. Every year, the *NCSM Annual Conference* program is filled with compelling speakers. Annual Conference speakers are practicing mathematics education leaders operating on the cutting edge, as well as individuals from outside of mathematics education who provide fodder for conference attendees. Some are first-time speakers, some veterans, and still others perennial favorites – all address current issues, push our thinking, challenge our paradigms, add to our knowledge, and support the work we do as mathematics education leaders.

KEYNOTE SPEAKER

- The Keynote Speaker is selected by the *NCSM President*
- This speaker sets the tone for Conference, reflecting major Conference themes and foreshadowing experiences attendees will have throughout the *Annual Conference*.

MAJOR SPEAKERS

THE NCSM PROGRAM COMMITTEE SELECTS THE MAJOR SPEAKERS.

- Speakers in this category, command large audiences, who continue to talk about the ideas presented/shared during these sessions.
- These outstanding leaders, authors, and professional developers are an integral part of the conference experience.
- Support a speaker(s) who will present important researched-informed information, perspectives, and findings mathematics education leaders need to know.

MEDIA PRODUCTION

Capture sessions and moments (still and audio) during the Conference that can be used to document and promote the *Annual Conference* and *NCSM* and support mathematics education leaders in their work.

Sponsorship Forms

DESCRIPTION	COST
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PUBLICITY SUPPORT

UNLIMITED

Be a part of promoting *NCSM* and the *NCSM Annual Conference* to current and future leaders in mathematics education. *NCSM* has established an official local arrangement committee that will take care of local media saturation, promoting the 2016 conference. Your promotional pieces and efforts will be used to publicize the conference regionally and nationally.

- Develop marketing materials and messages (print and visual) that campaign off the *NCSM Annual Conference* promotional brochure, conference logo, and brand.
- Identify and target mathematics education leaders outside of *NCSM's* current membership for promotions.
- Disseminate publicity to and beyond *NCSM* current membership.
- The *NCSM President* or designee must approve all graphics.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics

SIGNAGE

\$2,000/LOT

This sponsorship provides increased visibility for your company over the three days for the conference.

- These signs are prominently displayed outside each Annual Conference session room (except those used for sponsored food & beverage functions).
- Your company's logo will appear on each session signboard outside each conference room and will be visible to those who pass by or attend Conference sessions.

CONFERENCE APP

All sponsors will have a general company listing in the conference app. Additional opportunities to purchase additional visibility of your company on the app include

- Splash page (one available) \$2500
- Banner Ads (20 available) \$1,000.
- Push Notifications – two available each day (see advertising form for pricing)
 - This is a message that will pop up on the lock screen of anyone's phone who has down loaded the app.

Other Annual Conference Proposed Sponsorships

DESCRIPTION

OTHER AVAILABLE

UNLIMITED

NCSM is always looking for opportunities to enhance the Conference experience for its members. Should you have additional ideas, please contact the current *NCSM Sponsor Liaisons*, to explore new concepts. They can be reached at nscmadvertise@mathedleadership.org.

If you are volunteering as part of an *NCSM* initiative, any amount that is attributed to a sponsorship for your company is to be determined by the *NCSM* President, Initiative Chair and the Sponsor Liaisons.

NCSM Leadership Academy Opportunities

The *NCSM Summer and Winter Leadership Academies* are 3-day intense residential institute that draws 80 and 120 mathematics education leaders from around the nation and Canada. Many come in school, district, or regional teams. The *Academy* is designed to prepare mathematics education leaders to face the multiple challenges they encounter in their quest for improved student achievement. This *Academy* will be offered in multiple locations.

Mathematics specialists/coaches, teacher leaders, administrators, coordinators, mentors, directors, supervisors, department chairs, or anyone who influences and supports others in mathematics education benefit from this practical and inspired *Academy*. Teams are especially encouraged to attend as the *Academy* provides an extraordinary opportunity to collaborate on site work and identify next steps for goals set for the following school year.

DESCRIPTION SUMMER AND WINTER ACADEMIES

FULL LEADERSHIP SEMINAR CONFERENCE SUPPORT

\$6,000.00 EACH

Meet and greet NCSM members before the seminar begins.

- Approval of the menus for this conference.
- A representative is invited to attend the seminar as an observer.
- Representative will have an opportunity to address the attendees.
- You may place company name and logo on registration table.
- You may provide product samples and distribute promotional materials about your products and services at this function.
- The *NCSM Leadership Academy Director* or designee will provide logistical parameters for the timing of the distribution of literary gift during the seminar.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.
- The full event sponsor will receive one-time use of the email address of registered attendees following the event.

PARTIAL LEADERSHIP SEMINAR CONFERENCE SUPPORT

\$3,000.00 (2 AVAILABLE FOR EACH ACADEMY)

Support sponsors will have equal opportunities to address conference attendees and provide print materials throughout conference.

***Sponsorship for Academy is a flat fee regardless of the number of attendees.**

NCSM Regional Opportunities

NCSM Fall Leadership Seminars

**Tools and Strategies for Implementing the *Common Core State Standards*
 Regional Single Day Leadership Seminars**

Support these intense one-day professional learning experience for leaders in mathematics education. Coaches, teacher leaders, administrators, specialists, coordinators, mentors, directors, supervisors, or any who influences and/or supports others in mathematics education will find the experience invaluable.

Seminar presenters actively engage participants and guide them through adaptable research-informed practices, strategies, models, and concepts that effective mathematics education leaders need to know and integrate into their work. Attendees leave the seminar with practical and inspired ideas and actions that prepare them to lead and support others throughout the year.

DESCRIPTION

FULL LEADERSHIP SEMINAR CONFERENCE SUPPORT \$5,000.00 EACH

- Meet and greet NCSM members before the seminar begins.
- Approval of the final menu for this function.
 - A representative is invited to attend the seminar as an observer (space permitting).
 - You may place a table sign on the breakfast table with your company name and logo (e.g. “Breakfast/lunch provided courtesy of <company name>”).
 - You may provide a speaker of your choice (in consultation with the *NCSM Leadership Seminar Director*) to deliver a message that complements the content of the *Leadership Seminar*, arranging for corresponding AV.
 - You may provide product samples and distribute promotional materials about your products and services at this function.
 - The *NCSM Leadership Seminar Director* or designee will provide logistical parameters for the timing of the distribution of literary gift during the seminar.
 - The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.
 - The full event sponsor will receive one-time use of the email address of registered attendees following the event.

DESCRIPTION

PARTIAL LEADERSHIP SEMINAR CONFERENCE SUPPORT \$2,500.00* (2 AVAILABLE)

Sit-Down Plated Luncheon (for 80 to 100 Seminar attendees)

This formal setting provides an opportunity for key representatives to deliver a message tailored for mathematical leaders.

- Approval of the final menu for this function.
- A representative is invited to attend the *Seminar* as an observer (space permitting).
- You may provide a speaker of your choice (in consultation with the *NCSM Leadership Seminar Director*) to deliver a message that complements the content of the *Leadership Seminar*, arranging for corresponding AV. The *NCSM Leadership Seminar Director* will determine the schedule of sponsor speakers.
- You may provide product samples and distribute promotional materials about your products and services at this function.
- The *NCSM Leadership Seminar Director* or designee will provide logistical parameters for the luncheon program, including timing for introduction and speakers.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.

Sponsorship for Leadership Seminars is a flat fee regardless of the number of attendees.

SEMINAR GENERAL CASH CONTRIBUTIONS

NCSM Technology, Marketing, Organizational, and Operational Support

DESCRIPTION

CONTRIBUTIONS SUPPORTING NCSM STRATEGIC INITIATIVES AND PROJECTS

NCSM uses a strategic planning process to define and focus short-term projects and long-term initiatives. Go to mathedleadership.org to find out about the various projects and initiatives. *NCSM* provides a number of services for its members and is engaged in projects and initiatives that reflect the *NCSM* mission and vision. *NCSM* invites sponsors who are looking to support work that ensures equity and excellence in mathematics education and the work of developing and supporting leadership in mathematics education in the U.S., Canada, and abroad. *NCSM* welcomes opportunities to collaborate with others. If you are interested in discussing ways to support *NCSM* projects and initiatives, contact *NCSM Sponsor Liaisons*. They can be reached at ncsmadvertise@mathedleadership.org.

COPY EDITING

This sponsorship provides the resources (human or monetary) to expertly edit *NCSM* publications, including the *NCSM Newsletter*, *NCSM Journal of Mathematics Education Leadership*, *NCSM* brochures, and promotional materials.

GENERAL NCSM ORGANIZATIONAL CONTRIBUTION

The *NCSM Board* works on behalf of the organization. *NCSM* continues to increase member benefits (publications, website resources, professional learning opportunities, and networking tools), to increase its organizational outreach and influence, and to robustly collaborate with others, and support its members throughout the year, positioning itself as first in mind when it comes to leadership in mathematics education. Join us as we continue our work to influence the direction of mathematics education locally, regionally, and nationally. Your sponsorship supports this commitment.

WEBINAR SUPPORT OR SPONSORSHIP

This sponsorship provides technical resources for *NCSM* webinars.

WEBSITE DESIGN AND DEVELOPMENT SUPPORT

NCSM's Website, mathedleadership.org, leverages a variety of social networking tools, provides visual and audio resources, and integrates graphic images reflecting member experiences. Layouts provide links to and messaging about professional learning communities, leadership, membership, networking, and opportunities on every page. The navigation is designed for future enhancements. This sponsorship provides resources for continued robust development of the *NCSM* Website.

NCSM MEMBERSHIP BROCHURE

NCSM Membership Brochure Layout, Design, and Printing.

This sponsorship provides a compelling print representation of *NCSM's* vision for its membership, our work as a network of mathematics education leaders, the outcomes we seek, and *NCSM's* ability to meet the needs and interest of all mathematics education leaders – aspiring, new, or experienced across all levels of leadership.

PROMOTIONAL DESIGN, PRINTING, & DISTRIBUTION

This support can take many forms. In some cases, sponsors may provide printed copies of already designed *NCSM* promotional pieces. In other cases, sponsors may lend the expertise of their design group to market and promote the *NCSM* organization and its events (*Annual Conference*, Leadership Academies, Leadership Seminars, etc.) and products (*NCSM PRIME Leadership Framework*, monographs, etc.).

NCSM may determine the cost benefit to the sponsor upon reviewing industry standard costs

NCSM Membership Support

DESCRIPTION

EDUCATIONAL GIFT/PROFESSIONAL PUBLICATION+

Gift for each NCSM Member (2,000-2,400)

This gift is intended to provide intellectual, research-informed support to *NCSM* members. The gift should complement the *NCSM* Mission and Vision and *NCSM* publications (*NCSM* newsletter, journal, position papers, *PRIME Leadership Framework*, monographs, etc.).

- Selections are made in consultation with the *NCSM President*.
- The *NCSM President* or designee must approve your use of the *NCSM* logo, *NCSM Annual Conference* logo, or other *NCSM* graphics.
- Distribution costs are the responsibility of the sponsor.

NCSM MEMBERSHIP SCHOLARSHIPS

These one-year membership scholarships are generally offered to leaders in mathematics education new to *NCSM*. Awarded scholarships come with all the benefits of an *NCSM* membership. Work with the *NCSM* leadership to determine means of dissemination.

IRIS CARL TRAVEL GRANT CONTRIBUTION

NCSM honored Iris Carl's tremendous contributions to mathematics education by establishing the *Iris Carl Mathematics Leadership Fund*. This fund is used to grant money to support mathematics educators or future leaders in mathematics education to attend an *NCSM Annual Conference*, thus supporting *NCSM's* vision and Iris Carl's passion for leadership development.

- Recognition will be given at the time the *Iris Carl Awardees* are introduced at the *Annual Conference*.

+ General Contribution

Advertising and Promoting Your Organization

NCSM Newsletter

DESCRIPTION	COST
NCSM NEWSLETTER ADS	\$450 TO \$3225
The <i>NCSM Newsletter</i> is disseminated as a member benefit. Circulation is 2,000-2,400. Rates depend on number of ads placed in a fiscal year and ad's size and color. See more details in the <i>NCSM Newsletter Advertising Guidelines</i> .	

NCSM Annual Conference Program Book

DESCRIPTION	COST
ANNUAL CONFERENCE PROGRAM BOOK ADS	\$450 TO \$3600
The <i>NCSM Annual Conference Program Book</i> is distributed to Conference attendees, approximately 1800, mathematics education leaders. Rates depend on ad's size and color. See more details in the <i>NCSM Annual Conference Program Book Advertising Guidelines</i> .	

NCSM E-News

DESCRIPTION	COST
NCSM E-NEWS ADS	\$1,000
The <i>NCSM E-News</i> is an electronic newsletter, with five issues per year: August, October, January, March, and June. Circulation is approximately 2,400. Contact the <i>Sponsor Liaisons</i> for more information.	

Sponsorship Guidelines and Forms:

In this section you will find forms associated with support agreements. For the most current forms please see the files for the Sponsorship year.

- Sponsor Letter pg.29
- Sponsor Commitment Agreementpg. 30-37
- Platinum and Gold Sponsor Newsletter Article Guidelinespg. 38-42
- Mailing Label Guidelines and Request Formpg. 43-46
- NCSM Newsletter Advertising Guidelines and Ad Insert Formpg. 47

Dear Sponsors,

NCSM appreciates the generous support and contributions made by our sponsors. Without your support, *NCSM* would not be able to offer our membership the high quality *Annual Conference*, *Summer Leadership Academies*, *Fall Regional Seminars*, and professional publications. Thank you. Please use this form to reserve your sponsorship items, advertising, or display booth request. Refer to the *NCSM Sponsor Toolkit* at mathedleadership.org for details outlining each sponsorship opportunity, associated deadlines, and payment/contribution procedures.

We have attempted to simplify the commitment form for your convenience. We would appreciate any feedback on the forms.

Our communication will be greatly enhanced by knowing which individual to contact about each area. *If* there are different people responsible for the areas below, please specify.

Thank you for your continued support.

For additional information or questions contact the *NCSM Sponsor Liaisons*:

Jim Matthews

Phone: (518) 783-2466

Email: jmatthews@mathedleadership.org

Jenny Tsankova

Phone: (401) 254-5354

Email: jtsankova@mathedleadership.org

Please return this form:

By email: ncsmadvertise@mathedleadership.org

Visit the *NCSM* Website: mathedleadership.org

***NCSM* Tax ID:** #39-155643

NCSM 2017 – 2018 Sponsor Commitment Agreement

**Please email your completed and signed forms to
ncsmadvertise@mathedleadership.org
by August 30, 2017**

Sponsorship Forms

Company Name:

CONTACT INFORMATION:

Name: _____
 Title: _____
 Address: _____
 City: _____ State: _____ Zip: _____ Country: _____
 Telephone: () _____ Fax: () _____
 Email: _____

Please indicate the items to which you would like to commit sponsorship.

Item	Description	Approx. Value
Meal Functions – Please complete form A*		
Advertising – Please complete form B		
Exhibit Booth – Please complete form C		
Sponsor Showcase (\$1500/Showcase – Must complete the online session proposal.)		
Display Area Session (book signing or workshop) (Please provide details on form C)		
All other sponsor opportunities (See Sponsor Opportunity Descriptions and Summary for additional information and qualifying sponsorship levels. For General Contributions, please indicate your company's actual cost versus retail cost for the approximate value.)		
Total Commitment Value		

For details on Sponsor Levels, see the <i>Sponsor Opportunities and Summary</i>			
Platinum	Gold	Silver	Bronze
\$40,000 & up	\$25,000-\$39,999	\$15,000 - \$24,999	\$10,000-\$14,999

*Note that Sponsors who include a meal function during an NCSM event will receive additional benefits listed in the *Sponsor Opportunity Descriptions and Summaries*.

Signature	Date	Elite Level
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Form A – Meal Functions

All 50th NCSM Annual Conference meal function activities must provide for a minimum of conference participants. Elite sponsors have the first right of refusal prior to August 15th for any meal functions sponsored during the previous fiscal year. Meals may be fully or partially supported.

NCSM Annual Conference Washington, D.C., April 23 – 25, 2018			
<i>For details, see the Sponsor Opportunity Descriptions</i>			
Annual Conference Meal Functions	Sponsor Costs	Commitment Level 100%/50%/25%*	Sponsor Commitment \$
Monday Continental Breakfast	\$20,000.00		
Monday Box Lunch	\$20,000.00		
Monday Afternoon Display Area Break	\$15,000.00		
Monday Early Evening Reception	\$48,000.00		
Tuesday Plated Breakfast with Speaker	\$20,000.00		
Tuesday Plated Luncheon with Speaker	\$40,000.00		
Tuesday Afternoon Display Area Break	\$15,000.00		
Tuesday Early Evening Reception	\$25,000.00		
Wednesday Plated Breakfast with Speaker	\$20,000.00		
Wednesday Plated Luncheon with Speaker	\$40,000.00		

All meal functions are available for full support or partial support. Priority given to full sponsorships.

A Sponsor may choose to fully support the meal at 100% of the Sponsor Commitment Costs or they can choose to partially support the meal at 50% or 25% of the Sponsor Commitment Costs.

If sponsors choose to partially support a meal, reception or break, NCSM will pair up those sponsors in order to fully support the meal and NCSM will choose the speaker (if needed for that function). NCSM will provide written guidelines for sharing the event.

In completing Form A, please indicate which function you wish to support and at what level. Costs are based on venue menu prices. Sponsors are of course welcome to increase their support for an event if they wish to provide additional items and/or services.

All meal sponsors will receive signage recognition.

Regional Seminars and Academies Sponsorship

Regional opportunities allow for sponsorship at a much smaller scale. For these events, we invite sponsors to fully support the entire event with your contribution. These events are also available for partial support. Please read the toolkit descriptions for benefits as a result of sponsoring these events.

NCSM Regional Fall 2017 Leadership Seminar Chicago, November 29, 2017

For details, see the *Sponsor Opportunity Descriptions*

	Sponsor Costs	Sponsor Commitment
Full Leadership Seminar Conference Support	\$6,000.00	
Partial Leadership Seminar Conference Support	\$3,000.00	

NCSM Regional Winter 2018 Leadership Seminar - Date and Location to be determined.

For details, see the *Sponsor Opportunity Descriptions*

	Sponsor Costs	Sponsor Commitment
Full Leadership Seminar Conference Support	\$5,000.00	
Partial Leadership Seminar Conference Support	\$2,500.00	

NCSM Winter 2018 Leadership Academy - Date and Location to be determined.

For details, see the *Sponsor Opportunity Descriptions*

	Sponsor Costs	Sponsor Commitment
Full Leadership Seminar Conference Support	\$6,000.00	
Partial Leadership Seminar Conference Support	\$3,000.00	

NCSM Summer 2018 Leadership Academy - Date and Location To Be Determined

For details, see the *Sponsor Opportunity Descriptions*

	Sponsor Costs	Sponsor Commitment
Full Leadership Seminar Conference Support	\$6,000.00	
Partial Leadership Seminar Conference Support	\$3,000.00	

Form B – Advertising

Discount Opportunities

- 5%** Discount for companies placing ads in 2 formats totaling \$3,000 or more
- 10%** Discount for companies placing ads in 3 formats totaling \$5,000 or more
- 15%** Discount for companies placing ads in 3 formats totaling \$7,500 or more
- 20%** Discount for companies placing ads in 4 formats totaling \$10,000 or more

NCSM eNews Support (5 issues a year)					
For details, see the <i>Sponsor Opportunity Descriptions</i>					
Please write the cost of the ad in the appropriate cell					
Issue	October	January	March	June	August
\$1,000/issue (each issue includes only 1 advertise)					
eNews Subtotal					

NCSM Newsletter (4 issues a year)						
For details, see the <i>Newsletter Advertising Guidelines</i>						
Newsletter Ad Size and Number Of Ad Inserts	Black & White Cost Per Ad	2-Color* Cost Per Ad	'17 Winter Ad Due Sep 5	'18 Spring Ad Due Dec 5	'18 Summer Ad Due Mar 5	'18 Fall Ad Due Jul 5
Full-Page Please write the cost of the ad in the appropriate cell						
One Issue	\$3150	\$3225				
Two Issues	\$2975	\$3050				
Three Issues	\$2775	\$2850				
Four Issues	\$2550	\$2600				
One-Half Page						
One Issue	\$1800	\$1875				
Two Issues	\$1700	\$1750				
Three Issues	\$1575	\$1625				
Four Issues	\$1450	\$1500				
One-Third Page						
One Issue	\$1525	\$1575				
Two Issues	\$1425	\$1475				
Three Issues	\$1350	\$1400				
Four Issues	\$1275	\$1325				
One-Quarter Page						
One Issue	\$975	\$1025				
Two Issues	\$900	\$975				
Three Issues	\$850	\$900				
Four Issues	\$800	\$850				
One-Sixth Page						
One Issue	\$775	\$825				
Two Issues	\$725	\$775				
Three Issues	\$675	\$725				
Four Issues	\$650	\$700				

Sponsorship Forms

Form B – Advertising Continued

One-Eighth Page						
One Issue	\$600	\$675				
Two Issues	\$550	\$600				
Three Issues	\$500	\$550				
Four Issues	\$450	\$500				
<i>Newsletter Subtotal</i>						

NCSM Annual Conference Program Book Ads are due December 15 th			
For details, see the <i>Annual Program Book Advertising Guidelines</i>			
	Black & White	4-Color	Please write the cost of the ad in the appropriate cell
Cover Pages			
Full-Page Outside Back Cover (Chosen by Lottery of qualifying sponsors)	\$3000	\$3600	
Full-Page Inside Front Cover (Chosen by Lottery of qualifying sponsors)	\$2050	\$2400	
Full-Page Inside Back Cover (Chosen by Lottery of qualifying sponsors)	\$2050	\$2400	
Interior Pages			
Full-Page Ad	\$1450	\$1800	
One-Half Page Ad	\$800	\$975	
One-Quarter Page Ad	\$425	\$550	
Full Page Tab Page Ad	\$1600	\$2000	
<i>Annual Conference Program Book Subtotal</i>			

NCSM Conference App				
For details, contact the <i>Sponsor Opportunities Descriptions and Summary</i>				
Description	Cost Per Ad	Day 1	Day 2	Day 3
Please write the cost of the ad in the appropriate cell				
App Landing Page (Splash Page)	\$2,500			
Banner Ads (no more than 5/20 per company)	\$1,000			
Push Advertisements (notices appear on all users screens)	Day 1 - \$750 Day 2 - \$500 Day 3 - \$250			
<i>Annual Conference App Subtotal</i>				

Sponsorship Forms

NCSM Advertising Totals	
	Subtotals
eNews	
Newsletter	
Conference Program	
Conference App	
Advertising Total	
Discount	
Final Advertising Total	

Advertising Discount Rates

- 5% Discount for companies placing ads in 2 formats totaling \$3,000 or more
- 10% Discount for companies placing ads in 3 formats totaling \$5,000 or more
- 15% Discount for companies placing ads in 3 formats totaling \$7,500 or more
- 20% Discount for companies placing ads in 4 formats totaling \$10,000 or more

Form C – Exhibit Booth

Reserved Annual Conference Display * Available to NCSM Elite Sponsors only			
<i>Additional exhibit booths will be assigned according to Sponsor Level. See Elite Sponsor Display Space Guidelines for details.</i>			
Standard Pipe & Drape Booth	Elite Sponsors only; Platinum Sponsors receive one complimentary	\$1500	
Additional Pipe & Drape Booth	Elite Sponsors only; space permitting	\$1100	
Standard Pipe & Drape Booth if space available	Non-sponsors	\$2600	
Total			

Display Area Events Available to NCSM Elite Sponsors only			
<i>Elite sponsors who elect to host an event will be allowed to choose from the available time slots after August 30.</i>			
Book Signing in the display area	Elite Sponsors only	\$500	
Extended Product Demonstration in the display area	Elite Sponsors only	\$500	
Book Signing or Extended Product Demonstration	Non-sponsors	\$1000	
Total			

Note: the cost of the book signing includes the right to sell the books to be signed in the display area. NCSM is currently exploring the possibility of making floor sales possible in Washington, DC for all display area exhibitors. Sponsors are reminded that if floor sales are not allowed, you are **ONLY** allowed to take orders for products.

First choices on floor space and book signing/extended demonstration time slots will be given to Platinum sponsors based on date of commitment. These will be followed by other elite sponsors based on level and commitment date.

Exhibit space will count towards Elite Sponsor contribution.

Elite sponsors will be given choice of booth location once the floor blueprint is finalized. Platinum sponsors will have the first choice based on the dates their commitment forms are received. The remaining sponsors will follow the same process – Gold, Silver and the Bronze

Sponsors and exhibitors will have the opportunity to rent a lead retrieval from the Show Decorator to engage attendees and capture leads.

Platinum and Gold Sponsor Newsletter Article Guidelines

mathedleadership.org

Platinum and Gold Sponsors Article Submission Guidelines for the *NCSM Newsletter*

Thank you for your interest in writing for the *NCSM Newsletter*. As a platinum or gold level sponsor, you have earned the benefit of submitting one article this year in the *NCSM Newsletter*, a periodical that is a valued benefit of NCSM membership. By contributing articles to the *NCSM Newsletter*, you support NCSM and its members — mathematics education leaders in the U.S., Canada, and abroad. Your article will add to the body of knowledge related to mathematics education and leadership.

ABOUT THE NCSM NEWSLETTER

The purpose of the *NCSM Newsletter* is to advance NCSM's mission to provide professional learning opportunities necessary to support and sustain improved student achievement. The newsletter contains up-to-date information about research, issues, trends, programs, policy, and best practices in mathematics education and mathematics education leadership. Leaders depend on the *NCSM Newsletter* for timely reviews of new resources, insights on professional development and research, and highlights on exemplary leaders in the U.S., Canada, and abroad.

Number of Issues: NCSM publishes four newsletters annually – Fall, Winter, Spring, and Summer. The publication schedule is driven by NCSM events and the academic calendar.

Printed Circulation: The *NCSM Newsletter* is mailed and electronically distributed to approximately 2,400 mathematics education leaders and other recipients from the U.S., Canada, and abroad. Readers are administrators, authors, classroom teachers, consultants, curriculum leaders, department chairs, state or provincial directors, educational technology providers, mathematics coaches/mentors/specialists, mathematics supervisors, principals, professional development providers, superintendents, and teacher educators. Some are emerging leaders, some are new to leadership, and some have been leaders for many years. They are all dedicated to improving student achievement.

Electronic Circulation: Past *NCSM Newsletters* are posted on the *NCSM Members Only* portion of the website (mathedleadership.org) approximately 6-8 weeks after each issue is published.

PREPARING YOUR ARTICLE

Article Length: Articles should not exceed 1,300 words.

Article Content: Visit the *NCSM Members Only* portion of the website, mathedleadership.org, to view past *NCSM Newsletters* to get a feel for the tone of this valuable and member-anticipated periodical.

Write your *NCSM Newsletter* article so it benefits NCSM members and supports NCSM's mission, vision, and values (see the last page of the *Sponsor Information Guide Summary* or visit mathedleadership.org). Write your article to inform, inspire, and be of intense interest to mathematics education leaders. Your article should not be commercial in nature.

NCSM prides itself on providing research-informed resources and information to its readership. The main focus of your article needs to be in the spirit and context of providing provocative, important, research-informed information or perspectives of value to our readership.

Please be sure your article is devoid of specific, explicit, competitive, and/or adversarial references to other companies by name or to any specifically named product or service from other companies. The *NCSM* Board has great respect for and confidence in the ability of *NCSM* members to carefully consider resources, products, services, and ideas in the absence of explicit competitive sponsor references to other companies and products. *NCSM* members have been making these kinds of choices for years, making decisions that suit teachers they support and communities they serve and represent. In the end, although every mathematics leader may make a different decision, each will have been exposed to the same resource options. We ask authors to respect this position.

Your company's web address may be added at the end of the article for readers who wish to learn more about your company.

Photographs: Photographs add interest to your article and often help illustrate your points. Please send each photograph as a separate electronic file. Photos will be printed in black and white. Captions will help readers identify the connection between your article and photo(s). The *NCSM Editor* will determine the placement. Please note that photos should be sent electronically with a resolution at no less than a 300 ppi (900 x 900 pixels).

SUBMITTING YOUR ARTICLE

Spelling and Grammar: Please check your article for spelling and grammar. Be sure that all acronyms are spelled out at least once in the article. Although *NCSM* will copy edit your article for readability, you can make this process much easier and more accurate by carefully editing it before submission.

Technical and Informational Specs: Please send all files electronically to the *NCSM Newsletter Editor*, Kristopher Childs at Kristopher.childs@mathedleadership.org. Remember to:

- Send the article as a *MICROSOFT WORD* file.
- Send photos (optional) and a headshot for each author:
 - Use a separate file for each photo or headshot.
 - Use descriptive file names.
 - Send graphics, art, and photos:
 - Each as its own file
 - Each having a resolution of no less than a 300 ppi (900 x 900 pixels)
 - Each at the approximate size to be used in the article.
 - Each, if in color, using black and the *NCSM Newsletter* color (see below) designated for the issue (this pertains to graphics and art; remember photos will be printed in black and white).
 - Fall issue - gold: PMS-154U and black
 - Winter issue - teal: PMS-7477U and black

- Spring issue - green: PMS-370U and black
- Summer issue - purple: PMS-2627U and black
- Use a PDF, JPG, or TIF format.
- Identify suggested key point(s) or provocative excerpt(s) or quote(s)
 - The Editor may use them as space permits.
- Send a professional profile for each author (≤60 words):
 - Full Name
 - Affiliation & Position
 - Address
 - Phone Numbers
 - E-mail Address
 - Experience/qualifications relevant to the topic chosen

CONDITIONS UNDER WHICH ARTICLES ARE SUBMITTED

Deadlines: Deadlines for submission of all required electronic files (text, art, graphics, photos, headshots, etc.) are noted below. Late copy will be held for consideration in the next *NCSM Newsletter* issue:

The Deadlines for *NCSM Newsletter* Articles

Issue	Due Date	Mailed to Members
Winter	September 5	Early - November
Spring	December 5	Early - February
Summer	March 5	Early – May
Fall	July 5	Early September

Article Publication: *NCSM* reserves the right to reject any and all articles without assigning a reason. Sponsor articles will be clearly marked as such. At no time shall an article appear to exploit any specific portion of the professional content of the *NCSM Newsletter*, nor should it imply *NCSM's* advocacy or endorsement of any promotional product or service.

Copyediting: All articles undergo copyediting. *NCSM* reserves the right to edit articles at the discretion of the *NCSM Newsletter* Editor. The *NCSM Newsletter* Editor will contact the author if there are questions.

Insertion: Newsletter space is limited. *NCSM* cannot guarantee any article submitted will be published or when it will appear in the quarterly *NCSM Newsletter*. The *Editor* will make every effort to publish it in the issue the author intends.

Space and Location: Placement of all articles is at the discretion of the *NCSM Newsletter* Editor.

Sponsorship Forms

Liability: Sponsors and their agents agree to indemnify and protect *NCSM* from all claims, actions, or expenses arising from articles placed in the *NCSM Newsletter*. *NCSM* shall not be liable for any costs or damages if for any reason it fails to publish an article.

Questions and answers: Please contact the *NCSM Newsletter* Editor, Kristopher Childs at Kristopher.childs@mathedleadership.org.

Procedure to Request Email or Postal Mailing Labels/Lists from the *NCSM* Membership List

**LAST DAY TO REQUEST LABELS/LISTS FOR MAILING RELATED TO THE
2018 ANNUAL CONFERENCE IS APRIL 2nd
(PLEASE ALLOW 48 HOURS FOR PROCESSING)**

Sponsors and other interested parties may request to purchase an email list or set of postal mailing labels of *NCSM* members or conference registrants. The cost of a list is:

- \$250 per set for non-profit organizations
- \$600 per set for commercial entities

Once the request has gone through an official review process, approval granted, **and payment received**, *NCSM* will provide either one set of peel-and-stick address labels or an electronic file, provided the recipient agrees to a single use for the stated purpose on the Mailing List Request Form. Elite Sponsors should use this form to request their complimentary lists.

Approved Label Usage Guidelines, Terms, and Conditions

NCSM reserves the right to reject any and all request.

- The lists can only be used to send the specific item that was approved.
- Data may be sent in an Excel document.
- The list cannot be used more than once; they can only be used for a single application.

Approval Criteria

The *NCSM Office* reviews all requests for mailing labels using the following criteria:

- Quality: the item is professional in content and appearance
- Usefulness: the information is of interest or is useful to *NCSM* members.
- Relevance: the item is related to the *NCSM* Mission and Vision
- Timing: the dates/times of events being promoted do not conflict with *NCSM* events.

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

Approval Procedure

Complete the Mailing Label Request Form (pages 4-5 of this document) and send it along with a sample of the proposed item via email, fax, or U.S. mail to the *NCSM Office*:

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

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

Once your request is approved:

- The *NCSM Office* will send you an email confirming approval.
- After payment is received, *NCSM* will mail labels or email Excel spreadsheet; please allow 48 hours.
- Labels/Lists must be used in compliance with all guidelines presented above.

Liability

Companies/Organizations and their agents agree to indemnify and protect *NCSM* from all claims, actions, or expenses arising from the use of *NCSM* mailing labels. *NCSM* shall not be liable for any costs or damages if for any reason it fails to process a mailing label request.



Mailing Label/List Request Form

LAST DAY TO REQUEST LABELS FOR MAILING RELATED TO THE Washington, DC ANNUAL CONFERENCE IS MARCH 14th (PLEASE ALLOW 48 HOURS FOR PROCESSING)

Complete this form and return it along with a sample of the proposed item to be mailed to the *NCSM Office*. Use one of the following methods:

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

Check One:	<input type="checkbox"/> NCSM Platinum Sponsor <input type="checkbox"/> NCSM Gold Sponsor <input type="checkbox"/> NCSM Silver Sponsor	This is # __ of 3 complimentary sets This is # __ of 2 This is # __ of 1	<input type="checkbox"/> For-Profit Organization (labels are \$600/set) <input type="checkbox"/> Not-for-Profit Organization (labels are \$250/set)
<input type="checkbox"/> Emails <input type="checkbox"/> Labels	<input type="checkbox"/> NCSM Gold Sponsor complimentary sets <input type="checkbox"/> NCSM Silver Sponsor complimentary sets		

Company Name: _____

Address 1: _____

Address 2: _____

City: _____

State/Province: _____ Zip/Postal Code: _____ Country: _____

Telephone: _____ Fax: _____

Email: _____

Contact Information

Contact Name: _____

Contact Title: _____

Billing Information

Billing Address 1: _____

Billing Address 2: _____

Billing City: _____

Billing State/Province: _____ Zip/Postal Code: _____ Country: _____

Billing Telephone: _____ Fax: _____

Billing Email: _____

Shipping Information (if applicable)

Ship to Person: _____

Ship to Address 1: _____

Ship to Address 2: _____

Ship to City: _____

Ship to State/Province: _____ Zip/Postal Code: _____ Country: _____

Ship to Telephone: _____ Fax: _____

Ship to Email: _____

Sponsorship Forms

Purpose and Description

Mailer Purpose: _____

(E.g. "to promote a workshop," "to invite Western Region 1 members to a breakfast," "to advertise a job opening," etc.)

Mailer Headline: _____

Mailer File Name: _____

(Indicate the name of the electronic file you are sending)

Targeted Audience for Requested Labels

Target Audience

All Members (between 2,000 and 2,500 labels)
 (Most members are from the U.S.A. and Canada although there are some members who live abroad)

Members from a particular set of a particular country(ies), state(s), province(s) or NCSM region
 (Number of labels varies).

Please specify _____

All Event Registrants for the following event:

_____ (Name of Event)

Mailing Specifications

Sort for Requested Labels

- In Zip Code order
- In Alphabetical order by Last Name
- Other – please specify

_____ Every effort will be made to accommodate your request.)

Delivery Format

Electronic Policy (by checking here, I agree to use this list for the stated purpose on this form for one use only.)

Note that the data is sent electronically.

Send to following email address:

Date List Needed: _____

I agree to use this list only once.

Payment Method

- Credit Card
 - MasterCard
 - Visa
 - Discover Card
- Check – please indicate check number: _____

Name on Credit Card: _____

Credit Card Zip Code: _____ **Expiration Date:** _____

Credit Card Number: _____

Signature _____ **Date:** _____

Print Name: _____

Sponsorship Forms

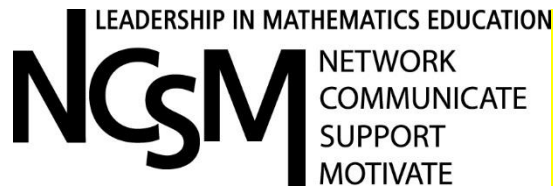
The NCSM Newsletter

The *NCSM Newsletter* is written specifically for leaders in mathematics education including district supervisors, coordinators, department chairs, professors, professional developers, math coaches, specialists, teachers, and consultants. It is packed with up-to-date information about research, issues, trends, programs, policy and best practice in mathematics education and mathematics education leadership. Leaders depend on the *NCSM Newsletter* for timely reviews of new resources, insights into professional development and research, and highlights on exemplary leaders in different regions of the United States, Canada, and abroad.

NCSM Newsletter Advertising Sizes and Rates

		<u>Full Page</u>	<u>Half Page</u>	<u>1/3 Page</u>	<u>1/4 Page</u>	<u>1/6 Page</u>	<u>1/8 Page</u>
		7.5" x 10"	7.5" x 5"	7.5" x 2.375"	7.5" x 2.5"	7.5" x 1.625"	1.875" x 3.75"
		vertical (portrait)	horizontal (landscaped) or 3.75" x 10" vertical (portrait)	horizontal (landscaped) or 2.5" x 10" vertical (portrait)	horizontal (landscaped) or 3.75" x 5" vertical (portrait)	horizontal (landscaped) or 2.5" x 5" vertical (portrait)	vertical (portrait)
Black and White	1 issue	\$3150 each	\$1800 each	\$1525 each	\$975 each	\$775 each	\$600 each
	2 issues	\$2975 each	\$1700 each	\$1425 each	\$900 each	\$725 each	\$550 each
	3 issues	\$2775 each	\$1575 each	\$1350 each	\$850 each	\$675 each	\$500 each
	4 issues	\$2550 each	\$1450 each	\$1275 each	\$800 each	\$650 each	\$450 each
2-Color: Black & NCSM Color*	1 issue	\$3225 each	\$1875 each	\$1575 each	\$1025 each	\$825 each	\$675 each
	2 issues	\$3050 each	\$1750 each	\$1475 each	\$975 each	\$775 each	\$600 each
	3 issues	\$2850 each	\$1625 each	\$1400 each	\$900 each	\$725 each	\$550 each
	4 issues	\$2600 each	\$1500 each	\$1325 each	\$850 each	\$700 each	\$500 each

*Fall Gold: PMS-154U... Winter Teal: PMS-7477U... Spring Green: PMS-370U... Summer Purple: PMS-2627U



Newsletter Deadlines

ISSUE	AD DUE DATE	COLORS	MAILED TO MEMBERS
Fall	July 5	GOLD (PMS-154U) AND BLACK	EARLY SEPTEMBER
Winter	September 5	TEAL (PMS-7477U) AND BLACK	EARLY NOVEMBER
Spring	December 5	GREEN (PMS-370U) AND BLACK	EARLY FEBRUARY
Summer	March 5	PURPLE(PMS-2627U) AND BLACK	EARLY MAY

Deadlines for receipt of materials must be observed.

Payment. When the Newsletter containing your ad has been published, *NCSM* will send you a copy of the issue along with an invoice for your ad. Your payment must be remitted upon receipt of the invoice.

Content. All ads must be directly related to mathematics education and/or leadership products or services.

Submission. Please follow the specifications given in the size chart in these guidelines and the specifications below. When you submit ads that fit the specifications, you guarantee how your ad will look when printed in the *NCSM Newsletter*.

Specifications. Send electronic files:

- Camera ready; your file size should be the finished ad size without bleeds, crops, or registration marks
- With ads that are the correct size. *NCSM* cannot resize your ad. Please send ads that exactly match the size and dimension specifications described in this document.
- With ads that are the correct color. *NCSM* cannot adjust the color of your ad. Please design all black and white ads as grey-scale files; **do not send black and white ad files with underlying CMYK or RGB color formulas.**

Design all 2-color ads with the appropriate *NCSM Newsletter* color:

- Fall issue - gold: PMS-154U
- Winter issue - teal: PMS-7477U
- Spring issue - green: PMS-370U
- Summer issue - purple: PMS-2627U

- With pictures embedded and at no less than a 300 ppi resolution (900 x 900 pixels):
 - Each at the approximate size to be used in the article.
 - Each, if in color, using black and the *NCSM* color designated for the issue.
- **MUST have all fonts rendered to outline.**
- In **PDF, JPG, or TIF** format.
- Please email files directly to ncsmadvertise@mathedleadership.org.

Payment or Invoice Questions? Contact:

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

Any Other Questions? Contact:

URL: mathedleadership.org/about/board/ap-liaison2.html
Email: ncsmadvertise@mathedleadership.org

NCSM Newsletter Ad Order Form –
 (For companies without a current *Commitment Form*)

Please complete this form electronically and email it to ncsmadvertise@mathedleadership.org. Send ad files to ncsmadvertise@mathedleadership.org. For more details, see www.mathedleadership.org under the Sponsor Tab

Contact Name: _____
 Contact Title: _____
 Company Name: _____
 Address 1: _____
 Address 2: _____
 City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____
 Telephone (____) _____ Fax: (____) _____
 Email: _____

Please write the cost of the ad in the appropriate cell.

Newsletter Ad Size and Number Of Ad Inserts		Black & White Cost Per Ad	2-Color* Cost Per Ad	'17 Winter Ad Due Sep 5	'18 Spring Ad Due Dec 5	'18 Summer Ad Due Mar 5	'18 Fall Ad Due Jun 5
Full-Page:	One Issue	\$3150	\$3225				
	Two Issues	\$2975	\$3050				
	Three Issues	\$2775	\$2850				
	Four Issues	\$2550	\$2600				
One-Half Page:	One Issue	\$1800	\$1875				
	Two Issues	\$1700	\$1750				
	Three Issues	\$1575	\$1625				
	Four Issues	\$1450	\$1500				
One-Third Page:	One Issue	\$1525	\$1575				
	Two Issues	\$1425	\$1475				
	Three Issues	\$1350	\$1400				
	Four Issues	\$1275	\$1325				
One-Quarter:	One Issue	\$975	\$1025				
	Two Issues	\$900	\$975				
	Three Issues	\$850	\$900				
	Four Issues	\$800	\$850				
One-Sixth:	One Issue	\$775	\$825				
	Two Issues	\$725	\$775				
	Three Issues	\$675	\$725				
	Four Issues	\$650	\$700				
One-Eighth:	One Issue	\$600	\$675				
	Two Issues	\$550	\$600				
	Three Issues	\$500	\$550				
	Four Issues	\$450	\$500				
TOTAL PRICE FOR EACH ISSUE^							

*Black & NCSM Color – Fall Gold: PMS-154U • Winter Teal: PMS=7477U • Spring Green: PMS-370U • Summer Purple: PMS-2627U
 Make payments with checks to NCSM (in US Dollars) or by MasterCard, Visa, or Discover Card. Mail checks to the NCSM Office, 2851 S. Parker Road, Suite 1210 Aurora, CO 80114. **NOTE:** Do not email credit card information. Mail or fax to the NCSM office. You will be invoiced after your ad has been placed in the newsletter.

Name on Credit Card: _____

Credit Card Zip Code: _____

Credit Card Number: _____ **Expiration Date:** _____

Signature: _____

Print Name: _____ **Date:** _____

Your signature acknowledges you have read and agreed to the “Agreement Between NCSM and NCSM Newsletter Advertisers” in the *NCSM Newsletter Advertising Guidelines*

Please email your completed form and ads to ncsmadvertise@mathedleadership.org

Annual Conference Guidelines and Forms

- Annual Conference Program Book Advertising Guidelines and Formpg. 52-57
- Annual Conference Sponsor Display Guidelinespg. 58-61
- Annual Conference Bag Guidelines and Insert Request Formpg. 62-64

NCSM Annual Conference Program Book

Advertising Sizes and Rates

The *NCSM Annual Conference Program Book* is issued at the conference to all registrants who request a hard copy (1200 – 1300) leaders in mathematics education (PK-16) and posted on the website (mathedleadership.org). Registrants find the *Program Book* essential in planning their time at the conference. Most attendees take the *Program Book* home for use in writing reports or for future reference.

<p><u>Full Page</u></p> <p>7" x 10" horizontal (landscaped)</p> <p>or</p> <p>7" x 10" vertical (portrait)</p> <p>Outside Back Cover</p>	<p><u>Full Page</u></p> <p>7" x 10" horizontal (landscaped)</p> <p>or</p> <p>7" x 10" vertical (portrait)</p> <p>Inside Front Cover</p> <p>or</p> <p>Inside Back Cover</p>	<p><u>Full Page</u></p> <p>7" x 10" horizontal (landscaped)</p> <p>or</p> <p>7" x 10" vertical (portrait)</p> <p>Placed Inside Program Book*</p>	<p><u>1/2 Page</u></p> <p>7" x 5" horizontal (landscaped)</p> <p>or</p> <p>3.5" x 10" vertical (portrait)</p> <p>Placed Inside Program Book*</p>	<p><u>1/4 Page</u></p> <p>7" x 2.5" horizontal (landscaped)</p> <p>or</p> <p>3.5" x 5" vertical (portrait)</p> <p>Placed Inside Program Book*</p>
<p>Black/white \$3000</p> <p>4-Color \$3600</p>	<p>Black/white \$2050</p> <p>4-Color \$2400</p>	<p>Black/white \$1450</p> <p>4-Color \$1800</p>	<p>Black/white \$800</p> <p>4-Color \$975</p>	<p>Black/white \$425</p> <p>4-Color \$550</p>

* These ads are placed in premium places inside the *Program Book* at the discretion of the *Program Book* Editor.



NCSM Annual Conference Program Book **Deadlines and Procedures**

INSERT ORDER FORM AND AD DUE DATE

NOVEMBER 30TH

Deadlines for receipt of materials must be observed.

Payment. When the *Conference Program Book* containing your ad has been published, *NCSM* will send you a copy along with an invoice for your ad. Your payment must be remitted upon receipt of the invoice.

Content. All ads must be directly related to mathematics education and/or leadership products or services.

Submission. Please follow the specifications given in the size chart page 2 of these guidelines and the specifications below. When you follow the specifications, you guarantee how your ad will look when printed in the *NCSM Annual Conference Program Book*.

Specifications: Send electronic files:

- Camera ready; your file size should be the finished ad size without bleeds, crops, or registration marks.
- With ads that are the correct size; *NCSM* cannot resize your ad. Please send ads that exactly match the size and dimension specifications described in this document.
- With ads that are the correct color. *NCSM* cannot adjust the color of your ad. Please design each black and white ad as a grey-scale file. ***Do not send black and white ad files with underlying CMYK or RGB color formulas.***
- Without “bleeds”. *NCSM* does not process ads that run to the edge of paper.
- With pictures embedded and at no less than 300 ppi resolution.
- With all fonts rendered to outline.
- As **EPS, PDF, JPG** or **TIF** format.
- To ncsmadvertise@mathedleadership.org
Please email files directly to this address.

Payment or Invoice Questions? Contact:

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

Any Other Questions? Contact:

URL: mathedleadership.org/about/board/ap-liaison2.html
Email: ncsmadvertise@mathedleadership.org

Sponsorship Forms

Annual Conference Program Book Ad Order Form –

(For companies without a current *Commitment Form*)

Please complete this form electronically and email it to ncsmadvertise@mathedleadership.org.

Send ad files to ncsmadvertise@mathedleadership.org. For more details, see mathedleadership.org under the Sponsor tab.

Ads are due by November 30, 2017.

Contact Name: _____
 Contact Title: _____
 Company Name: _____
 Address 1: _____
 Address 2: _____
 City: _____ State/Province: _____ Zip/Postal Code: _____ Country: _____
 Telephone: _____ Fax : _____
 Email: _____

Program Book Ad Size and Location	Black & White	4-Color	Please write in appropriate ad price.
Full-Page			
Outside Back Cover*	\$3000	\$3600	
Inside Front Cover**	\$2050	\$2400	
Inside Back Cover**	\$2050	\$2400	
Inside Ad#	\$1450	\$1800	
One-Half Page Ad			
Horizontal or Vertical#	\$800	\$975	
One-Quarter Page Ad			
Horizontal or Vertical#	\$425	\$550	
Full Page Tab Page Ad	\$1600	\$2000	
TOTAL PRICE FOR PROGRAM BOOK ADS^			

* Chosen by Lottery at the Conference Sponsor Meeting and Reserved for *NCSM Platinum Sponsors* who also sponsor a meal function

** Chosen by Lottery and Reserved for meal function sponsors

Placed at the discretion of the *Program Book* Editor; available to any company or organization with an approved ad.

An invoice will be sent along with a copy of the program at the completion of the conference.

Signature: _____

Print Name: _____ **Date:** _____

Your signature acknowledges you have read and agree to the “Agreement Between *NCSM* and *Annual Conference Program Book* Advertisers” in the *NCSM Annual Program Book Advertising Guidelines*.

Please email your completed form and ads to ncsmadvertise@mathedleadership.org

Agreement Between *NCSM and Annual Conference Program Book Advertisers*

CONTENT: All ads must be directly related to mathematics education or leadership products or services. *NCSM* reserves the right to reject any advertisements. Advertising that simulates editorial content will be clearly marked “advertisement.” At no time shall an advertisement resemble material of an academic nature, nor should it appear to exploit any specific portion of the professional content of the *NCSM Annual Conference Program Book*. No advertisement should imply *NCSM*’s advocacy or endorsement of any promotional product or service.

LIABILITY: Advertisers and their agents agree to indemnify and protect *NCSM* from all claims, actions, or expenses arising from advertising placed in the *NCSM Annual Conference Program Book*. *NCSM* shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

SPACE AND LOCATION: Advertising space is limited. Ads will be placed at the discretion of the *NCSM Program Book* Editor. No conditions appearing on an order form presented to *NCSM* will be binding if it conflicts with stated *NCSM* policies.

DEADLINES: Deadlines for submission of order forms, required electronic ads, and payments must be observed.

ADVERTISING RATES: Rates will be charged according to the "*NCSM Annual Conference Program Book* Advertising and Sizes and Rates" chart in this document. These are subject to change without notice. Charges will be billed for copy changes that require resetting.

PAYMENTS: After the *Annual Conference*, *NCSM* will send you a copy of the program book along with an invoice for your ad. Your payment must be remitted upon receipt of the invoice.

COMMISSIONS: No agency discount is allowed. *NCSM* will hold both the advertiser and the agency liable for all payments due. Payment by the advertiser to the agency does not constitute payment to *NCSM*.

REFUNDS: No refunds will be made.

CIRCULATION: The *NCSM Annual Conference* draws approximately 1,600 attendees. Attendees self-identify as leaders in mathematics education and typically include: district supervisors, coordinators, professors, professional developers, math coaches, specialists, teachers, and consultants. Each attendee receives a *Conference Program Book* upon arriving. Occasionally the *Conference Program Book* is also used for promotional purposes.

Agreement Between NCSM and NCSM Newsletter Advertisers

CONTENT: All ads must be directly related to mathematics education or leadership products or services. *NCSM* reserves the right to reject any advertisements. Advertising that simulates editorial content will be clearly marked “advertisement.” At no time shall an advertisement resemble material of an academic nature, nor should it appear to exploit any specific portion of the professional content of the *NCSM Newsletter or Program Book*. No advertisement should imply *NCSM*’s advocacy or endorsement of any promotional product or service.

LIABILITY: Advertisers and their agents agree to indemnify and protect *NCSM* from all claims, actions, or expenses arising from advertising placed in the *NCSM Newsletter or Program Book*. *NCSM* shall not be liable for any costs or damages if for any reason it fails to publish an advertisement.

SPACE AND LOCATION:

Advertising space is limited. In the event that all ad space in a given *NCSM Newsletter* issue has been allocated prior to the order deadline, *NCSM* will notify the advertiser and, upon approval, place the ad in the next issue. Placement of all advertisements is at the discretion of the *NCSM Newsletter or Program Book* Editor.

No conditions appearing on an order form presented to *NCSM* will be binding if it conflicts with stated *NCSM* policies.

DEADLINES: Deadlines for submission of order forms, required electronic ads, and payments must be observed. Late copy will be held for the next issue.

ADVERTISING RATES: Rates will be charged according to the "*NCSM Newsletter or Program Book* Advertising and Rates" chart in this document. These are subject to change without notice. Charges will be billed for copy changes that require resetting.

PAYMENTS: When the Newsletter or Program Book containing your ad has been published, *NCSM* will send you a copy of the issue along with an invoice for your ad. Your payment must be remitted upon receipt of the invoice.

COMMISSIONS: No agency discount is allowed. *NCSM* will hold both the advertiser and the agency liable for all payments due. Payment by the advertiser to the agency does not constitute payment to *NCSM*.

REFUNDS: No refunds will be made.

CIRCULATION: Each *NCSM* member receives a copy of each issue of the *NCSM Newsletter or Program Book*. *NCSM* members typically self-identify as leaders in mathematics including; district supervisors, coordinators, professors, professional developers, math coaches, specialists, teachers, and consultants. There are approximately 2,400 *NCSM* members and other recipients of each newsletter. The United States and Canada comprise 99% of the *NCSM* membership and therefore the *Newsletter or Program Book* circulation. Other countries comprise 1%

NCSM Annual Conference Elite Sponsor Display Space Guidelines

The information in this document is intended for Platinum, Gold, Silver, and Bronze Sponsors who have reserved space at the Annual Conference.

NCSM offers display space during its *Annual Conferences*. Space allocation procedures for each conference are dictated by the venue and the space designated for the *NCSM* display area. The purpose of the display area is for *NCSM* eligible sponsors 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 representatives and leaders in mathematics education cultivate professional relationships. Space in the *NCSM* display area is a benefit that *NCSM Elite Sponsors* earn as a function of their contribution level to *NCSM*.

1. Standard Booth Display Space:

- Each display booth will be carpeted.
- Platinum Sponsors receive one complementary standard booth. Gold, Silver, and Bronze Sponsors may purchase one standard booth for \$1,500.
- One standard booth is available to each eligible *NCSM Elite Sponsor* who reserves a booth by August 31st
- Each booth will be furnished as follows (no substitutions, please):

Furniture	St
✓ Table (8' x 30"): draped & skirted	One (1)
✓ Chair	Two (2)
✓ Wastebasket	One (1)
✓ Identification Sign (11" x 44") With company name and booth number	One (1)

2. Additional Booth Display Space:

If any additional booth space is available, the procedure for purchasing additional booth space is as follows:

- Platinum sponsors have first option to purchase one additional standard booth for \$1,100 on their Commitment Form by August 31st.
- Beginning September 1st, if additional booth space is available, Gold Sponsors have the option to purchase on a first-come, first-serve basis, one additional standard booth for \$1,100 by September 30th.

- Beginning October 1st, if additional booth space is available Silver Sponsors have the option to purchase on a first-come, first-serve basis, one additional standard booth for \$1,100 by October 15th.
- Beginning October 16th, if additional booth space is available Bronze Sponsors have the option to purchase on a first-come, first-serve basis, one additional standard booth for \$1,100 by October 31st.
- Beginning November 1st, if additional booth space is available non-elite sponsors may purchase a standard booth for \$2,600 on a first-come, first-serve basis.

3. Payment:

- The purchase of display space is available only to eligible *NCSM Elite Sponsors*.
- *NCSM* will invoice your company according to your Current Sponsorship Order and Commitment Form and any addendum your company submitted. Your payment must be remitted upon receipt of the invoice.
- Display space fees do not count toward levels of sponsorship.

4. Space Location Confirmation:

- Display booth placement will be determined by the *NCSM Sponsor Liaisons* in consultation with Show Decorator.
- Sponsors will be provided with a diagram of the room layout and their booth number(s) after February 1st.

5. 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.
- All materials and furniture need to 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.
- The selling of items is not permitted without written permission from *NCSM* in accordance with current guidelines.
- Flyers, marketing materials, coupons, and product samples may be given out and contact information may be exchanged.
- The *NCSM Sponsor 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.

6. Display Booth Options:

- *NCSM* has designated a list of additional furniture you may order for your booth at your company's expense from the *Show 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 sound into your booth rather than into the aisle. Sound and noise should not be so excessive that it disturbs others.
- You may order Internet access through the *Show Decorator* or *Hotel* at your company's expense.
- You may order electricity through the *Show Decorator* or *Hotel* at your company's expense.

7. Display Hours:

- Set-up will be Sunday, 2:00 PM-5:00 PM, pending confirmation of location site. Displays must be set up completely by 5:00 PM.
- The Display Area will be open to *NCSM Annual Conference* attendees on Monday of the conference from the end of the opening session (approximately 9:15 AM) until 5:00 PM.
- The Display Area will be open to *NCSM Annual Conference* attendees on Tuesday 8:00 AM – 3:30 PM (the beginning of the caucus sessions).
- Your display must remain open until 5:00 PM on Monday and until 3:30 PM on Tuesday.
- The Display Area officially closes on Tuesday at 3:30 PM.
 - ✓ Please keep booths intact until the official closing of the display area. You may begin packing up and tearing down your booth at 3:30 PM, Tuesday.
- All display materials must be cleared by 5:30 PM on Tuesday. Anything left after this time will be discarded.

8. Decorator:

The *NCSM Sponsor Liaisons* will provide the *Show Decorator* with contact information for participating *NCSM Sponsors*.

- The *Show Decorator* will send an exhibit service kit to each sponsor including details for material handling charges. *NCSM* will post the exhibit service kit among the links of the *Sponsor Toolkit* (<http://www/mathedleadership.org/partners/sponsortoolkit.html>) when it becomes available.

9. Shipping and Storage:

- 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.

10. Security and Protection:

- Display Area will be locked during non-display times. Security will be provided when the area is not able to be locked.
- *NCSM* will not assume liability for any displayer's property or representative's personal property loss or damage.

11. Badges for *Elite Sponsors*:

- All sponsor representatives working in your booth must pre-register. There are two types of badges available to *Elite Sponsors*.

- ✓ **Display Area Only Badges** authorize the bearer to be inside the display space during set-up hours, public display hours, and tear-down hours. Names of those to receive display area badges (limit 8 per booth space) **MUST** be listed on the *NCSM Sponsor Representative Registration Form*. The bearer of such a badge is also authorized to work at your booth. ***Display Area badges only provides access to the Display Area. They cannot be used to gain access to Annual Conference presentations or functions at any time.***
- ✓ **Complimentary Sponsor Attendee Badges** will also be granted to each *Elite Sponsor* based on their elite status (see table on page 4 of the Sponsor Opportunity Summary). These attendee badges will authorize the bearer the same access to the display area as listed above, **AND** the bearer may also attend conference sessions. These badges do not authorize the bearer to attend the meal functions of other sponsors. There will be one set of conference materials for each *Elite Sponsor*. Meal tickets are limited for a sponsor's own function to the number of badges issued for the booth.
- The *NCSM Office* will send the *NCSM Sponsor Representative Registration Form* to all sponsors in January 2018. This form will allow you to identify all representatives designated to set up, work, or tear down the display booth. In addition, individuals to receive the complimentary attendee badges will need to be included on the registration form.
- All Sponsor Representative Badges will be available to pick up on-site at the *NCSM Annual Conference* Registration Area at the Speaker/Sponsor Registration Desk.

12. Questions:

For Personnel Registration Questions, Contact:

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

Any Other Questions? Contact:

URL: mathedleadership.org/about/board/ap-liaison2.html
Email: ncsmadvertise@mathedleadership.org

- *NCSM Sponsor Liaisons*, will be on site and available for questions during set-up hours, display hours, and throughout the conference.

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

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
- 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:

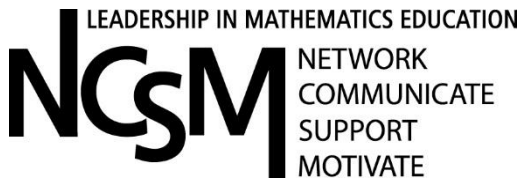
- Arrange for production, shipment and storage (if needed)
- Ensure that your items are delivered to the right spot on time for conference bag stuffing
- Pay for the cost of shipping and storing and handling
- Send shipping information to the *NCSM Office* as soon as shipments are made
- Failure to provide 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
- 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, NCSM Office at office@mathedleadership.org or (303) 317-6595