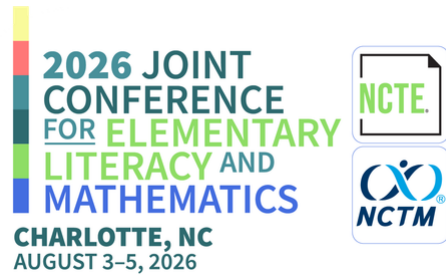


EXHIBIT & SPONSORSHIP APPLICATION

Please send all completed contracts to NCTM@theYGSgroup.com.



EXHIBITOR/SPONSOR INFORMATION TO BE PUBLISHED

Exhibiting/Sponsoring Company _____

Street Address (No P.O. Boxes) _____

City _____

State/Province Zip/Postal Code Country _____

Phone and Ext. _____ X Handle _____

E-mail _____ Website _____

CONTACT INFORMATION

Contact Name _____

Contact Mailing Address (if different, no P.O. Boxes) _____

City _____

State/Province Zip/Postal Code Country _____

Phone and Ext. _____

E-mail _____

EXHIBIT SPACE

- 10'x10' | \$1,900
- 10'x20' | \$3,800
- 10'x30' | \$5,700
- 20'x20' | \$7,600
- Other: _____ | \$ _____

SPONSOR PACKAGES

- Gold | \$15,000
- Silver | \$10,000

SPONSORSHIP OPTIONS

- Tote Bags | \$10,000
- First Sip of the Day | \$7,000
- Lanyards | \$7,000
- Registration | \$5,000
- Mobile App | \$5,000
- Snack Break on Expo Floor | \$4,500
- Focus Group | \$4,000
- Keynote Seat Drop | \$3,500
- Welcome Gift | \$3,500
- Email Blast | \$2,500
- Ribbon Cutting Expo Opening | \$2,500
- Branding Package | \$2,500-\$6,000
- Conference Web Ad | \$1,000/mo.
- Scavenger Hunt | \$500

SESSIONS

- 30-Minute | \$1,000
- 60-Minute | \$1,350
- 75-Minute | \$1,500

TOTAL: _____

PROVIDED FOR EACH BOOTH

- 8' high black back drape, 3' high black side dividers (island booths do not get drape)
- 7"x44" booth ID sign (island booths may receive an ID sign upon request)
- 2 complimentary exhibitor badges per 100 SQFT
- Listing on the NCTE-NCTM Joint Conference website

*The exhibit hall is already carpeted.

BOOTH PREFERENCES

Please note, final booth assignments are at the sole discretion of show management and preferred location may not be available. Comparable location(s) will be assigned when possible.

1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

DIRECT OVER-THE-COUNTER SALES

Will you sell merchandise in your booth? Yes No

PAYMENT INFORMATION & POLICY

Exhibits Payment, Cancellation & Refund Policy: Full payment or 50% of the total space rental is due with this application. Any balance remaining is due and payable no later than **May 29, 2026**. Failure to pay the balance by the deadline will subject the exhibitor to cancellation of the contract and forfeiture of all monies paid, and exhibitor will remain responsible for full space rental fee. Full payment is due with all applications submitted after **May 29, 2026**. Applications received without payment will not be processed. No refund will be made for a cancellation or reduction received after **May 29, 2026**, and full payment of any unpaid balance is required.

Sponsorships Payment, Cancellation & Refund Policy: Full payment is due within NET 10 business days of receipt of invoice. Failure to pay the balance by the deadline will subject the sponsor to cancellation of the contract. **Sponsorships are nonrefundable.**

An invoice for your confirmed contracted purchase amount will be provided in no more than 3 business days from the time of receipt of completed contract. Payment in full is due to be remitted immediately upon receipt of your invoice. Payments can be made via check, ACH or credit card.

A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH. See section 4 of the exhibit terms, conditions and regulations on pages 2-3 of the exhibitor contract for additional details.

SIGNATURE AND AGREEMENT

The exhibitor agrees to abide by all Terms & Conditions set forth on this form and on pages 2-3 of this application.

Authorized Signature _____ Date _____

Print Name and Title _____

TERMS & CONDITIONS

This Exhibitor & Sponsorship Application (the "Agreement") is entered into by and between the Exhibitor/Sponsor ("Exhibitor") and the organizing entities of the Joint Conference. For the purposes of these Terms & Conditions, the following named entities and definitions shall apply throughout this Application:

Both the **National Council of Teachers of English (NCTE)** and **National Council of Teachers of Mathematics (NCTM)**, its officers, directors, employees, agents, contractors, and representatives, referred to throughout these Terms & Conditions as NCTE, NCTM and/or NCTE-NCTM.

Show Management refers collectively to NCTM, NCTE, NCTE-NCTM, The YGS Group and any of their respective officers, directors, employees, agents, contractors, representatives, affiliates or authorized vendors acting on behalf of the Joint Conference or in connection with the administration, management, operation, or execution of the exhibit and/or sponsorship program.

Exhibitor, Sponsor and/or Exhibitor/Sponsor refers to the company, organization or entity entering into this Agreement to purchase exhibit space, sponsorship(s), advertising, or related promotional opportunities associated with the Joint Conference.

By executing this Agreement, the Exhibitor acknowledges and agrees that all references to NCTE, NCTM, NCTE-NCTM and Show Management in these Terms & Conditions shall apply as defined above, and that Show Management reserves the right to interpret and enforce all rules, regulations, and policies governing the Joint Conference.

1. CONTRACT FOR EXHIBIT SPACE The purpose of exhibits at the NCTE-NCTM Joint Conference is to promote the advancement of both elementary and mathematics education. All exhibits must both complement and enhance the NCTE and NCTM programs to which they are tied. Exhibitor agrees to exhibit products used in one or more of these listed fields: elementary education; mathematics education; products related to the growth of knowledge in education and/or mathematics teaching methods; products of interest to teachers. Exhibitors must comply with all below stated Terms & Conditions.

In general, Exhibitors are not permitted to obstruct the view or adversely affect the displays of other exhibitors. Exhibitors may not conduct activities within their exhibit contract spaces that compete with or duplicate Joint Conference activities or programming offered by NCTE-NCTM and described in any NCTE-NCTM event materials. The general appearance of the show must take precedence over that of any individual exhibit and show management, in its sole determination, require rearrangement, at the Exhibitor's expense, of any display that is in violation of these Terms & Conditions. Show Management reserves the right to prohibit any exhibit, part thereof, or proposed exhibit that in its opinion is not in keeping with the spirit and character of the exhibit as same is set forth in this document. Show Management reserves the right to restrict exhibits that become objectionable because of noise, method of operation, materials, or any other reason and to prohibit or to evict any exhibit that in the opinion of Show Management may detract from the general character of the Conference.

This reservation includes persons, things, conduct, printed matter, or anything of a character that Show Management determines is objectionable to the Joint Conference. In the event of such restriction or eviction, NCTE, NCTM nor Show Management are not liable for any refund or other expenses incurred by the Exhibitor. Acceptance of this contract by NCTE-NCTM should in no way be construed as an endorsement by either party of the exhibiting company or its products or services.

2. GENERAL CONDUCT Booth must be fully staffed during the exhibit hours for entire conference. Show Management reserves the right to make such modifications in the exhibit hours as may be necessary to meet program needs, with full and sufficient notice given to all contracted Exhibitors. Exhibitor agrees not to conduct a meeting/activity or social function during hours in which the Joint Conference is conducting educational session(s). Requests for meeting space should be directed to NCTE-NCTM for either (ICW) Meeting Space Request Application or to be put in touch with NCTE-NCTM's hotel contacts.

During installation and dismantle no one under the age of 16 will be allowed in the exhibit hall. Due to the size and professional nature of the conference, and for your child's safety, children under the age of 16 are not permitted in the exhibit hall during show hours. Exceptions to this rule will be made for nursing mothers and their infants. No animals, excluding service animals, are allowed in the Exhibit Hall unless prior approval is granted by show management. Helium balloons, glitter and confetti are not permitted in the Exhibit Hall. Exhibitor agrees to adhere to any and all social distancing guidelines as established by the Centers for Disease Control (CDC), the event venue, NCTE, NCTM and/or Show Management.

3. ASSIGNMENT AND RELOCATION OF EXHIBITS Exhibitor understands and agrees that Show Management has sole discretion on the assignment of booths. Neither NCTE, NCTM nor Show Management are under obligation to assign Exhibitor any of the booths preferred by Exhibitor. Show Management reserves the right to alter Exhibitor's assigned location at any time in its sole discretion if deemed in the best interest of the Joint Conference. Before exercising its discretion, Show Management will contact Exhibitor.

All measurements shown on the floorplan are believed to be accurate, but Show Management reserves the right to make such modifications as may be necessary to meet the need of Exhibitors and the exhibit program as a whole.

4. PAYMENTS For exhibits, at least fifty percent (50%) of the exhibit fee must accompany this application as a deposit, with the balance due no later than May 29, 2026. All applications received after this time must be accompanied by full payment. The cost for rental of exhibit space is shown on the application. Requests for space will be considered only after a signed application and deposit have been received. Refund of the Exhibitor's deposit will be made if Show Management does not accept the Exhibitor's application. Exhibit invoice payments are due based on the schedule in the signed contract.

For sponsorships, payment in full must be received within NET 10 business days from receipt of invoice. Failure to remit payment for sponsorship will render the application null and void.

Unpaid invoices will not be allowed to exhibit/sponsor and a 1.5% per month finance charge will be assessed on all invoices in arrears. In addition, Exhibitor/Sponsor will reimburse NCTE-NCTM for the cost of any collection or legal service utilized by NCTE-NCTM to collect any amounts due hereunder. Notwithstanding any provision in an Order or other agreement to the contrary, if Exhibitor/Sponsor is an agency, both agency and principal exhibitor/sponsor are jointly and severally liable for all payments due hereunder. If Exhibitor/Sponsor is an agency, NCTE-NCTM reserves the right to notify principal advertisers regarding any overdue and unpaid invoices.

5. CANCELLATION/REDUCTION OF SPACE In the event that the Exhibitor cancels participation in the exhibit or wishes to reduce exhibit space, Exhibitor shall promptly notify Show Management in writing. No refund will be made for a cancellation or reduction received after May 29, 2026, and full payment of any unpaid balance is required. Upon cancellation, Exhibitor loses all right to space and Show Management reserves the right to reassign that space to another Exhibitor. In addition, Exhibitor loses the right to use any complimentary registration badges. Show Management reserves the right to treat Exhibitor's downsizing of booth space as a cancellation of the original contract and an offer to purchase new booth space. Exhibitor may be required to move to a new location if it requests a downsizing of space. Exhibitor agrees that it is responsible for the total exhibit space rental for the originally contracted and assigned space.

6. FAILURE TO MAKE PAYMENT Any person, partnership, or corporation contracting for space who shall fail to make the payment as herein provided, whether such person, partnership, or corporation desires to exhibit or not, shall thereby and thereupon forfeit all rights to the use of the selected space, and NCTM shall have the right to dispose of such space in such a way as it may consider to its interests without any liability on the part of NCTM. Any Exhibitor who fails to pay for and occupy said space shall be and shall remain liable for the payment agreed on.

7. BOOTH SETUP AND DISMANTLING Setup time, exhibit hall hours, and dismantling time are listed in the Exhibitor Service Kit. Each Exhibitor must deliver to the exhibit hall area all equipment, apparatus, goods, materials, etc., and there erect and completely install the display in the space contracted by such Exhibitor no later than one hour prior to the published opening time of the exhibit hall. Work will be strictly prohibited after that time. Property received after the opening must be arranged in spaces only during the hours when the exhibit hall is not open to attendees. In fairness to all exhibitors, IAEE's exhibit construction guidelines as provided must be observed. All booths must be constructed in compliance with the Americans With Disabilities Act. **Exhibits will not be permitted to be packed or removed from the building at any time after installation until the final closing of the exhibit hall unless special permission in writing is obtained from Show Management. Failure to comply will result in a \$300 fine.**

8. EXHIBITOR BADGES Appropriate badges will be furnished to Exhibitors and their employees by NCTE-NCTM upon proper registration. Exhibitor badges give Exhibitors access to conference activities. Each exhibitor is entitled to 2 complimentary badges per 10' x 10' contracted space. Additional badges are \$150 each for up to 5 badges. Any badges needed in excess of the complimentary badges or discounted registrations must be purchased at the published registration rates. Exhibitor badges must be worn at all times to gain access to conference activities. Exhibitor badges must be worn at all times to gain access to conference activities.

9. EXHIBITOR HOUSING Exhibitor agrees to book all sleeping rooms through the Joint Conference official Housing Reservation Center and to abide by the block attrition policy.

10. SOUND RESTRICTIONS Sound-producing or amplifying devices that project sound must be tuned so as not to exceed 85 dbs. Show Management reserves the right to determine at what point sound constitutes interference with other Exhibitors. Public address announcements are prohibited.

11. USE OF COPYRIGHTED MUSIC Exhibitor agrees to pay all royalties, license fees or other charges for any music, either live or recorded, or other entertainment of any kind or natures, played, staged, or produced by the Exhibitor, his agents or employees, within the premises by this License Agreement, including but not limited to royalties or licensing fees due to BMI, ASCAP, or SESAC. The Exhibitor agrees to indemnify and hold NCTE, NCTM and Show Management harmless against any and all such claims or charges.

12. USE OF SPACE No Exhibitor shall sublet space allotted. Each Exhibitor is responsible for keeping the aisle or aisles near contracted space free of congestion resulting from demonstrations or promotions.

13. MARKETING PARAMETERS Exhibitor agrees that its entire exhibit, promotional materials, and display will be confined to the exhibit hall and the booth space purchased and assigned. Materials bearing any name or form of advertisement may not be displayed anywhere other than the space contracted. This prohibits Exhibitor from displaying or delivering products and/or advertising material in areas outside its booth space such as, but not limited to parking lots, hotel and convention center lobbies, and/or public space, or attendee guest rooms.

14. SECURITY NCTE-NCTM will provide general perimeter security. Exhibiting companies are responsible for the security of their booth and all materials related to their booth. Any company wishing to employ additional security may do so through the official convention security company.

15. FORCE MAJEURE Because of the nature of the enterprise undertaken by NCTE-NCTM, the same being dependent on its securing a sufficient and satisfactory number of Exhibitors at the Conference, it is specifically understood and agreed that if, in the sole opinion of NCTE-NCTM, it is not practical to carry out the terms of this agreement for any reason, without limiting it to any embargo or regulation of any department or agency of the United States government against the holding or carrying out of said exhibit program as a whole, NCTE-NCTM shall have the right to cancel the same and this agreement, in which event any payment made by the Exhibitor to NCTE-NCTM shall be returned to Exhibitor, and NCTE-NCTM hereby expressly waives any and all claims of any kind and nature except for such amount as Exhibitor has previously paid for space, excepting if said event causes the Conference to be canceled ten days or less prior to the opening date of Conference, fifteen percent (15%) of the full exhibit contract fee will be retained by NCTE-NCTM.

16. LIABILITY Exhibitor must operate and maintain exhibits so that no injury will result to any persons or property. Exhibitor undertakes and agrees to indemnify and hold harmless NCTE, NCTM, Show Management and its officers, board, agents, and representatives from any and all claims for damages, suits, etc., by any person by reason of negligence of the Exhibitor, its agents, representatives, or employees.

Exhibitor agrees to release and to indemnify and hold harmless NCTE, NCTM and Show Management from any and all claims for damages, suits, etc., for injuries to themselves or their employees and for damages to property in their custody, owned or controlled by them, which claims for damages may be incidental to, grow out of, or be connected with their use or occupation of space contracted; however, nothing herein shall release NCTE, NCTM and Show Management from any liability for claims, damages, suits, etc., that are the result of the negligence of NCTE, NCTM and Show Management. Exhibitor must surrender space occupied by him in the same condition as it was at the commencement of occupation. The Exhibitor shall assume all responsibility for damage to the exhibit hall and shall indemnify and hold harmless the exhibit facility, NCTE, NCTM, Show Management, and their representatives for all liability which might ensue from any cause whatsoever arising out of the Exhibitor's participation in the exhibit program or in conference activities.

NCTE, NCTM and Show Management will not be liable in any instance for any unforeseen expenses incurred by Exhibitor due to the terms of the lease that NCTE-NCTM has with the exhibit facility.

17. INSURANCE Exhibitor agrees to procure and maintain adequate insurance coverage during the dates of the Joint Conference, including move-in and move out days, and be prepared to furnish a certificate(s) of insurance to Show Management if requested. Exhibitor bears the risk of loss due to the inadequacy or failure of any insurance or any insurer, including any insurance that may be provided by Exhibitor, NCTE, NCTM, Show Management, or the Convention Center. NCTE, NCTM and Show Management shall not in any event be liable to Exhibitor for any damages.

18. OFFICIAL SERVICE CONTRACTOR The official service contractor for the Joint Conference must be used for material handling, rigging, electrical, plumbing, vacuuming, custom cleaning, and other services that the facility or applicable labor agreements require the official service contractor to perform unless the facility performs any of these services on an exclusive basis. All mechanical equipment used for the conference - including but not limited to forklifts, cranes, pallet jacks, scissor lifts, and scaffolding - must be exclusively provided by official service contractor. All exhibitors and contractors must abide by any union jurisdiction in force at the time of the conference.

19. EXHIBITOR APPOINTED CONTRACTORS Exhibitor appointed contractors must confirm to conference rules and regulations. Exhibitor appointed contractors are required to advise Show Management of their intent to service an Exhibitor at least sixty (60) days prior to the conference, by completing EAC Form in Exhibitor Service Kit, and send a certificate of insurance naming NCTE and NCTM as additional insured directly to Show Management.

20. TAX AND LICENSING Exhibitors who choose to sell products or services assume full responsibility for securing licenses and collecting all applicable fees and taxes. Exhibitor will comply with all federal, state, and local laws as well as the rules and regulations of the host venue. Exhibitors will be liable for all obligations resulting from noncompliance and will indemnify and hold harmless NCTE, NCTM and Show Management from any and all costs and/or expenses (including counsel fees) involved in addressing or defending any matters arising in whole or in part from Exhibitor's sale of products or services.

21. VIOLATIONS Any violation of these terms and conditions and/or the rules and regulations contained in the prospectus on the part of any Exhibitor will nullify Exhibitor's right to occupy space. Such Exhibitor will not be released from liability and will forfeit to NCTE-NCTM all monies that have been paid. In case of any violation of the Terms & Conditions and/or the rules and regulations on the part of the Exhibitor, right is hereby given to NCTE, NCTM or Show Management, at its option, to terminate the agreement to occupy space, and Show Management may enter and take possession of the space occupied by the Exhibitor and remove all persons and goods at the Exhibitor's own risk.

22. AMENDMENT TO TERMS AND CONDITIONS Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of NCTE, NCTM and/or Show Management. NCTE, NCTM and/or Show Management may, in its sole discretion, make reasonable changes, amendments, or additions to these terms and conditions. Any such changes, amendments, or additions shall be binding on Exhibitor equally with the other terms and conditions contained herein. The undersigned agrees to the Terms & Conditions set forth in this Exhibitor & Sponsorship Application.

Authorized Signature

Date