



Sponsorship Levels & Exhibit Information

National College Testing Association
2020 Virtual Conference & 3D Exhibit Hall



Overview

3-D Virtual Exhibit Hall

As NCTA moves to a virtual conference this year, so too will the Exhibit Hall. We will be carving out time during the conference for attendees to virtually walk through the exhibit hall and interact with our sponsors.

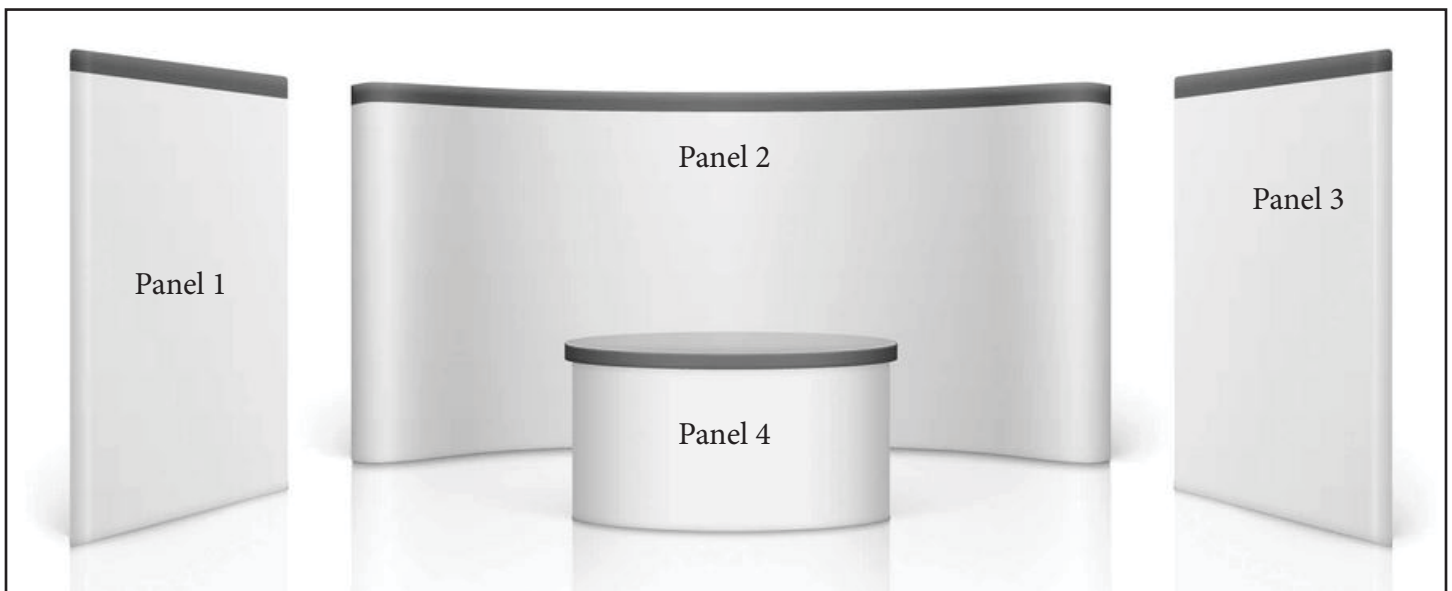
Here's how it will work.

Attendees will enter a 3D virtual reality-like environment from a desktop Internet browser.

Using the arrow keys on a keyboard, attendees can move around the exhibit hall. Each exhibitor will have a four-panel display as shown below. NCTA will work with each sponsor on panel dimensions.

As attendees move in close to the exhibit booth panels, a pop-up panel will appear. The pop-up panels will have information about the exhibitor. Each panel will have a "More" button that will link to a sponsor-specific web page hosted on the NCTA website. That page can feature things like a Chat Link to chat in real time, downloadable brochures, videos, and more. The possibilities are almost endless. The sponsor will work closely with NCTA conference management (jody@ncta-testing.org) to line out their page.

NCTA will assign exhibit space based on level of sponsorship and date sponsorship is received. Platinum sponsors will receive prime location space.



Sponsorship Levels

SPONSOR BENEFIT	Platinum \$7,500 / \$10,000*	Gold \$5,000 / \$7,000*	Silver \$2,500 / \$4,000*	Bronze \$1,000 / 1,500*
Virtual Exhibit Hall	4-Panel Booth Space Offered at a Prime Location and sponsor web page	4-Panel Booth Space and sponsor web page	4-Panel Booth Space and sponsor web page	4-Panel Booth Space and sponsor web page
Company Recognition at Keynote Address	X			
Company Recognition during Association's Business Meeting	X	X	X	X
Company Logo on Home Page of Program Guide App	X			
Company Logo in Conference App	X	X	X	X
Company Logo and Link on Main Sponsorship Webpage	Scrolling Logo on Conference Homepage	X	X	X
One (1) Hour Sponsor Workshop Webinar	X	X	X	
Advance List of Conference Registrants (Available 08/01)	X	X	X	X
Option to Purchase Exclusive Opportunities <i>(See pp. 5-6)</i>	First Option: Beginning June 15, 2020	Second Option: Beginning June 22, 2020	Third Option: Beginning June 22, 2020	
Complimentary Virtual Conference Registrations***	4 PLUS 50% Off 4 Additional	2 PLUS 50% Off 2 Additional	1	
SPONSOR POINTS EARNED <i>(See pp. 5-6)</i>	10	5	2	0

* Non-member pricing

** *Representation at the Exhibitor's Fair is NOT the same as a conference registration.*

*** Please contact jody@ncta-testing.org for information on how to access your complimentary registrations.

Sponsorship Points

You may use your sponsor points as indicated below.

HOW WOULD YOU LIKE TO USE YOUR SPONSOR POINTS? <i>Points are allocated through sponsorship levels and can be applied to obtain the benefits described below.</i>	Point Value
Option to have one advertisement/marketing piece emailed to NCTA membership.	1
One announcement post on NCTA social media channels (Facebook, Twitter, LinkedIn)	1
Invitation to address general session. Total of five (5) minutes. <u>Only two available</u> on a first-come, first-served basis.	2
Post-conference attendee list.	2
A 30-minute extension of conference sponsor workshop (maximum workshop length = 2 hours). Limited number available on a first-come, first-served basis.	3
Branded logo/advertisement on 1 session transition slide (the slide that is posted on screen in between sessions).	3
PDF of paper flyer (or special message) to be emailed to conference attendees as they register. Flyer to be provided by sponsor.	4
Opportunity to have sponsor logo/advertisement on virtual waiting room slide.	4
A 60-minute extension of conference sponsor workshop (maximum workshop length = 2 hours). Limited number available on a first-come, first-served basis.	5
<p><i>Please contact us if you would like to discuss purchasing additional points.</i></p>	

Sponsorship Rules

NCTA Intellectual Property

NCTA's name and logo is not permitted on any sponsorship materials or emails, unless approved by NCTA conference management (jody@ncta-testing.org).

Sponsor Conference Registration

Being an exhibitor is NOT the same as a conference registration. If you want your representatives to attend conference sessions, please have them register for the conference on the NCTA website. Please contact conference management (jody@ncta-testing.org) to find out how to redeem your complimentary or discounted registrations.

Sponsorship Selection Form

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"/> Option to have one advertisement/marketing piece emailed to NCTA membership.	1	<input type="checkbox"/> Branded logo/advertisement on virtual session waiting room slide	3
<input type="checkbox"/> One announcement post on NCTA social media channels (Facebook, Twitter, LinkedIn)	1	<input type="checkbox"/> PDF of paper flyer (or special message) to be emailed to conference attendees upon registration	4
<input type="checkbox"/> 5-minute general session address	2	<input type="checkbox"/> Logo/advertisement on virtual waiting room slide	4
<input type="checkbox"/> Post-conference attendee list	2	<input type="checkbox"/> 60-minute extension of conference workshop	5
<input type="checkbox"/> 30-minute extension of conference workshop	3		

3. Exhibitor Contact Information:

Company Name: _____
 Contact Person: _____ Phone: _____
 Address: _____ City: _____ State: _____ Zip: _____
 E-Mail: _____

4. Information for Conference Mobile App:

Name of Company Contact for App: _____
 Company Website: _____
 Contact Phone: _____ Contact E-Mail: _____

Description of Product/Services and Logo: (You can email this description, along with your logo to jody@ncta-testing.org.)

5. Additional Needs: _____

6. Payment:

- **Payment Method:** Check Visa MasterCard American Express

- **Credit Card Payment**

Card Number _____

Name on Card _____

Expiration Date _____ CVV(V) Code _____ Billing Zip Code _____

Signature of Cardholder _____

- If mailing a check, please make it payable to NCTA and mail to the address below.

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