



**NATIONAL COLLEGE
TESTING ASSOCIATION**

**2022 ANNUAL CONFERENCE
AUGUST 15-17
CHICAGO • ILLINOIS**

Sponsorship Levels & Exhibit Information

CHICAGO

Dear Sponsors,

Since 2000, the National College Testing Association (NCTA) has promoted professionalism and quality in the administration of testing services and programs, including issues relating to test administration, test accessibility, test development, test scoring, and assessment. NCTA hosts an annual conference that provides opportunities for professional networking, valuable information on technical and operational developments related to testing, and chances to interface with representatives from major testing companies. I would like to cordially invite you to participate as a sponsor of NCTA's 23rd Annual Conference.



After two years of virtual conferences, the 23rd Annual Conference will be held in-person in the great city of Chicago. This year's conference will take place from August 15th through 17th at the Marriott Downtown Magnificent Mile. Previous in-person conferences attracted hundreds of attendees from North America and across the globe. After two years of virtual conferences, NCTA members are ready to hear from and connect with you.

As a sponsor, you will be given a variety of options to publicize your company and offer support to NCTA, including new opportunities. Additionally, we continue to offer a point system to better serve the needs of our sponsors. These points allow for a tailored sponsorship experience whereby sponsors select from a menu of options for opportunities which best suit their needs.

On behalf of the NCTA Governing Council and our members, thank you. We appreciate your support of the conference and NCTA. Should you have questions or concerns, please do not hesitate to be in touch.

Sincerely,

Rachel Hample
NCTA President

Overview

Application and Payment Deadline: March 1, 2022

Exhibit Setup

Monday 8:00 a.m. - 5:00 p.m.

Exhibitors' Fair

Monday 5:00 p.m. -7:00 p.m.

Tuesday 8:30 a.m. - 5:00 p.m.

Reception and Breakfast with Exhibitors

Reception is Tuesday 5:00 p.m. - 7:00 p.m.

Breakfast is Wednesday 8:30 a.m. - 9:15 a.m.

Exhibit Breakdown

Tuesday 7:00 p.m. - 10:00 p.m. OR

Wednesday 7:00 a.m. - 10:00 a.m.

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

Platinum Sponsors—10' x 20' space (2 booths) 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. Other sponsors will be recognized on smaller signage.

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	
Deliver your Sponsor Workshop as a webinar.	X			
Invitation to Exhibitors' Fair**	10' x 20' Booth Space (2 booths) Offered at a Prime Location	10' x 10' Booth Space	10' x 10' Booth Space	10' x 10' Booth Space
Company Logo Displayed at Conference	X	X	X	X
Advance List of Conference Registrants (Available 08/01)	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 pp. 5-6</i>)	First Option: Beginning April 1, 2022	Second Option: Beginning April 22, 2022	Third Option: Beginning April 29, 2022	
Complimentary 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. If you want your representatives to attend conference sessions and meals not provided in the exhibit hall, please have them register for the conference on the NCTA website.*

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

<p align="center">HOW WOULD YOU LIKE TO USE YOUR SPONSOR POINTS?</p> <p align="center"><i>Points are allocated through sponsorship levels and can be applied to obtain the benefits described below.</i></p>	<p align="center">Point Value</p>
<p>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.</p>	<p align="center">1</p>
<p>Promotional item inserted into all attendee conference bags, subject to approval. Item to be provided by sponsor.</p>	<p align="center">1</p>
<p>2</p>	
<p>Invitation to address general session. Total of five (5) minutes. <u>Only three available</u> on a first-come, first-served basis.</p>	<p align="center">2</p>
<p>Post-conference attendee list.</p>	<p align="center">2</p>
<p>3</p>	
<p>A 30-minute extension of conference sponsor workshop (maximum workshop length = 1.5 hours). Limited number available on a first-come, first-served basis.</p>	<p align="center">3</p>
<p>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 6, 2022. Four available on a first-come, first-served basis.</p>	<p align="center">3</p>
<p>Promotional item placed at each seat at opening keynote, subject to approval. <u>Only two available</u> on a first-come, first-served basis.</p>	<p align="center">3</p>
<p>Host an onsite private evening event. This event cannot conflict with any NCTA conference event. All expenses, including cost of room rental, to be paid by sponsor. (See page 6 for rules.)</p>	<p align="center">3</p>
<p>4</p>	
<p>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.</p>	<p align="center">4</p>
<p>5</p>	
<p>A 45-minute extension of conference sponsor workshop (maximum workshop length = 1 hour 45 minutes). Limited number available on a first-come, first-served basis.</p>	<p align="center">5</p>
<p>6</p>	
<p><i>Please contact us if you would like to discuss purchasing additional points.</i></p>	

Add these EXCLUSIVE OPPORTUNITIES to your sponsorship for prime exposure!

Meal Sponsorship Opportunities

One available per sponsor.

NEW! Check-In VIP Lounge \$5,000

As guests check in to the hotel, they will be directed to this VIP Sponsor Welcome Lounge where they will be greeted by sponsor representatives and offered welcome beverages and snacks. The lounge will be decorated with the sponsor's branding.

Monday Welcome Event/Reception with Exhibitors \$5,000

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.

Monday 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.

Monday Coffee Break \$3,000

Sponsorship includes signage on drink tables and listing in conference app. NCTA will provide coffee and tea. 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.

Tuesday Afternoon Snack Break \$3,000

Sponsorship includes signage on buffet tables and listing in conference app. 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.

Wednesday 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.

Other Sponsorship Opportunities

One available per sponsor.

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.

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.

Sponsorship Rules

Sponsored Onsite Events

Sponsors must use sponsor benefit points to host any onsite event. The event cannot conflict with any scheduled NCTA events. All costs related to this event, including room rental fees, are the responsibility of the sponsor. Sponsor must notify NCTA conference management (jody@ncta-testing.org) by March 1, 2022 to work through logistics with NCTA conference management.

Sponsored Offsite Events

Sponsors are not required to use points, but must notify NCTA conference management (jody@ncta-testing.org) by March 1, 2022, of the event, including date, time, and location. The event cannot conflict with any scheduled NCTA events. A sponsored offsite event is any activity that is not located at the conference hotel.

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

Representation at the Exhibitor's Fair is NOT the same as a conference registration. If you want your representatives to attend conference sessions and meals not provided in the exhibit hall, 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

Applications and Payment Due March 1, 2022

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"/> Paper flyer conference bag stuffer	1	<input type="checkbox"/> Option to host dinner group	3
<input type="checkbox"/> Promotional item conference bag stuffer	1	<input type="checkbox"/> Promotional item at general session	3
<input type="checkbox"/> General session address	2	<input type="checkbox"/> Sponsor an Onsite Event	3
<input type="checkbox"/> Post-conference attendee list	2	<input type="checkbox"/> Special VIP invitation to 10 attendees	4
<input type="checkbox"/> 30-minute extension of conference workshop	3	<input type="checkbox"/> 45-minute extension of conference workshop	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"/> VIP Lounge	\$5,000	<input type="checkbox"/> Wednesday Breakfast	\$3,000
<input type="checkbox"/> Monday Exhibit Hall Reception	\$5,000	<input type="checkbox"/> Hotel Room Key	\$3,000
<input type="checkbox"/> Monday Keynote Session Breakfast	\$3,000	<input type="checkbox"/> Attendee Luggage Tag	\$4,000
<input type="checkbox"/> Monday Coffee Break	\$3,000	<input type="checkbox"/> Attendee Conference Bag	\$5,000
<input type="checkbox"/> Tuesday Snack Break	\$3,000		

4. Exhibitor Contact Information (as it should appear in the conference program):

Company Name: _____

Contact Person: _____ Phone: _____

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

E-Mail: _____

5. Names of Company Representatives at the Exhibitors' Fair:

1. _____ E-mail: _____
2. _____ E-mail: _____

Important Note: Representation at the Exhibitor's Fair is NOT the same as a conference registration. If you want your representatives to attend conference sessions and meals not provided in the exhibit hall, please have them register for the conference on the NCTA website.

NCTA will provide all exhibitors with pipe and drape, 10' x 10' booth, a skirted 6-foot table, and 2 chairs. Please indicate below if you have any special requests.

6. Additional Needs:

7. 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.

Exhibit Setup: Monday 8:00 a.m. - 5:00 p.m.

Exhibitors' Fair: Monday 5:00 p.m. - 7:00 p.m. AND Tuesday 8:30 a.m. - 5:00 p.m.

Reception and Breakfast with Exhibitors: Reception is Tuesday 5:00 p.m. - 7:00 p.m. AND
Breakfast is Wednesday 8:30 a.m. - 9:15 a.m.

Exhibit Breakdown: Tuesday 7:00 p.m. - 10:00 a.m. OR Wednesday 7:00 a.m. - 10:00 a.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