

NCMPR

INTO THE FUTURE:

360 DEGREES OF MARKETING KNOW-HOW



EXHIBITOR AND SPONSORSHIP OPPORTUNITIES

NCMPR 2024 NATIONAL CONFERENCE, MARCH 14-16, 2024

THE WESTIN SEATTLE – SEATTLE, WASHINGTON

JOIN US!

NCMPR is pleased to offer exhibitor opportunities for the 2024 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 representatives at all conference sessions, events and meals, excluding the Paragon Awards cocktail hour, dinner and ceremony. Guest tickets for the Paragon Awards can be purchased separately online for \$100/each.
- One table-top or stand-alone display (6-foot maximum width).
- Listing in the conference program (deadline February 16, 2024) and on the mobile app.
- Concentrated efforts to drive traffic to your booth, including 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

PLATINUM PRESENTING SPONSORSHIP — \$17,000 **SOLD**

- Recognition as one of four presenting sponsors for the 2024 national conference.
- Recognition as the Paragon Awards sponsor on Friday, March 15, including cocktail hour, dinner and ceremony.
- Sponsor agrees to pay for drink tickets redeemed at cocktail hour and will make billing arrangements directly with Westin Seattle (with a value of up to \$5,500). Drink tickets will be printed with the company logo.
**\$5,500 of the \$17,000 will be paid directly to the hotel for cocktail hour.*
- Recognition at the dinner and ceremony with opportunity to provide a toast or greeting during cocktail hour
- One 60-minute session during the 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.
- Full conference registration for FOUR 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 in NCMPR's Counsel magazine or for NCMPR's blog centered on a topic geared toward our two-year community and technical college members. Publish date and platform to be determined by NCMPR national staff.
- One webinar scheduled by NCMPR national staff based on availability.
 - ⊙ These sponsored webinars must entail a closer look at a topic and provide our members with practical key takeaways OR the presenter sponsor may elect to be listed as a sponsor of a member-to-member webinar provided they contribute to sourcing and contributing to the content of the presentation.
 - ⊙ Includes access to webinar attendee registration list and name recognition on webinar promotions (emails, social media, website).
 - ⊙ Limit one webinar per presenting sponsorship.
- Invitation to include resources for the DEI toolkit and one job posting available to members in membership portal.

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SPACE NEEDLE OPENING DAY PRESENTING SPONSORSHIP — \$13,500 **SOLD**

- Recognition as one of four presenting sponsors for the 2024 national conference.
- Recognition as the Opening Luncheon and Opening Keynote sponsor on Thursday, March 14.
- 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. The company logo will also be included in the spotlight.
- Opportunity to introduce opening keynote speaker.
- Opportunity to provide a takeaway, treat or promo item to Opening Day attendees
- One 60-minute session during the 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.
- Full conference registration for FOUR 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 in NCMPR’s Counsel magazine or for NCMPR’s blog centered on a topic geared toward our two-year community and technical college members. Publish date and platform to be determined by NCMPR national staff.
- One webinar scheduled by NCMPR national staff based on availability.
 - ⊙ These sponsored webinars must entail a closer look at a topic and provide our members with practical key takeaways OR the presenter sponsor may elect to be listed as a sponsor of a member-to-member webinar provided they contribute to sourcing and contributing to the content of the presentation.
 - ⊙ Includes access to webinar attendee registration list and name recognition on webinar promotions (emails, social media, website).
 - ⊙ Limit one webinar per presenting sponsorship.
- Invitation to include resources for the DEI toolkit and one job posting available to members in membership portal.

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EMERALD CITY AWARDS OF EXCELLENCE PRESENTING SPONSORSHIP — \$11,500 **SOLD**

- Recognition as one of four presenting sponsors for the 2024 national conference.
- Recognition as the Awards of Excellence luncheon sponsor on Friday, March 15.
- 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. The company logo will also be included in the spotlight.
- One 60-minute session during the 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.
- Full conference registration for FOUR 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 in NCMPR’s Counsel magazine or for NCMPR’s blog centered on a topic geared toward our two-year community and technical college members. Publish date and platform to be determined by NCMPR national staff.
- One webinar scheduled by NCMPR national staff based on availability.
 - ⊙ These sponsored webinars must entail a closer look at a topic and provide our members with practical key takeaways OR the presenter sponsor may elect to be listed as a sponsor of a member-to-member webinar provided they contribute to sourcing and contributing to the content of the presentation.
 - ⊙ Includes access to webinar attendee registration list and name recognition on webinar promotions (emails, social media, website).
 - ⊙ Limit one webinar per presenting sponsorship.
- Invitation to include resources for the DEI toolkit and one job posting available to members in membership portal.

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MOUNT RAINIER CLOSING KEYNOTE PRESENTING SPONSORSHIP — \$11,500

- Recognition as one of four presenting sponsors for the 2024 national conference.
- Recognition as the Closing Keynote sponsor on Saturday, March 16.
- Opportunity to address the entire conference audience at closing keynote with a 5-minute spotlight to include a “top takeaway” in an area related to marketing and PR at two-year colleges. The company logo will also be included in the spotlight.
- One 60-minute session during the conference.
- Premier in-person booth space and location, plus prominent signage.
- Mobile app add-on, including the following features:
 - o Virtual exhibitor space with a business description and services; social media links; videos, GIFs and static imagery; and contact information.
 - o Share marketing files and collateral with attendees, and present demos with screen-share sessions.
- Full conference registration for FOUR 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 in NCMPR’s Counsel magazine or for NCMPR’s blog centered on a topic geared toward our two-year community and technical college members. Publish date and platform to be determined by NCMPR national staff.
- One webinar scheduled by NCMPR national staff based on availability.
 - o These sponsored webinars must entail a closer look at a topic and provide our members with practical key takeaways OR the presenter sponsor may elect to be listed as a sponsor of a member-to-member webinar provided they contribute to sourcing and contributing to the content of the presentation.
 - o Includes access to webinar attendee registration list and name recognition on webinar promotions (emails, social media, website).
 - o Limit one webinar per presenting sponsorship.
- Invitation to include resources for the DEI toolkit and one job posting available to members in membership portal.

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TECH HEADQUARTERS SPONSORSHIP — \$7,500 **SOLD**

- Recognition as the A/V sponsor for the 2024 national conference.
- Company logo displayed across mobile app and on-site registration kiosks.
- Guaranteed spot at the Exhibitor Roundtable Sessions - New to the 2024 conference, these 30-minute (20 minutes for the presentation, 10 minutes for questions) sessions give vendors an opportunity to share best practices around a topic of choice. *NOTE: There is no A/V available for these sessions.*
- 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 THREE 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 logo.
- An article for NCMPR's blog, centered on a topic geared towards our two-year community and technical college members. Publish date to be determined by NCMPR national staff.

LEADERSHIP INSTITUTE LUNCHEON SPONSORSHIP — \$5,500 **SOLD**

WEDNESDAY, MARCH 13

- Recognition as the Leadership Institute Luncheon sponsor on Wednesday, March 13.
- Opportunity to address Leadership Institute cohort and guests at luncheon with a 5-minute spotlight to include a “top takeaway” in leadership. The company logo will also be included in the spotlight.
- Guaranteed spot at the Exhibitor Roundtable Sessions – New to the 2024 conference, these 30-minute (20 minutes for the presentation, 10 minutes for questions) sessions give vendors an opportunity to share best practices around a topic of choice. *NOTE: There is no A/V available for these sessions.*
- 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 logo.

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NCMPR CREATIVE SPONSORSHIP – \$5,500 **SOLD**

- Recognition as the NCMPR Creative Pre-Conference Lab and the Photography Lounge sponsor for the 2024 national conference.
- Opportunity to provide takeaway or promo items to attendees in the pre-conference lab presentation on Thursday, March 14.
- Opportunity to place a company banner in the photography lounge location.
- Guaranteed spot at the Exhibitor Roundtable Sessions - New to the 2024 conference, these 30-minute (20 minutes for the presentation, 10 minutes for questions) sessions give vendors an opportunity to share best practices around a topic of choice. *NOTE: There is no A/V available for these sessions.*
- 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.
- Recognition in conference materials, including program, NCMPR-sponsored email to conference attendees before the conference, and post-conference issue of Counsel that includes logo.
- Full conference registration for TWO company representatives. (Additional company reps may attend at a cost of \$450.)

ADDITIONAL ANNUAL NATIONAL SPONSORSHIP OPPORTUNITIES

PUGET SOUND DISTRICT MIXER RECEPTION SPONSORSHIP – \$3,000 (1 AVAILABLE)

- Recognition as one of the following district mixers sponsors taking place on Thursday, March 14 -
District 1 and District 7; **(SOLD)**
District 3 and District 5; or
District 2/District 4/District 6 **(SOLD)**
- Sponsor agrees to pay for drink tickets redeemed at district mixer events (Thursday, March 14) and will make billing arrangements directly with district mixer venue (with a value of up to \$3,000).
- Drink tickets will be printed with the company logo.
- Recognition at the district mixer with opportunity to provide a toast or greeting
- Opportunity to provide a takeaway or promo items to district mixer attendees
- Admission to the district mixer for TWO company representatives
- Recognition in conference materials, including program, NCMPR-sponsored email to conference attendees before the conference, and post-conference issue of Counsel that includes logo.

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THE SEATTLE GREAT WHEEL SPONSORSHIP – \$1,500

- Recognition as the pre-conference lab sponsor of the Crisis Communications pre-conference lab taking place on Thursday, March 14.
- Opportunity to provide takeaway or promo items to attendees in the pre-conference lab presentation on Thursday, March 14.
- Recognition in conference materials, including program, NCMPR-sponsored email to conference attendees before the conference, and post-conference issue of Counsel that includes logo.

PIKE PLACE MARKET SPONSORSHIP – \$2,500 **SOLD**

- Recognition as the conference snack break sponsor.
- Recognition in conference materials, including program, NCMPR-sponsored email to conference attendees before the conference, and post-conference issue of Counsel that includes logo.

NCMPR COUNSEL – \$2,500 (4 AVAILABLE)

- 1/3-page ad on the President's View page.
- Sponsorship will run April 2024-March 2025.

SOCIAL MEDIA PAID POST – \$150 (MULTIPLE)

- Sponsorship will run April 2024-March 2025.

A dark blue footer section featuring the NCMPR logo on the left, which includes the text 'NCMPR INTO THE FUTURE: 360 DEGREES OF MARKETING KNOW-HOW' and a stylized Space Needle tower. To the right, there are two contact cards for James Walters and Natalie Daggett, each with their name, title, phone number, and email address.

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NATIONAL CONFERENCE EXHIBITORS AND SPONSORS TERMS AND CONDITIONS

NCMPR exhibitor-sponsor participants **must adhere** to NCMPR's terms and conditions, listed below, including the NCMPR conference code of conduct, [found here on NCMPR's website](#).

CONFERENCE PARTICIPATION

Exhibitors and sponsors are not permitted to host or schedule other events such as receptions, breakfasts, luncheons or dinners during the official NCMPR national conference program hours.

Exhibitors and sponsors are welcome to attend all events, meals and educational sessions as listed on the conference program. Some activities may be reserved for NCMPR members (e.g. district mixers, award dinners or off-site events) and will be designated as such. Vendors may be permitted to participate as included in the sponsorship benefits or with written permission of NCMPR National.

EXHIBITING GUIDELINES

ELIGIBILITY AND LISTING, OPERATION AND CONDUCT, BOOTH SPACE, VIOLATIONS, ACCESS CONTROL

- Participants are reminded that nondiscrimination and disability laws ensure equal access to all participants at NCMPR events. It is the responsibility of the participant to make its booth space fully accessible to all attendees regardless of race, color, national origins, genders, disabilities and other protected classifications and to comply with all applicable laws and regulations, including without limitation the American with Disabilities Act.
- 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, etc. Videos and audio tracks may be played at a reasonable volume level for booth visitors.
 - ⦿ 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.
- If the exhibitor fails to make payments when due, the booth assignment is subject to cancellation or reassignment at the option of NCMPR.

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- 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.
- 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.
- 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.

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 \$350 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 district 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.