



## 2020-2021

# Sponsor Toolkit

NCSM Leadership in Mathematics Education 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.

For more information contact the Sponsor Liaisons; [Tom Stricklin](#) or [Ronni David](#)

To register for any of the sponsorship opportunities please go to:  
<https://ncsm.memberclicks.net/2021-NCSM-SponsorExhibitor-Registration>

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# Why Support NCSM?


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. NCSM conducts annual meetings which support the professional development of the mathematics leadership in our country. Take advantage of our many sponsorship opportunities which include a myriad of opportunities to maximize your company's exposure.

## 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 list of opportunities for more detail.

## Sponsor Levels for NCSM

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

	The 2021 Annual Conference, September 20-22 will be held in Atlanta, Georgia. We are anticipating over 2,000 mathematics leaders to attend
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## Timing is Important

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

- NCSM's fiscal year runs from July 1 through June 30<sup>th</sup>
- On July 1 your contribution for the fiscal year begins at zero because there are no rollovers

## Contributions, Benefits and Recognition

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

- Contributions made during the fiscal year determines the elite status for the year
- NCSM recognizes contributions you make during the same fiscal year of your contribution.

**Targeted Contributions** are selected from the list of Sponsorship Opportunities. These opportunities have been identified by the Board and address specific needs to support strategic initiatives and projects for the 2020-2021 year.

To qualify for any of the elite levels, 80% of the total contribution must be a "Targeted Contribution".

# Sponsorship Opportunities List

It is always our goal to find mutually beneficial partnerships. This page lists most of the sponsor opportunities that NCSM offers interested parties. We are open to other ideas you may have.

Annual Conference Food and Beverage Function Opportunities	Sponsor Commitment
<b>Monday</b>	
• Keynote Continental Breakfast with NCSM Speaker	\$22,000
• Plated Luncheon with IGNITE speakers	\$45,000
• Display Area Break	\$15,000
• Early Evening Reception or Dinner	\$30,000
<b>Tuesday</b>	
• Plated Breakfast with your Speaker	\$25,000
• Plated Luncheon	\$45,000
• Display Area Break	\$15,000
• Early Evening Reception or Dinner	\$30,000
<b>Wednesday</b>	
• Plated Breakfast with your Speaker	\$25,000
• Plated Luncheon with your Speaker	\$45,000
*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. <b>Full sponsorship requests take priority over partial meal sponsorships.</b>	
<b>Sponsor Showcase</b> A one-hour session where you can highlight your product • Room for up to 40 attendees	\$1,500/sponsor Showcase
<b>Annual Conference Artifacts</b>	
• Conference Bag	\$18,000
• Educational or Literary Gift	TBD
• Lanyard for Name Badge Sponsorship	\$6,000
<b>Annual Conference Attendee Support</b>	
• Registration & Membership	\$400 per person
• Iris Carl Travel Grant contribution	Unlimited
<b>NCSM Leadership Academy and Seminar Opportunities</b>	
<b>Leadership Academy - July</b>	\$25,000
• Partial Academy Support (2 available)	\$12,500
<b>Fall Leadership Seminar (single day) - November &amp; February</b>	\$10,000 each
• Partial Seminar Support (2 available for each seminar)	\$5,000
<b>ADVERTISING Opportunities</b>	
• NCSM Newsletter Ad (four issues)	\$450-\$3225
• NCSM eNews Ad (issued once a month)	\$1,000/month
• NCSM Annual Conference Program Book Ads	\$450-\$3600
• NCSM Conference App ads	\$1000 - \$2500
<b>Exhibit Hall Booth at Annual Conference</b>	
• Platinum get one complimentary booth	Complimentary
• Gold, Silver and Bronze sponsors	\$1,100/booth
• Booths for non-elite sponsors if available	\$2,600/booth

# NCSM Elite Sponsorship Benefits

Levels of Sponsorship July 1 - June 31 (NCSM Fiscal Year)	Platinum \$40,000 and above	Gold \$25,000 to \$39,999	Silver \$15,000 - \$24,999	Bronze \$10,000 - \$14,999
Opportunity to participate in the NCSM Annual Conference call with the NCSM Conference Committee to discuss conference venues.	☆	☆	☆	☆
First right of refusal prior to Sept 15 for any item sponsored this last fiscal year.	☆	☆	☆	
One complimentary standard display booth (valued at \$2600) in the Annual Conference Display Area. With optimal placing in the expo hall.	☆			
Option to purchase one display booth at a discount price of \$1500 at the Annual Conference; not included in your NCSM sponsorship contribution.		☆	☆	☆
Priority to purchase additional discount booth space at the discounted rate at \$1100 at the NCSM Annual Conference as space permits.	☆			
Option to purchase additional display space at discounted rate (#1100) at the annual conference as space permits.		☆	☆	☆
One complimentary showcase session (valued at \$1500) during the NCSM annual Conference (If session info is submitted by program deadline - Oct 1).	☆	☆		
The option to purchase one showcase session (valued at \$1500) during the NCSM Annual Conference with the option to purchase additional sessions. (If session information is submitted by program deadline - September 5th) Purchased sessions are included in your NCSM sponsorship contributions.	☆	☆	☆	☆
Invitation to attend the NCSM Sponsor Reception prior to the NCSM Annual Conference with photo opportunity.	☆	☆	☆	☆
Active link on the NCSM Website with your logo.	☆	☆	☆	☆
Verbal recognition at general sessions as well as your logo displayed on a slide in the presentation PowerPoint.	☆	☆	☆	☆
Thank you in the NCSM Newsletter, eNews, and on the NCSM Website.	☆	☆	☆	☆
Complimentary conference attendee badges (Badges proved access to ALL conference sessions accept sponsored events)	4 badges	3 badges	2 badges	1 badge
Company name listed in the NCSM Annual Conference Program with logo.	☆	☆	☆	☆
NCSM membership mailing labels at no charge.	3 sets	2 sets	1 set	1 set
Use of tagline in sponsor's marketing materials: "Proud <Bronze, Silver, Gold, Platinum> Sponsor* of NCSM"	☆	☆	☆	☆
Opportunity to publish an article in the NCSM Newsletter*	☆	☆		
Recognition on the signage at the NCSM Annual Conference	☆	☆	☆	☆
One-page sponsor supplied flyer* in NCSM Annual Conference bags	☆	☆	☆	☆
Opportunity to distribute materials* and information * at sponsored events.	☆	☆	☆	☆
Push Notification	1 Free day			
App Banner Ad	2 free	1 free	1 free	
One complimentary 1-year NCSM membership	☆			

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. \*Note: Materials must have NCSM approval.

# ***NCSM Leadership Academy***

The NCSM Leadership Academy is a 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.

## **July**

### **Full leadership Academy support \$25,000**

- Meet and greet NCSM members before the seminar begins.
- Approval of the menus for this conference.
- A representative is invited to attend the seminar as an observer.
- Representatives will have an opportunity to address the attendees.
- You may place company name and logo on registration table.
- You may provide product samples and distribute promotional materials about your products and services at this function.
- The NCSM Leadership Academy Director or designee will provide logistical parameters for the timing of the distribution of literary gifts during the seminar.
- The NCSM President or designee must approve your use of the NCSM logo, NCSM Annual Conference logo, or other NCSM graphics.

### **Partial Academy support (2 available) \$12,500**

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

## ***NCSM Fall Leadership Seminars***

### **Regional Single Day Leadership Seminars**

Support these intense one-day professional learning experiences 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.

## **November 2021 & February 2022**

### **Full leadership seminar conference support \$10,000 each**

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

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

### **Partial leadership seminar support (2 available at each)\$5,000**

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

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

# Guidelines and Pricing of Advertising

## A. eNews (Insider)

## B. Newsletter (Inspiration)

## C. Annual Conference Book

### A. NCSM Insider (monthly electronic message to all members)

This is a monthly, brief electronic message to our members. It is designed to keep up-to-date with NCSM's most current work, receive alerts about opportunities, and receive updates.

<ul style="list-style-type: none"> <li>• Circulated monthly.</li> <li>• <b>The ad could be changed every month</b></li> </ul>	<ul style="list-style-type: none"> <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

### B. Inspiration The NCSM Newsletter (4 issues a year)

- It is emailed to NCSM members 4 times a year.
- It is packed with up-to-date information about research, issues, trends, programs, policy and best practice in mathematics education.
- For details, see the *Newsletter Advertising Agreement*

	<b>Full-Page:</b> 7.5" x 10"	<b>One-Half Page:</b> 7.5" x 5" horizontal (landscaped) or 3.75" x 10" vertical (portrait)	<b>One-Quarter Page:</b> 7.5" x 2.5" horizontal (landscaped) or 3.75" x 5" vertical (portrait)
<b>Four Issues</b>	\$3225	\$1875	\$1025
<b>Three Issues</b>	\$3050	\$1750	\$975
<b>Two Issues</b>	\$2850	\$1625	\$900
<b>One Issue</b>	\$2600	\$1500	\$850

## Newsletter Advertisement Deadlines

Spring 2021	January 1, 2021
Summer 2021	April 1, 2021
Fall 2021	August 1, 2021
Spring 2022	January 1, 2022
Summer 2022	April 1, 2022



# Platinum and Gold Sponsor Newsletter Article Guidelines

## Article Submission Guidelines for the *NCSM Newsletter (Inspiration)*

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, *Inspiration*, 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, [Pat Baltzley](mailto:Pat.Baltzley@mathedleadership.org) ([pbaltzley@mathedleadership.org](mailto:pbaltzley@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).
  - 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 • Phone Numbers
    - Affiliation • E-mail Address
    - Affiliation • Experience/qualifications relevant to the topic chosen
    - Address

## 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	Received by Members
Winter	October 1	November
Spring	January 1	February
Summer	April 1	May
Fall	August 1	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, [Pat Baltzley](mailto:Pat.Baltzley@mathedleadership.org), ([pbaltzley@mathedleadership.org](mailto:pbaltzley@mathedleadership.org)).

# Procedure to Request Mailing Labels/Lists from the NCSM Membership List

**LAST DAY TO REQUEST LABELS/LISTS FOR MAILING RELATED TO THEELS/LISTS FOR MAILING RELATED TO THE ANNUAL CONFERENCE IS -- AUGUST 31<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 event Content and Design Specifications
- Proposed items cannot communicate specific, explicit, competitive, or adversarial references to another company/organization by name or to any specifically named product or service from another company/organization.
- At no time shall the NCSM logo, name, or acronym be used without written agreement signed by the company/organization's representative and the NCSM Office.
- Proposed items (design, content, copy, etc.) cannot appear to imply NCSM's advocacy or endorsement of any company/organization's product or service.

**Approval Procedure** - Complete the Mailing Label Request Form and email it to: [office@mathedleadership.org](mailto:office@mathedleadership.org)

- US Mail: NCSM • 2851 S. Parker Road, Suite 1210, Aurora, CO 80114

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.

# NCSM Annual Conference Program Book *Deadlines and Procedures*

Conference Ad Due Date.....June 1, 2021

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.

**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 of this document 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.

Program Book Ad Size and Location	Black & White	4-Color
<b>Full-Page: 7" x 10" horizontal (landscaped) or vertical (portrait)</b>		
Outside Back Cover <i>Chosen by Lottery</i> at the Conference Sponsor Meeting and Reserved for NCSM Platinum Sponsors who also sponsor a meal function	\$3000	\$3600
Inside Front Cover <i>Chosen by Lottery</i> and Reserved for meal function sponsors	\$2050	\$2400
Inside Back Cover <i>Chosen by Lottery</i> and Reserved for meal function sponsors	\$2050	\$2400
Inside Ad Placed at the discretion of the Program Book editor; available to any company or organization with an approved ad	\$1450	\$1800
<b>One-Half Page Ad: 7" x 5" horizontal (landscaped) or 3.5" x 10" vertical (portrait)</b>		
Horizontal or Vertical#	\$800	\$975
<b>One-Quarter Page Ad: 7" x 2.5" horizontal (landscaped) or 3.5" x 5" vertical (portrait)</b>		
Horizontal or Vertical#	\$425	\$550
Full Page tab Page Ad	\$1600	\$2000

Please email files directly to this address: [rdavid@mathedleadership.org](mailto:rdavid@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 [rdavid@mathedleadership.org](mailto:rdavid@mathedleadership.org)

# NCSM Annual Conference Opportunities

The NCSM Annual Conference is the biggest professional learning experience NCSM offers leaders in mathematics education. Held in the 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 & 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 March 15th to confirm previously sponsored meal functions.**

### Monday

#### **Continental Breakfast (Keynote speaker provided by NCSM )..\$22,000**

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.

#### **Plated Luncheon with IGNITE speakers..... \$45,000**

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.

## **Display Area Break .....\$15,000**

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.

## **Early Evening Reception / Cocktail-Style Reception.....\$30,000**

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**

### **Sit-Down Plated Breakfast with Speaker.....\$25,000**

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

### **Sit-Down Plated Luncheon with Speaker .....\$45,000**

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* graphic

## **Display Area Break.....\$15,000**

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.

**Early Evening Reception / Cocktail-Style Reception.....\$30,000**

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.

**Wednesday**

**Sit-Down Plated Breakfast with Speaker ..... \$25,000**

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.

**Sit-Down Plated Luncheon with Speaker .....\$45,000**

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.

# 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](mailto:office@mathedleadership.com)

## Approval Criteria

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

- Quality: the item is professional in content and appearance
- Usefulness: the information is of interest or is useful to mathematics education leaders
- Relevance: the item is related to the *NCSM* Mission and Vision
- Benefit: Company visibility to all conference attendees
- **Timing: the date(s)/time(s) of events being promoted do not conflict with *NCSM* events •**

Promotional Value: the item increases *NCSM*'s visibility

- Content and Design Specifications
- Proposed items cannot communicate specific, explicit, competitive, or adversarial references to other company/organization by name, or to any specifically named product or service from another company/organization.
- At no time shall the *NCSM* logo, name, or acronym be used without written agreement signed by the company/organization's representative and the *NCSM Office*.
- Proposed items (design, content, copy, etc) cannot appear to imply *NCSM*'s advocacy or endorsement of any company/organization's product or service.

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

## Approval Procedure

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



# 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

## **CONFERENCE BAG (for approximately 2000 conference attendees) .....\$18,000**

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.

## **Recognition for Volunteers (for up to 200 Conference attendees) .....\$2,500**

Every year, the NCSM Membership and Volunteer Coordinator 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.

## **Conference Neck Lanyards (for approximately 2000 conference attendees).....\$6,000 •**

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.

## **Attendee Gift (for approximately 2000 conference attendees)..... TBD**

- 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.

## **Conference Gift+ (for 1900 Conference attendees)..... TBD** 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.

## **Educational or Literary Gift+ (General Contribution)..... TBD**

## **Promotional Gift ..... General Contribution**

# 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.

## **CONFERENCE REGISTRATION & NCSM MEMBERSHIP .....\$450/Person (unlimited) 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*.

**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..... Check prices below** 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 Annual Conference Booth Guidelines

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.

All other sponsors may reserve a booth online at \$2,600/booth.

## 1. Standard Booth Display Space:

- ✓ Each display booth (10' x 10') will be piped and draped and the exhibit floor is 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):
  - One (1) Table (8' x 30"): draped & skirted
  - Two (2) Chairs
  - One (1) Wastebasket
  - Identification Sign (11" x 44") With company name and booth number

## 2. Additional Booth Display Space:

- ✓ Beginning March 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 March 1<sup>st</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 March 1<sup>st</sup>, 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 made by the sponsors. Criteria for booth selection will be:
  1. Elite Sponsors (Platinum, Gold, Silver and Bronze)
  2. Non-elite sponsors criteria will be by number of booths reserved then the date booth was reserved/paid

## 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](#).

## 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:

- ✓ 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 provide access to the Display Area. They cannot be used to gain access to Annual Conference presentations or functions at any time.**
  - Each booth will be provided 4-display area badges. If more are needed, please email Ronni David ([rdavid@mathedleadership.org](mailto:rdavid@mathedleadership.org).)

- **Complimentary Sponsor Attendee Badges** will also be granted to each *Elite Sponsor* based on their elite status (see table on page 3 of the Sponsor Toolkit). 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 2020. 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:** [rdavid@mathedleadership.org](mailto:rdavid@mathedleadership.org) (Ronni David)

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

# NCSM Annual Conference Sponsor Showcase

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	Cost	Availability
1-hour Sponsor Showcase for <b>Platinum &amp; Gold Elite Sponsors</b>	Complimentary	One per day
1-hour Sponsor Showcase	\$1500	Limited Number based on number of sessions after the Elite Sponsors are given first refusal

## Sponsor Showcase has room for 40 attendees

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.

There are a limited number of Sponsor Showcase sessions at the conference. Elite Sponsors are given first refusal, then it is opened up to any interested organization/company. NCSM Sponsor Liaison will contact your main contact person to get information for the program booklet.

