

Procedure to Request Materials for NCSM Annual Conference Bag Insert

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:

- 1,800-2,000 copies will be needed
- The destination for the materials will be emailed as a shipping label.
- Shipping window
- Drop date for when materials must arrive
- Shipment tracking info to be sent to office@mathedleadership.com

Approval Criteria

The *NCSM Office* reviews all requests for *Annual Conference Bag* insertions using the following criteria:

- Quality: the item is professional in content and appearance
- Usefulness: the information is of interest or is useful to mathematics education leaders
- Relevance: the item is related to the *NCSM* Mission and Vision
- Benefit: Company visibility to all conference attendees
- **Timing: the date(s)/time(s) of events being promoted do not conflict with *NCSM* events**
- Promotional Value: the item increases *NCSM*'s visibility
- Content and Design Specifications
- Proposed items cannot communicate specific, explicit, competitive, or adversarial references to other company/organization by name, or to any specifically named product or service from another company/organization.
- At no time shall the *NCSM* logo, name, or acronym be used without written agreement signed by the company/organization's representative and the *NCSM Office*.
- Proposed items (design, content, copy, etc) cannot appear to imply *NCSM*'s advocacy or endorsement of any company/organization's product or service.

NCSM reserves the right to reject any and all proposed contributions.

Approval Procedure

Complete the [Conference Bag Insert Request Form](#) and send it along with a sample of the proposed item to, office@mathedleadership.org

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