



2024 Annual Conference **Sponsor & Exhibitor** **Packet**



Dear Corporate Partners,

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 25th Annual Conference.

In 2023, NCTA gathered in Las Vegas with hundreds of attendees and corporate partners, with exciting and innovative content, and opportunities to connect with fellow professionals. We are excited to invite you to join us August 4-7, 2024, at the Hyatt Regency Savannah. The conference will be on the Riverwalk in the beautiful and historic downtown.

As a sponsor, you will be given a variety of opportunities to publicize your company and offer support to NCTA. NCTA is also open to feedback from our corporate partners to better meet you and improve your experience.

On behalf of the NCTA Governing Council and our members, thank you for your continued support of the profession. Please do not hesitate to reach out to us if you have questions or input.

Sincerely,

A handwritten signature in purple ink that reads "Sara Rieder Bennett, Ph.D." The signature is written in a cursive style.

Sara Rieder Bennett
NCTA President





Application Details

Sponsorship Application & Payment Deadline: Friday, March 29, 2024
Exhibitor Application Deadline: Friday, June 21, 2024

Exhibitor Information

Exhibitor and Sponsor application is separate, with the exception of Platinum and Gold level sponsors. Platinum sponsors receive a 10x20 exhibit booth with their sponsorship and Gold sponsors receive a 10x10 exhibit booth with their sponsorship. See page 4 for more information.

See Exhibitor Information on page 5.

SPONSORSHIP RULES

Sponsorship & Exhibitor Agreement

All sponsors and exhibitors must read and accept the 2024 NCTA Conference Sponsorship & Exhibitor Agreement when applying.

Sponsorship Eligibility

Sponsorship opportunities are open to both member and non-member companies. If you are interested in becoming an NCTA member, visit our [membership webpage](#) or email info@ncta-testing.org.

NCTA Intellectual Property

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

Complimentary Conference Registration

Complimentary conference registration provided with Platinum or Gold sponsorship includes access to conference sessions and all meals/breaks provided throughout the conference. Within a week of submitting the application, the contact will receive registration code(s) for the complimentary registration(s).

Questions? Contact conference management at events@ncta-testing.org



CONFERENCE SPONSORSHIPS

SPONSOR BENEFITS	Platinum \$9,000	Gold \$6,000	Silver \$2,500	Bronze \$1,000
Company Recognition at Keynote Address	X			
Company Logo on Home Page of Program Guide App	X			
Company Logo Displayed on Conference Banner	X	X	X	X
Company Logo in Conference App	X	X	X	X
Company Logo and Link on Sponsorship Webpage	X	X	X	X
Company Logo and Link Spotlited in Email Communications and Social Media	X	X	X	Company Name
General Session Address (5 min)	X			
Host a One (1) Hour Sponsor Workshop During Conference	X	X	X	
Deliver your Sponsor Workshop as a Webinar After the Conference	X			
Paper Flyer Conference Bag Stuffer (8x11 max)	X	X		
Promotional Item Conference Bag Stuffer	X	X		
Corporate Partners Reception & Resource Fair Exhibit Booth	X 10x20 Booth	X 10x10 Booth		
Advance List of Conference Registrants	X	X	X	
Post-Conference Attendee List	X	X	X	
Complimentary Conference Registrations	2	1		



Exhibitor Information

Exhibitor Setup

Tuesday 8:00 AM - 4:00 PM

Exhibitor Hall Hours

Tuesday 4:30 PM – 6:00 PM
 Wednesday 8:30 AM – 1:45 PM

Reception & Breakfast in Exhibit Hall

Tuesday Reception: 4:30 PM – 6:00 PM
 Wednesday Breakfast: 8:30 AM - 9:30 AM

Exhibit Breakdown

Wednesday after 2:00 PM
 Friday: 8:00 AM-10:00 AM

Exhibit Booth Rates

10' x 10' Booth (includes 2 booth attendants)	\$1,200
10' x 10' Booth & 1 Conference Registration	\$1,500
10' x 10' Booth & 2 Conference Registrations	\$1,800
10' x 20' Booth (includes 2 booth attendants)	\$1,800
10' x 20' Booth & 1 Conference Registration	\$2,100
10' x 20' Booth & 2 Conference Registrations	\$2,400

NCTA will provide all exhibitors with pipe and drape, a skirted table, and chairs.
 (10x10 booth receives 1-6' table and 2 chairs, 10x20 booth receives 2-6' tables and 4 chairs)

Platinum Sponsors receive a 10' x 20' booth with their sponsorship
Gold Sponsors receive a 10' x 10' booth with their sponsorship

Application Deadline: Friday, June 21, 2024



A LA CARTE OPPORTUNITIES

ADDITIONAL sponsorship opportunities for prime exposure!

NCTA will provide a limited menu for all meal/snack/break opportunities listed on this page. The sponsor is permitted to work with conference management to add to the menu and/or promote the company throughout the event at the 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 Opening Session Breakfast

\$3,000

Sponsorship includes signage on buffet tables and acknowledgment in the Conference App.

Two available

Wednesday Breakfast

\$3,000

Sponsorship includes signage on buffet tables and acknowledgment in the Conference App.

Two available

Wednesday or Thursday Coffee Break

\$1,000

Sponsorship includes signage on drink tables and acknowledgment in the Conference App. NCTA will provide coffee and tea. *One available on each day.*

Wednesday Reception with Exhibitors

\$3,000

Sponsorship includes signage on buffet tables and acknowledgment in the Conference App.

Two available

Thursday Breakfast with Corporate Partners

\$3,000

Sponsorship includes signage on buffet tables in Exhibit Hall and acknowledgment in the Conference App.

Two available

Friday Snack Break

\$1,000

Sponsorship includes signage on snack tables and acknowledgment in the Conference App during the closing panel presentation. *Two available*



BRANDED SPONSORSHIPS

ADDITIONAL BRANDED opportunities for prime exposure! One sponsor for each option.

Tote Bag Sponsor

\$3,000

Each attendee will receive a tote bag full of goodies when they check in. Receive prime exposure by getting your logo printed on each one!

Lanyard Sponsor

\$2,000

Stay in front of NCTA conference attendees all week by putting your logo on the lanyard of the neck wallets that each attendee will wear on-site.

Business Card Holder Sponsor

\$2,000

Offer attendees a way to store all of their business cards that they collect during exhibit hours. This metal card holder will be laser-engraved with your logo.

Phone Wallet Sponsor

\$1,000

Provide an accessory that all attendees can use to easily store their hotel key card, or credit cards and IDs beyond the conference.