



NATIONAL COUNCIL OF
TEACHERS OF MATHEMATICS

NCTM Regional Conferences & Expositions 2019

BOSTON | SEPTEMBER 25-27

NASHVILLE | OCTOBER 2-4

SALT LAKE CITY | OCTOBER 16-18



EXHIBIT & SPONSORSHIP
PROSPECTUS

Reach more than 2,500 classroom teachers and decision makers in the mathematics education field at NCTM's Regional Conferences & Expositions!

The National Council of Teachers of Mathematics (NCTM) is the world's largest organization dedicated to improving mathematics educations for all students from pre-kindergarten through grade 12.

The NCTM Regional Conferences & Expositions are great ways to interact with thousands of classroom teachers and decision-makers in the mathematics education field. With more than 2,500 attendees, each NCTM Regional Conference & Exposition makes exhibiting an easy and effective way to receive great exposure for your company as well as its products and services.

NCTM has consistently produced the best attended and most dynamic educational conferences and events. Take advantage of the opportunity to showcase your products and services to those who shape the industry, and those that eager to seek out innovative ideas and transform their classrooms into a more dynamic environment. Let us help you build and expand brand awareness, loyalty, and equity through unique and engaging marketing opportunities.



CONTACT YOUR ACCOUNT EXECUTIVE

General Contact • NCTM@theYGSgroup.com

Marshall Boomer (#-E), Account Executive
marshall.boomer@theYGSgroup.com • 717.430.2223

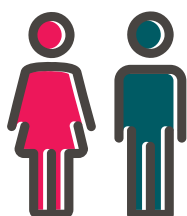
Laura Gaenzle (F-M), Account Executive
laura.gaenzle@theYGSgroup.com • 717.430.2351

Justin Wolfe (N-Z), Senior Account Executive
justin.wolfe@theYGSgroup.com • 717.430.2238

DEMOGRAPHICS

Career Levels

Experienced Teacher	41%
Other	23%
Early Career Teacher	10%
Math Coordinator/Math Coach	9%
Math Specialist	7%
Administrator.....	4%
University/College Professor	2%
Curriculum Developer	1%



80% Female
20% Male

Top products attendees look for in the exhibit hall:

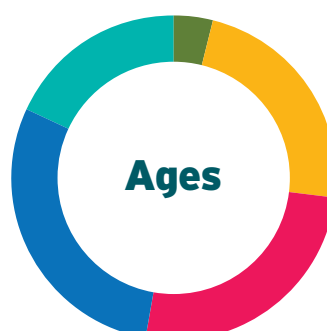
Resource Materials	70.1%	
Manipulatives	54.2%	
Textbooks	26.2%	
Electronics	18.1%	
Assessment Materials	17.1%	
Display Materials	14.2%	
Software	14%	
Industry Publications	12.2%	
Hardware	3.3%	

From the 2017 Regional Conferences & Expositions post-conference survey

Who Attends NCTM's Regional Conferences



Pre-K-2	5%
3-5	13%
6-8	20%
9-12	26%
Higher Ed	3%
Other	33%



<25	4%
25-34	23%
35-44	26%
45-54	29%
55+	18%

SPONSORSHIP OPPORTUNITIES

LANYARDS

\$15,000 for all 3 conferences

Everyone will wear your company's logo or name around their necks to display their name badge for the conference. Your company's logo will be worn by over 2,500 attendees!

TOTE BAGS

\$15,000 for all 3 conferences

Tote bags are handed out to attendees at registration. Your company's logo will be printed on the bag.

NCTM CENTRAL NETWORKING LOUNGE

\$15,000 for all 3 conferences

Multiply the impact of your brand while helping NCTM create a comfortable atmosphere in the Networking Lounge. The sponsor will have signage displayed in the lounge where math educators go to exchange ideas, check email, hold meetings, or just kick up their feet for a bit.

NCTM CHALKBOARD & PHOTO FRAME

\$15,000 for all 3 conferences

Take your brand everywhere at the NCTM Regional Conferences with the attention-grabbing chalkboard and photo frame, placed just outside of NCTM Central! Attendees write messages on the chalkboard (your company logo is displayed on one side in the upper right-hand corner) and take photos with the photo frames (your company logo included with NCTM's conference branding on one (1) frame) to post on social media.

CONFERENCE OVERVIEW & ORIENTATION

\$10,000 for all 3 conferences

Help NCTM create a great first impression with your logo presence during the NCTM Regional Conference Overview & Orientation! Sponsorship includes your company logo projected on the main presentation screen, logo placement on event signage and chair drops at both presentations. Sponsor will be given the opportunity to meet and greet attendees of the Conference Overview & Orientation at the table placed in the presentation room.

Printing, production, and/or shipping associated with the chair drop are the sole responsibility of the sponsor.

OPENING SESSION

\$5,000/conference | \$4,000/conference (3x rate)

As the sole sponsor of the Opening Session on Wednesday afternoon, your brand will serve as the cornerstone of the Regional Conference. You will also receive sponsor recognition via:

- Official conference app
- Signage at the Opening Session
- Company name acknowledgement in push notification about the Opening Session
- Online Conference Planner
- Complimentary chair drop on every seat set for the Opening Session

Printing, production, and/or shipping associated with the chair drop are the sole responsibility of the sponsor.

NCTM BOOKSTORE*

\$5,000/conference | \$4,000/conference (3x rate)

Let your company's name be visible as attendees shop the NCTM Bookstore for teaching materials and math swag. Your company's logo will be placed on 1,000 shopping bags with NCTM's branding as well as on signage placed inside the bookstore.

REGISTRATION/LOBBY/FOYER PROMOTER* CONTACT US FOR DETAILS

Have your company/brand mascot present in the main registration area where all attendees check in for the Regional Conference! Your promoter can invite attendees to your session, encourage them to visit your booth or distribute a coupon for products or services.

AFTERNOON BEVERAGE CART*

Contact us for details

Refresh attendees with lemonade, infused water or other beverages served in the registration area. Company representative may be present at the distribution area to interact with attendees.

LUNCH TICKETS

\$4,500/conference | \$3,500/conference (3x rate)

Drive traffic to your booth by distributing \$10 lunch vouchers to 250 attendees. These vouchers can be redeemed at all convention center food outlets, including the ones available in the exhibit hall during the exclusive exhibit hall hours on Thursday and Friday!

CONFERENCE WI-FI*

\$3,500/conference | \$3,000/conference (3x rate)

Help attendees at the Regional Conference stay connected with the exclusive sponsorship of the conference Wi-Fi. Your company logo will be posted on signage around the meeting rooms and exhibit hall with password information as well as tent cards placed on lunch tables. Sponsor logo to be included with password information on the General Information page of the program book.

COFFEE BREAK IN THE EXHIBIT HALL CONTACT US FOR DETAILS

Coffee is the number one reason to take a break, so make sure your logo is placed on signage at the coffee station.

SOCIAL MEDIA PACKAGE*

\$3,000 for all 3 conferences (4 AVAILABLE)

Three (3) months (September, October & November 2019) of ads retargeted to NCTM Regional Conference attendees via Facebook and Twitter.

HYDRATION STATION* CONTACT US FOR DETAILS

Sponsor logo included on four (4) five-gallon water coolers and signage placed by the water cooler nearest the main entrance of the exhibit hall.

CHARGING STATIONS*

\$2,500/conference | \$2,000/conference (3x rate)

These days everyone is on their smartphone and tablet using it to take notes. Send a powerful marketing message to Regional Conference attendees when you are recognized as a charging station sponsor in NCTM Central. Pub-height tables have clings with your company logo and NCTM's placed on top with outlets to allow attendees to stop and recharge in NCTM Central.

CHAIR DROP

\$1,000/conference | \$750/conference (3x rate)

Have your flyer, pamphlet, or giveaway placed on each of the 1,800+ seats of the Opening Session. Put your pamphlet, sample, or flyer directly into the hands of high school mathematics educators! Additional opportunities are available for individual workshops and breakout sessions - please inquire for quantities and pricing.

Printing, production, and/or shipping associated with the chair drop are the sole responsibility of the sponsor.

BAG INSERT*

\$1,000/conference | \$750/conference (3x rate)

(4 AVAILABLE)

Reach attendees in a cost-effective way! Place your flyer or promotional item in the NCTM Regional Conference tote bag, which is handed out to each attendee at registration. This opportunity is great for announcing a promotion, giveaway, or contest at your booth or capturing prospect information online! Availability of bag inserts is dependent upon sponsorship of the official conference tote.

Printing, production, and/or shipping associated with the bag insert are the sole responsibility of the sponsor.

AISLE DANGLER*

\$1,000/conference | \$750/conference (3x rate)

Sponsor logo included on a dangler hung below aisle signage. Sponsor can only sponsor a dangler in their own aisle. Up to 5 available per Regional Conference.

WELCOME LETTER*

\$750/conference | \$500/conference (3x rate)

Greet guests of the Regional Conference with a favorable first impression and create a relationship between your brand and potential customers through this gesture of courtesy and consideration. The Welcome Letter is emailed to all pre-registered attendees just a few days prior to the start of the Regional Conference.

PASSPORT*

\$800/conference | \$500/conference (3x rate)

Increase foot traffic to your exhibit booth and help attendees in the gamification of their Regional Conference experience! Limited availability.

HOUSING CONFIRMATION

\$625/conference | \$500/conference (3x rate)

Get noticed when you place your ad on the NCTM official housing confirmations sent prior to each Regional Conference. The sooner you reserve your ad placement, the more attendees you will reach leading up to the show! Final housing confirmations with the official hotel reservation numbers are sent just before the conference.

***NEW SPONSORSHIP OPPORTUNITIES for 2019
Regional Conferences & Expositions!**



**BOSTON,
MASSACHUSETTS**
SEPTEMBER 25 - 27



**NASHVILLE,
TENNESSEE**
OCTOBER 2 - 4



**SALT LAKE CITY,
UTAH**
OCTOBER 16 - 18

EXHIBITOR HOURS

WEDNESDAY 4:00–6:00 P.M.
THURSDAY 9:00 A.M.–5:00 P.M.
FRIDAY 9:00 A.M.–2:00 P.M.

**ALL BOOTHS COME
EQUIPPED WITH:**

- 8' Backdrape
- 3' Side Dividers
- 7" x 44" Identification Sign

Booth furnishing packages are
available from Freeman

Live floor plans: nctm.org/regexhibit

BOOTH RATES

LOCATION ... RATES

Standard.....\$15.15/sq.ft.
Corner+\$130/sq.ft.

Minimum Booth Space: 10' x 10'

Looking for a way to address conference attendees directly? Participate in an exhibitor workshop! Rooms are set with theater-style seating for up to 120 attendees (rooms cannot be reconfigured). Limited time slots are available, and rooms are assigned on a first-come, first-served basis. Please contact your account executive for updated availability.

Workshop Information:

WHAT NCTM PROVIDES:

- Workshop room and schedule
- Room signs
- Directional signs to workshop location
- LCD projector with screen
- Lapel microphone
- Listing of your company name, title of the workshop, and a brief description in the Program Book (if contract and description are received by June 7, 2019), the Conference App, as well as the NCTM Online Conference Planner.
- NCTM will send instructions for providing company details and workshop description.

WHAT YOU NEED TO PROVIDE:

- Additional audiovisual arrangements and associated costs
- Promotion of the workshop (Please Note: NCTM cannot guarantee attendance at Exhibitor Workshops. Contact NCTM@theYGSgroup.com for additional ways to market your presentation time.)
- Adherence to the workshop schedule and clearance of the room after your session
- Laptop



Follow our official conference hashtags to get the latest updates and engage with others about NCTM's Regional Conferences.

#NCTMBoston19

#NCTMNash19

#NCTMSLC19

“ If you can't make it to the annual/national math conference, the regional is a great opportunity to see many of the same speakers and to get out someplace closer to home. ”

**THOMAS S.
KANSAS CITY PUBLIC SCHOOLS**

MORE ADVERTISING OPPORTUNITIES

CONFERENCE PROGRAM BOOK

Reach more than 2,500 mathematics educators and decision-makers who attend each NCTM Regional Conference & Exposition with both print and online advertising in the Program Book. Attendees refer to this book throughout the event, using it to plan their daily conference schedule and for special-offer coupons. Remember, the Regional Conferences allow you to reach a vital, engaged audience of mathematics education decision-makers.

Trim: 8.25" x 10.875"

DEADLINES

LOCATION	AD CLOSE	ART DUE
BOSTON, MA	JUNE 12	JUNE 18
NASHVILLE, TN	JUNE 19	JUNE 25
SALT LAKE CITY, UT	JUNE 26	JULY 01

POSITIONS AND SPECS

Cover 2 <i>Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")</i>	\$2,500
Cover 3 <i>Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")</i>	\$2,000
Cover 4 <i>Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")</i>	\$2,250
Full Page <i>Bleed (8.5" x 11.125") Non-Bleed (7.75" x 9.75")</i>	\$1,900
Half-Page Vertical* (3.375" x 9.875") Half-Page Horizontal* (7" x 4.875")	\$1,500
Quarter Page* (3.375" x 4.875")	\$850
Coupon (5.75" x 3.25") <i>Black & White Only</i>	\$485
Enhanced Directory Listing <i>4C Company Logo (1" x 1")</i>	\$300

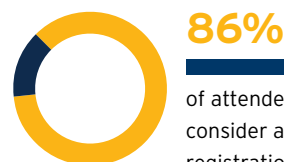
*Half-page and quarter-page ads are eligible for an additional 20% discount for black-and-white display ads.

Two- and three-issue package rates are not agency commissionable. Guaranteed position is 15% of total gross cost of the ad. Cover positions are not cancelable. Rate includes a web-linked version of the ad through www.nctm.org.

MORE WAYS TO REACH NCTM ATTENDEES



Based on 2018 Regional Conferences data.



Sponsorship Application

NCTM REGIONAL CONFERENCES & EXPOSITIONS

September 25-27, 2019 | Boston, MA

October 2-4, 2019 | Nashville, TN

October 16-18, 2019 | Salt Lake City, UT

www.nctm.org/regexhibit

Please submit all contracts to NCTM@theYGSgroup.com or call **717.430.2248** for questions.

If submitting via mail, send to:

The YGS Group, Attn: NCTM Events, 3650 West Market Street, York, PA 17404

CONTACT INFORMATION:

Contact Name

Company Name

Email

Phone

Street Address

City

State/Province

Zip/Postal Code

PAYMENT INFORMATION

Payment must accompany registration form. All remittance is due in US dollars.

☐ American Express ☐ VISA ☐ MasterCard ☐ Discover ☐ Check payable to The YGS Group

Billing Address: ☐ Same as above ☐ If different, please complete below

Name on Credit Card

Card Number

3-4 Digit Security Code

Expiration Date

Billing Address

Phone

City

State/Province

Zip/Postal Code

Authorized Signature

Total: US \$ _____

The above-signed (Vendor) enters into this agreement with NCTM to purchase the above-listed program or product in exchange for the fee listed above. The general terms and conditions of this contract will apply and are included on the second page of this contract. NCTM will provide the standard level deliverable items associated with the purchased sponsorship listed on page 1 of this contract. Where applicable, at the signing of this agreement, NCTM will project the quantity and quality of items necessary for the agreed upon program. Send all signed contracts to your Account Executive or NCTM@theYGSgroup.com or fax to (717) 825-2171.

1. Use of Name, Logo, or Marks: The NCTM logo is the property of the NCTM, and no use of the name, logo, or marks will be permitted without the express written consent of the National Council of Teachers of Mathematics.

2. Cancellation Policy: No refunds are provided. If the vendor desires to cancel part or all of the contractual agreement, the vendor must do so in writing and will be obligated to pay NCTM the full amount of the agreed upon contract.

3. Cancellation of Event: NCTM reserves the right to cancel item or event. In the event of such a cancellation, vendor will be notified in writing and will receive a full refund. Parties agree that in the event of such cancellation, the vendor's sole remedy against NCTM shall be the refund of monies paid to NCTM by vendor pursuant to this agreement.

4. Right of First Refusal: All returning vendors (a returning vendor is defined as a company that purchased the same program or product last year, but not necessarily the same item) will receive an exclusive opportunity to renew the agreement for the following year. This gives all returning vendors the first right of refusal for their program or product. After this period ends, the first right of refusal is terminated and the program or product becomes available on a first-come, first-served basis. Please note that renewals may be subject to price and benefit changes at the discretion of NCTM.

NCTM shall not be responsible for a failure of performance of this agreement due to an Act of God, war, disaster, strikes, civil disorder, or other emergencies making it advisable, illegal, or impossible to hold the event or deliver agreed-upon items. NCTM also does not guarantee attendance by meeting participants. NCTM shall not be responsible for and does not control exhibitor activities held within contracted booth space that may be of similar nature to sponsored events or activities.

A copy of this contract and any signatures herein shall be valid as an original.

SPONSORSHIP OPPORTUNITIES

- ☐ Lanyards - \$15,000
- ☐ Tote Bags - \$15,000
- ☐ NCTM Chalkboard & Photo Frame \$15,000
- ☐ Conference Overview & Orientation - \$10,000
- ☐ Opening Session \$5,000 / \$4,000*
- ☐ NCTM Bookstore - \$5,000 / \$4,000*
- ☐ Registration/Lobby/Foyer Promoter
- ☐ Afternoon Beverage Cart - \$5,000 / \$4,500*
- ☐ Lunch Tickets - \$4,500 / \$3,500*
- ☐ Conference Wi-Fi - \$3,500 / \$3,000
- ☐ Coffee Break
- ☐ Social Media Package - \$3,000
- ☐ Hydration Station - \$2,700
- ☐ Charging Stations - \$2,500 / \$2,000*
- ☐ Chair Drop \$1,000 / \$750*
- ☐ Bag Insert - \$1,000 / \$750*
- ☐ Aisle Dangler - \$1,000 / \$750*
- ☐ Passport - \$800 / \$500*
- ☐ Welcome Letter - \$750 / \$500*
- ☐ Housing Confirmation - \$625 / \$500*

*Pricing indicated for one conference / all three conferences.

Workshop Contract

NCTM REGIONAL CONFERENCES & EXPOSITIONS

September 25-27, 2019 • Boston, MA | October 2-4, 2019 • Nashville, TN | October 16-18, 2019 • Salt Lake City, UT

www.nctm.org/regexhibit

Please submit all contracts to NCTM@theYGSgroup.com or call 717.430.2248 for questions.
If submitting via mail, send to: The YGS Group, Attn: NCTM Events, 3650 West Market Street, York, PA 17404

CONTACT INFORMATION

Name	Company	Website		
Street Address (No P.O. Boxes)	City	State/Province	Zip/Postal Code	Country
Phone and Ext.	E-mail	Twitter Handle		

WORKSHOP INFORMATION & RATES

Information on submitting your workshop title and description will be provided with your order confirmation. Please select workshop day(s) and indicate quantity.

BOSTON, MA

☐ Thursday, September 26, 2019 ____ x \$650 = \$_____

☐ Friday, September 27, 2019 ____ x \$650 = \$_____

NASHVILLE, TN

☐ Thursday, October 3, 2019 ____ x \$650 = \$_____

☐ Friday, October 4, 2019 ____ x \$650 = \$_____

SALT LAKE CITY, UT

☐ Thursday, October 17, 2019 ____ x \$650 = \$_____

☐ Friday, October 18, 2019 ____ x \$650 = \$_____

TOTAL AMOUNT: \$_____

Time Slots: Limited time slots are available and are assigned on a first-come, first-served basis. The one-hour workshops are held on Thursday and Friday, 8:00 a.m. - 3:00 p.m.

Setting: Rooms will be set theater style seating for up to 120 attendees. Rooms can not be reconfigured.

What NCTM Provides

- Workshop room and schedule
- Room signs
- Directional signs to workshop location
- LCD projector with screen
- Lapel microphone
- Listing of your company name, title of the workshop, and a brief description in the Program Book (if contract and description are received before print), the Conference App, as well as the NCTM Online Conference Planner.
- NCTM will send instructions for providing company details and workshop description.

What You Need to Provide

- Additional audiovisual arrangements and associated costs
- Promotion of the workshop (Please Note: NCTM cannot guarantee attendance at Exhibitor Workshops. Contact nctm@theYGSgroup.com for additional ways to market your presentation time.)
- Adherence to the workshop schedule and clearance of the room after your session
- Laptop

PAYMENT INFORMATION

Nonrefundable payment in full must accompany this registration form. All remittance is due in US dollars.

☐ Check payable to The YGS Group

☐ American Express ☐ VISA ☐ MasterCard ☐ Discover

Name on Credit Card

Card Number

Security Code

Expiration Date

Amount

Authorized Signature

Print Name

SIGNATURE AND AGREEMENT

By signing below, exhibitor agrees to abide by the responsibilities set forth in this agreement. Any violation on the part of the exhibitor will nullify the exhibitor's right to occupy the meeting space. Exhibitor will not be released from liability and will forfeit to NCTM all monies that have been paid.

Authorized Signature

Date

Print Name and Title

Please submit your completed contract to nctm@theYGSgroup.com.

Exhibitor Contract

NCTM REGIONAL CONFERENCES & EXPOSITIONS

September 25-27, 2019 • Boston, MA | October 2-4, 2019 • Nashville, TN | October 16-18, 2019 • Salt Lake City, UT

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If submitting via mail, send to: The YGS Group, Attn: NCTM Events, 3650 West Market Street, York, PA 17404

EXHIBIT HOURS

Wednesday.....4:00 p.m. - 6:00 p.m.
Thursday.....9:00 a.m. - 5:00 p.m.
Friday.....9:00 a.m. - 2:00 p.m.

Dedicated Exhibit Hall Hours

Thursday.....12:00 p.m. - 1:30 p.m.
Friday.....12:00 p.m. - 1:30 p.m.

EXHIBITOR INFORMATION TO BE PUBLISHED:

Exhibiting Company _____

Street Address (No P.O. Boxes) _____

City _____

State/Province _____ Zip/Postal Code _____ Country _____

Phone and Ext. _____ Twitter 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. _____ Fax _____

E-mail _____ Website _____

EXHIBIT SPACE & RATES

(STANDARD BOOTH \$15.15 PER SQ.FT. | CORNER BOOTHS ADD \$130) Minimum booth space: 10'x10'

NUMBER OF BOOTHS: _____ SIZE OF SPACE REQUESTED: _____ X _____ ☐ STANDARD BOOTH ☐ PREMIUM BOOTH ☐ ISLAND ☐ CORNER

TOTAL RENTAL FEE: \$ _____

Payment Policy: Payment 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 July 1, 2019**. 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 July 1, 2019. Applications received without payment will not be processed. No refund will be made for a cancellation or reduction received after July 1, 2019, and full payment of any unpaid balance is required. **Preferred Location:** Please choose booths from different areas of the Exhibit Hall. **Note:** Assignment is at the sole discretion of NCTM and Preferred location may not be available, but a comparable location will be assigned.

Boston, MA: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

Nashville, TN: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

Salt Lake City, UT: 1st Choice: _____ 2nd Choice: _____ 3rd Choice: _____ 4th Choice: _____

CONFERENCE PROGRAM ADVERTISING

Ad Size: _____ Cover 4 / \$2,250 _____ Cover 3 / \$2,000 _____ Cover 2 / \$2,500 _____ Full Page, 4C / \$1,900 _____ 1/2 Page, 4C / \$1,500 _____ 1/4 Page, 4C / \$850

Coupon (BW only): _____ \$485 B&W ads are eligible for a 20% discount on the rates above. All cover positions must be 4C.

TOTAL AD COST: \$ _____

Deadline for inclusion in the conference program and all printed materials is June 30, 2019. Exhibitors securing booth space after June 30, 2019 will be included in any/all available digital listings.

PAYMENT INFORMATION

Payment must accompany registration form. All remittance is due in US dollars.

☐ Full Payment or 50% Deposit

☐ Check payable to The YGS Group

☐ American Express ☐ VISA ☐ MasterCard ☐ Discover

Name on Credit Card _____

Card Number _____ Security Code _____

Expiration Date _____

Authorized Signature _____ Print Name _____

TOTAL: \$ _____

DIRECT OVER-THE-COUNTER SALES

Will you sell merchandise in your booth?

☐ Yes ☐ No

SIGNATURE AND AGREEMENT

The exhibitor agrees to abide by all exhibit terms, conditions and regulations set forth on this form and on Page 2-3 of this contract.

Authorized Signature _____ Date _____

Print Name and Title _____

1. CONTRACT FOR EXHIBIT SPACE

The purpose of exhibits at NCTM conferences, consistent with NCTM objectives, is to promote the advancement of mathematics education. All exhibits must both complement and enhance the NCTM program to which it is tied.

Exhibitor agrees to exhibit products used in the field of mathematics education, products related to the growth of knowledge in mathematics teaching methods, or products of interest to teachers, as determined by NCTM.

Exhibitors must comply with all below stated Booth Contract Rules and Regulations, a copy of which will be included with your booth confirmation.

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 Regional Conference Sponsorship activities or programming offered by NCTM and described in any NCTM event materials. The general appearance of the show must take precedence over that of any individual exhibit and NCTM may, in its sole determination, require rearrangement, at the Exhibitor's expense, of any display that is in violation of the Rules and Regulations. NCTM 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.

NCTM 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 NCTM may detract from the general character of the Conference. This reservation includes persons, things, conduct, printed matter, or anything of a character that NCTM determines is objectionable to the Conference. In the event of such restriction or eviction, NCTM is not liable for any refund or other expenses incurred by the Exhibitor.

Acceptance of this contract by NCTM should in no way be construed as an endorsement by NCTM of the exhibiting company or its products or services.

2. GENERAL CONDUCT

Booth must be fully staffed during the exhibit hours for entire conference. NCTM 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 NCTM conference is conducting educational session(s). Requests for meeting space should be directed to NCTM for either (ICW) Meeting Space Request Application or to be put in touch with 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.

3. ASSIGNMENT AND RELOCATION OF EXHIBITS

Exhibitor understands and agrees that NCTM has sole discretion on the assignment of booths. NCTM is under no obligation to assign Exhibitor any of the booths preferred by Exhibitor. NCTM reserves the right to alter Exhibitor's assigned location at any time in its sole discretion if deemed in the best interest of the Conference. Before exercising its discretion, NCTM will contact Exhibitor.

All measurements shown on the floor plan are believed to be accurate, but NCTM 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

The cost for rental of exhibit space is shown on the application. Fifty percent (50%) of the exhibit fee must accompany this application as a deposit, with the balance due no later than July 31, 2019. All applications received after this time must be accompanied by full payment. 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 NCTM does not accept the Exhibitor's application.

Exhibit invoice payments are due based on the schedule in the signed contract. Exhibitors with unpaid invoices will not be allowed to exhibit and a 1.5% per month finance charge will be assessed on all invoices in arrears. In addition, Exhibitor will reimburse NCTM for the cost of any collection or legal service utilized by NCTM to collect any amounts due hereunder. Notwithstanding any provision in an Order or other agreement to the contrary, if Exhibitor is an agency, both agency and principal advertiser are jointly and severally liable for all payments due hereunder. If Exhibitor is an agency, 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 NCTM in writing. If the cancellation or reduction is received by NCTM before July 1, 2019, 50% of the full exhibit price or full price for the space relinquished, will be retained by NCTM. No refund will be made for a cancellation or reduction received after July 1, 2019, and full payment of any unpaid balance is required. Upon cancellation, Exhibitor loses all right to space and

NCTM reserves the right to reassign that space to another Exhibitor. In addition, the exhibitor loses the right to use any complimentary exhibitor registration badges. NCTM 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 thirty (30) minutes 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, IAAE'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 NCTM. Failure to comply will result in a \$300 fine.

8. EXHIBITOR BADGES

Appropriate badges will be furnished to Exhibitors and their employees by NCTM upon proper registration. Exhibitor badges give Exhibitors access to conference activities. Each company is entitled to 6 complimentary badges per 10' x 10' contracted space. Additional badges are \$150.00 each. 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 NCTM's official Housing Reservation Center and to abide by the block attrition policy.

10. BOOTH CARPET

Exhibitors are required to provide carpet/floor covering for your booth. Floor covering needs to cover at least 90% of your booth space. To enhance the appearance of your booth, rental carpet is available through Freeman. Please refer to the Carpet Brochure and Order Form in the Exhibitor Service Kit.

11. SOUND RESTRICTIONS

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

12. 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 NCTM harmless against any and all such claims or charges.

13. 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.

14. 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.

15. SECURITY

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.

16. FORCE MAJEURE

Because of the nature of the enterprise undertaken by 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 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, NCTM shall have the right to cancel the same and this agreement, in which event any payment made by the Exhibitor to NCTM shall be returned to Exhibitor, and 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 NCTM.

17. 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 NCTM 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 NCTM 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 NCTM from any liability for claims, damages, suits, etc., that are the result of the negligence of NCTM. 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, NCTM, 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. NCTM will not be liable in any instance for any unforeseen expenses incurred by Exhibitor due to the terms of the lease that NCTM has with the exhibit facility.

18. INSURANCE

Exhibitor agrees to procure and maintain adequate insurance coverage during the dates of the NCTM conference, including move-in and move-out days, and be prepared to furnish a certificate(s) of insurance to NCTM 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, NCTM, or the Convention Center. NCTM shall not in any event be liable to Exhibitor for any damages.

19. OFFICIAL SERVICE CONTRACTOR

The official service contractor for NCTM 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.

20. EXHIBITOR APPOINTED CONTRACTORS

Exhibitor appointed contractors must confirm to conference rules and regulations. Exhibitor appointed contractors are required to advise NCTM 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 NCTM as additional insured directly to NCTM.

21. 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 NCTM 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.

22. 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 NCTM all monies that have been paid. In case of any violation of the terms and conditions and/or the rules and regulations on the part of the Exhibitor, right is hereby given to NCTM, at its option, to terminate the agreement to occupy space, and NCTM may enter and take possession of the space occupied by the Exhibitor and remove all persons and goods at the Exhibitor's own risk.

23. 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 NCTM. NCTM 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 rules and regulations set forth in the NCTM Exhibit Booth Contract Rules and Regulations.

Authorized Signature:

Date: _____