

Seattle

2016



Ever Changing Landscapes in Testing

Sponsorship Levels and Information

National College Testing Association Conference

August 3-6, 2016

The Westin Seattle

Seattle, WA

Welcome to 2016 NCTA Sponsorship!

Dear New and Returning Sponsors,

I would like to cordially invite you to participate as a sponsor of the 2016 NCTA Conference August 3 – 6 at The Westin Seattle in Seattle, Washington.

Last year's conference in Florida attracted a record number of testing professionals from across North America. In addition, our second virtual conference with its expanded number of offerings was a huge success, drawing several hundred additional participants. We look forward to continued expansion in both areas this year.



This year, we are again offering sponsors a variety of options to publicize their companies and offer support to NCTA. Included are several exciting digital options, including recognition during the Virtual Conference as well as sponsor integration in the Conference Program App.

Additionally, we have incorporated a point system to better serve the needs of our sponsors. These points allow for a more 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 don't hesitate to be in touch.

Thank you in advance for your support of our conference!

Best Regards,

Francesca B. Taylor
2014-2016 President

Sponsorship Levels and Benefits

SPONSOR BENEFIT	Platinum \$7500/ \$10,000*	Gold \$5000/ \$7000*	Silver \$2500/ \$4000*	Bronze \$1000/ \$1500*
Company recognition at keynote lunch	X			
Company logo inside back cover of conference program	X			
One (1) one-hour sponsor workshop during the conference	X	X	X	
Invitation to Exhibitors' Fair	Two tables offered at a prime location	One table	One table	One table
Logo displayed on the transitional marquis during the Virtual Conference	X	X	X	X
Company logo displayed at conference	X	X	X	X
Advance list of conference registrants <i>(Available 7/22/16)</i>	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	First Option: Beginning April 17, 2016	Second Option: Beginning April 24, 2016	Third Option: Beginning May 1, 2016	N/A
Complimentary registrations	4 PLUS 50% off 4 additional	2 PLUS 50% off 2 additional	1	0
TOTAL SPONSOR POINTS EARNED	10	5	2	0

*Non-member pricing
(corporate membership =\$350)

Welcome to 2016 NCTA Sponsorship!

SPONSOR BENEFIT OPTIONS	Point Value
Paper flyer conference bag stuffer inserted into all attendee conference bags (no larger than 8 1/2" x 11" single or double-sided)	1
Promotional item inserted into all attendee conference bags (subject to approval)	2
Promotional item dropped at each seat at opening or closing sessions (subject to approval; only two available on a first-come, first-served basis)	3
Invitation to address general session (total of five (5) minutes; only two available on a first-come, first-served basis)	2
Fifteen (15) minute archived education segment. Segment to be viewed by attendees watching the archived Virtual Conference. (Sponsor must also commit to a regular conference education session. Archived segment must be the same content as regular session. Limited number available on a first-come, first-served basis.)	1
Twenty-five (25) minute live education segment during the Virtual Conference. (Sponsor must also commit to a regular conference education session. Virtual Conference segment must be the same content as regular session. Limited number available on a first-come, first-served basis.)	2
Additional thirty (30) minute education segment (limited number available on first-come, first-served basis.)	2
Additional sixty (60) minute education segment (max of two hours, limited number available on a first-come, first-served basis)	4
Post-conference attendee list (both registered attendees at Regular and Virtual Conference; available 9/28)	2
Half-page ad in conference Program Book	2
Full-page ad in conference Program Book	3
Full-page ad on inside front cover of conference Program Book (exclusive opportunity on a first-come, first-served basis; 1 available; completed ad due May 9, 2016)	4
Option to host a dinner group. Cost of the meal to be paid by the attendees. (Not to conflict with NCTA scheduled events; sponsor required to submit a location and discussion topic by May 9 2016 ; 4 available on a first-come, first-served basis)	3
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	4

Additional points available for purchase. Contact Wendy Gruver at 903-886-5122 for additional information

Exclusive NCTA Sponsorship Opportunities!

Conference Notebook Sponsor

Sponsor logo and NCTA 2016 are printed on the cover of a notebook and provided to each attendee at registration.; fee includes all costs associated including logo branding and shipping to conference site. One available: first-come, first-served.

\$2,000

Ice Cream Social Sponsor

Sponsor signage on tables; fee includes all costs associated including signage printing and shipping to conference site. One available: first-come, first-served.

\$2,500

Program Guide App Sponsor

Create a powerful presence at NCTA 2016! Sponsor's logo banner is prominently displayed on the homepage of downloadable program guide application used by attendees. Three available.

\$3,000

Charging Stations

Keep attendees charged at the conference. Sponsor a charging station which will display company logo in partnership with NCTA. Fee includes all costs associated including logo branding and shipping to conference site. 2 charging stations available .

\$3,500

Attendee Conference Bag

Conference Bags are distributed at registration and co-branded with Sponsor's logo and NCTA 2016; fee includes all costs including logo branding and shipping to conference site. One available: first-come, first-served.

\$4,000

USB Sponsor

USB drives will be provided to each attendee and co-branded with Sponsor's logo and NCTA 2016. Drive will be minimum 2 GB. Fee includes all setup and shipping costs. One available: first-come, first-served.

\$4,500

Sponsorship Registration Form

Platinum Sponsor Package (includes 10 points): \$7500 Member \$10,000 Non-Member

Gold Sponsor Package (includes 5 points): \$5000 Member \$7000 Non-Member

Silver Sponsor Package (includes 2 points): \$2500 Member \$4000 Non-Member

Bronze Sponsor Package: \$1000 Member \$1500 Non-Member

Sponsor Benefit Options

Point Value

Point Value

- | | |
|---|--|
| <input type="checkbox"/> Paper flyer conference bag stuffer 1 | <input type="checkbox"/> Virtual Conference live 25 min educ session 2 |
| <input type="checkbox"/> 15 minute archived session..... 1 | <input type="checkbox"/> Option to host dinner group..... 3 |
| <input type="checkbox"/> Half-page ad in conference program..... 2 | <input type="checkbox"/> Promotional item dropped at general session 3 |
| <input type="checkbox"/> Promotional item conference bag stuffer..... 2 | <input type="checkbox"/> Full-page ad in conference program 3 |
| <input type="checkbox"/> General session address (5 min)..... 2 | <input type="checkbox"/> Full-page ad on inside front cover of program ... 4 |
| <input type="checkbox"/> Post-conference attendee list 2 | <input type="checkbox"/> Special VIP invitation to 10 attendees 4 |
| <input type="checkbox"/> Additional 30 minute education session 2 | <input type="checkbox"/> Additional 60 minute education session 4 |

Exclusive Opportunities

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"/> Conference Notebook Sponsor..... \$2,000 | <input type="checkbox"/> Charging Station \$3,500 |
| <input type="checkbox"/> Ice Cream Social Sponsor..... \$2,500 | <input type="checkbox"/> Attendee Conference Bag Sponsor \$4,000 |
| <input type="checkbox"/> Program Guide App Sponsor \$3,000 | <input type="checkbox"/> USB Sponsor \$4,500 |

Total \$ _____

Company Name (as it will appear on publicity): _____

Contact Person: _____ Phone: _____

Address: _____

City: _____ State: _____ Zip: _____

E-Mail: _____ Fax: _____

All Sponsorship contributions are due by May 9, 2016

Please indicate preferred method of payment:

Check

Credit Card

Please return this completed form to:

Wendy Gruver
 Director of Testing Services
 Texas A&M University-Commerce
 P.O. Box 3011, Commerce, TX 75429

Phone: 903-886-5122
 Fax: 903-468-3210
 E-Mail: wendy.gruver@tamuc.edu

Exhibitors' Fair Information

We are looking forward to another popular and successful Exhibitors' Fair at the Annual NCTA Conference in Seattle, Washington. To exhibit, you must sponsor at the Bronze level or above and return this completed form. All contributions are due by **May 9, 2016**.

Company Name: _____

Contact Person: _____ **Phone:** _____

Address: _____

City: _____ **State:** _____ **Zip:** _____

E-Mail: _____ **Fax:** _____

Names of Company Representatives at the Exhibitors' Fair:

(1) _____

(2) _____

NCTA will provide all exhibitors with ONE* skirted 6-foot table, 2 chairs, and an electrical outlet. For full information, refer to the Sponsorship Levels and Benefits form.

*Platinum sponsors receive TWO tables

Set-up and breakdown must be done on Friday, August 5, 2016.

Set-up: 7:30 am / Exhibitors' Fair: 9:00 am – 4:00 pm / Breakdown: after 4:00 pm

Please return this completed form to:

Wendy Gruver
Director of Testing Services
Texas A&M University-Commerce
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Phone: 903-886-5122
Fax: 903-468-3210
E-Mail: wendy.gruver@tamuc.edu