

## 2018-2019 Sponsor Toolkit

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.

*Visit our website at:  
[mathedleadership.org/partners/sponsortoolkit.html.html](http://mathedleadership.org/partners/sponsortoolkit.html.html)  
for additional information and to sign up using our online forms.*



## 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.

High quality leadership is vital to this vision. NCSM is committed to:

### *Developing and Informing Vision*

- Provide leadership to influence issues and policies affecting mathematics education in ways consistent with the mission and vision of NCSM;
- Equip leaders to be critical consumers of educational information, research, and policy to become change agents in their communities;
- Support leaders to develop an actionable vision of mathematics instruction consistent with a view of mathematics as a sense-making endeavor.

### *Ensuring Support to All Stakeholders*

- Develop networking and communication opportunities that connect the mathematics education community, as well as the broader education community;
- Equip leaders with the tools to create and sustain systems that fully align with the vision of mathematics and mathematics instruction promoted by NCSM;
- Equip leaders with the understanding, knowledge, and skills to continue their own personal growth, support emerging leaders, and further develop excellence in mathematics teaching.

### *Guaranteeing All Students Engage in Equitable, High-Quality Mathematical Experiences*

- Provide advocacy and support regarding issues and policies affecting mathematics education in ways consistent with the mission and vision of NCSM;
- Provide resources for implementation of research-informed instruction to ensure students engage in relevant and meaningful learning experiences that promote mathematics as a sense-making endeavor;
- Advocate for each and every student to have access to rigorous mathematics that develops their understanding, skills, and knowledge, along with the confidence to leverage their learning, in order to improve their world.

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

Email: [ncsmadvertise@mathedleadership.org](mailto:ncsmadvertise@mathedleadership.org)

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## Why Support NCSM?

Sponsors, take advantage of our most comprehensive partnership options, which include myriad opportunities to maximize your brand's exposure and leverage deep connections within the mathematics leadership community.

The 2019 Annual conference will be held in the beautiful Marriott Marquis Hotel on the San Diego Bay. We are anticipating over 2,000 mathematics leaders to attend. Here is a table of possible ways your company may wish to support NCSM.

	Sponsor Opportunities*	Sponsor Commitment*
<b>WE ARE INTERESTED (SIGN US UP)</b>  <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<b>ANNUAL CONFERENCE FOOD AND BEVERAGE FUNCTION OPPORTUNITIES</b>	
	Monday	
	➤ Keynote Continental Breakfast (Exposure to all attendees)	\$22,000.00
	➤ Plated Luncheon with Speaker	\$45,000.00
	➤ Display Area Break (NCSM will attempt to place the break near the sponsor's booth)	\$15,000.00
	➤ Early Evening Reception or Dinner	\$30,000
	Tuesday	
	➤ Plated Breakfast with Speaker	\$25,000.00
	➤ Plated Luncheon with Speaker	\$45,000.00
	➤ Display Area Break (NCSM will attempt to place the break near the sponsor's booth)	\$15,000.00
	➤ Early Evening Reception or Dinner	\$30,000
	Wednesday	
	➤ Plated Breakfast with Speaker	\$25,000.00
	➤ Plated Luncheon with Speaker	\$45,000.00
	*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.	
<input type="checkbox"/>	<b>SPONSOR SHOWCASE (1 HOUR SESSION)</b>	
	➤ Room for up to 40 attendees with Internet access	\$1,500/Sponsor Showcase
<input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	<b>ANNUAL CONFERENCE ARTIFACTS</b>	
	➤ Conference Bag	\$18,000
	➤ Educational or Literary Gift+	TBD
	➤ Neck Wallets	\$6,000
<input type="checkbox"/> <input type="checkbox"/>	<b>ANNUAL CONFERENCE ATTENDEE SUPPORT</b>	
	➤ Registration & Membership	\$400 per person
	➤ Iris Carl Travel Grant Contribution	Unlimited

## Possible Elite Sponsor Packages

We have identified sponsor items that you can combine to reach certain elite level status. You can also create your own package by selecting items separately. Note that there are items on this list that had a cost associated to them that we are using to get you to the elite level status.

<b>Diamond \$50,000</b>	<b>Platinum \$40,000</b>	<b>Gold \$30,000</b>	<b>Silver \$25,000</b>	<b>Ruby \$20,000</b>	<b>Emerald \$15,000</b>
Lunch with Speaker (Monday, Tuesday or Wednesday)	Breakfast with Speaker (Tuesday or Wednesday)	Evening Reception (Monday or Tuesday) Limited Speaker	Monday Breakfast	Display Area Break	
2 booths	2 booths	1 booth	1 booth	1 booth	1 booth
2 sponsor showcases	1 sponsor showcase	1 sponsor showcase	1 sponsor showcase	1 sponsor showcase	1 sponsor showcase
4 newsletter ads	4 newsletter ads	2 newsletter ads	2 newsletter ads	1 newsletter ad	
1 app push ad per day at annual conference	1 app push ad per day at annual conference	2 app push ads at annual conference	2 app push ads at annual conference (one free for level one purchase)	2 app push ads at annual conference (one free for level one purchase)	1 app push ad at annual conference
Full tab back page annual conference program book	½ inner page program book	¼ page ad in program book			
Featured on NCSM website	Featured on NCSM website	Featured on NCSM website	Featured on NCSM website	Featured on NCSM website	Featured on NCSM website
Opportunity to participate on NCSM video conference call to discuss venue	Opportunity to participate on NCSM video conference call to discuss venue	Opportunity to participate on NCSM video conference call to discuss venue	Opportunity to participate on NCSM video conference call to discuss venue	Opportunity to participate on NCSM video conference call to discuss venue	Opportunity to participate on NCSM video conference call to discuss venue
First right of refusal prior to September 15 for any item sponsored during the last fiscal year	First right of refusal prior to September 15 for any item sponsored during the last fiscal year	First right of refusal prior to September 15 for any item sponsored during the last fiscal year	First right of refusal prior to September 15 for any item sponsored during the last fiscal year	First right of refusal prior to September 15 for any item sponsored during the last fiscal year	First right of refusal prior to September 15 for any item sponsored during the last fiscal year
Complimentary Conference Badges	5 Complimentary Conference Badges	4 Complimentary Conference Badges	3 Complimentary Conference Badges	2 Complimentary Conference Badges	1 Complimentary Conference Badge

## 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	Diamond \$50,000	Platinum \$40,000 – 49,000	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.	☆	☆	☆	☆	☆
<b>First right of refusal prior to Sept 15 for any item sponsored this last fiscal year</b>	☆	☆	☆	☆	
One complimentary standard display booth (with pipe and drape) in the <i>Annual Conference</i> Display Area	☆	☆			
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</i> Sponsor Reception prior to the <i>NCSM Annual Conference</i> with photo opportunity	☆	☆	☆	☆	☆
Active link on the <i>NCSM</i> Website	☆	☆	☆	☆	☆
Public recognition	☆	☆	☆	☆	☆
Thank you in the <i>NCSM Newsletter</i> and on the <i>NCSM</i> Website	☆	☆	☆	☆	☆
Complimentary conference attendee badges (Badges provide access to all sessions except sponsored events.)	<b>5 badges</b>	<b>4 badges</b>	<b>3 badges</b>	<b>2 badges</b>	<b>1 badge</b>
Company name listed in the <i>NCSM Annual Conference Program</i>	☆	☆	☆	☆	☆
<i>NCSM</i> membership mailing labels at no charge	<b>4 sets</b>	<b>3 sets</b>	<b>2 sets</b>	<b>1 set</b>	<b>1 set</b>
The option to purchase one showcase session during the <i>NCSM Annual Conference</i> with the option to purchase additional sessions; these are available at market price, (If session information is submitted by program deadline – September 5) 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 complimentary showcase session during the <i>NCSM Annual Conference</i> (If session info is submitted by program deadline –September 5)	☆	☆	☆		
One 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	Diamond \$50,000 and above	Platinum \$40,000 - \$49,000	Gold \$25,000– \$39,999	Silver \$15,000– \$24,999
Participate in Drawing to purchase Back Cover Advertising Opportunity in Printed Program	Two Chances to win!	☆		
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!	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 Push Notice Per Day (total of 3)	One Free	One 50% Discount
App Banner Ad	ThreeFree	Two Free	One Free	One 50% Discount
March and April Home Website recognition	☆	☆		
Extra Booth	Free	Free		

## Sponsorship Opportunities Full Descriptions

### *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: Diamond, 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 support the *NCSM* membership in some professional manner will also be acknowledged.

### Sponsors 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.



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## 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 September 15th to confirm previously sponsored meal functions.**

#### **MONDAY**

**\$22,000.00**

#### ***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. This covers 400 meals. If you wish to cover additional meals the cost will increase.

- 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

**\$45,000.00**

### ***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. This covers 600 meals. If you wish to cover additional meals the cost will increase.

- 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.

## 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

**\$30,000**

### ***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. This covers one drink and hors d'oeuvres for 375 people. If you wish to have additional food and/or drinks the cost will be higher.

- Work with NCSM to set the tone and theme by selecting beverages, hors d'oeuvres, 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.

## TUESDAY

**\$25,000.00**

### ***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. This cost covers 400 participants. If you wish to offer additional meals the cost will increase.

- 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

**\$45,000.00**

### ***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. This covers 600 meals. If you wish to cover additional meals the cost will increase.

- 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

**\$30,000.00**

### ***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. This covers one drink and hors d'oeuvres for 375 people. If you wish to have additional food and/or drinks the cost will be higher.

- Work with NCSM to set the tone and theme by selecting beverages, hors d'oeuvres, 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.

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**WEDNESDAY**
**\$25,000.00**
***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. This covers 400 meals. If you wish to cover additional meals the cost will increase. This cost covers 400 participants. If you wish to offer additional meals the cost will increase.

- 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**
**\$45,000.00**
***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. This covers 600 meals. If you wish to cover additional meals the cost will increase.

- 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 the online registration form, please indicate which function you wish to support. Should you wish to adjust the meal counts to change the price contact the sponsor liaisons or the NCSM office for pricing. Costs are based on venue menu prices. 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
<b>ONE-HOUR SPONSOR SHOWCASE SESSION</b>	<b><i>LIMITED # AVAILABLE</i></b>	<b><i>\$1500 SHOWCASE</i></b>

### **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.

## **NCSM Annual Conference Sponsor Showcase**

**Special Recognition for Annual Conference Sponsor Showcases:** Each Sponsor 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
<b>ONE-HOUR SPONSOR SESSION</b>	<b><i>ONE PER PLATINUM AND GOLD</i></b>	<b><i>NO COST</i></b>

The session will allow you to demonstrate products and provide an opportunity for participants to experience them first hand. The room will have the regular session audio-visual setup.

- 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 and technology showcases.

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## ***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 1900 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 conference bag will include the conference logo as well as the company logo.
- 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.

#### **EDUCATIONAL OR LITERARY GIFT+ (GENERAL CONTRIBUTION)**

##### **Attendee Gift (for 1900 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.

#### **NECK WALLET**

##### **Conference Neck Wallets (for 1900 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 *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.

#### **PROMOTIONAL GIFT (GENERAL CONTRIBUTION)**

**\$8,000- 10,000**

##### **Conference Gift+ (for 1900 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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### **CONFERENCE REGISTRATION & NCSM MEMBERSHIP**

**\$380/Person**

#### **Individual Member Conference Registration Scholarship (unlimited)**

Here's a terrific way to support *NCSM* and its members – 1 one-year *NCSM* membership and 1 registration for the *NCSM Annual Conference* for one mathematics education leader. Each contribution will be given away to an attendee during the *NCSM Annual Conference* to cultivate mathematics education leadership.

- 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.

### **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**

**\$2500**

#### **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 contribution provides another means to show appreciation as well as recognize the hard work of conference volunteers.

- Select a form of recognition (items such as t-shirts, vests, jackets, etc.) that clearly identifies volunteers as resources for other Annual Conference attendees and thanks the volunteers for contributing their time to *NCSM*.
- Create a design (if applicable) that aligns with the *NCSM* logo, the *NCSM Annual Conference* logo, and your company logo.
- 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**

**\$3,000/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.

## 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	Cost
<b>FULL LEADERSHIP SEMINAR CONFERENCE SUPPORT</b> Meet and greet NCSM members before the seminar begins. <ul style="list-style-type: none"> <li>➤ Approval of the menus for this conference.</li> <li>➤ A representative is invited to attend the seminar as an observer.</li> <li>➤ Representative will have an opportunity to address the attendees.</li> <li>➤ You may place company name and logo on registration table.</li> <li>➤ You may provide product samples and distribute promotional materials about your products and services at this function.</li> <li>➤ The <i>NCSM Leadership Academy Director</i> or designee will provide logistical parameters for the timing of the distribution of literary gift during the seminar.</li> <li>➤ 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.</li> </ul>	<b>\$15,000.00 EACH</b>
<b>PARTIAL LEADERSHIP SEMINAR CONFERENCE SUPPORT</b> <div style="text-align: center;"><b>\$7,500/DAY (2 AVAILABLE FOR EACH ACADEMY)</b></div>	

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*

### **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	Cost
<b>FULL LEADERSHIP SEMINAR CONFERENCE SUPPORT</b>	<b>\$6,000.00 EACH</b>
Meet and greet NCSM members before the seminar begins.	
<ul style="list-style-type: none"> <li>➤ Approval of the final menu for this function.</li> <li>➤ A representative is invited to attend the seminar as an observer (space permitting).</li> <li>➤ You may place a table sign on the breakfast table with your company name and logo (e.g. "Breakfast/lunch provided courtesy of &lt;company name&gt;").</li> <li>➤ You may provide a speaker of your choice (in consultation with the <i>NCSM Leadership Seminar Director</i>) to deliver a message that complements the content of the <i>Leadership Seminar</i>, arranging for corresponding AV.</li> <li>➤ You may provide product samples and distribute promotional materials about your products and services at this function.</li> <li>➤ The <i>NCSM Leadership Seminar Director</i> or designee will provide logistical parameters for the timing of the distribution of literary gift during the seminar.</li> <li>➤ 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.</li> </ul>	

Description	Cost
<b>PARTIAL LEADERSHIP SEMINAR CONFERENCE SUPPORT</b>	<b>\$3,000 (2 AVAILABLE)</b>
<b>Sit-Down Plated Luncheon (for 80 to 100 Seminar attendees)</b>	
This formal setting provides an opportunity for key representatives to deliver a message tailored for mathematical leaders.	
<ul style="list-style-type: none"> <li>➤ Approval of the final menu for this function.</li> <li>➤ A representative is invited to attend the <i>Seminar</i> as an observer (space permitting).</li> <li>➤ You may provide a speaker of your choice (in consultation with the <i>NCSM Leadership Seminar Director</i>) to deliver a message that complements the content of the <i>Leadership Seminar</i>, arranging for corresponding AV. The <i>NCSM Leadership Seminar Director</i> will determine the schedule of sponsor speakers.</li> <li>➤ You may provide product samples and distribute promotional materials about your products and services at this function.</li> <li>➤ The <i>NCSM Leadership Seminar Director</i> or designee will provide logistical parameters for the luncheon program, including timing for introduction and speakers.</li> <li>➤ 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.</li> </ul>	

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

## 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
<b>NCSM NEWSLETTER ADS</b>	<b>\$450 TO \$3225</b>
The <i>NCSM Newsletter</i> is disseminated as a member benefit. Circulation is 2,000-2,400 and is distributed electronically. Ads should be in color. Ads are designed in the electronic version of the newsletter so that they stand out to readers and the navigate through the document. Rates depend on number of ads placed in a fiscal year and ad's size color. See more details in the <i>NCSM Newsletter Advertising Guidelines</i> .	

### *NCSM Annual Conference Program Book*

Description	Cost
<b>ANNUAL CONFERENCE PROGRAM BOOK ADS</b>	<b>\$450 TO \$3600</b>
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
<b>NCSM E-NEWS ADS</b>	<b>\$1,000</b>
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.	

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## Platinum and Gold Sponsor Newsletter Article Guidelines

### 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.

**Circulation:** The *NCSM Newsletter* is sent electronically 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](http://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](http://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](http://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 [KHyers@mathedleadership.org](mailto:KHyers@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

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- 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.

**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, Kathleen Hyers at [Khyers@mathedleadership.org](mailto:Khyers@mathedleadership.org).

## Procedure to Request Membership Mailing Labels/Lists

**LAST DAY TO REQUEST LABELS/LISTS FOR MAILING RELATED TO THE ANNUAL CONFERENCE IS -- MARCH 4<sup>th</sup> prior to conference (PLEASE ALLOW 48 HOURS FOR PROCESSING)**

Non-profit organizations and commercial entities may request to purchase a set of mailing labels of *NCSM* members. The cost of a set of labels 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* eventContent 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.

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### ***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](mailto: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.

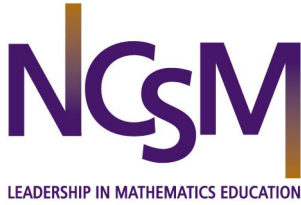
Once your request is approved:

- 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 San Antonio ANNUAL CONFERENCE IS  
MARCH 4<sup>th</sup> (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](mailto: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"/> - Emails <input type="checkbox"/> - Labels	<input type="checkbox"/> <b>NCSM Gold Sponsor</b> This is # __ of 4 complimentary sets	<input type="checkbox"/> For-Profit Organization (labels are \$600/set) <input type="checkbox"/> Not-for-Profit Organization (labels are \$250/set)
	<input type="checkbox"/> <b>NCSM Platinum Sponsor</b> This is # __ of 3 complimentary sets	
	<input type="checkbox"/> <b>NCSM Gold Sponsor</b> This is # __ of 2 complimentary sets	
	<input type="checkbox"/> <b>NCSM Silver Sponsor</b> This is # __ of 1 complimentary sets	

Company Name: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Email: \_\_\_\_\_

### ***Contact Information***

Contact Name: \_\_\_\_\_ 1

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: \_\_\_\_\_

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Ship to Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Ship to Email: \_\_\_\_\_

### ***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: \_\_\_\_\_

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**Credit Card Zip Code:**\_\_\_\_\_ **Credit Card Number:**\_\_\_\_\_

**Expiration Date:**\_\_\_\_\_ **CVV Code:** \_\_\_\_\_

**Signature**\_\_\_\_\_ **Date:**\_\_\_\_\_

**Print Name:**\_\_\_\_\_

## Guidelines and Pricing of Advertising

### A. eNews

### B. Newsletter

### C. Annual Conference Book

A. eNews	
<ul style="list-style-type: none"> <li>• Circulated monthly.</li> <li>• The ad could be changed every month</li> <li>• 660 px wide, 100 px height.</li> <li>• The preferred format is JPG or PNG.</li> </ul>	
1 issue	\$1000.00
Multiple issues	TBD

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. The newsletter is distributed electronically. All ads should be in color and they will be highlighted in the electronic newsletter,

B. NCSM Newsletter (4 issues a year)						
For details, see the <i>Newsletter Advertising Guidelines</i>						
Newsletter Ad Size	Cost Per Ad	'18 Winter Ad Due Sep 5	'19 Spring Ad Due Dec 5	'19 Summer Ad Due Mar 5	'19 Fall Ad Due Jul 5	
<b>Full-Page Please write the cost of the ad in the appropriate cell</b>						
One Issue	\$3225					
Two Issues	\$3050					
Three Issues	\$2850					
Four Issues	\$2600					
<b>One-Half Page</b>						
One Issue	\$1875					
Two Issues	\$1750					
Three Issues	\$1625					
Four Issues	\$1500					
<b>One-Third Page</b>						
One Issue	\$1575					
Two Issues	\$1475					
Three Issues	\$1400					
Four Issues	\$1325					
<b>One-Quarter Page</b>						
One Issue	\$1025					

Two Issues	\$975				
Three Issues	\$900				
Four Issues	\$850				
<b>One-Sixth Page</b>					
One Issue	\$825				
Two Issues	\$775				
Three Issues	\$725				
Four Issues	\$700				
<b>One-Eighth Page</b>					
One Issue	\$675				
Two Issues	\$600				
Three Issues	\$550				
Four Issues	\$500				

### ***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)	horizontal (landscaped)	horizontal (landscaped)	horizontal (landscaped)	vertical (portrait)
	or	or	or	or	
	3.75" x 10"	2.5" x 10"	3.75" x 5"	2.5" x 5"	
	vertical (portrait)	vertical (portrait)	vertical (portrait)	vertical (portrait)	

### **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*.

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**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 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.
- **MUST have all fonts rendered to outline.**
- In **PDF, JPG, or TIF** format.
- Please email files directly to [ncsmadvertise@mathedleadership.org](mailto: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](mailto:office@mathedleadership.org)

**Any Other Questions?** Contact:

**URL:** [mathedleadership.org/about/board/ap-liaison2.html](http://mathedleadership.org/about/board/ap-liaison2.html)

**Email:** [ncsmadvertise@mathedleadership.org](mailto:ncsmadvertise@mathedleadership.org)

## 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.

C. NCSM Annual Conference Program Book Ads are due December 15 <sup>th</sup>			
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
<b>Cover Pages</b>			
<b>Full-Page Outside Back Cover</b> (Chosen by Lottery of qualifying sponsors)	\$3000	\$3600	
<b>Full-Page Inside Front Cover</b> ( Chosen by Lottery of qualifying sponsors )	\$2050	\$2400	
<b>Full-Page Inside Back Cover</b> ( Chosen by Lottery of qualifying sponsors )	\$2050	\$2400	
<b>Interior Pages</b>			
<b>Full-Page Ad</b>	\$1450	\$1800	
<b>One-Half Page Ad</b>	\$800	\$975	
<b>One-Quarter Page Ad</b>	\$425	\$550	
<b>Full Page Tab Page Ad</b>	\$1600	\$2000	
<i>Annual Conference Program Book Subtotal</i>			

<b><u>Full Page</u></b>	<b><u>Full Page</u></b>	<b><u>Full Page</u></b>	<b><u>1/2 Page</u></b>	<b><u>1/4 Page</u></b>
7" x 10" horizontal (landscaped)	7" x 10" horizontal (landscaped)	7" x 10" horizontal (landscaped)	7" x 5" horizontal (landscaped)	7" x 2.5" horizontal (landscaped)
or	or	or	or	or
7" x 10" vertical (portrait)	7" x 10" vertical (portrait)	7" x 10" vertical (portrait)	3.5" x 10" vertical (portrait)	3.5" x 5" vertical (portrait)
	Inside Front Cover	Placed Inside Program Book*	Placed Inside Program Book*	Placed Inside Program Book*
	or			

Outside Back Cover	Inside Back Cover			
<b>Black/white</b> \$3000  <b>4-Color</b> \$3600	<b>Black/white</b> \$2050  <b>4-Color</b> \$2400	<b>Black/white</b> \$1450  <b>4-Color</b> \$1800	<b>Black/white</b> \$800  <b>4-Color</b> \$975	<b>Black/white</b> \$425  <b>4-Color</b> \$550

\* 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****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](mailto: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](mailto:office@mathedleadership.org)

**Any Other Questions? Contact:**

**URL:** [mathedleadership.org/about/board/ap-liaison2.html](http://mathedleadership.org/about/board/ap-liaison2.html)  
**Email:** [ncsmadvertise@mathedleadership.org](mailto:ncsmadvertise@mathedleadership.org)

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## ***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.

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

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

## 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](mailto:ncsmadvertise@mathedleadership.org).

Send ad files to [ncsmadvertise@mathedleadership.org](mailto:ncsmadvertise@mathedleadership.org). For more details, see [mathedleadership.org](http://mathedleadership.org) under the Sponsor tab.

Ads are due by November 30, 2018

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.
<b>Full-Page</b>			
Outside Back Cover*	\$3000	\$3600	
Inside Front Cover**	\$2050	\$2400	
Inside Back Cover**	\$2050	\$2400	
Inside Ad#	\$1450	\$1800	
<b>One-Half Page Ad</b>			
Horizontal or Vertical#	\$800	\$975	
<b>One-Quarter Page Ad</b>			
Horizontal or Vertical#	\$425	\$550	
<b>Full Page Tab Page Ad</b>	\$1600	\$2000	
<b>TOTAL PRICE FOR PROGRAM BOOK ADS^</b>			

\* 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](mailto:ncsmadvertise@mathedleadership.org)

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## ***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.

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## **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%

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## **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 September 30<sup>th</sup>.
- 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 October 1<sup>st</sup>, 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 October 30<sup>th</sup>.
- Beginning November 1<sup>st</sup>, 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 November 15<sup>th</sup>.
- Beginning December 16<sup>th</sup>, 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 December 31<sup>st</sup>.
- Beginning January 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.

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## 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.
- 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
- The Display Area will be open to *NCSM Annual Conference* attendees on Tuesday 8:00 AM – 4:00 PM.
- Your display must remain open until 5:00 PM on Monday, until 4:00 PM on Tuesday.
- The Display Area officially closes on Tuesday at 4:00 PM.
  - ✓ Please keep booths intact until the official closing of the display area. You may begin packing up and tearing down your booth at 4:00 PM, Tuesday.
- 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 *Freeman* 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:

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

## 10. Security and Protection:

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- 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 **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, but 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.
- Sponsors may designate the number of people they need to successfully manage their display booth.
- The *NCSM Office* will send the *NCSM Sponsor Representative Registration Form* to all sponsors in January 2017. 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](mailto:office@mathedleadership.org)

**Any Other Questions?** Contact:

**URL:** [mathedleadership.org/about/board/ap-liaison2.html](http://mathedleadership.org/about/board/ap-liaison2.html)  
**Email:** [ncsmadvertise@mathedleadership.org](mailto:ncsmadvertise@mathedleadership.org)

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



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## ***NCSM Annual Conference Bag Insertion Procedure***

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. Non-profit organizations may submit a request for a 1-page flyer.

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

- 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@mathedleadship.com](mailto:office@mathedleadship.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.

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### ***Approval Procedure***

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

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

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

Once your item is approved:

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

It will be your responsibility to:

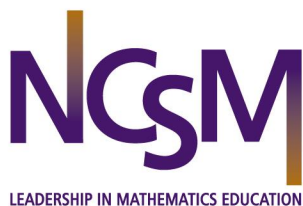
- Arrange for production, shipment and storage (if needed)
- Ensure that your items are delivered to the right spot on time for conference bag stuffing
- Pay for the cost of shipping and storing and handling
- Send shipping information to the *NCSM Office* as soon as shipments are made
- Failure to provide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

### ***Liability***

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

### ***NCSM's Reasons to Exclude Approved Conference Bag Items***

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



## NCSM Annual Conference

### Conference Bag Insert Request Form

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

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

#### **PLEASE PRINT CLEARLY OR TYPE**

Contact Name: \_\_\_\_\_

Contact Title: \_\_\_\_\_

Your Affiliation: \_\_\_\_\_

Address 1: \_\_\_\_\_

Address 2: \_\_\_\_\_

City: \_\_\_\_\_

State/Province: \_\_\_\_\_ Zip/Postal Code: \_\_\_\_\_ Country: \_\_\_\_\_

Telephone: \_\_\_\_\_ Fax: \_\_\_\_\_

Cell Phone: \_\_\_\_\_

Needed if we have to contact you once on site

Email: \_\_\_\_\_

General Description: \_\_\_\_\_

Purpose for insertion: \_\_\_\_\_

Item's dimensions: \_\_\_\_\_ Item's Approximate weight: \_\_\_\_\_

Title, headline, or  
branding on the item: \_\_\_\_\_

Item's Color: \_\_\_\_\_

File Name: \_\_\_\_\_

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

**IF YOU HAVE QUESTIONS, PLEASE CONTACT:**

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