



NCTM 2021 Virtual Conference



*Reimagining Mathematics Education:
Learning from the Past in Order to Move Forward*

FEBRUARY 1–6



NATIONAL COUNCIL OF
TEACHERS OF MATHEMATICS

Join thousands of mathematics educators at this year's virtual conference

The National Council of Teachers of Mathematics (NCTM) is the world's largest organization dedicated to improving mathematics education for all students from pre-kindergarten through grade 12.

NCTM is committed to bringing the math community together for engaging content that

will help transform the learning and teaching of mathematics. Share in the excitement of the second NCTM Virtual Conference, February 1-6, by exhibiting at or becoming a sponsor.

NCTM's online platform will provide opportunities for networking, small chat rooms, discussions with exhibitors and much more.

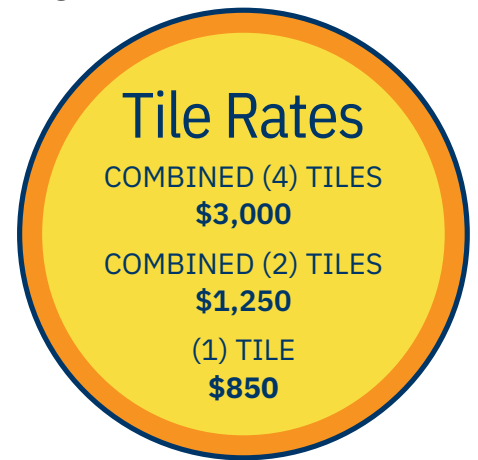


EXHIBITOR OPPORTUNITIES

The state of the art virtual exhibit hall displays up to 4 exhibitor tiles per row as attendees scroll to browse exhibitor and sponsor information. Each tile displays the company name, logo and a cover photo to entice attendees to click and follow to learn more about the organization. Once the attendee enters the virtual booth, they have access to a long-form description, as well as up to 5GB of promotional images, documents or links as provided by the company.

INCLUDED WITH ALL TILES

- 1, 2 or 4 exhibitor tiles within virtual exhibit hall
Each tile requires a 170x170 px logo image and a 1300x225 cover photo
- Link to exhibitor website
- Exhibitor page includes company profile, video feeds, document uploads and chat feature
- Access to participant directory
- List of followers and members who engaged within your exhibitor booth



EXHIBITOR SCHEDULE

EXHIBITOR VIRTUAL BOOTH SET-UP

January 25 through January 31

ADDITIONAL ACCESS

24/7 Access February 1-6, 2021

INTERACTIVE EXHIBIT HALL HOURS

Tuesday, February 2 10:00 AM - 3:00 PM EST
Wednesday, February 3 10:00 AM - 3:00 PM EST
Thursday, February 4 10:00 AM - 3:00 PM EST
Friday, February 5 10:00 AM - 3:00 PM EST



Virtual Exhibit Hall



Exhibitor Page

2021 VIRTUAL CONFERENCE SPONSORSHIP PACKAGES

ULTIMATE

\$15,000

- 4 Combined exhibitor tiles
- Main sponsor ad with a link to their website (Located at the top left-hand corner of the event home page) (3 available)
- Company logo included on a slide and verbal recognition at the Opening General Session
- 30-40 second introduction video to be played prior to a main session (3 available)
- Pre/post use of event attendee list – limited to two time use (Note: email or direct mail must be sent by NCTM)
- NCTM sponsor logo to be used by the sponsor for a 12-month period
- Conference Wide Notice
- Pick and choose à la carte items from list totaling up to \$3,500

STANDARD

\$5,000

- 1 exhibitor tile
- Sponsor's logo with a link to their website (Located in the middle left-hand side of the event home page. These logos would rotate out)
- Pick and choose à la carte items from list totaling up to \$1,000

À LA CARTE ITEMS

- Virtual Exhibitor Workshop 2/2-2/5 - \$850
- Virtual Tote Bag - \$250
- Conference Wide Notification - \$750
- Facebook Ad - \$1,500
- Twitter Ad - \$1,500
- MTLT Ad - Half Page - \$3,488 (in issue of your choice)

ENHANCED

\$10,000

- 2 Combined exhibitor tiles
- Sponsor's logo with a link to their website (located in the middle left-hand side of the event home page. These logos would rotate out)
- One time use of event attendee list (Note: email or direct mail must be deployed or mailed by NCTM)
- Pick and choose à la carte items from list totaling up to \$2,000

SPONSORSHIP APPLICATION



NCTM 2021

Virtual Conference

Reimagining Mathematics Education:
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FEBRUARY 1-6

NCTM 2021 VIRTUAL CONFERENCE

February 1-6, 2021 | www.nctm.org/virtual2021

Please submit all contracts to NCTM@theYGSgroup.com or call 717.430.2221 for questions

2021 VIRTUAL EVENT SPONSORSHIPS

☐ **ULTIMATE** - \$15,000 (Select up to \$3,500 in à la carte items)

☐ **ENHANCED** - \$10,000 (Select up to \$2,000 in à la carte items)

☐ **STANDARD** - \$5,000 (Select up to \$1,000 in à la carte items)

À LA CARTE ITEMS

☐ Virtual Exhibitor Workshop - \$850

☐ Virtual Tote Bag - \$250

☐ Conference Wide Notification - \$750

☐ Facebook Ad - \$1,500

☐ Twitter Ad - \$1,500

☐ MTLT Ad - half page - \$3,488

CONTACT INFORMATION:

Contact Name

Contact Mailing Address (if different, no P.O. Boxes)

City

State/Province

Zip/Postal Code

Country

Phone and Ext.

Fax

E-mail

PAYMENT INFORMATION

Payment must accompany registration form. All remittance is due in US dollars.

☐ American Express ☐ VISA ☐ MasterCard ☐ Discover ☐ Check payable to The YGS Group

Billing Address: ☐ Same as above ☐ If different, please complete below

Name on Credit Card

Card Number

3-4 Digit Security Code

Expiration Date

Billing Address

Phone

City

State/Province

Zip/Postal Code

Authorized Signature

Total Sponsorship Costs: US \$ _____

***A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance.**

No surcharge is applied to payments made via ACH.

Exhibitor Initials

The undersigned (Vendor) enters into this agreement with NCTM to purchase the above-listed program or product in exchange for the fee listed above. The general terms and conditions of this contract will apply and are included on the second page of this contract. NCTM will provide the standard level deliverable items associated with the purchased sponsorship listed on page 1 of this contract. Where applicable, at the signing of this agreement, NCTM will project the quantity and quality of items necessary for the agreed upon program. Send all signed contracts to your Account Executive or NCTM@theygsgroup.com or fax to (717) 825-2171.

1. Use of Name, Logo, or Marks: The NCTM logo is the property of the NCTM, and no use of the name, logo, or marks will be permitted without the express written consent of the National Council of Teachers of Mathematics.

2. Cancellation Policy: No refunds are provided. If the vendor desires to cancel part or all of the contractual agreement, the vendor must do so in writing and will be obligated to pay NCTM the full amount of the agreed upon contract.

3. Cancellation of Event: NCTM reserves the right to cancel item or event. In the event of such a cancellation, vendor will be notified in writing and will receive a full refund. Parties agree that in the event of such cancellation, the vendor's sole remedy against NCTM shall be the refund of monies paid to NCTM by vendor pursuant to this agreement.

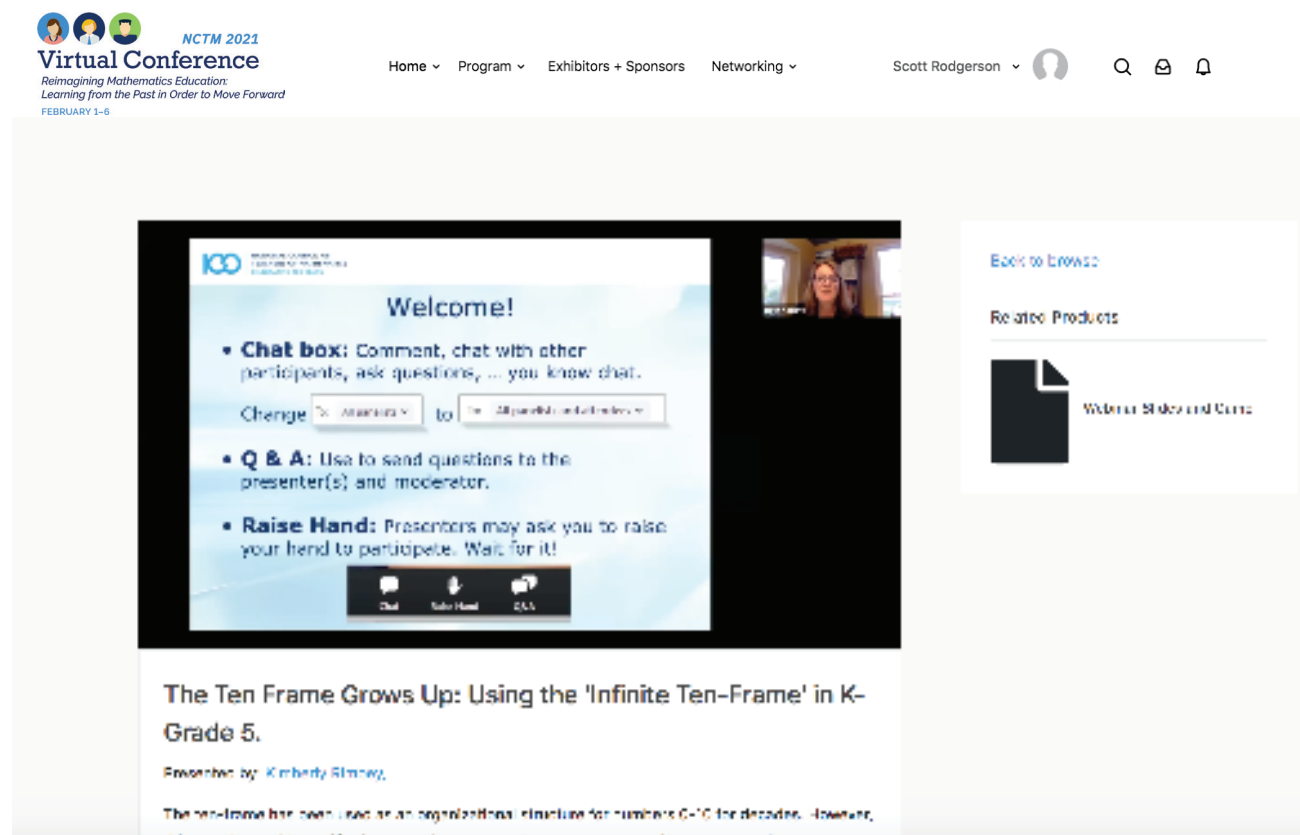
4. Right of First Refusal: All returning vendors (a returning vendor is defined as a company that purchased the same program or product last year, but not necessarily the same item) will receive an exclusive opportunity to renew the agreement for the following year. This gives all returning vendors the first right of refusal for their program or product. After this period ends, the first right of refusal is terminated and the program or product becomes available on a first-come, first-served basis. Please note that renewals may be subject to price and benefit changes at the discretion of NCTM.

NCTM shall not be responsible for a failure of performance of this agreement due to an Act of God, war, disaster, strikes, civil disorder, or other emergencies making it advisable, illegal, or impossible to hold the event or deliver agreed-upon items. NCTM also does not guarantee attendance by meeting participants. NCTM shall not be responsible for and does not control exhibitor activities held within contracted booth space that may be of similar nature to sponsored events or activities.

A copy of this contract and any signatures herein shall be valid as an original.

EXHIBITOR WORKSHOPS

“The NCTM Virtual Conference was a huge success and we were extremely pleased with the abundance of attendees, as well as the number of members that attended our HMH exhibitor workshops. Combined attendance for our 4 exhibitor workshops exceeded 500, and we had excellent communication and feedback from these sessions.” –[Houghton Mifflin Harcourt](#)



Take exhibiting to the next level by participating in these one-hour VIRTUAL sessions that allow you to showcase your products and services with more in-depth information and hands-on instruction. Workshops are available only to companies

exhibiting at the NCTM 2021 Virtual Conference. Limited time slots are available and are assigned on a first-come, first-served basis. Please contact your account executive for updated availability.

Workshop Information:

- Workshops will be recorded as a live presentation and will be available to all attendees via “OnDemand Presentations” up to 30-days after the live exhibitor workshop
- Virtual room allowing up to 500 participants
- Live chat with attendees
- Q&A within workshop

Follow our official conference hashtag to get the latest updates and engage with others about NCTM’s 2021 Virtual Conference. [#NCTMVirtual2021](#)



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FEBRUARY 1-6

Workshop Contract

NCTM 2021 VIRTUAL CONFERENCE

FEBRUARY 1-6, 2021

WORKSHOP INFORMATION TO BE PUBLISHED:

Exhibiting Company		
Street Address (No P.O. Boxes)		
City		
State/Province	Zip/Postal Code	Country
Phone and Ext.		Twitter Handle
E-mail	Website	

CONTACT INFORMATION:

Contact Name		
Contact Mailing Address (if different, no P.O. Boxes)		
City		
State/Province	Zip/Postal Code	Country
Phone and Ext.		Fax
E-mail		

WORKSHOP RATES & INFORMATION

Information on submitting your workshop title and description will be provided with your order confirmation. Please select workshop day(s) and indicate quantity.

Tuesday, February 2, 2021	x \$850 = \$
Wednesday, February 3, 2021	x \$850 = \$
Thursday, February 4, 2021	x \$850 = \$
Friday, February 5, 2021	x \$850 = \$

TOTAL AMOUNT: \$

Time Slots: A total of 96 exhibitor workshops will be available and are assigned on a first-come, first-served basis. The one-hour workshops are held Tuesday through Friday, 9:00 a.m.–2:30 p.m Eastern Standard Time (EST).

All exhibitor workshops will be live the day of the event, but will be recorded for attendees to access up to 30 days after the virtual event.

PAYMENT INFORMATION

Payment must accompany registration form. All remittance is due in US dollars.

Check payable to The YGS Group

American Express* VISA* MasterCard* Discover*

Name on Credit Card	
Card Number	Security Code
Expiration Date	
Authorized Signature	Print Name

TOTAL: \$

***A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH.**

Exhibitor Initials

SIGNATURE AND AGREEMENT

The exhibitor agrees to abide by all exhibit terms, conditions and regulations set forth on this form and on Page 2 of the exhibitor contract.

Authorized Signature	Date
Print Name and Title	



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FEBRUARY 1-6, 2021

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EXHIBITOR INFORMATION TO BE PUBLISHED:

Exhibiting Company		
Street Address (No P.O. Boxes)		
City		
State/Province	Zip/Postal Code	Country
Phone and Ext.		Twitter Handle
E-mail	Website	

CONTACT INFORMATION:

Contact Name		
Contact Mailing Address (if different, no P.O. Boxes)		
City		
State/Province	Zip/Postal Code	Country
Phone and Ext.		Fax
E-mail	Website	

VIRTUAL EXHIBIT SPACE & RATES

EXHIBITOR TILE RATES: 1-EXHIBITOR TILE – \$850 | 2-EXHIBITOR TILES – \$1250 | 4-EXHIBITOR TILES – \$3,000

NUMBER OF TILES: _____

PLEASE PICK 1 INDUSTRY CATEGORY TO REPRESENT YOUR ORGANIZATION:

Assessment Resources

Electronics

Professional Development Resources

Other

Clothing

Hands-on Materials and Manipulatives

Teaching Resources

Common Core Materials

Online Resources, Software & Apps

Textbooks

TOTAL COST: \$ _____

Payment Policy:

Full payment is due within net 10 of the contract being received. Failure to submit payment by the deadline will subject the exhibitor to cancel the contract. No refund will be made for a cancellation.

PAYMENT INFORMATION

Payment must accompany registration form. All remittance is due in US dollars.

Check payable to The YGS Group

American Express* VISA* MasterCard* Discover*

Name on Credit Card

Card Number Security Code

Expiration Date

Authorized Signature Print Name

TOTAL: \$ _____

SIGNATURE AND AGREEMENT

The exhibitor agrees to abide by all exhibit terms, conditions and regulations set forth on this form and on Page 2 of this contract.

Authorized Signature Date

Print Name and Title

***A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH.**

Exhibitor Initials

1. CONTRACT FOR EXHIBIT SPACE

All virtual exhibits must both complement and enhance the NCTM program to which it is tied.

Exhibitor agrees to exhibit products used in the field of mathematics education, products related to the growth of knowledge in mathematics teaching methods, or products of interest to teachers, as determined by NCTM.

Exhibitors must comply with all stated Virtual Booth Contract Rules and Regulations, a copy of which will be included with your booth confirmation.

NCTM reserves the right to prohibit any virtual exhibit, part thereof, or proposed exhibit that in its opinion is not in keeping with the spirit and character of the exhibit as same is set forth in this document.

NCTM reserves the right to restrict exhibits that become objectionable because of materials, or any other reason and to prohibit any exhibit that in the opinion of NCTM may detract from the general character of the Virtual Conference. This reservation includes items, conduct, printed matter, or anything of a character that NCTM determines is objectionable to the Virtual Conference. In the event of such restriction, NCTM is not liable for any refund or other expenses incurred by the Exhibitor.

Acceptance of this contract by NCTM should in no way be construed as an endorsement by NCTM of the exhibiting company or its products or services.

2. GENERAL CONDUCT

NCTM reserves the right to make such modifications in the exhibit hours as may be necessary to meet program needs, with full and sufficient notice given to all contracted Exhibitors.

Exhibitor agrees not to conduct a meeting/activity or social function during hours in which the NCTM Virtual Conference is conducting educational session(s).

3. ASSIGNMENT AND RELOCATION OF EXHIBITS

Exhibitor understands and agrees that NCTM has sole discretion on the assignment of virtual booth (tiles) location.

4. PAYMENTS

The cost for virtual exhibit booth is shown on the application. Full payment is due within net 10 of the contract being received. Failure to submit payment by the deadline will subject the exhibitor to cancel the contract. No refund will be made for a cancellation. Requests for virtual booths will be considered only after a signed application and payment have been received.

Exhibit invoice payments are due based on the schedule in the signed contract. Exhibitors with unpaid invoices will not be allowed to exhibit virtually. In addition, Exhibitor will reimburse NCTM for the cost of any collection or legal service utilized by NCTM to collect any amounts due hereunder. Notwithstanding any provision in an Order or other agreement to the contrary, if Exhibitor is an agency, both agency and principal advertiser are jointly and severally liable for all payments due hereunder. If Exhibitor is an agency, NCTM reserves the right to notify principal advertisers regarding any overdue and unpaid invoices.

5. CANCELLATION/REDUCTION OF SPACE

In the event that the Exhibitor cancels participation in the Virtual Conference, Exhibitor shall promptly notify NCTM in writing. **No refund will be made for a cancellation.** Upon cancellation, the exhibitor loses the right to use any complimentary exhibitor registration badges.

6. FAILURE TO MAKE PAYMENT

Any Exhibitor who fails to pay for and occupy said space shall be and shall remain liable for the payment agreed on.

7. EXHIBITOR BADGES

A total of 10 exhibitor booth staff passes to each exhibiting company plus 2 complimentary full registration passes to each each exhibiting company. Up to 4 additional full registration passes can be purchased for \$99.00 each.

8. FORCE MAJEURE

Because of the nature of the enterprise undertaken by NCTM, the same being dependent on its securing a sufficient and satisfactory number of Exhibitors at the Conference, it is specifically understood and agreed that if, in the sole opinion of NCTM, it is not practical to carry out the terms of this agreement for any reason, without limiting it to any embargo or regulation of any department or agency of the United States government against the holding or carrying out of said exhibit program as a whole, NCTM shall have the right to cancel the same and this agreement, in which event any payment made by the Exhibitor to NCTM shall be returned to Exhibitor, and NCTM hereby expressly waives any and all claims of any kind and nature except for such amount as Exhibitor has previously paid for space, excepting if said event causes the Conference to be canceled ten days or less prior to the opening date of the Virtual Conference, fifteen percent (15%) of the full contract fee will be retained by NCTM.

9. TAX AND LICENSING

Exhibitors who choose to sell products or services assume full responsibility for securing licenses and collecting all applicable fees and taxes. Exhibitor will comply with all federal, state, and local laws. Exhibitors will be liable for all obligations resulting from noncompliance and will indemnify and hold harmless NCTM from any and all costs and/or expenses (including counsel fees) involved in addressing or defending any matters arising in whole or in part from Exhibitor's sale of products or services.

10. VIOLATIONS

Any violation of these terms and conditions and/or the rules and regulations contained in the prospectus on the part of any Exhibitor will nullify Exhibitor's right to participate in the Virtual Conference. Such Exhibitor will not be released from liability and will forfeit to NCTM all monies that have been paid. In case of any violation of the terms and conditions and/or the rules and regulations on the part of the Exhibitor, right is hereby given to NCTM, at its option, to terminate the agreement.

11. AMENDMENT TO TERMS AND CONDITIONS

Any and all matters or questions not specifically covered by the terms and conditions contained herein shall be subject to the sole discretion of NCTM. NCTM may, in its sole discretion, make reasonable changes, amendments, or additions to these terms and conditions. Any such changes, amendments, or additions shall be binding on Exhibitor equally with the other terms and conditions contained herein.

12. MARKETING PARAMETERS

Business activities of the exhibitor must be within the exhibitor's allocated virtual exhibit space. Samples, catalogs, pamphlets, souvenirs and publications may be distributed by exhibitors only from within their own virtual booths or in areas designated by exhibit management.

No exhibitor promotions or advertising matter will be allowed to extend beyond the virtual booth space.

The undersigned agrees to the rules and regulations set forth in the NCTM Exhibit Virtual Booth Contract Rules and Regulations.

Authorized Signature:

Date: