



Sponsorship Levels & Exhibit Information

National College Testing Association
Annual Conference
September 5-7, 2018

Hyatt Regency Scottsdale Resort & Spa at Gainey Ranch

Scottsdale

Dear New and Returning Sponsors,

I would like to cordially invite you to participate as a sponsor of the 2018 NCTA Conference being held at the Hyatt Regency Resort and Spa at Gainey Ranch in Scottsdale, Arizona from September 5th to the 7th.

Last year's conference in Cincinnati, Ohio attracted nearly 400 testing professionals from across North America and we expect just as many if not more members attending the 2018 conference. Besides the onsite conference, we also offer a virtual conference which allows even more members to access this excellent professional development opportunity.

As a sponsor, you would be given a variety of options to publicize your company, including several exciting digital options such as recognition during the Virtual Conference and integration in the Conference Program App.

Additionally, we have incorporated a point system to better serve the needs of the sponsors. These points allow for a 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 do not hesitate to be in touch.

Thank you in advance for your support of our conference.

Best Regards,

Duane Goupell
NCTA President 2016-2018



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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.

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

Platinum Sponsors—10' x 20' space offered at a prime location

Gold, Silver and Bronze— 10' x 10' 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.

Additional Benefit Option:

Sponsor Workshops Live during the Virtual Conference—

5 sponsor points—

Wednesday, September 5, 2018—

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 16, 2018	Second Option: Beginning April 23, 2018	Third Option: Beginning April 30, 2018	
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
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 conflict with NCTA scheduled events. Sponsor required to submit a location and discussion topic by May 4, 2018. Four available on a first-come, first-served basis.	3
Promotional item placed 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 on Wednesday, September 5, 2018 (available for 1-hour workshops only). Workshop content must be open to all virtual attendees. Limited number available first-come, first-served basis.	5

Additional points available for purchase. Contact NCTA at membership@ncta-testing.org for additional information.

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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.

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

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, PO Box 866, Blairsville, Georgia 30512.
- **For payment by credit card, please go to www.ncta-testing.org to pay online.**

Payment is due in full by June 5, 2018.

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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 June 5, 2018.**

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 6, 2018, from 9:00 a.m. until 12:30 p.m.

Breakdown after 12:00 p.m. on Friday, September 7, 2018.

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

PO Box 866

Blairsville, GA 30512

sponsorship@ncta-testing.org

Phone (706) 400-0081