



National College Testing Association
2021 Annual Virtual Conference
August 10-13

Sponsorship Levels & Exhibit Information



Overview

New this year, we will be using the Hopin platform for our virtual conference and exhibit hall. Hopin is an all-in-one live online events platform. The Expo area of Hopin is the exhibitor hall of digital vendor booths.

The Expo area is a great place where event-goers will “walk around” to visit the booths that interest them, interact with the vendors, and take action. Each booth can contain pre-recorded or live video, branded content, Website and Twitter links, special offers, salespeople on live camera, and customized buttons. We are offering three tiers of sponsorship: **Gold, Silver, and Bronze.**

All sponsors will receive the following:

- **Customizable expo booths.** With pre-recorded or live video, branded content, special offers and custom calls to action, you can build booths that get attendees’ attention.
- **1:1 audience interaction.** Exhibitors will be able to chat live with booth visitors, mute/unmute booth attendees and even screenshare.
- **Live stream, pre-recorded video, or both.** Your virtual expo booth can feature a live stream video chat/screen share or a pre-recorded video. Moderators can also toggle between the two options and, for example, only staff the live video chat during breaks and networking sessions.
- **Call to action.** Your virtual expo booth includes a prominent, clickable button that will either send you the viewer’s email address for lead generation, tracking and follow-up. Alternatively, you can also re-direct them to a webpage of your choosing. You get to decide!
- **Add an Event Offer.** Your virtual expo booth includes the option to highlight a special offer. You can call out your existing nonprofit pricing program or offer a custom discount for attendees.

Designated Booth Times

Exhibits will be open the entire week, August 10-13. However, there will be designated booth times on August 11 and 12, where reps will be expected to be available for live chat sessions with attendees.

Sponsorship Levels

SPONSOR BENEFIT		Gold \$4,500 / \$6,500*	Silver \$2,000 / \$4,000*	Bronze \$1,000 / \$1,500*
Pre-Event Marketing	Inclusion in Event Marketing Materials	X	X	
Pre-Event Marketing	Dedicated Attendee Email	X		
Pre-Event Marketing	25 Word Description in Pre-Event Email		X	
Pre-Event Marketing	50 Word Description in Pre-Event Email	X		
Pre-Event Marketing	Landing Page Logo & Link (Top Tier)	X		
Pre-Event Marketing	Landing Page Logo & Link (Mid Tier)		X	
Pre-Event Marketing	Registration Page Logo & Link (Top Tier)	X		
Pre-Event Marketing	Registration Page Logo & Link (Mid Tier)		X	X
Pre-Event Marketing	Social Media Promotion (Pre-Event)	X		
Pre-Event Marketing	Inclusion in Sponsor List on Twitter	X	X	X
Access	Complimentary Registrations (Includes Full Access to Exhibit Hall and Sessions)	3	1	
Access	Additional Staff Pass 50% Discount	4	2	
On-Site Marketing	Logo & Link on External Reception (Top Tier)	X		
On-Site Marketing	Logo & Link on External Reception (Mid Tier)		X	X
On-Site Marketing	Logo & Link on Internal Reception (Top Tier)	X		
On-Site Marketing	Logo & Link on Internal Reception (Mid Tier)		X	X
On-Site Marketing	Expo Booth Prioritization	High	Mid	Low
On-Site Marketing	Expo Booth Sizing	Large Booth (2000 x 500px)	Medium Booth (1500 x 750px)	Small Booth (1500 x 1000px)
On-Site Marketing	Sponsor Branded Workshop Presentation on the Main Stage	60 minutes	30 minutes	
On-Site Marketing	Mainstage Break Adroll (15 seconds)		X	

On-Site Marketing	Mainstage Break Adroll (30 seconds)	X		
On-Site Marketing	Mainstage Break Adroll (Prior to Keynote)	X		
On-Site Marketing	Social Media Promotion (During Event)	X		
Post-Event Marketing	25 Word Description in Post-Event Email		X	
Post-Event Marketing	50 Word Description in Post-Event Email	X		
Post-Event Marketing	Social Media Promotion (Post-Event)	X		
Post-Event Marketing	Contact List of Booth Attendees	X	X	X
Post-Event Marketing	Access to Attendee List	X	X	X
Post-Event Marketing	Access to Event Data	X		
Post-Event Marketing	Access to Event Recordings	X	X	
Option to Purchase Exclusive Opportunities (See pp. 5-6)		First Option: Beginning June 15, 2021	Second Option: Beginning June 22, 2021	Third Option: Beginning June 22, 2021
SPONSOR POINTS EARNED (can be used on next page)		5	3	2

* 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
Invitation to address general session. Total of five (5) minutes. <u>Only two available</u> on a first-come, first-served basis.	2
A 30-minute extension of conference sponsor workshop so that workshop is 90 minutes. Maximum workshop length is 2 hours. (Available only to Gold and Silver Sponsors)	3
PDF flyer (or special message) to be emailed to conference attendees as they register. Flyer to be provided by sponsor.	4
A 60-minute extension of conference sponsor workshop. Maximum workshop length is 2 hours. Limited number available on a first-come, first-served basis.	5
<i>Please contact us if you would like to discuss purchasing additional points.</i>	

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.

Non-Solicitation Disclaimer

Please note that registration for attendance does not grant access to sponsorship benefits, which include but are not limited to: promotion and solicitation of products and services during conference, sponsor workshop, exhibit booth, promotional items in conference bags, or recognition during general sessions. For sponsor information, please contact treasurer@ncta-testing.org or visit the NCTA website at www.ncta-testing.org.

Sponsorship Selection Form

1. Select Sponsorship Level

Sponsorship Level	Member	Non-Member
Gold	<input type="checkbox"/> \$4,500	<input type="checkbox"/> \$6,500
Silver	<input type="checkbox"/> \$2,000	<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"/> Invitation to address general session. Total of five (5) minutes. <u>Only two available</u> on a first-come, first-served basis.	2	<input type="checkbox"/> PDF of paper flyer (or special message) to be emailed to conference attendees as they register. Flyer to be provided by sponsor.	4
<input type="checkbox"/> A 30-minute extension of conference sponsor workshop (maximum workshop length = 2 hours). (Available only to Gold and Silver Sponsors)	3	<input type="checkbox"/> A 60-minute extension of conference sponsor workshop (maximum workshop length = 2 hours). Limited number available on a first-come, first-served basis.	5

3. Exhibitor Contact Information:

Company Name: _____

Contact Person: _____ Phone: _____

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

E-Mail: _____

4. Information for Expo Hall:

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 Comments: _____

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