

# Sponsor & Exhibitor Prospectus

Atlanta, Georgia

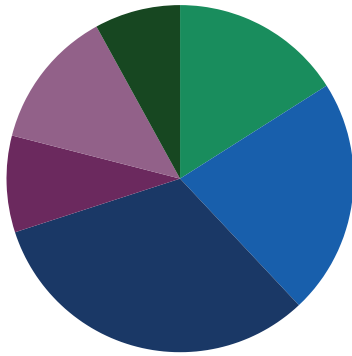


**2025**  
**ANNUAL MEETING  
& EXPOSITION**

Oct. 15–18, Atlanta

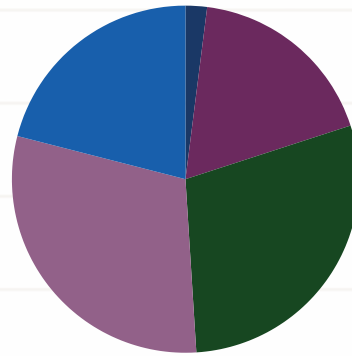
#NCTMATL25

## ATTENDEE PROFILE & DEMOGRAPHICS



### Grade Levels

Pre-K—2	8%
3—5	16%
6—8	22%
9—12	32%
Higher Ed	9%
Other	13%



### Ages

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

Based on 2024 Chicago Annual Meeting data.

# 6,000

approximate number of attending mathematics educators from around the world!

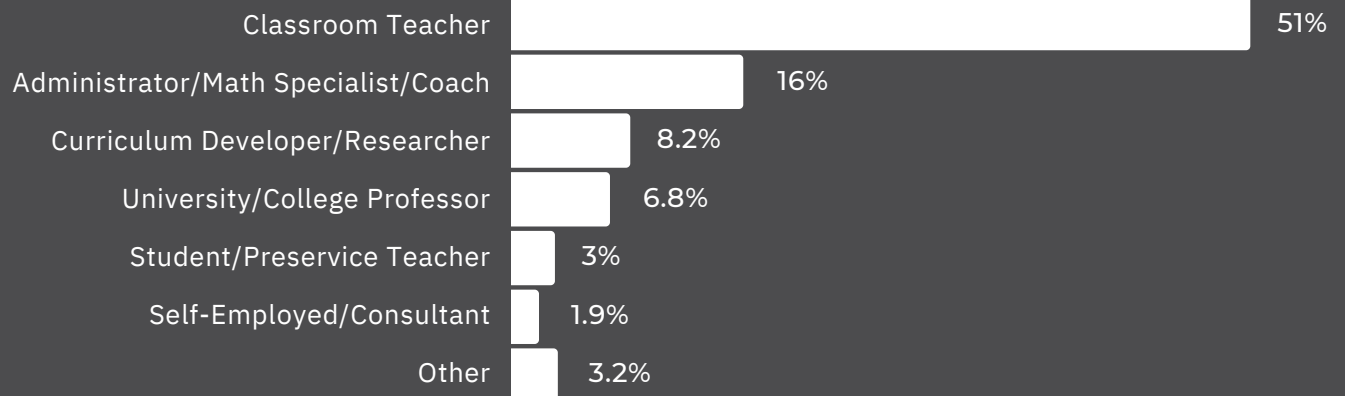
# 89%

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

# 85%

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

### Professional Levels



## SPONSOR LEVELS

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 combined exhibit and sponsorship items (exhibitor workshop and advertising spends do not apply toward sponsor level exposure) at the NCTM 2025 Annual Meeting & Exposition in Atlanta, GA, also receive:

SPONSOR LEVEL	DIAMOND	GOLD	SILVER	BRONZE
<b>TOTAL SPEND</b>	<b>\$50,000+</b>	<b>\$30,000-49,999</b>	<b>\$20,000-29,999</b>	<b>\$10,000-19,999</b>
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)
Printed pocket guide advertising	Page 1/Inside Front Cover	Premium/Cover Position	Full Page	Full Page
Exhibitor Spotlight in the printed pocket guide	Yes	Yes	Yes	Yes
Mobile app advertising  <i>See page 8 for mobile app specs and deadlines.</i>	Complimentary: <ul style="list-style-type: none"> <li>Virtual tote bag insert</li> <li>Dashboard banner</li> <li>Subpage banner</li> <li>Two (2) push notifications</li> </ul>	Complimentary: <ul style="list-style-type: none"> <li>Virtual tote bag insert</li> <li>Dashboard banner</li> <li>Subpage banner</li> <li>Two (2) push notifications</li> </ul>	Complimentary: <ul style="list-style-type: none"> <li>One (1) push notification</li> </ul> Choice of one (1): <ul style="list-style-type: none"> <li>Dashboard banner</li> <li>Subpage banner</li> </ul>	Opportunity to purchase a dashboard banner or subpage banner for \$350
Social Media 'Shout Out' (sponsor's social account will be tagged on a 'Thank You' message from NCTM's FB, X & INSTA)	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 2026 Annual Meeting & Exposition	Yes	No	No	No



## WELCOME RECEPTION

**\$50,000 | EXCLUSIVE**

The NCTM Annual Meeting & Exposition Welcome Reception, held on Wednesday evening from 4:30-5:30 pm, sets the tone for the rest of the meeting for all attendees. 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.

NEW!

## TEACHER APPRECIATION CELEBRATION

**\$15,000 | EXCLUSIVE**

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.

SOLD

## LANYARDS

**\$25,000 | EXCLUSIVE**

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 to commit is July 15, 2025.**

## TOTE BAGS

**\$25,000 | EXCLUSIVE**

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

## ANNUAL MEETING EMAIL SERIES

**\$20,000 | EXCLUSIVE or \$5,000 | PER MONTH**

This six-month email series targets NCTM members, customers, and past meeting attendees, encouraging them to attend the NCTM 2025 Annual Meeting & Exposition. 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.

## AFTERNOON SNACK OR BEVERAGE

**\$15,000 | MULTIPLE AVAILABLE**

Refresh attendees with snacks (cookies, ice cream, etc.) or beverages (coffee, infused waters, soft drinks, etc.) served in the exhibit hall or at a station positioned near your booth. Company representative may be present at the distribution area to interact with attendees.

NEW!

## SOCIAL MEDIA STUDIO & TAKEOVER

**\$15,000 | EXCLUSIVE**

The social media studio is where content for NCTM's own social media channels will be recorded for reposting to more than 160,000 combined followers throughout the days, weeks and months after the Annual Meeting & Exposition. Sponsorship includes logo on the 'step and repeat' style background used for video recordings and ability to take over NCTM's Instagram stories and/or X feeds for 1 hour during the NCTM Annual Meeting & Exposition.

## NCTM CENTRAL

**\$15,000 | EXCLUSIVE**

NCTM Central is a one-stop-shop for attendees to purchase their onsite merchandise and learn more about everything NCTM has to offer! Sponsor recognition includes logo placement on 1,000 shopping bags with the NCTM logo and a logo placement signage within the bookstore.

## KEYNOTE SESSION SPONSORSHIPS

SOLD

**\$15,000 OPENING GENERAL SESSION  
\$10,000 IRIS E. CARL EQUITY ADDRESS  
\$12,000 CLOSING GENERAL SESSION**

Each keynote session sponsorship amplifies and establishes your brand as a cornerstone of the Annual Meeting. 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.

## COFFEE IN NCTM CENTRAL

**\$12,500 EXCLUSIVE or \$7,500 PER DAY**

Greet attendees with a warm cup of coffee to start their day inside NCTM Central! Coffee service will take place on Thursday and Friday morning from 9:00-10:00 am. Sponsor will receive logo recognition on the website and mobile app, branded cocktail napkins placed on the coffee station(s) and are invited to provide up to two (2) pop-up banners within NCTM Central during the coffee hour. Up to two (2) representatives may greet attendees near the coffee station.

## WELLNESS STATION

**CONTACT US FOR DETAILS**

Attendees can take a break from their educational and professional journey to relax and unwind for a few moments at a Wellness Station. Stations can be anything from a coloring activity to meditation to a live masseuse! Contact us for ideas, scheduling and pricing.





\$6,500-\$10,000

## IGNITE! WE'LL ENLIGHTEN YOU AND WE'LL MAKE IT QUICK.

**\$10,000 | EXCLUSIVE**

As the exclusive sponsor of one of the most popular sessions at the Annual Meeting, your company brand is front and center through all the pomp, circumstance, and excitement that is Ignite! Your sponsorship includes recognition via the official conference app and online planner, signage at Ignite, shout-out from the Ignite! Emcee, and name recognition in a mobile app push notification promoting the session. Your company will also have the opportunity to live stream through a collaborative post on the NCTM Instagram page.

## STEP & REPEAT

**\$10,000 | EXCLUSIVE**

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 | EXCLUSIVE**

Help attendees at the Annual Meeting stay connected with the exclusive sponsorship of the conference Wi-Fi. Your company logo, network and password information is printed on the back of every attendee badge, on the general information pages of the pocket guide and mobile app, and on signage placed around meeting rooms and registration area. The exhibitor gets the opportunity to help choose the wi-fi password. Restrictions may apply.

## AFFINITY GROUPS

**\$10,000 | EXCLUSIVE**

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.

## 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 (6 REMAINING)**

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 | EXCLUSIVE**

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.

## CONFERENCE STRAND SPONSORSHIP

**\$6,500 | 5 AVAILABLE (5 REMAINING)**

The NCTM 2025 Annual Meeting will focus on honoring mathematics educators' historical and contemporary contributions to classrooms and communities using the strands outlined below. Champion 1 of the 5 available strands and receive logo recognition on signage displaying all strands and room drops\* for up to 2 sessions that fall within the sponsored strand. Sessions must be reviewed and approved by show management.

- Advocating for All: Building Community for Collective Progress
- Assessing What Matters: Witnessing the Mathematical Brilliance of ALL Learners
- Broadening Worlds: Teaching with Technology in the Age of AI
- Deep Content Knowledge/Mathematical Practices/Routines
- Excluded to Included: Centering the Learning of Those in the Margins

Deadline to contract housing sponsorship is July 24, 2025.

NEW!



Sponsors receive 115% more leads than the average exhibitor.

\*Printing, production, and/or shipping associated with chair drops, room drops and tote bag inserts are the sole responsibility of the sponsor.

Up to \$5,000

## MET CELEBRATION SPONSORSHIP \$5,000 | EXCLUSIVE

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.

## SOLD NEW TEACHER STRAND \$5,000 | EXCLUSIVE

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 (2 REMAINING)

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 1 of 2 presentations. Sponsor will be given the opportunity to greet attendees of the Conference Overview & Orientation.

## SPONSOR FIVE ATTENDEES \$5,000 | MULTIPLE AVAILABLE

Grant deserving math educators the opportunity to attend the Annual Meeting! Sponsorship covers full conference registration fees for 5 teachers, logo recognition on a "Thank You" ad published in the printed pocket guide, 1 custom push notification to be sent during exhibit hours to all attendees and listing of your company name (in text) with a photo of a company representative in a post-conference message.

## SOLD ATTENDEE EMAIL ADVERTISING \$5,000

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!

*The Know Before You Go and onsite emails average more than a 70% open rate and 20% click rate!*

## NEW! SCHOOL & DISTRICT LEADER SUMMIT \$3,500 | EXCLUSIVE

Launched in 2025, the NCTM Summit for School & District Leaders is an invite-only event that fosters discussion surrounding leadership, inclusion, engagement and success. Sponsorship includes logo recognition and the opportunity to provide welcome remarks at the beginning of the meeting.

## SPEAKER READY ROOM \$3,000 | EXCLUSIVE

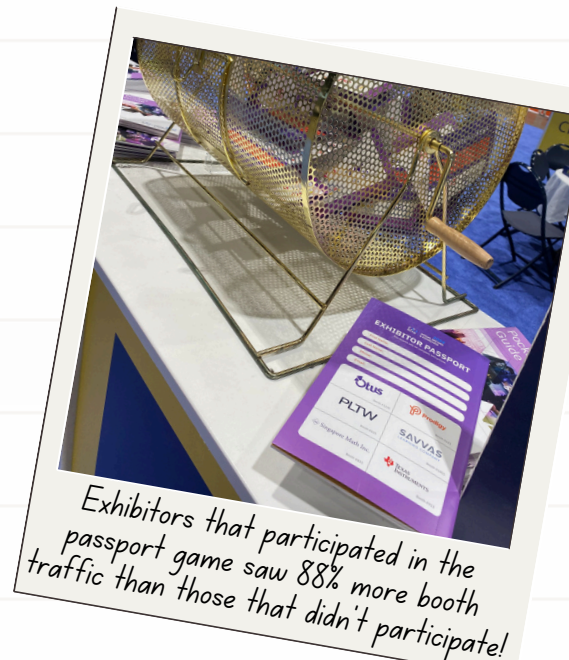
This is an exclusive opportunity to have your brand in front of our industry-leading speakers as they prepare for their presentations. Your logo will be included on laptop/computer screensavers, room signage and on emails sent to speakers before the Annual Meeting (dependent upon timing).

## 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).

## PASSPORT GAME \$1,500 (25 AVAILABLE | 9 REMAINING)

Sponsor participants of this passport-style experience will have their logo included on a passport card with other participating sponsors. Attendees are instructed to visit participating booths where they will receive a stamp from one of your booth staff members. Completed scavenger hunt cards can be submitted in NCTM Central with winner(s) being drawn and announced via a conference-wide push notification on Friday afternoon. **All participating companies have the opportunity to supply a prize valued at \$250 (or more) - more prizes, more winners!**



*Exhibitors that participated in the passport game saw 88% more booth traffic than those that didn't participate!*

\*Printing, production, and/or shipping associated with chair drops, room drops and tote bag inserts are the sole responsibility of the sponsor.

## EXHIBIT BOOTHS

NCTM will provide the following items for each exhibit booth. Exhibitors can expect to receive a booth confirmation with instructions on how to update or create a company profile after the required 50% deposit (at minimum) is received. **Exhibit booth reservations are not considered to be confirmed until a deposit or payment in full is received.** See the exhibitor contract terms and conditions for more details.

### WHAT NCTM PROVIDES

- 8' Backdrape
- 7" x 44" One-Line Identification Sign
- 4 complimentary exhibitor badges per 100 square feet
- Exhibitor profile included in the mobile app

### WHAT YOU NEED TO PROVIDE

- **Floor covering** is required of all exhibitors. Exhibitors may rent flooring through the exhibitor service kit, ship/carry their own flooring in or source flooring locally.
- Additional furnishings/audiovisual and/or utilities (electrical, internet, etc.) and associated costs. Booth furnishing packages are available from Freeman.
- Shipping and material handling costs if needed
- Adherence to the exhibitor schedule - early/late arrival and/or departure are **not permitted** unless approval is received in writing by show management.

BOOTH TYPE	RATE
Premium	\$28.26 per sq. ft.
Standard	\$26.15 per sq.ft.

[VIEW THE LIVE FLOOR PLAN](#)



## EXHIBITOR SCHEDULE

### MOVE IN

Tuesday, October 14 | 8:00 AM - 5:00 PM  
 Wednesday, October 15 | 8:00 PM - 2:00 PM

### EXHIBIT HOURS

Wednesday, October 15 | 4:00 PM - 6:00 PM  
 Thursday, October 16 | 9:00 AM - 5:00 PM  
 Friday, October 17 | 9:00 AM - 5:00 PM

### MOVE OUT

Friday, October 17 | 5:00 PM - 8:00 PM  
 Saturday, October 18 | 8:00 AM - 12:00 PM

**EXHIBIT HALL EXCLUSIVE TIME**  
 Thursday, October 16 | 12:00PM-1:00 PM  
 Friday, October 17 | 12:00 PM - 1:00 PM



## EXHIBITOR WORKSHOPS

Looking for a way to provide **thought leadership and hands-on instruction in the main conference schedule**? Exhibitor workshops allow you to do just that! Various rooms and configurations (theater and classroom) are available on Thursday and Friday. Rooms are set to accommodate 50-120 attendees. Limited time slots are available, and rooms are assigned on a first-come, first-served basis. Contact us for updated availability.

### EXHIBITOR WORKSHOPS

**\$1,330 | BEFORE AUGUST 11, 2025**

**\$1,500 | STARTING AUGUST 11, 2025**

NCTM will provide the following items for each exhibitor workshop. Exhibitor workshop titles, brief description and company name are published in the mobile app and Online Conference Planner. Participating companies can expect instructions to provide workshop information and the deadline for submission within 3 months of the event.

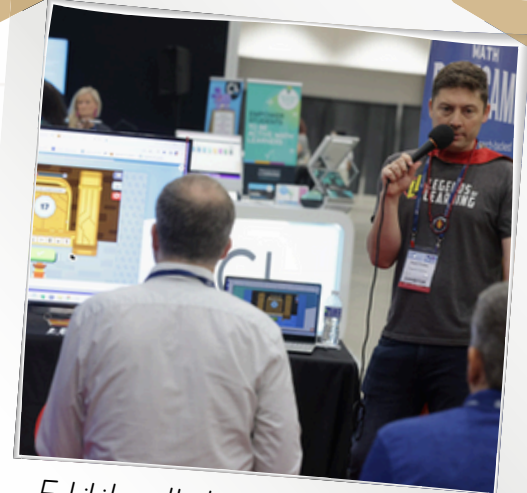
#### WHAT NCTM PROVIDES

- Workshop room and schedule
- Room signs
- Directional signs to workshop location
- LCD projector with screen
- Lapel microphone

#### 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.



*Exhibitors that provided an exhibitor workshop received 50% more leads than those that did not.*

## EXHIBITOR WORKSHOP ENHANCEMENTS

### LUNCH & LEARN EXHIBITOR WORKSHOP NEW!

**\$8,000 | 4 AVAILABLE (4 REMAINING)**

Lunch & Learn exhibitor workshops take place at 12:00 pm in one of two Exhibitor Workshop Theaters in the exhibit hall. Price includes boxed lunches for up to 100 people, one (1) templated pre-meeting email to exhibitor's selection of grand band and professional role and one (1) templated push notification to the same audience onsite at the meeting. Cost includes the purchase of the exhibitor workshop.

### FEATURED EXHIBITOR WORKSHOP NEW!

**\$4,500 | 12 AVAILABLE (12 REMAINING)**

Only 1 exhibitor workshop per time slot can be upgraded to a featured exhibitor workshop. Additional promotion includes one (1) templated pre-meeting email to the exhibitor's grade band and professional role in addition to one (1) templated push notification to the same audience onsite at the meeting. Cost does not include the purchase of the exhibitor workshop.

### FOOD & BEVERAGE ADD-ONS

**\$1,250 | ASSORTED SOFT DRINKS & SPARKLING WATERS**

**\$2,000 | COFFEE/TEA SERVICE or ASSTD. FRESH FLAVORED WATERS**

**\$3,000 | CUPCAKE, POPCORN or GOURMET NACHO & SALSA BAR**

**\$3,250 | GIANT CINNAMON ROLL CARVERY**

**\$4,000 | S'MORGASBORD or ICE CREAM SUNDAE BAR**

**\$4,500 | CONTINENTAL BREAKFAST (incl. coffee and tea)**



Follow [#NCTMATL25](#) to get the latest updates and engage with others about NCTM's Annual Meeting on social media.

## POCKET GUIDE

Back by popular demand, the pocket guide is a sought-after take-home resource that attendees can refer back to after they leave Atlanta. Contents of the pocket guide include the schedule at a glance, exhibitor list with booth numbers, and the popular passport card.

*Ad Close: July 24, 2025  
Art Due: July 31, 2025*

AD SIZE	SPECS	RATE
Inside Front Cover	6.25"W x 9.25"H (includes .25" bleed)	\$2,000
Full Page	Finished Size: 6"W x 9"H	\$1,250
Exhibitor Spotlight	1"x1".eps full color logo and up to 35 words of text/call to action	\$500

## ONSITE SIGNAGE

Extend your marketing reach beyond the exhibit hall, increase brand visibility and ensure your message captures the attention of attendees throughout the event. Use onsite signage to drive more traffic to your booth and leave a lasting impression!

### ESCALATOR RUNNERS

**\$5,000 per set**  
**(2 AVAILABLE | 2 REMAINING)**

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.

### HANGING BANNERS

**\$4,750 per banner**  
**(10 AVAILABLE | 10 REMAINING)**

Receive premium visibility with your custom message or branding on a 22' W x 40" H banner. Banners may be delivered to exhibitors after the event (additional fees apply) for reuse if desired.

### AISLE DANGLERS

**\$3,000 each**  
**(14 AVAILABLE | 12 REMAINING)**

Sponsor logo included on a dangler hung below aisle signage. Sponsor may only purchase a dangler for the aisle in which they are exhibiting.

*Deadline to purchase onsite signage is August 16, 2025.*

## MOBILE APP

Based on NCTM 2024 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.

### SUBPAGE BANNER

**\$700**  
These ads appear throughout the app and will rotate with other advertisers and sponsors and/or NCTM and event branding.  
**SPECS:** 370x100 px and 800x100 px (JPG or PNG) display ads + URL

### DASHBOARD BANNER

**\$500**  
These ads appear only on the event home screen and will rotate with other advertisers and sponsors and/or NCTM and event branding.  
**SPECS:** 1000x500 px (JPG or PNG) display ad + URL

### VIRTUAL TOTE BAG INSERT

**\$750**  
Virtual tote bag inserts are available for attendees to view at any time and do not rotate.  
**SPECS:** Any size/page count PDF

*All mobile app assets are due by September 12, 2025*

## CHAIR DROPS

Your flier or small product/sample will be placed on each attendee's seat prior to the a main conference session. Consider providing a sample of your product, a coupon redeemable at your booth or online or a catalog of your product line.

**OPENING GENERAL SESSION**  
**\$2,500 (5 AVAILABLE | 3 REMAINING)**

**IRIS E. CARL EQUITY ADDRESS**  
**\$2,000 (2 AVAILABLE | 2 REMAINING)**

**CLOSING GENERAL SESSION**  
**\$2,000 (2 AVAILABLE | 2 REMAINING)**

*Chair drops and inserts must be pre-approved and delivered to the advance warehouse. See service kit for deadlines.*

## TOTE BAG INSERTS

**\$3,000 (5 AVAILABLE | 5 REMAINING)**  
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.

Printing, production, and/or shipping associated with chair drops and tote bag inserts are the sole responsibility of the sponsor.

CLICK HERE  
for all digital  
ad deadlines.

## ANNUAL MEETING WEBSITE

Your digital ad is front and center to both prospects and attendees of the Annual Meeting. Launching in March 2025 to remain available through November.

### RUN OF SITE AD

**\$5,000 | EXCLUSIVE**

**\$1,000 | MONTHLY**

The NCTM Annual Meeting website saw more than 236,000 pageviews between April 1-September 30, 2024!

**SPECS:** 728 x 90 px (desktop) 320 x 50 px (mobile) JPEG/PNG +URL

## SOCIAL MEDIA

A combined 150,000+ social media followers are connected with NCTM. Reach the nearly 70,000 Facebook followers and more than 81,000 X (formerly Twitter) followers with your message!

### ANNUAL MEETING SOCIAL MEDIA PACKAGE

**\$7,500 | EXCLUSIVE**

The **only way to get your post published within 5 days of the start/end of an NCTM event** is via this package. Package includes 2 Facebook posts, 2 X posts and logo exposure on the social media wall used onsite at the event. Only 1 post per platform may be scheduled within the 5 days before or after the Annual Meeting.

Consider a multi-media approach to market to NCTM members and meeting attendees in Fall 2025!

Annual Meeting exhibitors and sponsors are eligible for exclusive advertising discounts.

## PROGRAMMATIC CAMPAIGNS

### GEOFENCING

Geofencing allows for a perimeter to be set up around any NCTM event and triggers user interaction when attendees enter the space. By offering hyper-targeted location-based ads, you will capture the attention of attendees at NCTM events, in their hotels, and even back at their offices after the show. We're able to capture devices as far back as 12 months ago and as recently as 3 days ago. Looking to capture other locations, we can do that too!

### RETARGETING

Retargeting is a type of digital advertising that enables marketers to create highly targeted ad campaigns that reach their desired audience across the internet. By utilizing retargeting technology on association websites, marketers capture a prequalified audience to turn association members and supporters into customers of their own.

## WEBINARS

Exhibitor workshops will reach only a fraction of Annual Meeting attendees. Extend the reach of your thought leadership when you reach all NCTM members, not just meeting attendees.

## EMAILS

Your custom message delivered directly to the inboxes of thousands of NCTM members. Curated lists (by educator grade band) are available, with **42% average open rate** and more than **7% click through rate**. Inventory is limited.

## 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.

## 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.

\*Based on Jan.-Mar. 2020 data.

CLICK HERE  
to view the full media  
kit, rates and space..



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

Maximize your event impact by advertising in NCTM’s flagship print publication, reaching member educators before, during, and after the Annual Meeting. This strategic timing ensures your brand stays top-of-mind with attendees as they prepare, engage, and follow up, extending your visibility and driving meaningful connections. **Special exhibitor-only rates are available - contact your Account Executive to learn more.**



ISSUE	DEADLINES
September	Ad Close: July 15, 2025 Art Due: July 29, 2025
October	Ad Close: August 14, 2025 Art Due: August 28, 2025
November	Ad Close: Sept. 17, 2025 Art Due: October 1, 2025

[VIEW THE FULL MEDIA KIT](#)

## CONTACT US

We look forward to working with you and making the NCTM 2025 Annual Meeting & Exposition the best one yet!



**MARSHALL BOOMER**  
ACCOUNT EXECUTIVE  
Companies starting with #-E & Sp-Z  
717.430.2223  
marshall.boomer@theYGSgroup.com

**LAURA GAENZLE**  
ACCOUNT EXECUTIVE  
Companies starting with F-So  
717.430.2351  
laura.gaenzle@theYGSgroup.com

