



## EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

**NCMPR 2023 NATIONAL CONFERENCE, MARCH 30-APRIL 1, 2023**

*Rosen Centre* – **ORLANDO, FLORIDA**

### JOIN US!

NCMPR is pleased to offer exhibitor opportunities for the 2023 national conference. Upwards of 300 community and technical college communication professionals from two-year colleges across the country will be there, giving you the chance to visit face-to-face with marketing managers, graphic designers, PR leaders and other campus decision-makers who may benefit from your company's products or services.

The setting for exhibits is informal, and NCMPR strives to place exhibitors close to the flow of traffic – near food functions, breaks and the always-popular Paragon Awards display. Moreover, NCMPR offers incentives for conference goers to visit with exhibitors.

### EXHIBITOR FEES

\$1,800 Base fee (covers TWO company representatives)

\$450 Additional Per Person Fee

### EXHIBITOR BENEFITS

- Access for TWO representative to all conference sessions, events and meals, including the Paragon Awards reception and dinner.
- One table-top or stand-alone display (6-foot maximum width).
- Listing in the conference program and on the mobile app.
- Concentrated efforts to drive traffic to your booth, including TWO dedicated time slots for attendees to visit with company representatives and “game” incentive for prize drawing.
- NCMPR-sponsored email to conference attendees before the conference with a list of exhibitors and a link to their company websites.
- Digital list of conference registrants (distributed at the conference).

### IMPORTANT NOTES

- Displays should be table-top displays that can fit on a 6-foot skirted table or stand-alone displays no wider than 6 feet. Space limitations may restrict where your display can be placed. Booth display area will be no larger than a 12x12 space.
- Access to electricity or the internet may be provided at an additional cost according to prevailing hotel AV rates. Place AV orders directly with the hotel at least three weeks in advance of the conference.
- District dinners on Thursday evening are open to NCMPR members only.



## CONFERENCE SPONSORSHIP PACKAGES AND BENEFITS

### PRESENTING SPONSORSHIP – \$11,500 (3 SOLD; 1 AVAILABLE)

- Recognition as one of four presenting sponsors for the 2023 national conference.
- One 60-minute breakout session during conference.
- Premier in-person booth space and location, plus prominent signage.
- Mobile app add-on, including the following features:
  - ◉ Virtual exhibitor space with a business description and services; social media links; videos, GIFs and static imagery; and contact information.
  - ◉ Share marketing files and collateral with attendees, and present demos with screen-share sessions.
- Conference registration for FOUR company representatives. (Additional company reps may attend at a cost \$450.)
- 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.
- Listing on NCMPR website as a conference sponsor, including company description (up to 150 words), logo and link to company website.
- “Sponsor Spotlight,” which provides an opportunity to address the entire conference audience at one of the general sessions. This 5-minute 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 will also be included in the spotlight. Choose among the following: Opening Keynote; Closing Keynote; Awards of Excellence Ceremony; or Paragon Awards presentation.
- An article in NCMPR’s Counsel magazine centered on a topic geared towards our two-year community and technical college members. (NEW)
- Invitation to include resources for the DEI toolkit and one job posting available to members in membership portal. (NEW)
- One “Closer Look” Sponsored Webinar.
  - ◉ These sponsored webinars must entail a closer look at a topic that our members would not be able to get from a typical 60-minute member-to-member webinar.
  - ◉ Includes access to webinar attendee registration list and name recognition on webinar promotions (emails, social media, website).
  - ◉ Limit one Closer Look webinar per presenting sponsorship.



## **LEADERSHIP INSTITUTE LUNCHEON SPONSORSHIP – \$6,000**

**WEDNESDAY, MARCH 29**

- Opportunity to address grads and guests at luncheon with a 5-minute spotlight to include a “top takeaway” in an area related to marketing and PR at two-year colleges. Company logo will also be included in the spotlight.
- In-person booth space in a prime location.
- Mobile app add-on, including the following features:
  - ⦿ Virtual exhibitor space with a business description and services; social media links; videos, GIFs and static imagery; and contact information.
  - ⦿ Share marketing files and collateral with attendees, and present demos with screen-share sessions.
- Conference registration for TWO company representatives. (Additional company reps may attend at a cost of \$450.)
- 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.
- Listing on NCMPR website as a conference sponsor, including company description (up to 150 words), logo and link to company website.
- An article for NCMPR’s blog, centered on a topic geared towards our two-year community and technical college members. (NEW)

## **LUNCHTIME PODCAST SPONSORSHIP – \$6,000**

**FRIDAY, MARCH 31**

- Opportunity to address the entire conference audience at luncheon with a 5-minute spotlight to include a “top takeaway” in an area related to marketing and PR at two-year colleges. Company logo will also be included in the spotlight.
- In-person booth space in a prime location.
- Mobile app add-on, including the following features:
  - ⦿ Virtual exhibitor space with a business description and services; social media links; videos, GIFs and static imagery; and contact information.
  - ⦿ Share marketing files and collateral with attendees, and present demos with screen-share sessions.
- Conference registration for TWO company representatives. (Additional company reps may attend at a cost of \$450.)
- 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.
- Listing on NCMPR website as a conference sponsor, including company description (up to 150 words), logo and link to company website.
- An article for NCMPR’s blog, centered on a topic geared towards our two-year community and technical college members. (NEW)



### **CONFERENCE TECH SPONSORSHIP – \$6,000**

- Company logo displayed across mobile app and on-site registration kiosks.
- In-person booth space in a prime location.
- Mobile app add-on, including a virtual exhibitor space with a business description and services; social media links; videos, GIFs and static imagery; and contact information.
- Conference registration for TWO company representatives. (Additional company reps may attend at a cost of \$450.)
- 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.
- Conference registration for ONE company representative. (Additional company reps may attend at a cost of \$450.)

### **RECEPTION SPONSORSHIPS (2 AVAILABLE)**

- Sponsor agrees to pay for drink tickets redeemed at either the Flamingle welcome reception (Thursday, March 30) or Paragon Awards reception (Friday, March 31) and will make billing arrangements directly with the Rosen Centre (each reception with a value of up to \$5,000).
- Drink tickets will be imprinted with company logo.
- Conference registration for ONE company representative. (Additional company reps may attend at a cost of \$450.)

### **ADDITIONAL ANNUAL NATIONAL SPONSORSHIP OPPORTUNITIES (NEW)**

#### **NCMPR COUNSEL \$2,500 (4 AVAILABLE)**

- 1/3 page ad on the President's View page.
- Sponsorship will run April 2023-March 2023.

#### **PEER & SIMPLE \$4,000 (1 AVAILABLE)**

- Sponsorship will run April 2023-March 2023.
- Sponsorship will include 10 episodes at minimum.
- Sponsor will receive intro and outro callout in episode. It will also receive a 15- to 30-second spot mid-episode. Sponsor may provide this spot, or it can be recorded by Peer and Simple hosts.
- Sponsor will be the featured guest of one episode. The episode's timing and topic will be decided upon by the sponsor and Peer and Simple producer. Topic should be results-driven and focus on an issue of import to community college marketers. At the sponsor's discretion, they can be the solo guest or include an NCMPR member, as well.
- Sponsor organization will not produce its own podcast.

#### **SOCIAL MEDIA PAID POST \$150 (MULTIPLE)**

- Sponsorship will run April 2023-March 2023.





## TERMS AND CONDITIONS

[EXHIBITORS AND SPONSORS]

### CONFERENCE PARTICIPATION

Exhibitors and sponsors are welcome to attend all events, meals and educational sessions as listed on the conference program. The only exception are the district-hosted events during the conference. They are for members only.

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

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 National Conference should be held after conference hours.

### EXHIBITING GUIDELINES

#### ELIGIBILITY AND LISTING, OPERATION AND CONDUCT, BOOTH SPACE, VIOLATIONS, NO ALCOHOL, ACCESS CONTROL

- Marketing materials may not be placed on conference tables or other areas that are not within the boundaries of the exhibit area. Promotional activity is limited to the area designated for exhibitor display.
- All displays must be vacated by a time and date to be set by NCMPR. If the displays are not vacated by that time, NCMPR reserves the right to remove materials and charge any expenses to the participant.
- To allow unobstructed views of neighboring exhibitors, participants are not permitted to have their displays exceed length or width guidelines. Shipping containers can only be stored underneath the skirted tabletop.
- To maintain a businesslike atmosphere, the following is not permitted at the booth displays:
  - Loud noises such as bells, sirens, buzzers, audiotapes, video presentations, etc.
  - Alcoholic beverages, cans, bottles or glass containers of any kind.
- 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.
- 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 tabletop assignment is subject to cancellation or reassignment at the option of NCMPR.
- 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.



# NCMPR Under the Sun

- 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.
- 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.

## CANCELLATION

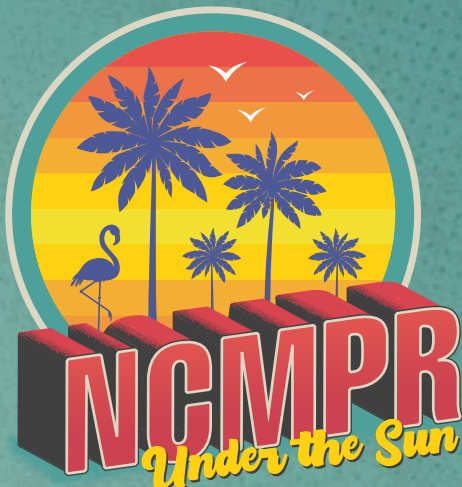
Cancellation of sponsorship or exhibit space must be made in writing at least 45 days in advance of the conference start date. NCMPR will issue a refund of the fee, minus a \$250 administrative fee.

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.

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.



## HELP MAKE THIS THE BEST MARKETING CONFERENCE UNDER THE SUN.

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