¡Sueños!
Pursuing the Light!

2022 NCTE ANNUAL CONVENTION
NOVEMBER 17-20 | ANAHEIM, CA

EXHIBITOR & SPONSOR PROSPECTUS

convention.ncte.org
Join NCTE as we bring together thousands of literacy educators from across the preK–college levels for our 2022 Annual Convention taking place in Anaheim, California, November 17–20.

Act now to build relationships with educators who are actively involved in leading and influencing the teaching of reading and writing in all content areas and across a wide range of grade levels. NCTE Convention attendees are difference makers in their schools, districts, and affiliates. They also lead and collaborate on purchasing decisions that direct the teaching of English language arts.

For more information, contact Christina Kardon at 410-584-1972 or christina.kardon@wearemci.com.

**Top 3 Reasons to Exhibit**

1. **Engage** with ELA decision makers and influencers.
2. **Enhance** customer base by meeting with thousands of buyers.
3. **Develop** relationships and receive valuable feedback on products and services.

**NCTE Convention Stats**

- 6,000+ attendees
- 100+ exhibitors
- 20+ exhibit hours
- 100,000+ square feet of exhibit space
The themes, program, and quality of professional development that I get to engage with as part of this event cannot be beaten or replaced.

-2021 NCTE Annual Convention Attendee
EXHIBIT AT THE LARGEST EVENT FOR LITERACY EDUCATORS

Exhibit Booth Rates

- **10’ x 10’ Inline Booth**: $1,575
- **10’ x 10’ Corner Booth**: $1,680

What’s Included

- Four complimentary full Convention registrations per 10’ x 10’ booth with access to general sessions
- 8’ draped back wall and 3’ draped side wall
- 7” x 44” identification sign
- Carpeting in the Exhibit Hall aisles
- Listing in the NCTE Convention Program (if received by September 13)
- Listing on the NCTE Exhibit website
- Up to four additional full Convention registrations per 10’ x 10’ booth at discounted rate of $100 each; all others at full price
- Opportunity to list author signings (see page 9)
- Access to Exhibitors’ Lounge

Service Information

Furnishings, carpet, electricity, internet, A/V equipment, shipping drayage, and individual booth security are NOT included in booth purchase. The official general service contractor is Heritage Exposition Services. The Exhibitor Services Kit will be emailed once it’s available.

Additional Details

Once you sign on to join us in Anaheim, you will receive an email with a link to your personal Exhibitor Portal where you will find detailed information for your Convention experience.

Exhibitor Hours

*Hours subject to change*

**Exhibits Open**
- **Friday, November 18**
  11:00 a.m. – 6:00 p.m.
- **Saturday, November 19**
  11:00 a.m. – 6:00 p.m.
- **Sunday, November 20**
  8:00 a.m. – 11:30 a.m.

**Booth Setup**
- **Thursday, November 17**
  8:00 a.m. – 8:00 p.m.
- **Friday, November 18**
  7:00 a.m. – 9:00 a.m.
- **Move Out**
  Sunday, November 20
  11:30 a.m. – 5:00 p.m.
  Monday, November 21
  8:00 a.m. – 5:00 p.m.

*Non-compete exhibit hours are on Friday, November 18, from 4:45 p.m. to 6:30 p.m.*
ELEVATE YOUR PRESENCE WITH AN NCTE SPONSORSHIP

Sponsorship is a great way to stand out and increase exposure at the NCTE Annual Convention. Choose from the sponsorship menu on the following pages and/or one of three sponsor levels listed below: Gold, Silver, or Bronze. The more you spend, the more benefits you’ll receive!

<table>
<thead>
<tr>
<th>Sponsor Level &amp; Benefits</th>
<th>GOLD $25,000</th>
<th>SILVER $20,000</th>
<th>BRONZE $15,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Logo and URL on NCTE mobile app</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and URL in NCTE Convention email communications</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and URL on NCTE Annual Convention website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo in Annual Convention Program, August Convention Preview, and November Council Chronicle</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Preconvention email list (Access Only)</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on screens at General Sessions</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reserved exhibitor block of sleeping rooms in connecting Hilton hotel</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Discount on signage options and first right to preferential locations (Deadline September 23, 2022)</td>
<td>20%</td>
<td>10%</td>
<td></td>
</tr>
<tr>
<td>NCTE advertising discount (print journals, Convention Program, e-newsletters, website)</td>
<td>20%</td>
<td>15%</td>
<td>10%</td>
</tr>
</tbody>
</table>
## SPONSORSHIP MENU

### Keynote Sessions  
**$20,000**
Sponsor the keynote sessions. Keynote speaker’s publisher receives first right of refusal. Benefits include:
- Verbal recognition from the podium
- Logo on screens at the sponsored keynote
- Literature distribution
- Logo recognition near session listings in the Convention Program

### NCTE Notebooks  
**$18,000**
These handy NCTE notebooks produce immediate exposure for your brand and will be included with the registration materials. Reserve by September 23, 2022, to secure listed price. Includes logo recognition on the back cover of the notebook.

### Featured Sessions  
**$12,000**
Sponsor the featured sessions. Featured speaker’s publisher receives first right of refusal. Benefits include:
- Verbal recognition from the podium
- Logo on screens at the sponsored keynote
- Literature distribution
- Logo recognition near session listings in the Convention Program

### Wi-Fi Sponsorship  
**$12,000**
Help attendees stay connected with speedy Wi-Fi throughout the Exhibit Hall. Benefits include:
- Logo on Wi-Fi information in the Convention Program
- Signage and logo recognition on meter boards
- Opportunity to include company name or acronym in NCTE-branded Wi-Fi Password

### First-Time Attendee Event  
**$12,000**
Meet and greet first-time Convention attendees at this popular networking event which attracts 500+ attendees every year. Benefits include:
- One 2-3 minute speaking opportunity welcoming first-time attendees*
- Onsite recognition/signage
- Literature distribution
- Opportunity to coordinate display table
- Logo recognition near event listing in the Convention Program
*Speaking notes to be approved by NCTE in advance

### Water Bottles  
**$11,000**
Keep attendees hydrated. Add your logo to water bottles that will be distributed to attendees during registration. Reserve by September 23, 2022, to secure listed price.

### Photo Booth Lounge  
**$7,500**
Sure to be a popular destination, the Photo Booth Lounge will be a fun way for attendees to take a mental break. Benefits include:
- Logo recognition in the Photo Booth Lounge
- “Sponsored by” recognition on the Convention Program, plus a short description of your organization
- Opportunity to coordinate display table

### Pens  
**$7,500**
Add your logo to pens that will be distributed all over the NCTE Convention and show floor. Reserve by September 23, 2022, to secure listed price.

### NCTE Awards Ceremony  
**$7,500**
The 2022 NCTE Awards celebrate the profession’s best and brightest to honor their commitment and dedication to advancing literacy, the field of education, and the organization. The event is free for all attendees. Benefits include:
- Logo recognition in event intro and closing, on event registration page, and on walk-in screen
- Sponsor recognition by speaker at the beginning and end of the event
- “Sponsored by” recognition on all event promotions
- Logo recognition on co-branded banner promoting the event on the ReadWriteThink homepage
- Guaranteed attendance for sponsor representatives

### Targeted Section Get-Togethers  
**$6,500 | 4 Available**
Sponsor one or all of these popular Section Get-Togethers. Choose from Elementary, Middle, Secondary, or the College event on Thursday, November 17. Benefits include:
- 1-2 minute speaking opportunity to welcome attendees to the Get-Together*
- Opportunity to send a dedicated e-blast to Convention attendees
- Logo recognition on walk-in screen
- Sponsor recognition by speaker at the beginning and end of the event
- “Sponsored by” recognition in the Convention Program, plus a short description of your organization
- Guaranteed attendance for sponsor representatives
*Speaking notes to be approved by NCTE in advance

---

For more information, contact Christina Kardon at 410-584-1972 or christina.kardon@wearemci.com
**SPONSORSHIP MENU**

**Hotel Key Cards**
$6,500 and up
Place your company logo on the attendee hotel key cards or the wrappers used to hold the key cards. Includes approximately 10,000 cards or wrappers. Reserve by September 23, 2022, to secure listed price.
- Key card wrappers (includes covers 3 & 4): $6,500
- Key cards: $15,000
- Key cards and wrappers: $20,000

**Coffee Break**
$6,500
Sponsor a coffee break during the Convention. Work with NCTE to determine the exact time and day. Benefits include:
- Onsite recognition/signage
- Display space at the event
- Recognition in the Convention Program

**Inquiry Areas**
$5,000 | 4 Available
Play host to one of four areas linked to the Convention themes of inquiry/questioning/wonder where our members can gather in between sessions to continue their conversations in comfortable seating and near Convention amenities. Please note that these areas cannot be staffed. Benefits include:
- Brand/sponsorship recognition on two-sided meter board(s)
- Small table for display/literature
- Recognition in the Convention Program

**Exhibit Hall Line Refreshments**
$5,000 to $7,000 | 2 Available
Provide refreshments to attendees waiting for the Exhibit Hall doors to open on Friday ($7,500) or Saturday ($5,000). Choose from branded bottled water, popcorn, candy bars, and much more. Benefits include:
- Recognition in the Convention Program
- Onsite recognition/signage

**Convention Center Signage**
$1,000 to $12,500
Make a big impact with larger-than-life signage in prime areas of the Convention Center. Banners and clings are placed for maximum traffic and visibility. Signage opportunities are available only to current NCTE sponsors.

**Unplug and Unwind!**
$4,000 | 3 Available
Opportunity to sponsor a dedicated 30-minute break! Give attendees the chance to unplug, unwind, or celebrate by hosting a yoga class, dance break, mindfulness moment, or happy hour during the Convention. NCTE will work with you to bring your vision to life. These sessions are not intended to have content and are scheduled during programming breaks. Benefits include:
- Logo recognition on walk-in screen
- Sponsor recognition by speaker at the beginning and end of the event
- “Sponsored by” recognition in the Convention Program, plus a short description of your organization
- Guaranteed attendance for sponsor representatives

**Charging Stations**
$3,750 | Multiple Available
Attendees will flock to these stations to charge their phones, tablets, and laptops. Benefits include:
- Onsite recognition/signage
- Choice of NCTE Lounge or two other locations (NCTE to confirm locations)

**Build Your Stack Sessions**
$1,000 each
Help educators build their classroom libraries! Feature your 2023 Spring titles and authors in the Build Your Stack™ cafe located in the NCTE Exhibit Hall. The sessions are 20 minutes long and NCTE will provide ample signage and recognition for participating publishers, plus one (1) lavaliere, LCD projector, screen, and technician. Additional A/V requests will incur additional costs. Time slots are available November 18, 19, and 20, and are first-come, first-served.
The Convention Program is distributed to more than 6,000 attendees and is the most read and referenced book at the Convention. Advertise today to give your company additional traffic to your exhibit booth and added visibility. Also, this valuable resource travels back to thousands of schools and is shared with colleagues unable to attend. Don’t miss out on this highly visible opportunity!

**Space:** September 13, 2022  
**Artwork:** September 20, 2022

---

### 4-Color Only Ad Size Rate*

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2, 3, or 4</td>
<td>$2,625</td>
</tr>
<tr>
<td>Full page</td>
<td>$1,575</td>
</tr>
<tr>
<td>Half page, horizontal</td>
<td>$1,050</td>
</tr>
</tbody>
</table>

**Full Page:** Trim Size: 8.5” x 10.875” | Bleed Size: 9” x 11.375”  
**Half Page:** Trim Size: 8.5” x 5.5” | Bleed Size: 9” x 6”

Press-ready PDF required: 300 dpi images. CMYK colors only. Please add 1/4” bleed allowance on all sides for full-page, half-page, and cover ads. *No agency commission.

---

**Reserve Your Space Today!**

Christina Kardon, Account Executive  
410-584-1972  
christina.kardon@wearemci.com

**Production Contact**

Megan Lebo, Traffic Manager  
410-584-1907  
megan.lebo@wearemci.com
The Meet the Authors Booklet offers attendees a quick reference guide to all of the author/illustrator signings taking place in the Exhibit Hall. This established and popular guide is a must-have for all attendees, and they each receive a copy at registration. Advertisements in the back of this year’s booklet will be perforated—perfect to use for coupons or raffle entries!

**Space:** October 7, 2022
**Artwork:** October 14, 2022

<table>
<thead>
<tr>
<th>Ad Position</th>
<th>Ad Size</th>
<th>Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2, 3, or 4</td>
<td>5.5” x 8.5”</td>
<td>$2,625</td>
</tr>
<tr>
<td>One Coupon</td>
<td>4.75” x 2.25”</td>
<td>$500</td>
</tr>
</tbody>
</table>

Live Area: 5” x 8”  | Trim: 5.5” x 8.5”  | Bleed: 5.75” x 8.75”

Covers 2, 3, and 4 are 4-color. Coupons are two-sided, black and white. Please provide front and back art for coupons. Press-ready PDF required: 300 dpi images, CMYK or grayscale colors only. Please add 1/8” bleed allowance on all sides for cover ads. *No agency commission.

**Reserve Your Space Today!**
Christina Kardon, Account Executive
410-584-1972
christina.kardon@wearemci.com

**Production Contact**
Megan Lebo, Traffic Manager
410-584-1907
megan.lebo@wearemci.com
ADDITIONAL OPPORTUNITIES

Dedicated E-Blast | 4 Available
$4,000 each

Send a dedicated e-blast to registered attendees within 10 days of the Convention. Use an e-blast to promote a booth giveaway, an exhibitor session, or networking opportunities with authors. NCTE will send your HTML e-blast to registered attendees and has final approval on all messaging.

NCTE Preconvention Update Emails | 3 Available
$350 per email
$850 for “Know Before You Go” email

Reach your target audience by advertising in an NCTE email to registrants! The emails provide important updates on the event and are the perfect opportunity to promote activities at your booth in the Exhibit Hall.

Mailing Lists
Send targeted marketing messages to NCTE members. Contact Christina Kardon at christina.kardon@wearemci.com or 410-584-1972 for additional information.

<table>
<thead>
<tr>
<th>Annual Convention List</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Member mailing list</td>
<td>$145/M</td>
</tr>
<tr>
<td>Preconvention mailing list**</td>
<td>$155/M</td>
</tr>
<tr>
<td>Preconvention email list**</td>
<td>$300/M plus $50 processing fee, one time use only</td>
</tr>
</tbody>
</table>

**Available to NCTE exhibitors only
IMPORTANT DEADLINES

Exhibitor listings for the Convention Program .......... September 13
Convention Program ad space ......................... September 13
Convention Program artwork ........................... September 20
Meet the Authors Booklet ad space ................... October 7
Meet the Authors Booklet artwork ..................... October 14
Author signing submissions .............................. October 14

CONTACT US

Exhibit & Advertising Sales
Christina Kardon
Tel: (410) 584-1972
christina.kardon@wearemci.com

General Inquiries
Matt Burruss
mburruss@ncte.org