THE CONVENTION FOR LEADERS IN LITERACY EDUCATION

Join NCTE in Baltimore, Maryland, as we bring together more than 7,000 literacy educators from across the preK to 16 grade levels for our 109th Annual Convention, November 21–24.

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; and they lead and collaborate on purchasing decisions that direct the teaching of English language arts.

For more information, contact Liz Barrett at 202-367-1231 or visit convention.ncte.org.

NCTE Attendees: Experienced Educators from All Grade Levels

<table>
<thead>
<tr>
<th>Job Title/Role</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Classroom Teacher</td>
<td>54%</td>
</tr>
<tr>
<td>Teacher Educator/College Faculty</td>
<td>22%</td>
</tr>
<tr>
<td>Literacy Coach/Instructional Coach</td>
<td>11%</td>
</tr>
<tr>
<td>Graduate Student/Preservice Teacher Candidate</td>
<td>5%</td>
</tr>
<tr>
<td>Building or Department Level Administrator</td>
<td>8%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Grade Level</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Elementary</td>
<td>17%</td>
</tr>
<tr>
<td>Middle/Junior High</td>
<td>23%</td>
</tr>
<tr>
<td>Senior High</td>
<td>40%</td>
</tr>
<tr>
<td>College</td>
<td>2%</td>
</tr>
</tbody>
</table>

97% of attendees spent time in the Exhibit Hall

71% have been involved in literacy education for 11 years or more
EXHIBIT AT THE LARGEST EVENT
FOR LITERACY EDUCATORS

Exhibit Booth Rates

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ Inline Booth</td>
<td>$1,575</td>
</tr>
<tr>
<td>10’ x 10’ Corner Booth</td>
<td>$1,680</td>
</tr>
</tbody>
</table>

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 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 its available.

Additional Convention Details

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

Hotel Information

Exhibitor blocks have been reserved at a special NCTE rate. To reserve rooms in these blocks visit bit.ly/2FyupSf. Please note that all exhibitors requesting 10 rooms or more must contact Paula Eggleston at Paula.Eggleston@Baltimore.org.

NCTE Convention Stats

7,000+ attendees
130+ exhibitors
20+ exhibit hours
100,000+ square feet of exhibit space

Top 3 Reasons NCTE Exhibitors, Advertisers, and Sponsors Participate

1. Access to ELA decision makers and influencers
2. Chance to meet with thousands of buyers to help enhance customer base
3. Opportunity to develop relationships with prospective customers and receive valuable feedback on products and services
EXHIBIT HALL FLOOR PLAN

Baltimore Convention Center
View the latest floor plan: http://floorplan.dc.smithbucklin.com/fxfloorplan/19ncte/#floorplan

Exhibitor Hours

Exhibits Open
Friday, November 22*  
10:00 a.m. – 6:30 p.m.
Saturday, November 23  
11:00 a.m. – 6:00 p.m.
Sunday, November 24  
8:00 a.m. – 11:30 a.m.

*Non-compete exhibit hours are on Friday, November 16, from 4:45 p.m. to 6:30 p.m.

Booth Setup
Thursday, November 21  
8:00 a.m. – 8:00 p.m.
Friday, November 22  
7:00 a.m. – 9:00 a.m.

Move Out
Sunday, November 24  
11:30 a.m. – 5:00 p.m.
Monday, November 25  
8:00 a.m. – 5:00 p.m.

Floor plan and exhibitor hours are subject to change.

As of March 2019
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, May 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 June 1, 2019)</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>
<tr>
<td>Additional priority points</td>
<td>100</td>
<td>50</td>
<td>25</td>
</tr>
</tbody>
</table>
SPONSORSHIP MENU

NCTE Tote Bags
$25,000
Include your logo on the official NCTE bags that will be carried by attendees long after the event ends. Reserve by July 1, 2019, to secure listed price.

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

NCTE Notebooks
$18,000
These handy NCTE notebooks produce immediate exposure for your brand and will be included with the registration materials. Reserve by August 1, 2019, to secure listed price.

First-Time Attendee Event
$12,000
Meet and greet first-time convention attendees at this popular networking event which attracts approximately 700 attendees every year. Benefits include
• One 3-5 minute speaking opportunity to address first-time attendees
• Onsite recognition/signage
• Literature distribution
• Opportunity to coordinate display table
• Logo recognition near event listing in the Convention Program

Water Bottles
$11,000
Keep attendees hydrated. Add your logo to water bottles that will be distributed to attendees during registration. Reserve by August 1, 2019, to secure listed price.

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 August 1, 2019, to secure listed price.
• Key card wrappers (includes covers 3 & 4): $6,500
• Key cards: $15,000
• Key cards and wrappers: $20,000

Pens
$6,500
Add your logo to pens that will be distributed all over the NCTE Convention and show floor. Reserve by August 1, 2019, to secure listed price.

Coffee Break
$6,500
Sponsor the afternoon coffee break prior to the Thursday General Session. Also available are the Friday to Sunday morning coffee breaks in the main hall or Build Your Stack area, and Monday morning of the CEL conference. Benefits include signage and display space at the event.

Targeted Receptions
$6,500 each
Sponsor one or all of these popular receptions. Choose from Elementary, Middle, and Secondary events on Thursday, the College event on Saturday, or the CEL Sunday Social. Benefits include
• Onsite recognition/signage
• Literature distribution
• Opportunity to coordinate display table
• Logo recognition near event listing in the Convention Program

NEW! Inquiry Areas
$5,000 each
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.

For more information, contact Liz Barrett at 202-367-1231 or ebarrett@townsend-group.com
SPONSORSHIP MENU

Your brand and sponsorship will be recognized on two-sided meter boards and you will be offered a small table for display/literature. Please note these areas cannot be manned.

Exhibit Hall Line Refreshments $5,000 and up

Provide refreshments to attendees waiting for the Exhibit Hall doors to open on Friday or Saturday. Choose from branded bottled water, popcorn, candy bars, and much more.
- Friday: $7,500
- Saturday: $5,000

Charging Stations $3,750 each

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

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. Select from the options below and call today for details!
- Floor Decal - from $1,000
- Meter Board - $1,250
- Door/Window Cling - from $1,500
- Escalator Cling - $3,500 each
- Column Wrap - $5,000 each
- Hanging Banner - from $5,000
- Lobby Stairs - $12,500 each

NCTE Exhibitor Sessions - $1,110 each

Take exhibiting to the next level by participating in a 75-minute Exhibitor Session that allows you to showcase your products and services with more in-depth information and hands-on instruction. The room will be equipped for 100-person occupancy and includes LCD screen, microphone, and sound. Your sessions will also be listed in the Convention Program with a “Sponsored by” designation. Exhibitor Sessions take place November 21–24, and coincide with the concurrent sessions. Space is limited. Reserve your time slot today!

<table>
<thead>
<tr>
<th>Thursday, November 21</th>
<th>Saturday, November 23</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 p.m. to 2:15 p.m.</td>
<td>8:00 a.m. to 9:15 a.m.</td>
</tr>
<tr>
<td>2:30 p.m. to 3:45 p.m.</td>
<td>11:00 a.m. to 12:15 p.m.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Friday, November 22</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:30 a.m. to 10:45 a.m.</td>
</tr>
<tr>
<td>11:00 a.m. to 12:15 p.m.</td>
</tr>
<tr>
<td>12:30 p.m. to 1:45 p.m.</td>
</tr>
<tr>
<td>2:00 p.m. to 3:15 p.m.</td>
</tr>
<tr>
<td>3:30 p.m. to 4:45 p.m.</td>
</tr>
<tr>
<td>2:45 p.m. to 4:00 p.m.</td>
</tr>
<tr>
<td>4:15 p.m. to 5:30 p.m.</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Sunday, November 24</th>
</tr>
</thead>
<tbody>
<tr>
<td>9:00 a.m. to 10:15 a.m.</td>
</tr>
<tr>
<td>10:30 a.m. to 11:45 a.m.</td>
</tr>
</tbody>
</table>

Build Your Stack Sessions - $950 each

Help educators build their classroom libraries! Feature your 2020 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 22, 23 and 24.
CONVENTION PROGRAM

Drive Traffic to Your Exhibit Booth!

The Convention Program is distributed to more than 7,000 attendees and is the most read and referenced book at 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 valuable opportunity!

Space: September 13, 2019
Artwork: September 20, 2019

<table>
<thead>
<tr>
<th>4-Color Only</th>
<th>Ad Size</th>
<th>Rate*</th>
</tr>
</thead>
<tbody>
<tr>
<td>Cover 2, 3, or 4</td>
<td>8.5” x 10.875”</td>
<td>$2,625</td>
</tr>
<tr>
<td>Full page</td>
<td>8.5” x 10.875”</td>
<td>$1,575</td>
</tr>
<tr>
<td>Half page, horizontal</td>
<td>8.5” x 5.5”</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!
Liz Barrett, National Sales Manager
202-367-1231
ebarrett@townsend-group.com

Production Contact
Hanna Vedder, Account Coordinator
202-367-2432
hvedder@townsend-group.com
MEET THE AUTHORS BOOKLET

Meet the Authors Booklet

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!

Exhibitors will be contacted by October 14 to provide author names in the booklet, event app, and on the NCTE website.

Space: October 7, 2019
Artwork: October 14, 2019

<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!
Liz Barrett, National Sales Manager
202-367-1231
ebarrett@townsend-group.com

Production Contact
Hanna Vedder, Account Coordinator
202-367-2432
hvedder@townsend-group.com
ADDITIONAL OPPORTUNITIES

NCTE Pre-Convention Update Emails
Available October 30, November 11 & 18

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. Limited availability. Call for details!

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Rate/email*</th>
</tr>
</thead>
<tbody>
<tr>
<td>600 x 340 px (downsized to 275 x 155)</td>
<td>$315</td>
</tr>
</tbody>
</table>

Limited two ad placements per email. *No agency commission.

Mailing Lists

Send targeted marketing messages to NCTE members. Contact Liz Barrett at (202) 367-1231 for additional information.

<table>
<thead>
<tr>
<th>Mailing 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</td>
</tr>
</tbody>
</table>

*No agency commission. **Available to NCTE exhibitors only.
2019 NCTE ANNUAL CONVENTION
BALTIMORE, MD—NOVEMBER 21–24, 2019
EXHIBIT CONTRACT

• Booth assignments are based on a point system. Space will be allocated according to this system beginning November 15, 2018.
• If you are a subsidiary of a larger parent company and wish to access your parent company’s points for booth assignment, you must indicate the parent company’s name on this form. The points earned by the subsidiary will then be added to the parent company’s totals.

KEY CONTACT PERSON AND TITLE
This person will serve as your primary exhibitor contact and will receive the Exhibitor Service Kit. If the mailing address for the Key Contact Person is different from the address listed below, please attach a separate sheet with key contact’s address.

KEY CONTACT PHONE NUMBER               KEY CONTACT FAX NUMBER

KEY CONTACT EMAIL ADDRESS                KEY CONTACT CELL PHONE

COMPANY NAME

STREET ADDRESS

CITY/STATE/ZIP

WEBSITE (To be listed on NCTE Website)

NAME OF PARENT COMPANY (IF NEEDED)

REQUESTING SPACE ADJACENT TO (IF NEEDED)

____ Corner Booth: $1,680         ____ Inline Booth: $1,575

Please indicate your first six preferences of booth space.

1.  3.  5.
2.  4.  6.

Total Number of Booths Requested: ____________________

Note: NCTE will make every attempt to fulfill all requests but makes no guarantees.

FOR NCTE USE ONLY
Company ID: ________________________________
Date Received: ______________________________
Booth #: ______________________________
Total Cost: ______________________________

Method of Payment for Booth Space
*Half the total booth price must accompany this application. The balance of the rental fee is due on receipt of invoice. Payment in full must accompany any application after June 1, 2019.

☐ Check Enclosed (send checks to National Council of Teachers of English, PO Box 14054, St. Louis, MO 63178-4054)

☐ Credit Card Payment
Amount to apply ____________________________
☐ Visa ☐ Mastercard ☐ Discover ☐ AMEX

Billing Address/City/State/Zip

Card Number                         Exp. Date       CVV

Cardholder Name

Signature

Agreement
By submitting this contract, we agree to abide by all the rules and regulations governing the Convention and the host facility as specified in the General Information and Regulations for Exhibit Booth Rental attached.

I agree

Title      Date

Fax/Mail completed form to:
Liz Barrett, National Sales Manager
The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
Tel: 202-367-1231 | Fax: 202-367-2173
General Information and Regulations for Exhibit Booth Rental

Rental and Assignment of Space
1. Assignment of booths is based on a point system. Each firm accumulates five points for each year during the past three years that it has exhibited. An additional point is added to each year’s total for each booth in excess of one. Points accumulate separately for each event. Points accumulated at an NCTE Annual Convention can only be used at an NCTE Annual Convention. Exhibitors will lose all points accumulated for the 2019 Annual Convention by dismantling their exhibits earlier than the designated time or by not setting up in time for the opening of the Exhibit Hall.

2. All measurements shown on the diagram are believed to be accurate. NCTE reserves the right to make such modifications as may be necessary to meet the needs of exhibit programs.

3. Sub-leasing or assigning of booths or a part of a booth is not permitted without the express permission of NCTE. Exhibits, signs, or displays are prohibited in any of the public rooms or elsewhere on the premises without the permission of NCTE. Aisle space may not be used for exhibit purposes, displays/signs, or solicitation/distribution of cards, circulars, samples or other promotional materials.

4. Decisions regarding the acceptability of exhibits will be made by NCTE. Exhibiting firms will be limited to those providing services, products, or publications that meet the professional and practical needs of literacy educators. NCTE reserves the right to curtail or cancel any exhibit, either before or during the Annual Convention, that in the sole judgment of the Executive Committee is objectionable or detracts from the dignity of the NCTE Exhibit Hall. In the event of such restriction or eviction, NCTE is not liable for any refunds of rentals or other exhibit expense.

Payment and Cancellation
1. A payment of 50% of the total amount due must accompany this application for exhibit space. Balance is due upon receipt of invoice. Payment in full must accompany any application after June 1, 2019.

2. Cancellations must be made in writing (email or fax will be accepted). Cancellations received on or before June 1, 2019, will be refunded 50% of the full rental amount. No refunds will be given on booth space cancelled after June 1, 2019. Reductions or downsizing in booth space will be treated as cancellations and refunds will be made accordingly.

Exhibitor Admission
Each exhibiting firm will be entitled to register four (4) representatives without charge for each 10′ x 10′ booth space rented, and four (4) additional exhibitor registrations at a discounted rate of $100. Additional representatives are required to register at the member registration rate. Complimentary registration is intended for the use of exhibiting company employees only. Violation of the use of complimentary registrations will result in cancellation of the exhibit contract and forfeiture of payments.

Construction and Dismantle of Exhibits
1. Exhibit booths include a 7″ x 44″ identification sign, 8′ back drape, and 3′ side drape. The Exhibit Hall is not carpeted. NCTE will provide carpet only in aisles and common space.

2. The exhibitor explicitly agrees that in the event it fails to install its products in assigned exhibit space or fails to remit payment for required space rental or payment for advertising at time specified, NCTE shall have the right to take possession of said space and lease same or any part thereof to such parties and upon such terms and conditions as it may deem proper.

3. Exhibits must not project beyond the space allocated or obstruct the view of the exhibits of others. Reasonable effort must be made to provide space within the confines of the booth for interviews, demonstrations, distribution of materials, etc., so that visitors do not obstruct the aisles. In straight-line exhibits, no solid construction will be permitted to exceed 44″ in height except in the back half of the booth, where it shall not exceed 8′. For example, in a 10′ x 10′ booth, solid construction above 44″ must begin at least 5′ back from the aisle line. In island spaces or peninsula spaces—20′ x 20′, 20′ x 30′, or larger—narrow overhead panels of open “bridge-type” construction will be permitted to a maximum height of 10′ along the center line of the space or along the aisles to facilitate the construction of open-type exhibits. No equipment or partitions, except slender supporting posts, may extend about 4′ in height within 5′ of the aisle so that visitors do not obstruct the aisles. Booth construction and setup should follow IAEE Guidelines unless an exception is granted in writing by NCTE. In linear booths, no solid construction will be permitted to exceed 4′ in height except in the back half of the booth, where it may not exceed 8′ in height. In peninsula booths and open-type exhibits, no equipment or partitions may extend about 4′ in height within 5′ of the aisle, except for slender supporting posts. Island booths may use full cubic content up to the 16′ in height (including any hanging signage).

4. Any part of the exhibit which does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor’s expense. NCTE reserves the right to have such finishing done, billing the exhibitor for charges incurred. All decorations must be flame-proof. All hangings must clear the floor. Electrical wiring must conform with the National Electrical Code safety rules. Exhibitors must comply with all city fire regulations. Exhibitors, or their agents, shall not injure or deface the walls or floors of the buildings, booths, or the equipment of the booths. When such damage appears, the exhibitor is liable to the owner of the property so damaged. Helium balloons are not allowed. Hanging signs cannot exceed 18′ from the top of the sign to the floor. Requests for exceptions must be made in writing to the NCTE Exhibits Manager 15 days prior to first day of show move-in for approval.

5. The use of sound devices, megaphones, loudspeakers, or undignified methods of attracting attention is prohibited, where such methods interfere with other exhibitors.

6. Exhibitors shall not dismantle or interfere with the orderly conduct and display of the exhibit until the exposition is finally closed to the Convention attendees. Exhibitors will lose all points accumulated for the 2019 Annual Convention by dismantling their exhibits earlier than the designated time or by not setting up in time for the opening of the Exhibit Hall.

Floor Rules
1. Exhibitor badges must be worn at all times on the show floor.

2. Booths must be open and staffed when the Exhibit Hall is open to attendees.

3. NCTE reserves the right to make modifications to the exhibit hours as may be necessary to meet program needs.

4. Exhibitors may stay in the hall one hour after closing on Friday and Saturday nights and enter one hour prior to opening on Saturday and Sunday to stock booths, straighten or otherwise conduct booth work. Other hours are listed in the set up and tear down hours in the official NCTE exhibitor kit.

5. It is understood that no rooms, suites, or other space in Convention hotels will be used for exhibit purposes, workshops, or other exhibitor sales-related use without written permission and arrangement through NCTE. All exhibitor planned meetings and social affairs of all kinds should be scheduled not to conflict with NCTE General Sessions.

6. No one under the age of 16 will be permitted on the Exhibit Hall floor during set-up or tear down hours.

Amendment to Regulations
All matters and questions not covered by these regulations are subject to the decision of the NCTE Annual Convention management. NCTE Annual Convention shall have sole authority to promulgate, interpret, and enforce all rules and regulations, and to make any amendments necessary for the orderly conduct of the NCTE Annual Convention.

Liability
1. Each exhibitor assumes the entire responsibility for losses, damages, and claims arising out of injury or damage to exhibitors’ displays, equipment, and other property brought on the premises of the Baltimore Convention Center and shall indemnify and hold harmless the National Council of Teachers of English, the Baltimore Convention Center, and any service contractors acting as agents of NCTE from all liability that may ensue from any cause. Security services for the Exhibit Hall will be provided 24 hours per day, but NCTE and the Baltimore Convention Center will not be responsible for any loss or damage of any kind.

2. The exhibitor understands that neither NCTE nor the host facility maintains insurance covering the exhibitor’s property, and it is the sole responsibility of the exhibitor to obtain such insurance.

3. Should the premises on which the NCTE Annual Convention is to be held become, in the sole judgment of NCTE, unfit for occupancy, or should the meeting be materially interfered with by reason of action of the elements, strike, picketing, boycott, embargo, injunction, war, riot, emergency declared by a government agency, or any other act beyond the control of NCTE, this contract may be terminated. NCTE will not incur any liability for damages sustained by the exhibitor as a result of such termination. NCTE will return to the exhibitor all rental fees that the exhibitor has paid up to date of cancellation of the Convention, and thereafter both parties will be released from further obligation or liability to each other.

For more information, contact NCTE Exhibit Sales at ebarrett@townsend-group.com
### Key Contact Information

<table>
<thead>
<tr>
<th>Key Contact Person and Title</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Key Contact Phone Number</td>
<td></td>
</tr>
<tr>
<td>Key Contact Fax Number</td>
<td></td>
</tr>
<tr>
<td>Key Contact Email Address</td>
<td></td>
</tr>
<tr>
<td>Key Contact Cell Phone</td>
<td></td>
</tr>
</tbody>
</table>

### Company Information

<table>
<thead>
<tr>
<th>Company Name</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Street Address</td>
<td></td>
</tr>
<tr>
<td>City/State/Zip</td>
<td></td>
</tr>
</tbody>
</table>

### Website

(To be listed on NCTE Website)

### Method of Payment

- **Check Enclosed**
  - Send checks to National Council of Teachers of English, PO Box 14054, St. Louis, MO 63178-4054
- **Credit Card Payment**
  - Amount to apply
  - Visa
  - Mastercard
  - Discover
  - AMEX

### Exhibitor Session Listing

- Please provide the title of your session, annotation, and speaker information for the Convention Program.

### Select a Sponsorship Option

<table>
<thead>
<tr>
<th>Option</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>NCTE Tote Bags</td>
<td>$25,000</td>
</tr>
<tr>
<td>Keynote Sessions</td>
<td>$20,000</td>
</tr>
<tr>
<td>NCTE Notebooks</td>
<td>$18,000</td>
</tr>
<tr>
<td>Wi-Fi Sponsorship</td>
<td>$12,000</td>
</tr>
<tr>
<td>First-Time Attendee Event</td>
<td>$12,000</td>
</tr>
<tr>
<td>Water Bottles</td>
<td>$11,000</td>
</tr>
<tr>
<td>Pens</td>
<td>$6,500</td>
</tr>
<tr>
<td>Hotel Key Cards/Wrapper</td>
<td>$6,500 and up</td>
</tr>
<tr>
<td>Targeted Reception</td>
<td>$6,500 each</td>
</tr>
<tr>
<td>Coffee Break</td>
<td>$6,500 each</td>
</tr>
<tr>
<td>Inquiry Areas</td>
<td>$5,000 each</td>
</tr>
<tr>
<td>Exhibit Hall Line Refreshments</td>
<td>$5,000 and up</td>
</tr>
<tr>
<td>Charging Stations</td>
<td>$3,750 each</td>
</tr>
<tr>
<td>Convention Center Signage</td>
<td>$1,000 and up</td>
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</tbody>
</table>

### Select Your Sponsor Level

<table>
<thead>
<tr>
<th>Level</th>
<th>Amount</th>
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<tbody>
<tr>
<td>Gold</td>
<td>$25,000</td>
</tr>
<tr>
<td>Silver</td>
<td>$20,000</td>
</tr>
<tr>
<td>Bronze</td>
<td>$15,000</td>
</tr>
</tbody>
</table>

### Exhibitor Sessions: $1,110 each

Show off your latest products and services. Exhibitor Sessions are 75 minutes each and take place November 21-24. NCTE will provide a dedicated session room, LCD screen, microphone, and sound. Your session will also be listed in the Convention Program.

### Choose a Time Slot

<table>
<thead>
<tr>
<th>Thursday, November 21</th>
<th>Saturday, November 23</th>
</tr>
</thead>
<tbody>
<tr>
<td>1:00 p.m. to 2:15 p.m.</td>
<td>8:00 a.m. to 9:15 a.m.</td>
</tr>
<tr>
<td>2:30 p.m. to 3:45 p.m.</td>
<td>11:00 a.m. to 12:15 p.m.</td>
</tr>
<tr>
<td>12:30 p.m. to 1:45 p.m.</td>
<td>2:45 p.m. to 4:00 p.m.</td>
</tr>
<tr>
<td>Friday, November 22</td>
<td>4:15 p.m. to 5:30 p.m.</td>
</tr>
<tr>
<td>9:30 a.m. to 10:45 a.m.</td>
<td>Sunday, November 24</td>
</tr>
<tr>
<td>11:00 a.m. to 12:15 p.m.</td>
<td>9:00 a.m. to 10:15 a.m.</td>
</tr>
<tr>
<td>12:30 p.m. to 1:45 p.m.</td>
<td>10:30 a.m. to 11:45 a.m.</td>
</tr>
</tbody>
</table>

### Agreement

By signing below, exhibitor/sponsor agrees to abide by the responsibilities set forth in this agreement. Any violation on the part of the exhibitor/sponsor will nullify the exhibitor/sponsor’s right to occupy the meeting space. Exhibitor/Sponsor will not be released from liability and will forfeit to NCTE all monies that have been paid.

I agree

<table>
<thead>
<tr>
<th>Title</th>
<th>Date</th>
</tr>
</thead>
</table>

### Mail completed form to:

Liz Barrett, National Sales Manager
The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
Tel: 202-367-1231 | Fax: 202-367-2173
Help educators build their classroom libraries! Feature your 2020 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. Contact Liz Barrett at 202-367-1231 for more information.

<table>
<thead>
<tr>
<th>KEY CONTACT PERSON AND TITLE</th>
</tr>
</thead>
<tbody>
<tr>
<td>KEY CONTACT PHONE NUMBER</td>
</tr>
<tr>
<td>KEY CONTACT FAX NUMBER</td>
</tr>
<tr>
<td>KEY CONTACT EMAIL ADDRESS</td>
</tr>
<tr>
<td>KEY CONTACT CELL PHONE</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>COMPANY NAME</th>
</tr>
</thead>
<tbody>
<tr>
<td>STREET ADDRESS</td>
</tr>
<tr>
<td>CITY/STATE/ZIP</td>
</tr>
<tr>
<td>WEBSITE (To be listed on NCTE Website)</td>
</tr>
</tbody>
</table>

**Method of Payment**

Full payment must accompany this application. Build Your Stack sessions are nonrefundable.

- [ ] Check Enclosed (send checks to National Council of Teachers of English, PO Box 14054, St. Louis, MO 63178-4054)
- [ ] Credit Card Payment
  - Amount to apply
  - [ ] Visa  [ ] Mastercard  [ ] Discover  [ ] AMEX

<table>
<thead>
<tr>
<th>BILLING ADDRESS/CITY/STATE/ZIP</th>
</tr>
</thead>
<tbody>
<tr>
<td>CARD NUMBER</td>
</tr>
<tr>
<td>EXP. DATE</td>
</tr>
<tr>
<td>CVV</td>
</tr>
<tr>
<td>CARDHOLDER NAME</td>
</tr>
<tr>
<td>SIGNATURE</td>
</tr>
</tbody>
</table>

**Agreement**

By signing below, exhibitor/sponsor agrees to abide by the responsibilities set forth in this agreement. Any violation on the part of the exhibitor/sponsor will nullify the exhibitor/sponsor’s right to occupy the meeting space. Exhibitor/Sponsor will not be released from liability and will forfeit to NCTE all monies that have been paid.

**Build Your Stack Listing.** Please provide the 2020 Spring title(s) of your session, annotation, and speaker information for the Convention Program.

| TITLE | DATE |

**Choose a Time Slot - $950 Per Session**

*limit two per publisher*

- [ ] Friday, November 22  No. of slots:
- [ ] Saturday, November 23 No. of slots:
- [ ] Sunday, November 24 No. of slots:

Mail completed form to:

Liz Barrett, National Sales Manager
The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
Tel: 202-367-1231 | Fax: 202-367-2173
Please return this order form, along with a sample mailing piece and rental agreement, to

NCTE c/o The Townsend Group
2025 M Street NW, Suite 800
Washington, DC 20036
Tel: (202) 367-1231 / Fax: (202) 367-2173
ebarrett@townsend-group.com

LIST INFORMATION
List Name: ____________________________
Date Needed: __________________________
Mail Date: _____________________________
P.O. Number: __________________________
☐ Complete list  ☐ Random select  ☐ State select
Special instructions: __________________________
_________________________________________

BILL TO
Company Name: __________________________
Attention: ______________________________
Address: ________________________________
City/State/Zip: ___________________________
Email: _________________________________
Phone: _________________________________
Fax: ___________________________________

SHIP TO
Company Name: __________________________
Address: ________________________________
City/State/Zip: ___________________________
Email: _________________________________

SHIPPING FORMAT
☐ Email in ASCII (comma delimited format)
☐ Email in Excel format

FEES (Minimum 1,000 names)
• Nonconvention mailing list: $145/M
• Pre-convention mailing list: $155/M (available to exhibitors only)
• Pre-convention email list: $300/M (available to exhibitors only)
• $50 processing/delivery fee not included
• Rush order $50
• Key $5/M  |  State Select $20/M

TERMS AND CONDITIONS
Must be signed and returned with order and sample.

1. Renter understands and agrees that the National Council of Teachers of English (NCTE) is making its membership lists available to the renter on a ONE-TIME-USE basis and solely for the renter’s use as stated on the rental order form. Any use of the membership lists for any other purpose is prohibited unless NCTE grants permission for such use in writing and the renter pays the appropriate fee for such use.

2. Renter shall not distribute the membership list or any part thereof (except for the purpose stated), and shall not copy, photocopy, reproduce, enter into a computer database, or otherwise duplicate in any format any part of the list.

3. Renter shall not cause or permit the membership list to be copied, reproduced, photocopied, entered into a computer database, or otherwise duplicated in any format, in whole or in part.

4. Rental of NCTE membership lists is for direct mail or research purposes only. Telemarketing to the persons on this list is prohibited unless approved in writing by NCTE.

5. Renter shall make no claims their mailing is in any way endorsed by NCTE. Renter shall not use NCTE’s name within the mail piece without prior written approval from NCTE.

6. Renter agrees to provide a sample mailing piece to NCTE when submitting the Membership List Rental Order Form.

7. NCTE reserves the right to refuse any order.

8. NCTE believes the data contained within its membership lists to be correct but cannot guarantee accuracy or outcome of any mailing. In no event will NCTE’s liability exceed the cost of the list.

9. Renter understands and agrees that NCTE’s membership lists are valuable proprietary information, and a renter’s breach of the provisions of this rental agreement would cause financial damage to NCTE. Accordingly, the renter agrees to pay NCTE a sum equal to three times the invoiced rental fee as damages for each and every breach of this rental agreement.

Renter hereby agrees to and accepts the terms and conditions of the rental as stated.

List Renter: ________________________________
Title: ________________________________ Date: ______________
Signature: ________________________________

Membership List Rental Agreement
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
Booth furnishings discount ............................... October 29

CONTACT US

Exhibit, Sponsorship & Advertising Sales
Liz Barrett
Tel: (202) 367-1231
Fax: (202) 367-2173
ebarrett@townsend-group.com