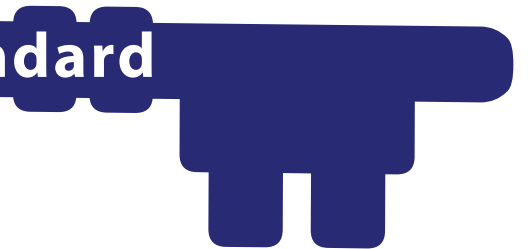




National College Testing Association
NCTA

Setting the Standard

2017 Cincinnati, Ohio



Sponsorship Levels & Exhibit Information

National College Testing Association
Annual Conference
September 13-15
Hilton Cincinnati Netherlands Plaza

Cincinnati

Dear New and Returning Sponsors,

I would like to cordially invite you to participate as a sponsor of the 2017 NCTA Conference September 13-15 at The Hilton Cincinnati Netherland Plaza in Cincinnati, Ohio.

Last year's conference in Seattle, WA, attracted more than 400 testing professionals from across North America. In addition, our third virtual conference with its expanded number of offerings was a huge success, drawing several hundred additional participants. We look forward to continued expansion in both areas this year.

This year, we are again offering sponsors a variety of options to publicize their companies and offer support to NCTA. Included are several exciting digital options, including recognition during the Virtual Conference as well as sponsor integration in the Conference Program App.

Additionally, we have incorporated a point system to better serve the needs of our sponsors. These points allow for a more tailored sponsorship experience whereby sponsors select from a menu of options those opportunities which best suit their needs.

On behalf of the NCTA Governing Council and the NCTA membership, thank you for your support of our organization. Should you have questions or concerns, please don't hesitate to be in touch.

Thank you in advance for your support of our conference!

Best Regards,

Duane Goupell
NCTA President 2016-2018



Cincinnati

New For 2017!

Two Day Exhibitors' Fair

Thursday 1:00 p.m. - 6:30 p.m. and Friday 8:00 a.m. - 12:00 p.m.

Reception and Breakfast with Exhibitors

Reception is Thursday night 5:15 p.m. - 6:30 p.m.

Breakfast is Friday 8:15 p.m. - 9:45 p.m.

Larger Exhibitor Spaces - 10' x 10' Booths with Pipe and Drape

Platinum Sponsors—10'x20' space offered at a prime location

Gold, Silver and Bronze— 10'x10' space

PLATINUM Sponsors—Individual Recognition at Conference

Have your company logo proudly displayed as our way of saying THANKS!

Posters will be 24" x 36" and located around the hotel. Unique PLATINUM benefit— no additional cost to you.

New Additional Benefit Option:

Sponsor Workshops Live during the Virtual Conference—

5 sponsor points—

Wednesday, September 13, 2017—

Limited number available on a first-come, first-served basis.

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SPONSOR BENEFIT	Platinum \$7,500 / \$10,000*	Gold \$5,000 / \$7,000*	Silver \$2,500 / \$4,000*	Bronze \$1,000 / 1,500*
Company Recognition at Keynote Address	X			
Company Logo on Home Page of Program Guide App	X			
One (1) Hour Sponsor Workshop During Conference	X	X	X	
Invitation to Two-Day Exhibitors' Fair	10' x 20' Booth Space Offered at a Prime Location	10' x 10' Booth Space	10' x 10' Booth Space	10' x 10' Booth Space
Logo Displayed on the Transitional Marquis During the Virtual Conference	X	X	X	X
Company Logo Displayed at Conference	X	X	X	X
Advance List of Conference Registrants (Available 8/28)	X	X	X	X
Company Logo in Conference App	X	X	X	X
Company Logo and Link on Sponsorship Webpage	Scrolling Logo on Conference Homepage	X	X	X
Option to Purchase Exclusive Opportunities <i>(See page 6)</i>	First Option: Beginning April 17, 2017	Second Option: Beginning April 24, 2017	Third Option: Beginning May 1, 2017	
Complimentary Conference Registrations	4 PLUS 50% Off 4 Additional	2 PLUS 50% Off 2 Additional	1	
SPONSOR POINTS EARNED <i>(See page 5)</i>	10	5	2	

*Non-member Pricing

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ADDITIONAL BENEFITS	Point Value
Fifteen (15) minute archived education segment. Segment to be viewed by attendees watching the archived Virtual Conference. (Sponsor must also commit to a regular conference education session. Archived session must be the same content as regular session.) Limited number available on a first-come, first-served basis.	1
Paper flyer conference bag stuffer inserted into all attendee conference bags. No larger than 8.5" x 11" single or double-sided. Flyer to be provided by sponsor.	1
Promotional item inserted into all attendee conference bags, subject to approval. Item to be provided by sponsor.	2
Invitation to address general session. Total of five (5) minutes. Only two available on a first-come, first-served basis.	2
A 30-minute extension of conference workshop (maximum workshop length = 2 hours). Limited number available on a first-come, first-served basis.	2
Twenty-five (25) minute live education segment. Segment to be viewed by attendees watching the live Virtual Conference. (Sponsor must also commit to a regular conference education session. Virtual Conference session must be the same content as regular session.) Limited number available on a first-come, first-served basis.	2
Post-conference attendee list . Both registered attendees at Regular and Virtual Conference.	2
Option to host a dinner group. Cost of the meal to be paid by the attendees. This should not to conflict with NCTA scheduled events. Sponsor required to submit a location and discussion topic by May 5, 2017. Four available on a first-come, first-served basis.	3
Promotional item dropped at each seat at opening keynote, subject to approval. Only two available on a first-come, first-served basis.	3
Special VIP invitation (designed and printed by sponsor) distributed to 10 attendees of sponsor's choice at registration inviting them to visit sponsor's booth or other custom message.	4
A 60-minute extension of conference workshop (maximum workshop length = 2 hours). Limited number available on a first-come, first-served basis.	4
Deliver your entire full-length Sponsor Workshop during the live Virtual Conference on Wednesday, September 13, 2017 (available for 1-hour workshops only). Workshop content must be open to all virtual attendees. Limited number available first-come, first-served basis.	5
<p><i>Additional points available for purchase. Contact Rosemary Freer at 870-972-2038 for additional information.</i></p>	

Cincinnati

EXCLUSIVE OPPORTUNITIES

Hotel Room Key Sponsor

\$3,000

Stay at the top of the minds of conference attendees by putting your logo on the hotel keycards of our host hotel. Every time they enter their hotel rooms, our attendees will see your logo.

Thursday Keynote Session Breakfast

\$3,000

Sponsorship includes signage on buffet tables and listing in conference app. Your company name will be printed on cocktail napkins. NCTA will provide a limited menu. Sponsor is permitted to work with conference management to add to the menu and/or promote company throughout the event at sponsor's own expense. All materials and activities must keep the look and feel of an NCTA-hosted event and are subject to approval.

Thursday Reception with Exhibitors

\$3,000

Sponsorship includes signage on buffet tables and listing in conference app. Your company name will be printed on cocktail napkins. NCTA will provide a limited menu. Sponsor is permitted to work with conference management to add to the menu and/or promote company throughout the event at sponsor's own expense. All materials and activities must keep the look and feel of an NCTA-hosted event and are subject to approval.

Friday Breakfast with Exhibitors

\$3,000

Sponsorship includes signage on buffet tables and listing in conference app. Your company name will be printed on cocktail napkins. NCTA will provide a limited menu. Sponsor is permitted to work with conference management to add to the menu and/or promote company throughout the event at sponsor's own expense. All materials and activities must keep the look and feel of an NCTA-hosted event and are subject to approval.

Attendee Luggage Tag

\$4,000

Stay in front of NCTA conference attendees year-round as they travel with your logo on the front of a conference luggage tag. Luggage tags are distributed at registration and dual-branded with the sponsor logo and the conference logo. Fee includes all costs associated including logo branding and shipping to conference site. Logo will be one color.

Attendee Conference Bag

\$5,000

Sponsor bags printed with "Conference Bag Sponsored By" text, followed by dual-branding with the sponsor logo and the conference logo. Bags will be distributed at registration. Fee includes all costs associated including logo branding and shipping to conference site. Logo will be one color.



1. Select Sponsorship Level

Sponsorship Level	Member	Non-Member
Platinum	<input type="checkbox"/> \$7,500	<input type="checkbox"/> \$10,000
Gold	<input type="checkbox"/> \$5,000	<input type="checkbox"/> \$7,000
Silver	<input type="checkbox"/> \$2,500	<input type="checkbox"/> \$4,000
Bronze	<input type="checkbox"/> \$1,000	<input type="checkbox"/> \$1,500

2. Select Additional Sponsor Benefits (if applicable).

<input type="checkbox"/> 15-minute archived education session	1	<input type="checkbox"/> Post-conference attendee list	2
<input type="checkbox"/> Paper flyer conference bag stuffer	1	<input type="checkbox"/> Option to host dinner group	3
<input type="checkbox"/> Promotional item conference bag stuffer	2	<input type="checkbox"/> Promotional item at general session	3
<input type="checkbox"/> General session address	2	<input type="checkbox"/> Special VIP invitation to 10 attendees	4
<input type="checkbox"/> 30-minute extension of conference workshop	2	<input type="checkbox"/> 60-minute extension of conference workshop	4
<input type="checkbox"/> 25-minute live education segment	2	<input type="checkbox"/> Full-length Sponsor Workshop during live VC	5

3. Select Exclusive Opportunities (if applicable).

Please note that all exclusive opportunities are sold on a first-come, first-served basis. Sponsor will be contacted if a selection made is no longer available. Sponsor is permitted to select several options and number them in order of preference.

<input type="checkbox"/> Hotel Key Card Sponsor	\$3,000	<input type="checkbox"/> Thursday Reception with Exhibitors	\$3,000
<input type="checkbox"/> Thursday Keynote Session Breakfast	\$3,000	<input type="checkbox"/> Friday Breakfast with Exhibitors	\$3,000
<input type="checkbox"/> Attendee Luggage Tag	\$4,000	<input type="checkbox"/> Attendee Conference Bag	\$5,000

Company Name (as it will appear in publicity): _____

Contact Person: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

E-Mail: _____

4. Payment.

- **Payment Method:** Check Visa MasterCard American Express
- **For payment by check, please submit payment to:** National College Testing Association, c/o The Association Source, 140 Island Way, Suite 316, Clearwater Beach, FL 33767
- **For payment by credit card, please go to www.ncta-testing.org to pay online.**

Payment is due in full by May 5, 2017.



Exhibit Form

Please complete this form with your exhibitor information. We are looking forward to having you participate in our new two-day Exhibitors' Fair. To exhibit, you must sponsor at the Bronze level or above and return this completed form. **All payments are due by May 5, 2017.**

Exhibitor:

Company Name: _____

Contact Person: _____ Phone: _____

Address: _____ City: _____ State: _____ Zip: _____

E-Mail: _____

Names of Company Representatives at the Exhibitors' Fair:

1. _____ E-mail: _____

2. _____ E-mail: _____

NCTA will provide all exhibitors with pipe and drape, 10' x 10' booth, a skirted 6-foot table, 2 chairs, and an electrical outlet. Please indicate below if you would like any other items or have any special requests. For full information, refer to the Sponsorship Levels and Information form.

Additional Needs: _____

Set-up must be done on Thursday, September 14, 2017, from 9:00 a.m. until 12:30 p.m.

Breakdown after 12:00 p.m. on Friday, September 15, 2017.

Exhibitors' Fair: Thursday 1:00 p.m. - 6:30 p.m. and Friday 8:00 a.m. - 12:00 p.m.

Please return this completed form to:

National College Testing Association

c/o The Association Source

140 Island Way, Suite 316

Clearwater Beach, FL 33767

sponsorship@ncta-testing.org

Phone (706) 400-0081