

EXHIBIT & SPONSORSHIP PROSPECTUS



Spring Conference
KANSAS CITY, MO • FEBRUARY 5-7, 2025

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

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 Spring Conference is a great way to interact with thousands of classroom teachers and decision-makers in the mathematics education field. **Formerly known as the NCTM Regional Conference & Exposition, we've modified the event name to better reflect the nationwide appeal of this highly anticipated event.** With more than 2,000 attendees anticipated, the NCTM Spring Conference 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.



Thank you to our 2024 sponsors and exhibitors!



ACCELERATE LEARNING | AMPLIFY EDUCATION | BAROBO | BENJAMIN BANNEKER ASSOCIATION | BIG IDEAS LEARNING | CASIO AMERICA | CPM EDUCATIONAL PROGRAM | CURRICULUM ASSOCIATES | DATACLASSROOM | DERIVITA | DIDAX EDUCATION | EAI EDUCATION | EDGEMS MATH | EXPLORELEARNING | GREAT MINDS | HEINEMANN | IMAGINE LEARNING | KENDALL HUNT PUBLISHING COMPANY | LEARN FRESH | MANGAHIGH.COM | MATH AND MOVEMENT | THE MATH LEARNING CENTER | MATHSPACE | MATH WIZ FLASHCARDS | MIDSCHOOLMATH | MU ALPHA THETA | NATIONAL COUNCIL OF SUPERVISORS OF MATH | NATIONAL GEOGRAPHIC CENGAGE LEARNING | NEW CLASSROOMS INNOVATION PARTNERS | NUMWORKS | PROJECT LEAD THE WAY | SAVVAS LEARNING COMPANY | TEXAS INSTRUMENTS INCORPORATED | TODOS - MATHEMATICS FOR ALL | WIPEBOOK CORPORATION | XTRAMATH | ZANER-BLOSER

Contact Us

General Contact • NCTM@theYGSgroup.com

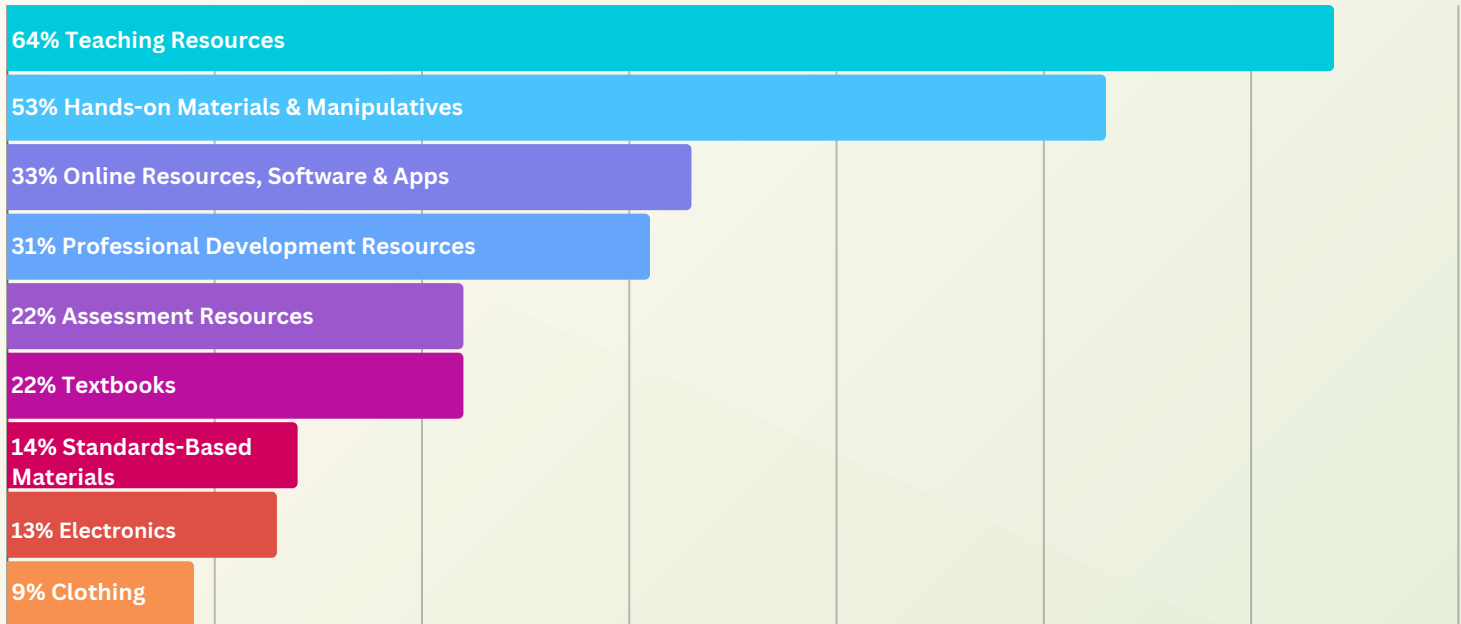
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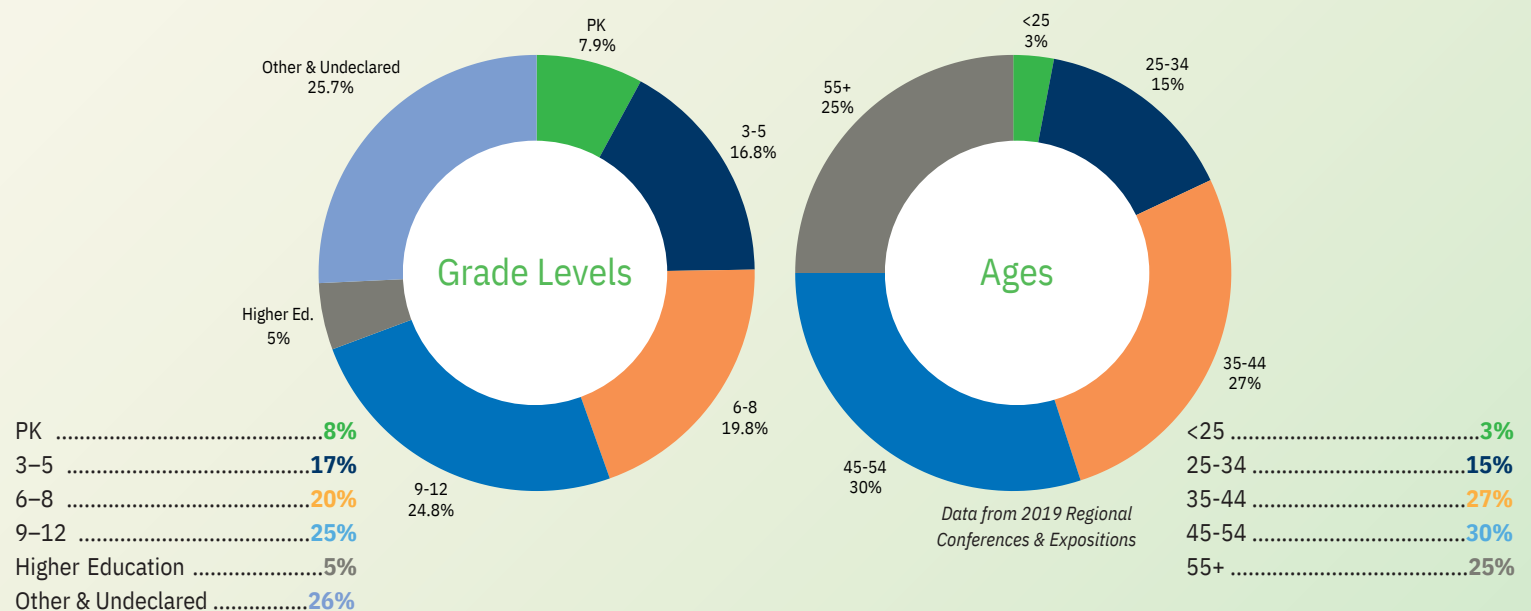
Classroom Teacher	51%
Math Coordinator/Math Coach	9%
Math Specialist	6%
Administrator	5%
College Professor	4%
Student or Preservice Teacher	4%
Curriculum Developer	2%
Math Education Researcher	1%
Consultant	1%
Other	17%

ATTENDEE DEMOGRAPHICS

Top products attendees look for in the exhibit hall:



Who Attends NCTM's Conferences?



All attendee data from AVG % from all 2019, 2022 and 2024 Regional Conferences & Expositions unless otherwise noted.

<h1>SPONSOR RECOGNITION</h1>	Diamond \$10,000 <small>exclusive</small> Valued at \$13,000+ Save more than 20%!	Gold \$7,500 Valued at \$10,000+	Silver \$5,000 Valued at \$5,500+	Bronze \$2,500 Valued at \$3,000
Recognition on onsite signage	Logo Largest and topmost	Logo Below Diamond	Logo Below Gold	Logo Below Silver
Recognition on digital platforms Conference website and mobile app	Logo + Click Through URL	Logo + Click Through URL	Logo No URL	Logo No URL
Social Media ‘Shout Out’ Sponsor’s social account will be tagged on a ‘Thank You’ message from NCTM’s Facebook, X & Instagram	Yes	Yes	No	No
Included exhibit space	10'x20'	10'x20'	10'x10'	10'x10'
Included exhibitor workshops	2	1	1	0
Housing confirmation emails ad campaign	Yes	No	No	No
Aisle dangler for exhibit aisle	Yes	Available for purchase for \$500	Available for purchase for \$500	Not included
Mobile app advertising	Virtual tote insert, dashboard banner and subpage banner	Virtual tote insert, dashboard banner and subpage banner	Virtual tote bag insert	Virtual tote bag insert
Push notifications	2	1	1	0
Complimentary pre-conference email to attendees	Yes	No	No	No
Dedicated “Thank You” slide at OGS	Yes	Yes	No	No
Reserved seating at OGS	Up to 5	Up to 3	Not included	Not included

A LA CARTE SPONSORSHIPS



COFFEE BREAK IN THE EXHIBIT HALL \$6,500 | EXCLUSIVE

NEW!

As the perfect pause in a day filled with engaging presentations and workshops, the coffee break is where attendees network, relax, and recharge. By aligning your brand with this essential conference moment, you'll create positive associations and lasting impressions. Sponsor will receive recognition via branded cocktail napkins at coffee stations and may provide up to 1 popup meter board-sized banner for each station if they so choose.

Shipping, setup, and removal of the banner is the responsibility of the sponsor.

OPENING SESSION \$5,000 | EXCLUSIVE

As the sole sponsor of the Opening Session on Wednesday afternoon, your brand will serve as the cornerstone of the Spring Conference. Sponsor will receive logo recognition via the online conference planner/mobile app and signage at the Opening Session. Sponsor may also provide a complimentary chair drop for the Opening Session.

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

OFFICIAL LANYARD \$5,000 | EXCLUSIVE

SOLD

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!

OFFICIAL TOTE \$5,000 | EXCLUSIVE

Tote bags are handed out to attendees at registration. Your company's logo will be printed on the bag. Sponsor may also provide a complimentary tote bag insert for the official tote.

NCTM LETTERS PHOTO OPP \$5,000 | EXCLUSIVE

The NCTM letters return to Kansas City! The letters will be placed prominently in a common space outside of the exhibit area where attendees can document their time at this year's event with their colleagues and new connections. Sponsor may supply a character or figure to be placed next to the NCTM letters and input on overall color scheme for surrounding embellishments.

AFFINITY GROUPS \$5,000 | EXCLUSIVE

NEW!

Attendees have the opportunity to network and engage in Affinity Group work sessions on Thursday evening. Attendees will be provided with light fare and non-alcoholic beverages. Sponsorship includes branded cocktail napkins to be placed at food or beverage stations, the ability to provide up to 2 banners to be set out at the event, and the ability to have up to 2 representatives attend the event.



A LA CARTE SPONSORSHIPS

NEW!

NETWORKING PAVILION

\$5,000 | EXCLUSIVE

The Networking Pavilion, located in the exhibit hall, is a place for groups to make connections! The space will feature coffee and infused water during designated networking break times to refresh attendees. Sponsor will receive logo exposure on area signage in addition to the website and mobile app.

LUNCH TICKETS

\$4,500 | MULTIPLE AVAILABLE

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 | EXCLUSIVE

Help attendees at the Spring 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 on the back of attendee badges.

HYDRATION STATION

CONTACT US | MULTIPLE AVAILABLE

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

OVERVIEW & ORIENTATION

\$3,500 | EXCLUSIVE

Leave a lasting first impression with your logo presence during the NCTM Spring 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.

CHARGING STATION

\$2,500 | 2 AVAILABLE

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

NEW!

ATTENDEE PASSPORT

\$800 | 15 AVAILABLE (13 REMAINING)

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

Deadline to apply: Dec. 31, 2024



ADVERTISING OPPORTUNITIES

ONSITE ADVERTISING

NEW! **COLUMN WRAPS**
\$TBD | 2 AVAILABLE

Your custom graphic on one of two pillars flanking NCTM 2025 Spring Conference branding outside the main doors of the 2100 lobby. **Deadline to submit graphics: TBD**



NEW! **WINDOW CLINGS**
\$TBD | 2 AVAILABLE

Your custom graphic alongside NCTM 2025 Spring Conference branding on the main doors of the 2100 lobby. **Deadline to submit graphics: TBD**

TOTE BAG INSERT
\$1,000 | 3 AVAILABLE

Your giveaway, flyer or promotional item will be placed in each attendee tote bag, which is available for pickup in the registration area. Availability of bag inserts is dependent upon sponsorship of the official conference tote.

PDF of insert must be submitted to show management for review and approval. Inserts must ship to the advance warehouse. Printing, production, and/or shipping associated with the bag insert are the sole responsibility of the sponsor.



OPENING GENERAL SESSION CHAIR DROP
\$1,000 | 3 AVAILABLE

Your giveaway, flyer or promotional item will be placed on each of the 1,800+ seats of the Opening Session. Chair drop opportunities are also available for individual workshops and breakout sessions – please inquire for quantities and pricing.

PDF of chair drop must be submitted to show management for review and approval. Chair drop must ship to the advance warehouse. Printing, production, and/or shipping associated with the chair drop are the sole responsibility of the sponsor.



FLOOR CLINGS
\$750 | 2 CLINGS

Your custom graphic printed and installed in your exhibit aisle or in a common area (subject to availability). Pricing is for 2' 4" x 4" clings, please contact us for a quote on custom sizing. **Deadline to submit graphics: TBD**



AISLE DANGLER
\$1,000 | 5 AVAILABLE

Sponsor logo included on a dangler hung below aisle signage. Sponsor can only sponsor a dangler in their own aisle. **Deadline to submit graphics: TBD**

ADVERTISING OPPORTUNITIES

DIGITAL ADS

SOCIAL MEDIA PACKAGE

\$3,000 | 4 AVAILABLE

Three (3) months (month prior to event, month during the event and the month following the event) of ads retargeted to NCTM Spring Conference attendees via Facebook, X and Instagram. **January social media assets due Dec. 13, 2024. Deadline to apply: Nov. 29, 2024**

EVENT WEBPAGE BANNER AD

NEW! \$1,000 | MONTH or \$2,500 | EXCLUSIVE

Your 728x90 px (JPG or PNG) leaderboard ad and URL will appear on the event webpage above the About the Event section, getting unparalleled “above the scroll” exposure to Spring Conference attendees and prospects. Exclusive advertiser will receive exposure November 2024 (or sooner) through February 2025. Banner ad and URL due by 15th of the month (or nearest preceding business day) prior to month of campaign start. **November advertising assets due Oct. 15, 2024.**

ATTENDEE EXPERIENCE PACKAGE

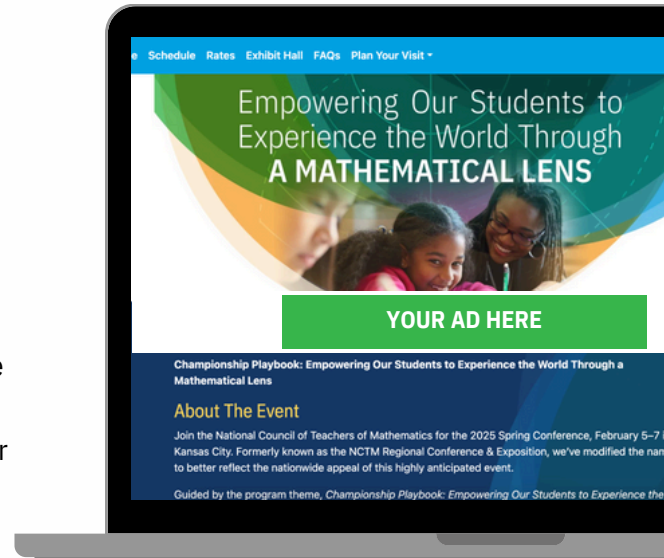
\$1,000 | EXCLUSIVE

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 | EXCLUSIVE

Get noticed when you place your ad on the NCTM official housing confirmations sent prior to each Spring 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.



MOBILE APP ADVERTISING

VIRTUAL TOTE BAG INSERT

\$500

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

SUBPAGE BANNER

\$475

Provide 370x100 px and 800x100 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.

DASHBOARD BANNER

\$350

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.



EXHIBIT BOOTHS

EXHIBITOR HOURS

KANSAS CITY

Wednesday3:30 P.M. - 5:30 P.M.

Thursday9:00 A.M. - 5:00 P.M.

Friday9:00 A.M. - 2:00 P.M.

ALL BOOTHS COME EQUIPPED WITH:

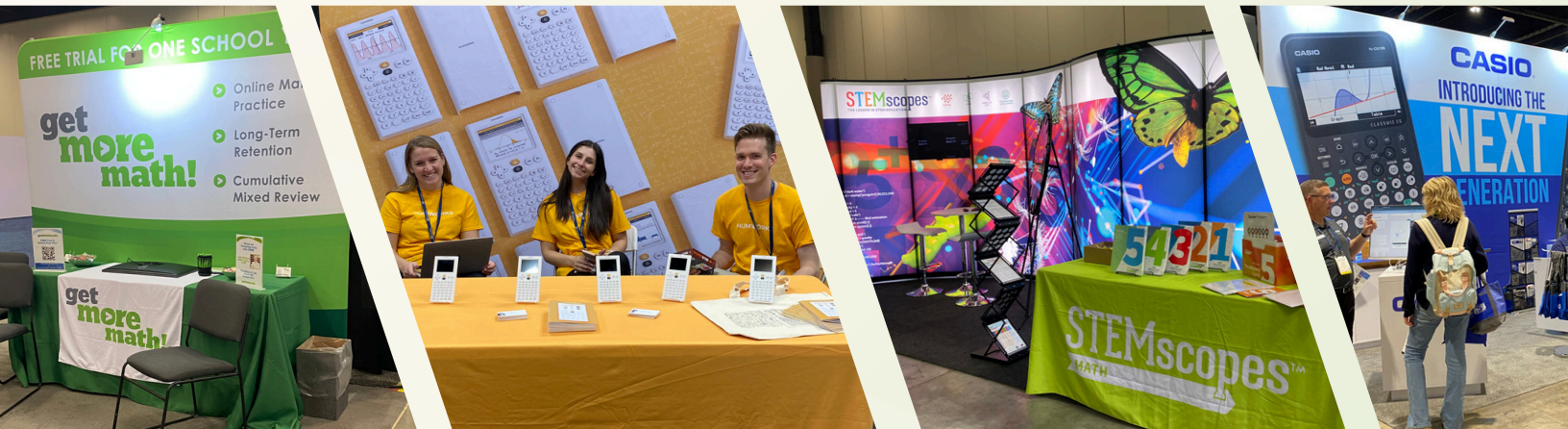
- 8' Backdrape
- 3' Side Dividers
- 7" x 44" Identification Sign

Booth furnishing packages are available from Freeman

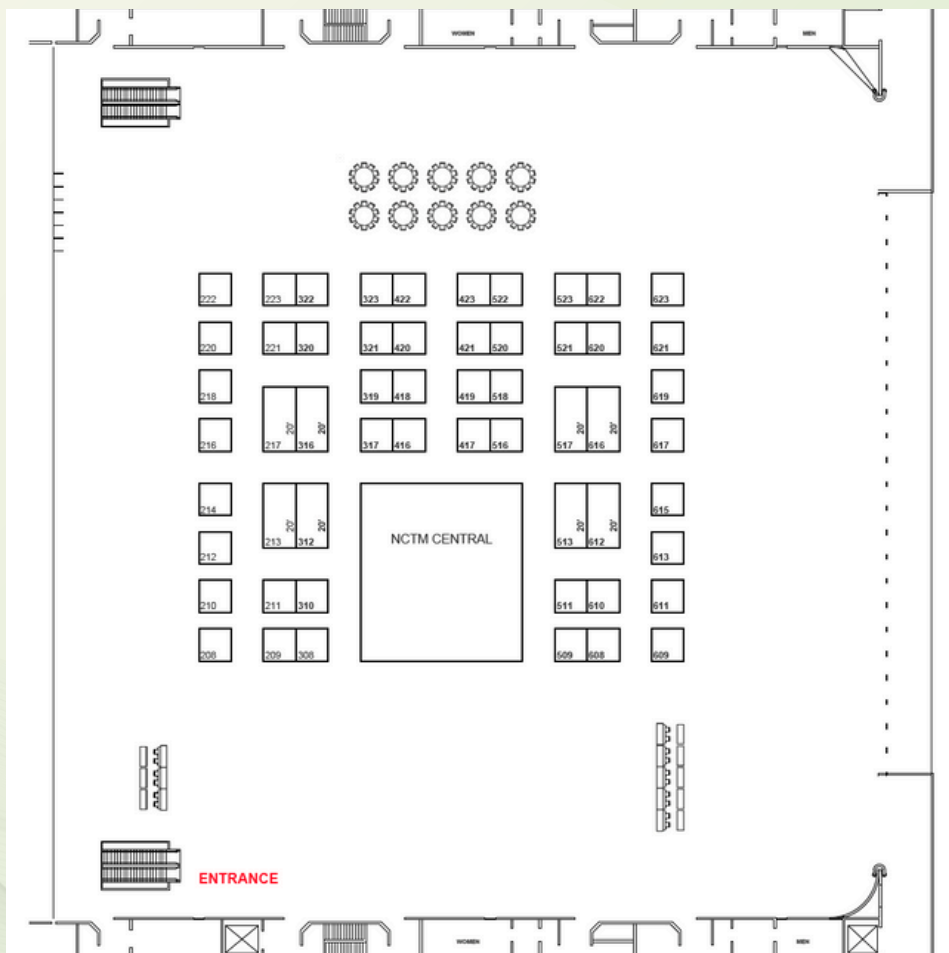
BOOTH RATES

\$16.45 per SQFT

Minimum Booth Space: 10' x 10'



SCAN THE QR CODE TO VIEW THE LIVE FLOOR PLAN



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:

COST: \$650 EACH

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 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 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 hashtag to get the latest updates and engage with others about the NCTM Spring Conference.
#NCTMKC25

“Efficient use of time. On topic. Useful and immediate application. Respect and fun energy. Professional”

NCTM 2024 Regional Conference & Exposition Attendee Testimonial