

Exhibitor + Sponsor Prospectus



2023
**ANNUAL MEETING
& EXPOSITION**
Oct. 25-28, Washington, DC

Join thousands of mathematics educators at the math education event of the year!

Hi there!

We are so glad that you are considering joining the National Council of Teachers of Mathematics (NCTM) for the 2023 Annual Meeting & Exposition, October 25-28 at the Walter E Washington Convention Center in Washington, DC! As you may already know, NCTM is the world's largest organization dedicated to improving mathematics education for all students from pre-kindergarten through grade 12.

We look forward to bringing our members, exhibitors, and sponsors together for four days of compelling content and networking opportunities! Attendees seek out NCTM events to collaborate and exchange ideas with industry colleagues, engage with innovators in the field, and discover new learning practices that will drive student success.

Our attendees shape the industry and are eagerly seeking innovative ideas and solutions to transform their classrooms into even more dynamic environments. Do you offer products or services to help them realize those ideas? Let us connect you!

Don't miss your chance to be a part of the premier event for mathematics education professionals. Ready to learn more or have an idea that you'd like us to consider? Give us a call any time or send us an email when you're ready to get started!

Looking forward to seeing you in Washington DC,



Marshall Boomer

Marshall Boomer
Account Executive
marshall.boomer@theygsgroup.com
(717) 430-2223



Laura Gaenzle

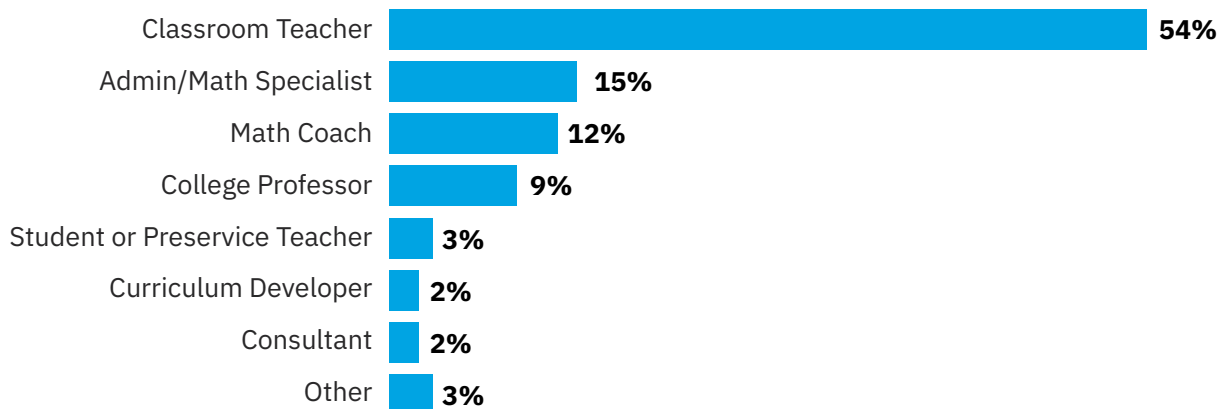
Laura Gaenzle
Account Executive
laura.gaenzle@theygsgroup.com
(717) 430-2351

“ You definitely need to come to learn different approaches to teaching and math in general! ”

ANGINETTE PARSONS
CHICAGO PUBLIC SCHOOLS

DEMOGRAPHICS

Professional Levels



Connect with nearly
6,500 mathematics
educators from
around the world!

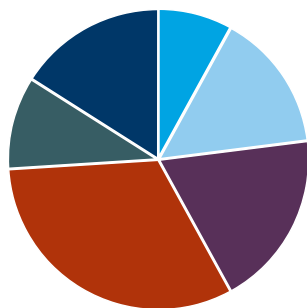
83%

of attendees who go
to the NCTM Annual
Meeting visit the exhibit
hall for over an hour

89%

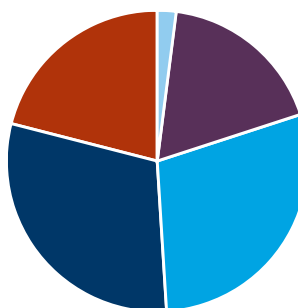
of attendees go to the
NCTM Annual Meeting to
get new ideas for teaching.

Who Attends NCTM's Annual Meeting



Grade Levels

Pre-K–2	8%
3–5	15%
6–8	19%
9–12	32%
Higher Ed	10%
Other	16%



Ages

Under 25	2%
25–34	18%
35–44	29%
45–54	30%
55 or Older	21%

Based on 2019 San Diego data.

SPONSOR RECOGNITION

As a sponsor of the NCTM Annual Meeting & Exposition, your company is highlighted as a leader in the mathematics education industry. Sponsor status is achieved by purchasing exhibit space in addition to any a la carte sponsorship items (or creating a custom sponsorship package with your Account Executive).

Sponsors that reach the following thresholds with their overall combined (exhibit and sponsorship) spend at the NCTM 2023 Annual Meeting & Exposition in Washington, DC, also receive:

SPONSOR LEVEL	DIAMOND	GOLD	SILVER	BRONZE
TOTAL SPEND	\$50,000+	\$30,000-49,999	\$20,000-29,999	\$10,000-19,999
Recognition on onsite signage with booth number indicated	Logo (Largest + Topmost)	Logo (Largest + Topmost)	Logo	Company Name (Text)
Recognition on digital platforms (conference website and mobile app)	Logo + Click Through URL	Logo + Click Through URL	Logo (No URL)	Company Name (Text, No URL)
Digital program book advertising	Page 1/Inside Front Cover	Premium/Cover Position	Full Page	Half Page (Horizontal)
Enhanced directory listing in the digital program book	Yes	Yes	Yes	Yes
Mobile app advertising (all assets due by September 29, 2023)	Complimentary: • Virtual tote bag insert • Dashboard banner • Dashboard footer • Two (2) push notifications	Complimentary: • Virtual tote bag insert • Dashboard banner • Dashboard footer • Two (2) push notifications	Complimentary: • One (1) push notification Choice of one (1): • Dashboard banner • Footer banner	Opportunity to purchase a dashboard banner or footer banner for \$350
Social Media 'Shout Out' (sponsor's social account will be tagged on a 'Thank You' message from NCTM's Facebook, Twitter & Instagram)	Yes	Yes	Yes	No
Pre-conference email to registered attendees	Yes	No	No	No
Logo included on express registration digital kiosks	Yes	Yes	No	No
Reserved seating at the Opening & Closing Sessions	Fifteen (15)	Ten (10)	Five (5)	Five (5)
Dedicated 'Thank You' slide at the Opening & Closing General Sessions	Yes	Yes	No	No
Up to two (2) minute video to be played before a general session	Yes	No	No	No
Complimentary Exhibitor Workshops	Two (2)	None	None	None
Automatic first right of refusal of sponsorship selection for 2024 Annual Meeting & Exposition	Yes	No	No	No

SPONSORSHIP OPPORTUNITIES

⊕NEW ONSITE SIGNAGE

ESCALATOR RUNNERS - \$10,000

Your custom branding will make a lasting impression on attendees as they make their way through the sole set of escalators and stairs toward the exhibit hall and session rooms. Only **1 available!**

HANGING BANNERS - \$4,750

Your custom branding will receive premium visibility when you purchase one (or more!) of ten available 22' W x 40' H banners lining the main stairway into the exhibit hall. Go green and have the banner delivered to your booth to ship out with your materials and be reused after the meeting!

⊕NEW WELCOME RECEPTION

\$50,000

New for 2023! Primary sponsor of the NCTM Annual Meeting & Exposition Welcome Reception on Wednesday evening from 4:30-5:30 pm ET. As the primary sponsor, you will receive 750 drink tickets to distribute to attendees at the doors to the exhibit hall or their exhibit booth.

BADGE WALLETS OR LANYARDS

\$25,000

The conference badges are worn by all attendees. This is a high visibility opportunity. Your organization's logo will be worn by all conference attendees. **Deadline: June 30, 2023**

TOTE BAGS

\$25,000

Your logo will receive great visibility printed on the Conference tote bags. Tote bags are handed out to attendees at registration.

⊕NEW KEEPSAKE WATER BOTTLES

\$25,000

With this new and engaging sponsorship, your logo will be featured on 1,000 limited edition, reusable water bottles that attendees will utilize throughout the event and beyond! Water bottles will display both the sponsor and meeting logos. Sponsor may also provide up to two (2) custom stickers for placement on water bottles.

Exclusivity is not guaranteed for stickers.

⊕NEW PHOTO MOSAIC SPONSORSHIP

\$25,000

The photo mosaic is an engaging and interactive activity that attendees will work to complete together using hundreds of curated selfies! Sponsor exposure includes logo and brief sponsor message ("Visit Sponsor in booth #123!") below the interactive mosaic and logo recognition on a duplicate keepsake version of the attendees' photo that they take with them. Sponsor will also be mentioned in emails promoting the space.

NCTM BOOKSTORE

\$15,000

The NCTM Bookstore is a one-stop-shop for attendees to purchase their onsite merchandise! Sponsor recognition includes logo placement on 1,000 shopping bags with the NCTM logo and a logo placement signage within the bookstore.

NCTM CENTRAL NETWORKING LOUNGE

\$15,000

Multiply the impact of your brand while helping NCTM create a comfortable atmosphere in the Networking Lounge. Sponsor recognition includes signage displayed in a popular spot where all attendees go to exchange ideas, discuss innovation in the field, check email, hold meetings, or just kick up their feet for a bit. Attendees will also recharge using up to two (2) sponsor-branded charging tables.

AFTERNOON BEVERAGE CART

\$15,000

Refresh attendees with lemonade, infused water or other beverages served in the exhibit hall. Company representative may be present at the distribution area to interact with attendees.

IGNITE & HAPPY HOUR

\$15,000

Your sponsorship allows for attendee drink tickets before the Ignite presentation. In addition to the opportunity to greet attendees as they enter Ignite, sponsor receives a chair drop and logo placement on event materials.

Printing, production, and/or shipping associated with the chair drop are the sole responsibility of the sponsor.

⊕NEW KEYNOTE SESSION SPONSORSHIPS

As the sole sponsor of one of the three keynote sessions, your brand is amplified and established as a cornerstone of the Annual Meeting. Keynote session sponsors receive recognition via the official conference app and online itinerary planner, signage at their selected keynote session and name recognition in a push notification promoting the session. Sponsor may also provide a pre-recorded video or commercial (max. two (2) minutes) to be played before the session starts.

Wednesday – Opening Session \$15,000

Friday – Iris E. Carl Equity Address \$10,000

Friday – Closing Session \$12,500

STEP & REPEAT

\$10,000

Attendees are the star of their very own red carpet experience, featuring the sponsor's logo alongside the meeting logo! This sponsorship comes with the opportunity to have the sponsor's mascot(s) or character(s) present on a pre-determined schedule to engage with attendees and encourage photo taking.

CONFERENCE WI-FI

\$10,000

Help attendees at the Annual Meeting stay connected with the exclusive sponsorship of the conference Wi-Fi. Your company logo will be posted on signage around meeting rooms, in the exhibit hall and on tent cards placed on lunch tables. Sponsor logo and password will be included on the General Information page of the program book. The exhibitor gets the opportunity to help choose the wi-fi password. Restrictions may apply.

SPONSORSHIP OPPORTUNITIES

SOCIAL MEDIA SPONSORSHIP

\$7,500

Establish buzz on social media while gaining valuable brand exposure onsite at the Annual Meeting. This sponsorship promised exposure via social media posts on NCTM's Facebook and Twitter accounts (reaching a combined audience of more than 150,000 followers) in September, October and November 2023. Sponsor will also receive logo recognition on NCTM's new onsite social media wall, where the social feed updates to document attendees' experience throughout the conference. Don't forget to use the official hashtag - #NCTMAnnualDC!

NEW CHARGING STATIONS

\$7,500

Send a powerful marketing message to Annual Meeting attendees when you are recognized as a charging station sponsor in NCTM Central! Pub-height tables have clings with your company logo and NCTM's placed on top with outlets to allow attendees to stop and recharge in NCTM Central.

LUNCH TICKETS

\$7,500 (6 AVAILABLE)

Drive traffic to your booth by distributing \$10 lunch vouchers to 250 attendees. These vouchers can be redeemed at select convention center food outlets, including ones available in the exhibit hall during exclusive exhibit hall hours on Thursday and Friday!

HOUSING SPONSORSHIP

\$7,000

Get noticed when your branding is included on all official housing confirmations sent to attendees prior to the Annual Meeting in addition to 2,500 custom branded hotel key cards to be used at the HQ hotel.

Deadline to secure this opportunity is August 18, 2023!

MET CELEBRATION SPONSORSHIP

\$5,000

Recognition in all attendee emails promoting the MET Celebration event, logo placement in program book, online (MET & Annual Meeting pages) and in the printed event brochure. Your company will also be mentioned in an article to be published in NCTM's eNewsletter, Summing Up. Sponsorship also includes two tickets for company representatives to attend the opportunity and provide brief (60-seconds or less) opening remarks. Sponsor may also conduct a table drop if they so choose.

NEW ANNUAL MEETING EMAIL SERIES

\$5,000/MONTH OR \$20,000/EXCLUSIVE

This six-month email series targets NCTM members, customers, and past meeting attendees, encouraging them to attend the NCTM 2023 Annual Meeting this October in DC. Email content highlights include strand information, upcoming deadlines, hot topics, exhibiting companies, networking events and more! Your company's banner ad would appear at the top of each promotional email.

NEW TEACHER STRAND

\$5,000

Did you know that our event offers programming specifically to Early Career Classroom Teachers? Align your brand with the next generation of educators! Your company logo will be displayed both in the program book and on room signage for New Teacher Strand sessions.

ANNUAL MEETING OVERVIEW & ORIENTATION

\$5,000 (2 AVAILABLE)

Help NCTM welcome attendees to the event! Sponsorship includes your company logo projected on the main presentation screen during the Annual Meeting Overview & Orientation, logo placement on event signage and a chair drop at each presentation. Sponsor will be given the opportunity to meet and greet attendees of the Conference Overview & Orientation at the table placed in the presentation room.

Printing, production, and/or shipping associated with the chair drop are the sole responsibility of the sponsor.

SPONSOR FIVE ATTENDEES

\$4,500

Grant deserving math educators the opportunity to attend the 2023 Annual Meeting! This sponsorship will provide:

- Full conference registration for five (5) teachers Sponsor logo recognition in a "Thank You" ad in the digital program book
- One (1) push notification sent during exhibit hours to drive traffic to your booth
- Mention of your company with a photo of a representative with the recipients in a post conference message.
- Contact your account representative for ideas on raffles, giveaways, and applications to advertise your registration sponsorship to the mathematics community.

ATTENDEE EXPERIENCE SPONSORSHIP

\$3,500

Your brand will welcome attendees to this year's meeting in no less than three (3) email touchpoints! Your display ad and click through URL will appear on attendees' registration confirmation, Know Before You Go and registration re-send email templates. Additionally, your company logo and 1-sentence call to action will appear at the bottom of the Know Before You Go Email – use this to encourage attendees to visit your booth onsite!

SPEAKER READY ROOM

\$3,000

This is an exclusive opportunity to have your brand in front of our industry-leading speakers as they prepare for their presentations. Your logo will be included on laptop/computer screens (when not in use), room signage and on emails sent to speakers before the Annual Meeting (dependent upon timing).

NCTM CENTRAL GAME

Calling all manufacturers of manipulatives and games! We are seeking products to include in this year's gaming area in NCTM Central. Contact Chonda Long at clong@nctm.org if interested!

SPONSORSHIP OPPORTUNITIES

BAG INSERT

\$3,000 (4 AVAILABLE)

Reach attendees in a cost-effective way! Place your flyer or promotional item in the NCTM Annual Meeting tote bag, which is handed out to each attendee at registration. This opportunity is great for announcing a promotion, giveaway, or contest at your booth or capturing prospect information online! Availability of bag inserts is dependent upon sponsorship of the official conference tote.

Printing, production, and/or shipping associated with the bag insert are the sole responsibility of the sponsor.

HYDRATION STATION

\$2,700

Sponsor logo included on four (4) five-gallon water coolers and signage placed throughout the event space (registration, exhibit hall and near session/presentation rooms).

OPENING GENERAL SESSION CHAIR DROP

\$2,500 (5 AVAILABLE)

Your flier or small product/sample will be placed on each attendee's seat prior to the Opening General Session.

Printing, production, and/or shipping associated with the chair drop are the sole responsibility of the sponsor.

PASSPORT GAMIFICATION

\$1,250

Sponsor participants of this passport-style experience will receive a unique and scannable QR code for placement within their exhibit booth. When attendees come by the booth, they'll scan the QR code using the official mobile app to gain points and move themselves up the event's leaderboard! QR codes can be found in gamification sponsors' booths, NCTM Central and other event locations. **New for 2023!** NCTM will announce a randomly selected attendee that scanned each sponsor's QR code and announce that they've won a prize and to report to the sponsor's booth using a conference-wide push notification on Friday afternoon.

AISLE DANGLER

\$1,000 (17 AVAILABLE)

Sponsor logo included on a dangler hung below aisle signage. Sponsor can only sponsor a dangler in their own aisle.

EXHIBIT HALL COFFEE BREAK

CONTACT US FOR DETAILS

Coffee is the number one reason to take a break, so make sure your logo is placed on signage at the coffee station.

RELAXATION STATIONS

CONTACT US FOR DETAILS

Attendees will take a break from their educational and professional journey at the meeting to relax and unwind for a few moments at a Wellness Station. Station activations can be anything from a coloring activity to a meditation to a live masseuse! Contact us for ideas, scheduling and pricing. Sponsor exposure includes naming rights for the area, logo recognition on Wellness Station signage and mention(s) within the mobile app and program book.



EXHIBITOR OPPORTUNITIES & FLOORPLAN

ALL BOOTHS COME EQUIPPED WITH

8' Backdrape

7" x 44" One-Line Identification Sign

Booth furnishing packages are available from Freeman

[View the Live Floorplan!](#)

Booth Rates

PREMIUM: \$28.26 PER SQ. FT.

STANDARD: \$26.15 PER SQ. FT.

EXHIBITOR SCHEDULE

MOVE IN

Tuesday, October 24 8:00 AM - 5:00 PM

Wednesday, October 25 8:00 AM - 2:00 PM

MOVE OUT

Friday, October 27 5:00 PM - 8:00 PM

Saturday, October 28 8:00 AM - 12:00 PM

EXHIBIT HOURS

Wednesday, October 25 4:00 PM - 6:00 PM

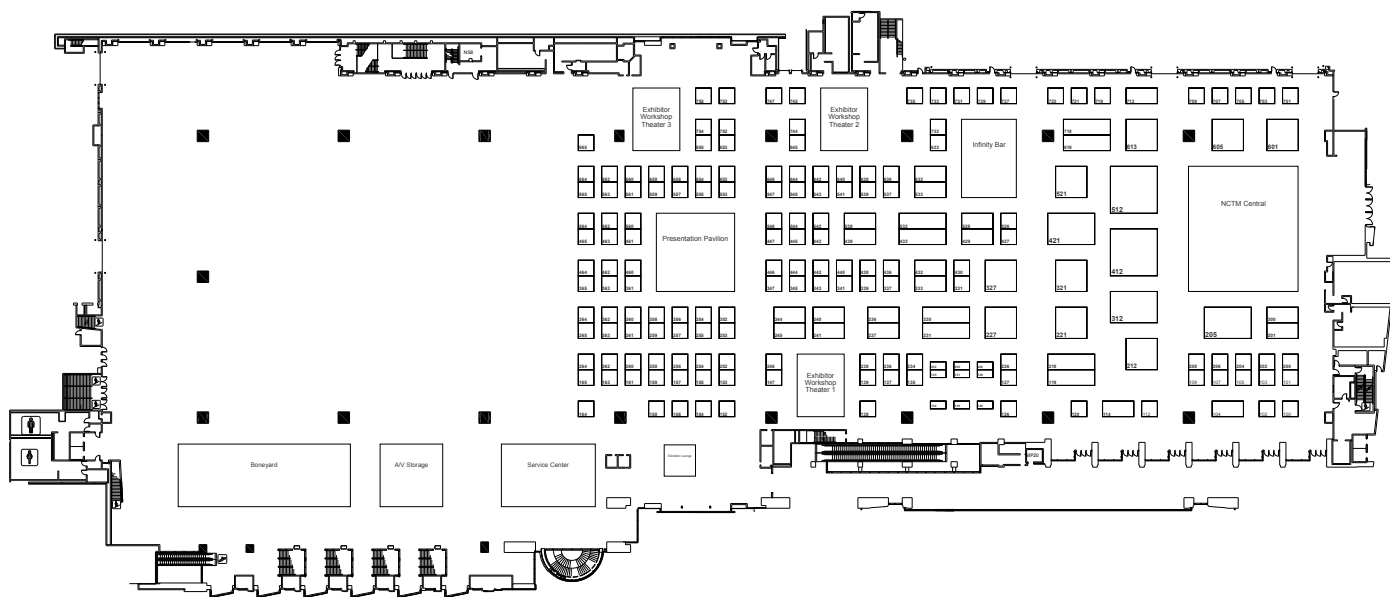
Thursday, October 26 9:00 AM - 5:00 PM

Friday, October 27 9:00 AM - 5:00 PM

EXHIBIT HALL EXCLUSIVE TIME

Thursday, October 26 12:00 PM - 1:00 PM

Friday, October 27 12:00 PM - 1:00 PM



EXHIBITOR WORKSHOPS

Looking for a way to address conference attendees directly? Provide an exhibitor workshop! Various rooms are available and set either theater or classroom style for 50-120 attendees. Limited time slots are available, and rooms are assigned on a first-come, first-served basis. Contact us for updated availability.

Workshop Information:

WHAT NCTM PROVIDES:

- Workshop room and schedule
- Room signs
- Directional signs to workshop location
- LCD projector with screen
- Lapel microphone
- Listing of your company name, title of the workshop, and a brief description in the Digital Conference Program (if contract and description are received by August 11, 2023), the Conference App, as well as the NCTM Online Conference Planner.
- NCTM will send instructions for providing company details and workshop description.

WHAT YOU NEED TO PROVIDE:

- Additional audiovisual arrangements and associated costs
- Promotion of the workshop*
- Adherence to the workshop schedule and clearance of the room after your session
- Laptop

NCTM cannot guarantee attendance at Exhibitor Workshops. Contact us for additional ways to market your presentation time.



Follow [#NCTMDC23](#) to get the latest updates and engage with others about NCTM's Annual Meeting on social media.

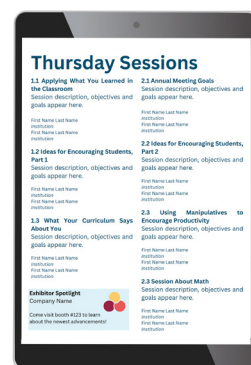
ADVERTISING OPPORTUNITIES

Digital Conference Program

Make an impression on mathematics educators and decision makers by attending the NCTM Conference & Exposition in Washington, DC with both print and online advertising in the digital conference program. Attendees refer to this document both before the meeting to plan their daily conference schedule, and after the meeting as a professional development and vendor resource book.

NEW The **Exhibitor Spotlight** is the perfect way to get exposure in the first 25% of pages within the digital conference program book and generate traffic to your booth or exhibitor workshop.

Ad Close: Jul. 17, 2023 | Art Due: Aug. 21, 2023



PLACEMENT	RATE	SPECS
Cover 2	\$2,000	Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")
Cover 3	\$1,000	Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")
Cover 4	\$1,000	Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")
Full Page	\$1,250	Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")
Exhibitor Spotlight	\$850	1"x1" .eps Full Color Company Logo and up to 35 words of text/call to action
Half-Page Horizontal	\$850	7" x 4.875"
Quarter Page	\$650	3.375" x 4.875"
Enhanced Directory Listing	\$350	1"x1" .eps Full Color Company Logo

Mobile App

Based on NCTM 2022 Annual Meeting & Exposition data, **more than 70% of Annual Meeting attendees are utilizing the mobile app to navigate the meeting.** Don't miss your opportunity to get your branding and promotional content in front of them! Ads and inserts are available for attendees to access for the duration of the Annual Meeting & Exposition. **Ads/inserts due by no later than Oct. 6, 2023.**

DASHBOARD BANNER

\$500

Provide a 1000x500 px (JPG or PNG) display ad and click through URL to rotate with other advertisers/sponsors and NCTM and event branding. These ads appear only on the event home screen.

FOOTER BANNER

\$700

Provide 480x50 px and 800x66 px (JPG or PNG) display ads and click through URL to rotate with other advertisers/sponsors and NCTM and event branding. These ads appear throughout the app.

VIRTUAL TOTE BAG INSERT

\$750

Reach attendees in a cost-effective way! Place your flyer or promotional item in the NCTM Annual Meeting virtual tote bag, accessible both online and in the mobile app. This opportunity is great for announcing a promotion, giveaway, or contest at your booth or capturing prospect information online!

Advertising Enhancements

SOCIAL MEDIA PACKAGE

\$3,000 (4 AVAILABLE)

Three (3) months (September, October & November 2023) of posts promoted to NCTM members and Annual Meeting attendees via Facebook and Twitter.

ATTENDEE MAIL & EMAIL LIST RENTALS

NCTM member and conference mailing lists may be rented for a one-time use when that use is a mailed promotion focusing on products and services directly related to the teaching and learning of mathematics. A sample of the mailing piece must be submitted and approved before the mailing list is rented. NCTM mailing lists are compiled from active U.S. and Canadian members and from NCTM conference registrants that include members and non members. Specialized lists are available, including lists of individual member subscribers to NCTM journals. Email us at listmanager2@mgilists.com, or call 703-706-0383 for more information.

PRINT & DIGITAL ADVERTISING

Consider a multi-media approach to reach NCTM members in Fall 2023! Annual Meeting exhibitors and sponsors are eligible for exclusive advertising discounts.

+NEW ANNUAL MEETING WEBSITE ADVERTISING

Your digital ad is front and center to both prospects and attendees of the Annual Meeting. Launched in April 2023 to remain available through November.

ADVERTISEMENT	DEADLINE(S)	AD SIZE	RATE
Run Of Site	CLICK HERE for ad deadlines	728 x 90 px (desktop) 320 x 50 px (mobile) JPEG/PNG +URL	\$1,000 per month

MATHEMATICS TEACHER: LEARNING AND TEACHING PK-12 (MTLT)

Consider advertising in the August, September and October issues!

ISSUE	DEADLINE(S)	AD SIZE	RATE
August	Ad Close: Jun. 20, 2023 Art Due: Jun. 30, 2023	CLICK HERE for available ad sizes	CLICK HERE for rates and contact your Account Executive for exhibitor specials!
September	Ad Close: Jul. 24, 2023 Art Due: Aug. 7, 2023		
October	Ad Close: Aug. 21, 2023 Art Due: Sep. 1, 2023		

NCTM.ORG

Serve display advertising to visitors of NCTM.org to promote your onsite presence, drive traffic to your website or generate leads by offering a product trial or other resource.

ADVERTISEMENT	DEADLINE(S)	AD SIZE	RATE
Home Page	CLICK HERE for ad deadlines	300 x 350 px JPEG/PNG + URL	\$1,800 per month
Sitewide Rectangle*		300 x 350 px JPEG/PNG + URL	\$1,650 per month
Sitewide* Footer		728 x 90 px JPEG/PNG + URL	\$1,400 per month

*Sitewide ads do not include home page.

SUMMING UP ENEWSLETTER

Your branding delivered to more than 29,000 members with an average open rate of more than 35% and an average click through rate of 3%*. This newsletter is sent early in the month, so don't miss your opportunity for pre- and post-meeting exposure.

ADVERTISEMENT	DEADLINES	AD SIZE	RATE
Sponsored Content	CLICK HERE for ad deadlines	500x246 px JPEG/PNG image, headline, up to 677 characters of body text + URL	\$3,500 per month
Banner Ad		650x100 px JPEG/PNG image + URL	\$2,500 per month

*Based on Jan.-Mar. 2020 data.

SOCIAL MEDIA POSTS

Reach nearly 70,000 Facebook followers and more than 84,000 Twitter followers! Sponsored social media posts are limited to one per week per platform and cannot publish within five (5) business days prior to nor during NCTM events. Looking to have your post published closer to the start of an NCTM event? Consider the exclusive Social Media Sponsorship (see page 5 for more details).

PLATFORM	DEADLINES	AD SIZE	RATE
Facebook	CLICK HERE for ad deadlines	1200 x 900 px (4:3 ratio) + 90 characters text (longer posts may be truncated on small screens)	\$1,500 per post
Twitter		1200 x 675 px + 280 characters text (or less)	\$1,500 per post

Advertising rates are not agency commissionable.