



National College Testing Association  
**NCTA**

*20th Anniversary*

**Setting the Standard**

2019 New Orleans, Louisiana

## **Sponsorship Levels & Exhibit Information**

National College Testing Association  
Annual Conference  
August 7-9, 2019  
Sheraton New Orleans

# New Orleans

Dear Sponsors,

I would like to cordially invite you to participate as a sponsor of the 20th Anniversary NCTA Conference. The fantastic and mysterious city of New Orleans, Louisiana will play host to this year's conference on August 7-9, at the Sheraton New Orleans Hotel.

As you may well remember, last year in Arizona, the NCTA conference attracted over 400 testing professionals from North America and across the globe. Join us today as we expect even more for the 20th Anniversary Conference this year.



As a sponsor, you would be given a variety of options to publicize your company and offer support to NCTA, including several new opportunities. Included are several exciting digital options, including integration in the Conference Program App.

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 those opportunities which best suit their needs.

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

Thank you in advance for your support of our conference.

Sincerely and with Best Regards,

Jarret M. Dyer  
NCTA President

# New Orleans

## **Two Day Exhibitors' Fair**

Thursday 1:00 p.m. - 6:30 p.m. and Friday 8:00 a.m. - 12:00 p.m.

## **Reception and Breakfast with Exhibitors**

Reception is Thursday night 5:15 p.m. - 6:30 p.m.

Breakfast is Friday 8:15 p.m. - 9:45 p.m.

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

Platinum Sponsors—10' x 20' space 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.

## **New for 2019!**

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Sponsor Webinar After the Conference

*(to be coordinated with NCTA Program Committee)* —

5 sponsor points—

Limited number available on a first-come, first-served basis.

# New Orleans

Please note that there will NOT be a Virtual Conference this year. Instead, we will be hosting multiple Webinars throughout the coming year.

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 (Wednesday)	X	X	X	
Invitation to Two-Day Exhibitors' Fair	10' x 20' Booth Space (i.e., 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 page 6)</i>	First Option: Beginning April 15, 2019	Second Option: Beginning April 22, 2019	Third Option: Beginning April 29, 2019	
Complimentary Conference Registrations	<b>4</b> PLUS 50% Off 4 Additional	<b>2</b> PLUS 50% Off 2 Additional	<b>1</b>	
<b>SPONSOR POINTS EARNED</b> <i>(See page 5)</i>	<b>10</b>	<b>5</b>	<b>2</b>	

\*Non-member Pricing

# New Orleans

<p style="text-align: center;"><b>SPONSOR POINTS</b></p> <p style="text-align: center;"><i>Points are allocated through sponsorship levels and can be applied to obtain the benefits described below.</i></p>	<p style="text-align: center;"><b>Point Value</b></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 style="text-align: center;">1</p>
<p>Promotional item inserted into all attendee conference bags, subject to approval. Item to be provided by sponsor.</p>	<p style="text-align: center;">2</p>
<p>Invitation to address general session. Total of five (5) minutes. Only two available on a first-come, first-served basis.</p>	<p style="text-align: center;">2</p>
<p>A 30-minute extension of conference workshop (maximum workshop length = 2 hours). Limited number available on a first-come, first-served basis.</p>	<p style="text-align: center;">2</p>
<p>Post-conference attendee list .</p>	<p style="text-align: center;">2</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, 2019. Four available on a first-come, first-served basis.</p>	<p style="text-align: center;">3</p>
<p>Promotional item placed at each seat at opening keynote, subject to approval. Only two available on a first-come, first-served basis.</p>	<p style="text-align: center;">3</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 style="text-align: center;">4</p>
<p>A 60-minute extension of conference workshop (maximum workshop length = 2 hours). Limited number available on a first-come, first-served basis.</p>	<p style="text-align: center;">4</p>
<p>Deliver your Sponsor Workshop as a 1-Hour Webinar to NCTA members after the conference. Date to be mutually-agreed upon by sponsor and NCTA. The webinar would be touted as, "This Webinar is supported in part by (your company name)." Your company logo will be displayed at the beginning of the Webinar. Limited number available first-come, first-served basis.</p>	<p style="text-align: center;">5</p>

*Additional points available for purchase. Contact NCTA at [membership@ncta-testing.org](mailto:membership@ncta-testing.org) for additional information.*

# New Orleans

## EXCLUSIVE OPPORTUNITIES

### **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.

### **Thursday 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.

### **Thursday 20th Anniversary Celebration (Reception with Exhibitors)**

**\$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.

### **Friday Breakfast with Exhibitors**

**\$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.

### **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.

# New Orleans

## 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	2	<input type="checkbox"/> Promotional item at general session	3
<input type="checkbox"/> General session address	2	<input type="checkbox"/> Special VIP invitation to 10 attendees	4
<input type="checkbox"/> 30-minute extension of conference workshop	2	<input type="checkbox"/> 60-minute extension of conference workshop	4
<input type="checkbox"/> Post-conference attendee list	2	<input type="checkbox"/> Deliver your Sponsor Workshop as a Webinar.	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"/> Hotel Key Card Sponsor	\$3,000	<input type="checkbox"/> Thursday Reception with Exhibitors	\$3,000
<input type="checkbox"/> Thursday Keynote Session Breakfast	\$3,000	<input type="checkbox"/> Friday Breakfast with Exhibitors	\$3,000
<input type="checkbox"/> Attendee Luggage Tag	\$4,000	<input type="checkbox"/> Attendee Conference Bag	\$5,000

Company Name (as it will appear in publicity): \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_

## 4. Payment.

- **Payment Method:**  Check  Visa  MasterCard  American Express
- **For payment by check, please submit payment to:** National College Testing Association, c/o The Association Source, PO Box 866, Blairsville, Georgia 30512.
- **For payment by credit card, please go to [www.ncta-testing.org](http://www.ncta-testing.org) to pay online.**

**Payment is due in full by June 7, 2019.**

# New Orleans

## Exhibit Form

Please complete this form with your exhibitor information. We are looking forward to having you participate in our new two-day Exhibitors' Fair. To exhibit, you must sponsor at the Bronze level or above and return this completed form. **All payments are due by June 7, 2019.**

### Exhibitor:

Company Name: \_\_\_\_\_

Contact Person: \_\_\_\_\_ Phone: \_\_\_\_\_

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

E-Mail: \_\_\_\_\_

### Names of Company Representatives at the Exhibitors' Fair:

1. \_\_\_\_\_ E-mail: \_\_\_\_\_

2. \_\_\_\_\_ E-mail: \_\_\_\_\_

NCTA will provide all exhibitors with pipe and drape, 10' x 10' booth, a skirted 6-foot table, 2 chairs, and an electrical outlet. Please indicate below if you would like any other items or have any special requests. For full information, refer to the Sponsorship Levels and Information form.

**Additional Needs:** \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Set-up must be done on Thursday, August 8, 2019, from 9:00 a.m. until 12:30 p.m.

Breakdown after 12:00 p.m. on Friday, August 9, 2019.

Exhibitors' Fair: Thursday 1:00 p.m. - 6:30 p.m. and Friday 8:00 a.m. - 12:00 p.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](mailto:sponsorship@ncta-testing.org)

Phone (706) 400-0081