

2009 NCTM Regional Conferences and Expositions

Boston • Minneapolis • Nashville



*NCTM's 2009 Regional Conferences and Expositions put you in touch with thousands of classroom teachers and other decision makers in mathematics education. As they break away from their busy day-to-day routines, they come to explore, gather ideas, and shop—making regional conferences **a prime opportunity for exhibitors to make strong impressions**. The regional conferences are recognized as rich mathematics professional development experiences and include professional seminars, exhibits, networking, and discussions of popular and selected regional issues.*

*Exhibiting is easy, effective, and rewarding. Use the application materials in this folder to plan your attendance and **increase your impact through sponsorship, advertising, and workshop presentation opportunities**.*

Details of Exhibiting

Anticipated Attendance: Attendance at past regional conferences has averaged over 3,000 attendees.

Hours

Exhibit setup:
Wednesday 3:00 p.m.–8:00 p.m.

Exhibits open:
Thursday 8:00 a.m.–4:00 p.m.
Friday 8:00 a.m.–4:00 p.m.

Exhibit teardown:
Friday 4:00 p.m.–8:00 p.m.

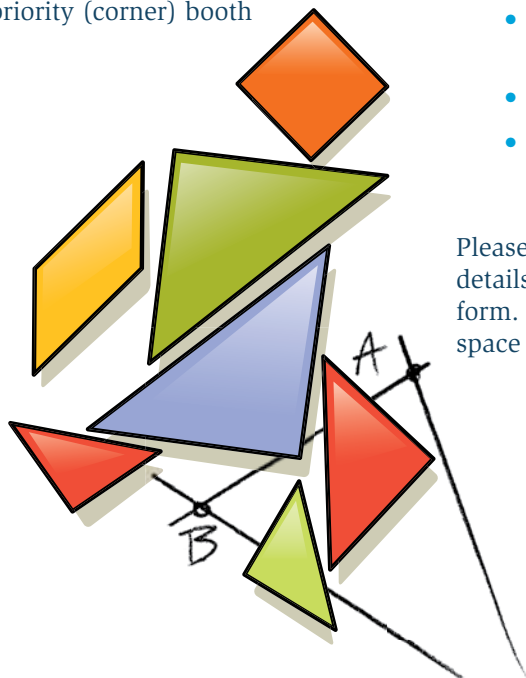
Costs

\$1,270 per 10' × 10' booth
\$1,470 for priority (corner) booth

Perks of Exhibiting

- Four complimentary conference registrations per booth
- Complimentary listing on the NCTM Web site and in the **Program Update and Exhibitor Directory**, which is distributed on site
- Back drape (8') and side rails (3')
- One company identification sign (7" × 44")
- Access to the exhibitor lounge with complimentary beverages during select hours
- Opportunities to present exhibitor workshops
- Security when the exhibit hall is closed
- Opportunities to buy attendee mailing lists for pre- and post-conference marketing

Please see the enclosed materials for more details, deadlines, and the booth application form. Please apply early to ensure the best space assignment.



(continued)

Tips for Exhibiting Success

Conference attendees consider the exhibit hall one of the top three most valuable experiences at NCTM Regional Conferences. On the basis of experience and attendee feedback, we'd like to suggest some strategies for maximizing your exhibit experience:

- **Advertise your booth and promotions in the conference program.** For advertising information, see the enclosed Advertising Opportunities page or online at www.nctm.org/confads.
- Distribute **take-away materials**, including overviews, samples, brochures, activities, or order forms.
- Offer **hands-on experiences** to help attendees learn how your products and services support classroom instruction and student achievement.
- Present **samples and demonstrations** of manipulatives, software, and resources as well as technical and electronic products.
- Describe **alignments to NCTM's *Principles and Standards for School Mathematics*** and goals for "No Child Left Behind."

- Highlight any **targeted materials** for underachieving students, students with special needs, and students learning English as a second language.
- Arrange **open booth displays** to foster smooth flow of traffic. Providing chairs for people with disabilities is a thoughtful touch.
- Offer special conference **promotions, giveaways, or discounts**—and clearly advertise them.
- Describe, through your displays, demonstrations, workshop presentations, ads, and one-on-one contacts, how your organization offers **new ideas for teaching**.

With each regional conference, you have six ways to reach thousands of attendees—through your: (1) exhibit; (2) **Program Book** ad; (3) preview brochure ad; (4) exhibitor workshop; (5) sponsorship of a conference event, program, or service; and (6) purchase and use of attendee mailing lists for pre- and post-conference marketing.

