

EVER-CHANGING EVERLASTING

NATIONAL CONFERENCE '21

A VIRTUAL EVENT



EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

NCMPR 2021 NATIONAL CONFERENCE
MARCH 16-18, 2021

JOIN US!

NCMPR is pleased to offer **connection opportunities to develop your company's visibility** at the 2021 virtual national conference and beyond. Upwards of 400 community and technical college communication professionals from two-year colleges across the country will be online, giving you the chance to visit with marketing managers, graphic designers, public relations or advancement leaders and other campus decision-makers who may benefit from your company's products or services.

EXHIBITOR FEES

\$1,600 base fee (covers up to two company representatives).
For sponsorship opportunities and investments, see page 2.

EXHIBITOR BENEFITS

- @ Access for up to two representatives to all conference sessions and events.
- @ NCMPR-sponsored email to conference attendees before the conference with a list of exhibitors and a link to their company websites.
- @ Create your own customized exhibit booth with the following features:
 - WELCOME VIDEO** introducing your products or services, supplied by exhibitor.
 - INFORMATIONAL RESOURCES** to share with attendees visiting your booth.
 - ONE-ON-ONE VIDEO CHAT CAPABILITIES** to engage with your booth visitors.
 - UP TO TWO SPOTS** for sponsor reps to engage in booth.
 - A GRAPHICALLY DOMINANT** virtual booth in an easy-to-get-to exhibit hall.
 - DAILY REPORTS** that list all participants who visited your booth and downloaded assets and business cards.

QUESTIONS? CONTACT NATALIE DAGGETT, Associate Director – District Operations, (505) 349-0500, ext. 4 / ndaggett@ncmpr.org



EVER-CHANGING EVERLASTING

CONFERENCE SPONSORSHIP PACKAGES AND BENEFITS

In addition to the options below, as a sponsor, you will get exposure on the NCMPR website and *Counsel* magazine – resources that reach the entire membership of more than 1,700 two-year college communicators. Availability is on a first-come, first-served basis, so act quickly!

PRESENTING SPONSORSHIP – \$7,500 (UP TO 3)

- @ **Recognition as a Title Sponsor** for the 2021 national conference.
- @ **Premier Static Banner in Main Lobby** that opens directly to virtual exhibit booth.
- @ **“Sponsor Spotlight,”** which provides an opportunity to address the entire conference audience at one of general sessions. This 5-minute pre-recorded spotlight gives you a chance to welcome attendees and give a “top takeaway” in an area related to marketing and PR at two-year colleges. Company logo on event virtual page will also be included in the spotlight. Choose among the following: Opening and Closing Keynote; Awards of Excellence Ceremony; or Paragon Awards presentation. ***Selection is on a first-come, first-served basis.***
- @ **Conference Registration** for THREE company representatives (additional company reps may attend at a cost of 25% discount of the regular conference registration fee).
- @ **Recognition in Conference Materials**, including program, NCMPR-sponsored email to conference attendees before the conference, and post-conference issue of *Counsel* that includes company description (up to 150 words) and logo.
- @ **Virtual Exhibit Booth** included.

VIRTUAL VENUE SPONSORSHIPS (VARIOUS OPPORTUNITIES)

- @ **Exhibit Hall Lobby Banner** that opens directly to virtual exhibit booth – \$2,500 (up to 3 available)
- @ **Networking Lounge Lobby** – \$1,500 (up to 2 available)
- @ **Conference in a Box** – \$1,000 (up to 2 available)
- @ **Gamification Leaderboard** – \$1,000 (1 available)
- @ **Sponsorship of One 60-Minute Breakout Session** – \$500 (up to 15 available)
 - Opportunity to address attendees through a pre-recorded, 30-second company promo video and/or introduction of the speaker.
 - Company logo placed on the session page.
- @ **Sponsorship of One 30-Minute Short-Take Session** – \$250 (up to 10 available)
 - Company logo placed on the session page.

TO RESERVE YOUR SPOT AS A SPONSOR OR EXHIBITOR, CONTACT:

JAMES WALTERS, Executive Director, (505) 349-0500, ext. 1 / jwalters@ncmpr.org

NATALIE DAGGETT, Associate Director – District Operations, (505) 349-0500, ext. 4 / ndaggett@ncmpr.org

TERMS AND CONDITIONS

(EXHIBITORS AND SPONSORS)

CONFERENCE PARTICIPATION

Exhibitors and sponsors are welcome to attend all events and educational sessions as listed on the conference program.

Exhibitors and sponsors are required to attend a brief orientation on the conference opening day, time to be announced.

VIRTUAL EXHIBITING GUIDELINES

1. ELIGIBILITY AND LISTING

- NCMPR reserves the right to determine or verify eligibility of Exhibitor for inclusion in the exhibit hall after submission of payment. NCMPR will determine the appropriateness of products to be exhibited by their distinctive characteristics or performance capability. NCMPR also reserves the right to prohibit display or advertisement of products at any time if display or advertisement of such products is deemed inappropriate.
- **Non-Exhibiting Company Products or Services.** Exhibitor may not display products or signage in their booth from eligible non-exhibiting companies unless approved in writing by NCMPR by and/or media activities of non-exhibiting companies are prohibited at the conference.
- Exhibitors will be listed alphabetically after presenting sponsors. NCMPR is not responsible if a perceived competitors' logo(s) are located near or next to each other in the digital listing.

2. OPERATION AND CONDUCT

- Booths must be staffed or have notification of return time during the conference hours. Exhibitors with booths that are not staffed during conference hours could be subject to loss of event privileges as determined by NCMPR.
- Virtual Exhibitor shall not photograph or record video of another virtual exhibit or product of another exhibitor unless such photography or videography is approved in writing by the other exhibitor or NCMPR.
- Virtual Exhibitor may not harass or antagonize another party or attendee.
- No area of the NCMPR platform shall be used for any improper, immoral, illegal or objectionable purpose.
- Exhibitors and sponsors are not permitted to host or sponsor any event outside of the conference that attracts attendees during conference hours. Hospitality functions away from the NCMPR Virtual Conference platform should be held after conference hours.
- "Outboarding" occurs when a company that is eligible to exhibit at the conference does not exhibit, but hosts attendees at a venue away from the conference during set-up days or conference days. Companies that engage in outboarding may be prohibited from exhibiting at future conferences as determined by NCMPR. Registration credentials will not be issued to any employee of a company prohibited from exhibiting due to outboarding.
 - o Exhibiting companies are encouraged to protect their investment and report any outboarding to NCMPR.

OTHER TERMS AND CONDITIONS

- **Entertainment, Music.** All music and entertainment in exhibitor videos and virtual materials must be in good taste, and exhibitor is responsible for obtaining approval for use.
- **Liability and Insurance.** Neither NCMPR, nor any of the officers, employees, agents, contractors and affiliates of such entities, nor the owners, management company, employees or representatives of the hosting platform will be responsible for any injury, loss or damage that may occur to the Virtual Exhibitor or to the Virtual Exhibitor's employees or property, prior, during or subsequent to the period covered by the virtual exhibit. The Virtual Exhibitor expressly releases the foregoing persons and entities from and agrees to indemnify the same against any and all claims for such loss, damage or injury arising from the negligent or willful acts or omission of the Virtual Exhibitor and its employees, agents, contractors, and invitees. Virtual Exhibitors are responsible for all liability insurance coverages.

3. BOOTH SPACE

- **Booth Space.** Booths should look professional and engaging. If applicable, the background of your camera view should be clean and professional. The use of personal pictures, posters, banners, etc. is encouraged.
- **Booth Preparation.** All booths must be tested and operational by 11:00 a.m. ET on the day of the event. Testing will be scheduled and performed prior to the event.

4. VIOLATIONS

- NCMPR reserves the right to remove exhibits which because of conduct of exhibitors, method of operation, materials, or any other reason becomes objectionable.

5. ACCESS CONTROL

- NCMPR will provide access control from event planning through the conclusion of all activities, including follow-up. NCMPR shall not be held responsible for the loss of any material by any cause and urges the Virtual Exhibitor to exercise normal precautions to protect its account and login privileges.

CANCELLATION

Cancellation of sponsorship or exhibit space must be made in writing at least 30 days in advance of the conference start date. NCMPR will issue a refund of the fee, minus a \$250 administrative fee. No refunds will be granted for requests made after the deadline.

For special circumstances (family/medical emergencies) arising after the deadline, NCMPR will issue a full refund upon receipt of proper documentation.

In the event the conference is canceled due to fire, strikes, government regulations, acts of God or other causes beyond its control, NCMPR shall not be held liable for failure to hold the national conference as scheduled, and NCMPR shall determine the amount of exhibitor fees to be refunded.

NCMPR's conference exhibitor/sponsor program is designed to provide a showcase for products and services either specifically designed for, or customarily used in, higher education marketing and public relations. NCMPR reserves the right to exercise its sole discretion in the acceptance or refusal of applications.

OTHER TERMS AND CONDITIONS (CONT'D.)

Participants agree that NCMPR shall have the right to make such rules and regulations, or changes in arrangements, as it shall deem necessary, and to amend some from time to time. NCMPR shall have the final determination in the enforcement of all rules, regulations and conditions.

If the exhibitor fails to make payments when due, the exhibitor assignment is subject to cancellation or reassignment at the option of NCMPR.

Exhibitors and sponsors violating the terms and conditions outlined here are subject to cancellation of their booth without refund and may not be invited to participate in future NCMPR events. These Terms and Conditions become a part of the contract between the exhibitor and NCMPR. NCMPR respectfully asks the full cooperation of the exhibitor and/or sponsor. All points not covered are subject to the decision of NCMPR.

...