

UCTM

Conference Growth 2022-2024

Rebecca Roche

President

rgroche734@gmail.com

Jackie Goodsell

(Vice President/Vendor Coordinator)

Jacquelyn.Goodsell@slcschools.org

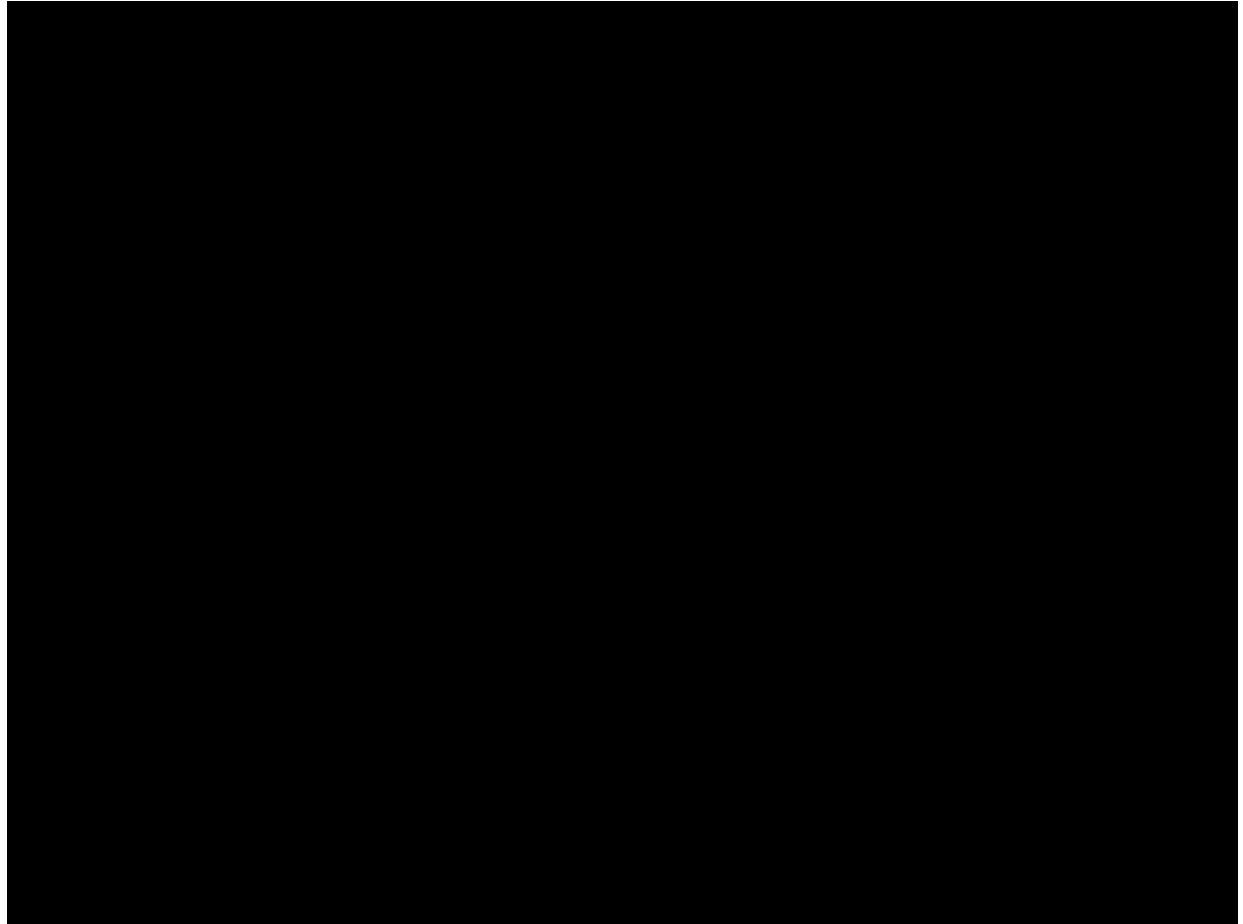
Kimberly Rhodes

President Elect/Conference Coordinator

kim.rhodes@slcschools.org

Promo Video

[\(link to view in your own tab\)](#)



Set the stage

- Pre Covid vs Post Covid
- History: Yearly conferences at local high schools on the weekend
 - Davis: First conference post covid
- Retreat: Meant to close and open the yearly board cycle
- Goal: Touch more students but keep prices low
 - Build connections
 - Bigger venue
 - Dedicated time not attached to a weekend

Key Pieces of Change

What were the key decisions?

1. Moved to a conference center
2. New time of week, and two full days
3. 2 keynotes (one from NCTM)
4. Created structured conference committees
5. Changed the vendor package
6. Got swag from vendors and made it a celebration/party
7. Changing board meetings: Half hour with committee leads, hour with full board
8. Combined admin and teacher conference together

Who was involved and what key skills did they bring to the process?

- President and VP: Had a goal to reach more kids across the state. Recruited a conference director
- VP and Conference Director: made it happen
 - Found conference to model after/look for vendors off of
 - Got 3 vendors lined up (approx. 15,000)
 - Showed the board it was financially feasible
 - Dedicated sales pitch from a team
- Committee leads: Close communication with president/VP
 - Revamped advertising efforts
 - More structured committees
- Frequent meetings between President/VP/Conference Coordinator

Conference Committees

<u>Committee</u>	<u>Leader</u>	<u>Members</u>
Advertising	Camille Gappmayer	Sarah Dougherty / Paul Stemple / Andy Glaze / Kiersten Campbell / C David Walters
Awards	Janine Christensen	Daniel Peterson
Diversity	Jaclyn Ntow	Heather Riddle / Bridgette Barrowes / Linda Eyring
Elections	Kim Rhodes	Lindsey Henderson
Hospitality	Leigh Ann Jennings	Christine Walker / Linda Eyring
Presenters	Veronica Bair	Alee Lee / Heather Riddle / Trish Syversen / Joleigh Honey / Angela Townsend
Registration	Eric Blackham	Daniel Carroll
Strategy	Alison Espinosa	Kim Rhodes
Vendors	Jackie Goodsell	Jaclyn Ntow / Nicole Berg / Trish French / Kelli Rexford



Early Bird: \$850
(Prior to Oct. 7)
Regular: \$1050

Marketing

Small logo on UCTM website
*listed in order of registration

Looping Slide with Logo
on screens at UVCC

Presentation

One 30 min. presentation*

Attendee List

Bronze partners will not
receive attendee list.

Booth

10x10
assigned by UVCC liaison

Passport

only 5 bronze visits required



Early Bird : \$2,100
(Prior to Oct. 7)
Regular: \$2,500

Marketing

Medium logo on UCTM website
*listed in order of registration

Looping Slide with Logo
on screens at UVCC

Presentation

One 1hr. presentation*

Attendee List

Full attendee list

Booth

10x10 or 20x10
selected before bronze
*booth selection is by registration date

Passport

only 7 silver visits required



Early Bird: \$4,200
(Prior to Oct. 7)
Regular: \$4,800

Marketing

Large logo on UCTM website
*listed in order of registration

Looping Slide with Logo
on screens at UVCC

Banner Space @ UVCC

Logo included on
volunteer t-shirt

Presentation

Two 1 hr. presentations*
(one in person and one prerecorded)

Attendee List

Full attendee list

Booth

20x20 or 30x10
selected before silver
*booth selection is by registration date

Passport

Required Visits for Prize



Early Bird: \$5,200
(Prior to Oct. 7)
Regular: \$5,500

MAXIMUM IMPACT

Present educator award on
stage before keynote

Swag Toss before keynote

Swag Bag Insert

Custom Requests

Marketing

Large logo on UCTM website
*listed in order of registration

Looping Slide with Logo
on screens at UVCC

Banner Space @ UVCC

Logo included on
volunteer t-shirt

Presentation

Three 1 hr presentations *
(two in person and one prerecorded)

Attendee List

Full attendee list

Booth

20x20 or 30x10
selected before gold
*booth selection is by registration date

Passport

Required Visits for Prize

***ALL PRESENTATION OPPORTUNITIES REQUIRE PARTNERS TO SUBMIT PRESENTATION PROPOSALS BY THE PROPOSAL DEADLINE**

BOOTH information

- 8' tall back black pipe and drape
- 3' tall side pipe and drape
- (1) 8' table with white linen and black skirt
- (2) folding chairs,
- (1) small waste basket
- (1) 120V 20A Circuit power drop*
- *more power will incur an additional charge)

package upgrades

ADD IT ON

Add On	Description	Cost
<i>Keynote Sponsor</i>	Sponsor one of our keynote speakers and introduce with on the keynote stage with special marketing opportunities.	Contact for Pricing
<i>Lanyards</i>	Create custom lanyard for UCTM with your branding! Lanyards will be worn by over 1,000 people.	Contact for Pricing
<i>Bag Insert</i>	Bring on the swag! Contribute to our fabulous swag bag for all conference attendees.	\$200
<i>Chair Drop</i>	Leave an item on each chair the morning of keynote.	\$250 - one day \$400- both days
<i>UCTM Afterdark</i>	Host an event Tuesday after conference hours and have UCTM promote your event on their website, conference slides, and email blasts before the conference.	Contact for Pricing
<i>Tote Bag</i>	Create custom bags for UCTM with your branding!	Contact for Pricing
<i>Snack Break</i>	Use our in house catering for a sponsored snack break! Cookies anyone?	Contact for Pricing



Do you have a custom add on idea?

Work with us to create a lasting impact at the UCTM Conference!

Contact jaquelyn.goodsell@slcschools.org

BOOTH ADD ONs

Do you need a additional power, internet, furniture, or another special request?

Remember to read the UVCC UCTM Vendor Packet and submit requests to exhibitor@utahvalleycc.com

Advertising

Davis advertising: Twitter, word of mouth

UVCC year one:

- Twitter and instagram
- listserv email updates every other month
- State leadership meetings
- dedicated email campaign to all private/charter schools/district leaders
- Connected with 41 superintendents and their math specialists
- Going to NCTM and recruiting vendors

UVCC year two:

- Added facebook
- got a social media manager
- started a monthly newsletter
- Having a booth at other conferences
- Videographer
- Expanded space (second venue)

Takeaways

What worked:

Conference center

Two keynotes

Tying a book club to a keynote

Going to other conferences to network

Hearing from teachers

Panels facilitated by state board members

Vendor hall where registration pickup happens

Vendor Raffle: Ensures participants speak to lots of vendors

Volunteers

What didn't:

Sessions in the vendor hall

Starting before 8am

Overlapping sessions

Surprises

Districts partnered with us to send teachers

Contract Pricing (confusing)

Next Steps:

1. What are we looking at now?
 1. Which districts/schools have not sent people? Create initiative to get them involved
 2. Strategy Committee
 3. Google business license so our emails are not going through private emails
 4. Moving into
2. Current challenges?
 1. Right people on right teams
 2. Mentoring upcoming board to fill current leadership spots
 3. How do we grow in a sustainable way that maintains momentum?
 4. Vendor Relationships (happy vendors balanced with not being a “vendor” conference)
3. New opportunities?
 1. Partnerships with Affiliates
 2. Grants
 3. Book Club
 4. Presenter mentorship
 5. Constitutional change: regional representation

Q&A