



OCTOBER 27-29, 2019  
ALBUQUERQUE, NEW MEXICO  
NCMPR's DISTRICT 4 CONFERENCE

# LIFT YOUR MARKETING TO NEW HEIGHTS

District 4

**NCMPR**  
National Council for Marketing & Public Relations

Connecting  
Community College  
Communicators



## CREATE CONNECTIONS AT NCMPR's DISTRICT 4 CONFERENCE!

*Wish you could get in front of more community college marketing decision-makers?*

*Looking to build relationships with new and existing clients?*

*Want to see the latest and greatest in community college marketing?*

Think NCMPR! Boost your visibility with community college marketing and public relations professionals and become a sponsor or exhibitor at the NCMPR District 4 Conference.

Soar high in the hot air balloon capital of the world and join your District 4 this fall in Albuquerque, New Mexico! Albuquerque is a city where diverse cultures, authentic art, and dynamic traditions have helped shape a century-old story — a sight sure to lift your marketing to new heights.

This year's conference will be held at Hotel Albuquerque at Old Town, a landmark luxury hotel that delights travelers with a distinctive blend of historic grandeur and contemporary comfort. Historic Old Town is in the heart of Albuquerque and has been the focal point of the community since 1706. Within walking distance are historic landmarks, restaurants, local shopping favorites, and many other attractions.

Sponsors and exhibitors enjoy recognition in pre-conference mailings, inclusion in conference materials and signage, exhibit space, recognition during the conference, and more.

Check out these opportunities to connect with our members at the conference:

- Corporate Sponsor – \$2500
- Medallion Awards Sponsor – \$1500
- Excellence Awards Luncheon Sponsor – \$1500
- Standard Exhibitor – \$600

*Sponsorships are limited and are reserved on a first-come, first-served basis.*

# SPONSORSHIP AND VENDOR PACKAGES

## CORPORATE SPONSOR \$2,500

- Title sponsorship for the full conference and registration for TWO company reps,
- including access to all conference sessions, events and meal functions
- Premier booth space and location at the conference
- Company banner or prominent signage at the front of the conference stage/podium
- Two-minute opportunity to speak at the conference kick-off
- Recognition as the title sponsor in all conference materials, including company name and logo in the conference program and on district conference webpage
- Recognition as title sponsor in conference promo emails to membership before and after the conference
- Guaranteed spot on the conference program (topic to be approved by the conference planning committee)
- Printed list of conference registrants (distributed at the conference)

## MEDALLION AWARDS SPONSOR \$1,500

- Title sponsorship of the Medallion awards and registration for ONE company rep,
- including access to all conference sessions, events and meal functions
- Booth space for table-top display (6-foot skirted table) Displays must fit on or behind table, please.
- Company banner or prominent signage at the Medallion event
- Two-minute opportunity to speak at Medallion Awards ceremony
- Sponsorship recognition in conference materials, including company name and logo in awards presentation, conference program and NCMPR-sponsored email to conference attendees
- Printed list of conference registrants (distributed at the conference)
- For the Medallion reception, sponsor has the option to pay for one drink ticket per conference attendees and will work directly with the hotel for billing. Sponsor will pay only those tickets redeemed at the reception.

# SPONSORSHIP AND VENDOR PACKAGES

## EXCELLENCE AWARDS LUNCHEON SPONSOR \$1,500

- Title sponsorship of the Pacesetter, Communicator and Rising Star awards and registration for ONE company rep, including access to all conference sessions, events and meal functions
- Booth space for table-top display (6-foot skirted table) Displays must fit on or behind table, please.
- Company banner or prominent signage at the Awards of Excellence event
- Two-minute opportunity to speak at the event
- Sponsorship recognition in conference materials, including company name and logo in conference program and NCMPR-sponsored email to conference attendees before and after the conference.
- Printed list of conference registrants (distributed at the conference)

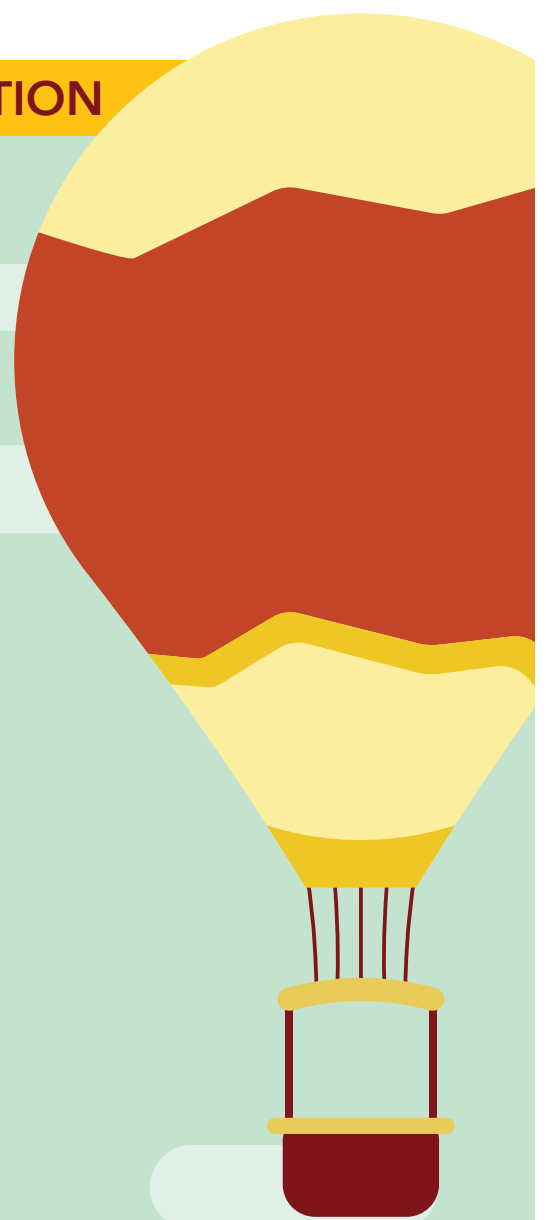
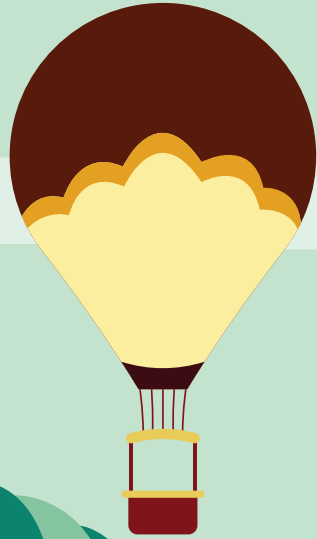
## STANDARD EXHIBITOR \$600

- One table-top display (6-foot skirted table) Displays must fit on or behind table, please.
- Printed recognition in the conference program
- NCMPR-sponsored conference promotional communications to include your name and web link
- List of conference registrants (distributed at the conference)
- Conference registration for ONE company rep, including access to all conference sessions, events and meal functions (additional company reps, add \$250 per person)
- Access to electricity or internet may be provided at prevailing hotel rates. Contact conference organizer for details.

*Sponsorships are limited and are reserved on a first-come, first-served basis.*

**Reserve your spot by August 5th. View full terms and conditions on page 6.**

## CONTACT INFORMATION



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# TERMS AND CONDITIONS

(District Conference Sponsor and Exhibitor Program)

1. NCMPR reserves the right to exercise its sole discretion in the acceptance or refusal of applications.
2. NCMPR's sponsor and exhibitor 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. The exhibitor program is strictly a means of information exchange. Participants may not make sales or take orders in the exhibit area or within other conference facilities. This provision will be rigorously and strictly enforced.
3. The participant agrees 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.
4. No part of an exhibit shall be dismantled or materials removed before a time and date to be set by the district director without special permission from NCMPR. All tablespots must be vacated by a time and date to be set by the district director. If the tablespots are not vacated by that time, NCMPR reserves the right to remove materials and charge the expense to the participant.
5. If the exhibitor fails to make payments due hereunder when they are due, the tabletop assignment is subject to cancellation or reassignment at the option of NCMPR, without obligation for refund. Should any tabletop remain unoccupied by a time and date to be set by the district director, NCMPR reserves the right to give the tabletop to any other applicant or to eliminate the tabletop, and no refund shall be made to the original exhibitor. Participants may not assign any tabletop allotted to them and may not advertise or display goods, other than those manufactured, distributed or sold by them in the regular course of business, without authorization of NCMPR.
6. No refunds will be granted. In the event the NCMPR district conference is canceled due to fire, strikes, government regulations, acts of God or other causes beyond the control of the organization, NCMPR shall not be held liable for failure to hold the district conference as scheduled, and NCMPR shall determine the amount of sponsor and exhibitor fees to be refunded.
7. In order to allow unobstructed views of neighboring exhibitors, participants are not permitted to have their displays exceed the length or width of the tabletop or eight feet in height. Shipping containers can only be stored underneath the skirted tabletop.
8. NCMPR, the conference hotel or any officers or staff members will not be responsible for the safety or the property of the participants from theft, damage by fire, accident or other causes. Participants are advised to consult their insurance broker for proper coverage on display material from the time it leaves their company's premises until its return. In most cases, a rider can be added to a current policy for a nominal cost. Neither NCMPR nor the conference hotel management nor any of their officers, agents, employees or representatives, shall be held accountable or liable for, and the same are hereby released from accountability or liability for any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees or other representatives, resulting from theft, fire, employees or other causes. Neither NCMPR nor the conference hotel management will obtain insurance against any such damage, loss, harm or injury.
9. Participants hereby agree to indemnify, defend and protect NCMPR and the conference hotel management from any and all claims, demands, suits, liability for, any damage, loss, harm or injury to the person or any property of the applicant or any of its officers, agents, employees or other representatives, including but not limited to claims of damage in loss to property, or from or out of any damage, loss, harm or injury to the person or any property of the participant or any of its officers, agents, employees or other representatives.
10. Participants or their agents may not allow any articles to be brought into the conference hotel or any act done on the premises that will invalidate the insurance or increase the premium on the policies held by the management of the conference hotel, nor permit anything to be done by their employees that will damage the premises, property or equipment of the other participants. No signs or articles can be affixed, nailed, or otherwise attached to walls, doors, etc., in such a manner as to damage them. All exhibitors are subject to these restrictions. Violations of these rules will void the participant's contract, and the participant will be held liable for any damage resulting from such violations.
11. In order to maintain a businesslike atmosphere, extremely loud noises such as bells, sirens, buzzers, audiotapes, video presentations, etc., will not be permitted.
12. Promotional activity is limited to the area designated for exhibitor display.
13. Participants may not schedule other events such as receptions, breakfasts, luncheons or dinners during the official NCMPR program hours or while the conference is in progress, unless express permission is granted by NCMPR.

These Terms and Conditions become a part of the contract between the exhibitor and NCMPR. They have been formulated for the best interest of the exhibitor. NCMPR respectfully asks the full cooperation of the exhibitor. All points not covered are subject to the decision of NCMPR.