

# EXHIBIT & SPONSORSHIP PROSPECTUS



Regional Conference  
& Exposition

**SEATTLE**

FEBRUARY 7-9, 2024



# Reach more than 2,000 classroom teachers and decision makers in the mathematics education field at NCTM's Regional Conference & Exposition!

The National Council of Teachers of Mathematics (NCTM) is the world's largest organization dedicated to improving mathematics education for all students from pre-kindergarten through grade 12.

The NCTM Regional Conference & Exposition are great ways to interact with thousands of classroom teachers and decision-makers in the mathematics education field. With more than 2,000 attendees, each NCTM Regional Conference & Exposition makes exhibiting an easy and effective way to receive great exposure for your company as well as its products and services.

NCTM has consistently produced the best attended and most dynamic educational conferences and events. Take advantage of the opportunity to showcase your products and services to those who shape the industry, and those that are eager to seek out innovative ideas and transform their classrooms into a more dynamic environment. Let us help you build and expand brand awareness, loyalty, and equity through unique and engaging marketing opportunities.



## Contact Us

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# DEMOGRAPHICS

## Professional Levels

Classroom Teacher .....	51%
Mathematics Supervisor .....	3%
Math Specialist .....	6%
Math Coach .....	10%
Principal .....	1%
College Professor .....	3%
Administrator .....	5%
Student or Preservice Teacher .....	4%
Consultant .....	1%
Math Education Researcher .....	1%
Other .....	20%



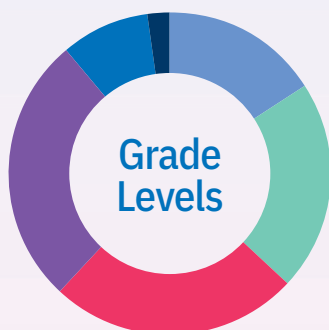
**80% Female**  
**20% Male**

## Top products attendees look for in the exhibit hall:

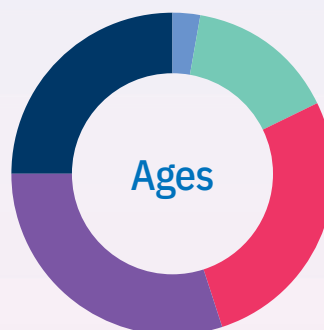
Teaching Resources	<b>25%</b>	
Hands-on Materials and Manipulatives	<b>21%</b>	
Professional Development Resources	<b>12%</b>	
Online Resources, Software & Apps	<b>11%</b>	
Assessment Resources	<b>9%</b>	
Textbooks	<b>7%</b>	
Common Core Materials	<b>6%</b>	
Clothing	<b>4%</b>	
Electronics	<b>4%</b>	

*From the 2019 Regional Conferences & Expositions post-conference survey*

## Who Attends NCTM's Regional Conferences?



PK .....	<b>16%</b>
3-5 .....	<b>27%</b>
6-8 .....	<b>25%</b>
9-12 .....	<b>27%</b>
Higher Education .....	<b>9%</b>
Other .....	<b>2%</b>



<25 .....	<b>3%</b>
25-34 .....	<b>15%</b>
35-44 .....	<b>27%</b>
45-54 .....	<b>30%</b>
55+ .....	<b>25%</b>

*Based on 2019 Regional Conferences & Expositions data.*

# SPONSOR RECOGNITION

As a sponsor of the NCTM Regional Conference & 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 2024 Regional Conference & Exposition in Seattle, WA, also receive:

Sponsor Level	Gold	Silver	Bronze
Total Spend	\$10,000	\$5,000-9,999	Up to \$4,999
Recognition on onsite signage	Logo (Largest & Topmost)	Logo	Company Name
Recognition on digital platforms (conference website and mobile app)	Logo + Click Through URL	Logo (no URL)	Company Name (text; no URL)
Social Media 'Shout Out' (sponsor's social account will be tagged on a 'Thank You' message from NCTM's Facebook, Twitter & Instagram)	X		

## A LA CARTE SPONSORSHIP OPPORTUNITIES

### LANYARDS \$5,000

Everyone will wear your company's logo or name around their necks to display their name badge for the conference. Your company's logo will be worn by over 2,000 attendees!

### TOTE BAGS \$5,000

Tote bags are handed out to attendees at registration. Your company's logo will be printed on the bag.

### NCTM CENTRAL NETWORKING LOUNGE \$5,000

Multiply the impact of your brand while helping NCTM create a comfortable atmosphere in the Networking Lounge. The sponsor will have signage displayed in the lounge where math educators go to exchange ideas, check email, hold meetings, or just kick up their feet for a bit.

### NCTM CHALKBOARD & PHOTO FRAME \$5,000

Take your brand everywhere at the NCTM Regional Conferences with the attention-grabbing chalkboard and photo frame, placed just outside of NCTM Central! Attendees write messages on the chalkboard (your company logo is displayed on one side in the upper right-hand corner) and take photos with the photo frames (your company logo included with NCTM's conference branding on one (1) frame) to post on social media.

### CONFERENCE OVERVIEW & ORIENTATION \$3,500

Help NCTM create a great first impression with your logo presence during the NCTM Regional Conference Overview & Orientation! Sponsorship includes your company logo projected on the main presentation screen, logo placement on event signage and chair drops at both presentations. 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.*

## OPENING SESSION \$5,000

As the sole sponsor of the Opening Session on Wednesday afternoon, your brand will serve as the cornerstone of the Regional Conference. You will also receive sponsor recognition via:

- Official conference app
- Signage at the Opening Session
- Company name acknowledgement in push notification about the Opening Session
- Online Conference Planner
- Complimentary chair drop on every seat set for the Opening Session

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

## AFTERNOON BEVERAGE CART CONTACT US FOR DETAILS

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

## LUNCH TICKETS \$4,500

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

## CONFERENCE WI-FI \$3,500

Help attendees at the Regional Conference stay connected with the exclusive sponsorship of the conference Wi-Fi. Your company logo will be posted on signage around the meeting rooms and exhibit hall with password information as well as tent cards placed on lunch tables. Sponsor logo to be included with password information on the General Information page of the Digital Conference Program Book.

## COFFEE BREAK IN THE EXHIBIT HALL \$6,500

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

## SOCIAL MEDIA PACKAGE \$3,000 FOR BOTH CONFERENCES (4 AVAILABLE)

Three (3) months (month prior to event, month during the event and the month following the event) of ads retargeted to NCTM Regional Conference attendees via Facebook and Twitter.

## HYDRATION STATION CONTACT US FOR DETAILS

Sponsor logo included on four (4) water coolers and signage placed by the water cooler nearest the main entrance of the exhibit hall.

## CHARGING STATION \$2,500

These days everyone is on their smartphone and tablet using it to take notes. Send a powerful marketing message to Regional Conference 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.

## CHAIR DROP \$1,000

Have your flyer, pamphlet, or giveaway placed on each of the 1,800+ seats of the Opening Session. Put your pamphlet, sample, or flyer directly into the hands of high school mathematics educators! Additional opportunities are available for individual workshops and breakout sessions – please inquire for quantities and pricing.

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

## BAG INSERT \$1,000

Reach attendees in a cost-effective way! Place your flyer or promotional item in the NCTM Regional Conference 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.*

## AISSLE Dangler \$1,000

Sponsor logo included on a dangler hung below aisle signage. Sponsor can only sponsor a dangler in their own aisle. Up to 5 available per Regional Conference.

## GAMIFICATION \$800

Increase foot traffic to your exhibit booth and help attendees in the gamification of their Regional Conference experience! Limited availability.

## ATTENDEE EXPERIENCE SPONSORSHIP \$1,000

Your brand will welcome attendees to this year's meeting in multiple mail touchpoints! Your display 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!



**HOUSING CONFIRMATION**  
**\$625**

Get noticed when you place your ad on the NCTM official housing confirmations sent prior to each Regional Conference. The sooner you reserve your ad placement, the more attendees you will reach leading up to the show! Final housing confirmations with the official hotel reservation numbers are sent just before the conference.

**VIRTUAL TOTE BAG INSERT**  
**\$500/INSERT**

Your PDF document will be posted for attendees to access at any time throughout their Regional Conference experience.



**EXHIBITOR HOURS**

**SEATTLE**

Wednesday ..... 4:00 P.M. - 6:00 P.M.  
Thursday ..... 9:00 A.M. - 5:00 P.M.  
Friday ..... 9:00 A.M. - 2:00 P.M.

**ALL BOOTHS COME  
EQUIPPED WITH:**

- 8' Backdrape
- 3' Side Dividers
- 7" x 44" Identification Sign

Booth furnishing packages are available from Freeman

**BOOTH RATES**

LOCATION .....	RATES
Standard .....	\$15.15/sq.ft.
Corner .....	+\$130

Minimum Booth Space: 10' x 10'

# EXHIBITOR WORKSHOPS

Looking for a way to address conference attendees directly? Participate in an exhibitor workshop! Rooms are set with theater-style seating for up to 100 attendees (rooms cannot be reconfigured). Limited time slots are available, and rooms are assigned on a first-come, first-served basis. Please contact your account executive 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 Book (if contract and description are received by date indicated on the contract), 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 (Please Note: NCTM cannot guarantee attendance at Exhibitor Workshops. Contact [NCTM@theYGSgroup.com](mailto:NCTM@theYGSgroup.com) for additional ways to market your presentation time.)
- Adherence to the workshop schedule and clearance of the room after your session
- Laptop



Follow our official conference hashtags to get the latest updates and engage with others about NCTM's Regional Conferences.

[#NCTMSEATTLE24](https://twitter.com/NCTMSEATTLE24)

“If you can’t make it to the annual/national math conference, the regional is a great opportunity to see many of the same speakers and to get out someplace closer to home.”

**THOMAS S.**  
**KANSAS CITY PUBLIC SCHOOLS**



# MORE ADVERTISING OPPORTUNITIES

## DIGITAL CONFERENCE PROGRAM BOOK

Reach more than 2,000 mathematics educators and decision-makers who attend the NCTM Regional Conference & Exposition with advertising in the Digital Conference Program Book. Attendees refer to this book throughout the event and use it to plan their daily conference schedule.

### DEADLINES

**EXHIBITOR  
WORKSHOPS  
DUE DATE**

November 17, 2023

**EXHIBITOR  
INFORMATION  
DUE DATE**

December 8, 2023

**ART DUE**

December 1, 2023

## POSITIONS AND SPECS

<b>Cover 2</b> <i>Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")</i>	\$1,500
<b>Cover 3</b> <i>Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")</i>	\$1,000
<b>Cover 4</b> <i>Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")</i>	\$1,000
<b>Full Page</b> <i>Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")</i>	\$900
<b>Half-Page Vertical*</b> (3.375" x 9.875") <b>Half-Page Horizontal*</b> (7" x 4.875")	\$750
<b>Quarter Page*</b> (3.375" x 4.875")	\$500
<b>Enhanced Directory Listing</b> <i>4C Company Logo (1" x 1")</i>	\$300

Guaranteed position is 15% of total gross cost of the ad. Cover positions are not cancelable. Rate includes a web-linked version of the ad through [www.nctm.org](http://www.nctm.org).

## More Ways To Reach NCTM Attendees



Based on 2018 Regional Conferences data.



**86%**

of attendees register online—consider advertising on the registration homepage



**62%**

of attendees hear about the NCTM Regional Conferences via [nctm.org](http://nctm.org) or via email. An ad on both platforms is a great opportunity for heightened visibility!