



**2020
NCSS
VIRTUAL
CONFERENCE**

DECEMBER 4-6, 2020

EXHIBITOR & SPONSOR PROSPECTUS

socialstudies.org/conference

Updated June 2020

Exhibit with NCSS!

National Council for the Social Studies (NCSS) invites you to exhibit at our 2020 Virtual Conference. Social studies classroom teachers, college and university faculty members, curriculum designers and specialists, district and state supervisors, and discipline leaders from across the United States will join us for extended professional development and networking opportunities in a learn-at-home environment.

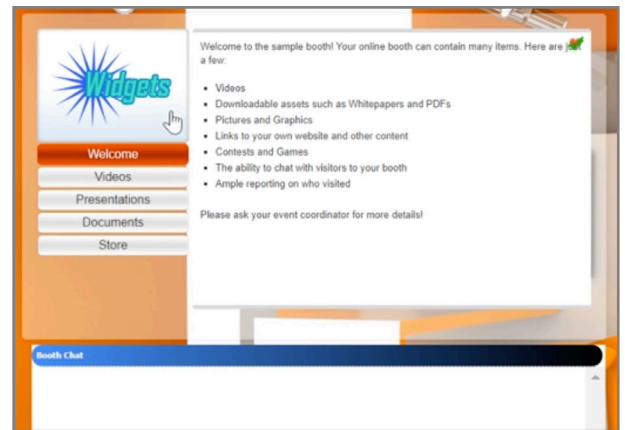
NCSS Virtual Booth Fees

NCSS Exhibit Hall Only	\$700
NCSS, plus (1) Additional Hall	\$1,300
NCSS, plus (2) Additional Halls	\$1,800
Enhanced Exhibitor Listing <i>(appear at the top of alphabetical list of exhibitors)</i>	+\$500

Your virtual booth can be loaded with videos, content, photos, links, chat, and more! The NCSS Virtual Conference includes three microsites, each offering 100+ session hours, and providing even more opportunity to reach a wider audience:

1. Main NCSS Conference
2. NCSS Associated Groups—National Social Studies Supervisors Association (NSSSA), and International Assembly (IA)
3. National Council for Geographic Education (NCGE) and American Bar Association Division for Public Education National Law-Related Education

Confirmed exhibitors may purchase a booth in additional microsites/halls to target district-level social studies specialists, higher education faculty, international educators, geography educators, and civics leaders.



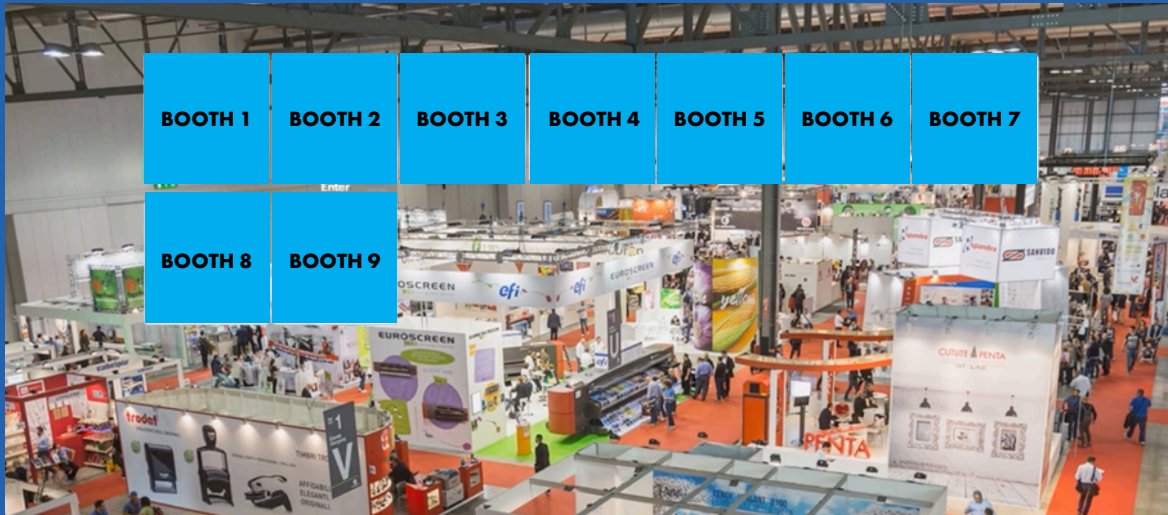
Who Exhibits?

- Publishing companies
- Software and hardware companies
- Classroom and curriculum resource suppliers
- Professional development providers
- Educational travel companies
- Youth activity programs
- Educational game companies
- U.S. Government programs/services

Reserve Your Booth Today!

Rachel Barkin, Senior Sales Manager
(202) 367-2329
rbarkin@townsend-group.com

NCSS Virtual Exhibit Hall



Benefits of Exhibiting in the Virtual Hall

- Gain access to attendees before the opening weekend. The virtual exhibit hall opens November 30!
- Connect with attendees long after the event ends. The virtual conference platform, including the exhibit hall, will be available for six months.
- Track leads from every attendee visiting your virtual booth with several great reporting tools.
- Meet attendees during dedicated virtual exhibit hall time both days of the opening weekend.
- Hold mini-sessions in your booth during dedicated exhibit hall time.
- Save travel, shipping, and furniture expenses but hold on to all the great connections you can make annually at the NCSS Conference.
- Two complimentary Virtual Conference registrations per booth, providing full access to all three microsites. Additional registrations available for \$75 each.

Exhibitor Hours

Early Access

Monday, November 30 – Thursday, December 3

Conference Hours

Friday, December 4	2:00PM – 3:00PM EST
Saturday, December 5	9:00AM – 6:30PM EST
DEDICATED EXHIBIT HOURS	9:00AM – 10:00AM 12:00PM – 1:00PM 3:15PM – 3:45PM
Sunday, December 6	9:00AM – 3:15PM EST
DEDICATED EXHIBIT HOURS	9:00AM – 10:00AM 12:15PM – 1:00PM

Tutorials, best practices, and suggestions on how to build your virtual booth all available from the platform provider, vConferenceOnline.com.

NCSS Sponsorship Program

NCSS's Sponsorship Program combines maximum visibility with the flexibility of customizing your Annual Conference marketing plan. Pick a sponsor level and choose your sponsorship options in the following pages. Contact Rachel Barkin at 202-367-2329 for more information.

Sponsor Benefits	PARTNER \$10,000+	PREMIER \$5,000-\$9,999	FRIEND \$1,000-\$4,999
Pre- and post-conference Attendee Postal List*	✓	✓	✓
Logo Recognition on Virtual Conference Home Page	✓	✓	✓
Enhanced Listing in Virtual Exhibit Hall	✓	✓	✓
Recognition in Virtual Conference Digital Program	✓	✓	✓
Recognition in Conference Issue of <i>Social Education</i>	✓	✓	✓
Recognition on Virtual Conference Web Page	✓	✓	✓
Ad in the Virtual Conference Program	Full Page	Half Page	
Priority Sponsorship and Advertising Selection	✓		

*Postal addresses only. Does not include attendee email addresses. NCSS policy prohibits sharing member/attendee emails with third parties.

NCSS Sponsorship Options

NCSS invites you, a leading education supplier, to collaborate and discover a truly unique opportunity for repeated exposure to thousands of educators. Sponsor an activity or communication at the 2020 NCSS Virtual Conference to stand out from the crowd and gain additional visibility and exposure. Custom sponsorships are available on request.

Sponsorships-at-a-Glance

Session Track	\$5,000
Mobile App	\$5,000
Virtual Happy Hour	\$4,500
Virtual Conference Session (One Hour)	\$3,000
Social Media Blasts	\$3,000
Exclusive E-blast Advertisement	\$2,500
Video Ad Placement (Five Minutes)	\$2,500
Virtual Coffee/Lunch	\$2,000
Dedicated Zoom Room	\$2,000
Virtual Conference Lobby Banner	\$2,000
Push Notifications	\$1,000
Roundtable Session	\$1,000
Virtual Breakfast	\$1,000
Virtual Conference Scholarship	\$300 each

Sponsor Benefits

All sponsors will receive the following:

- Enhanced placement in NCSS Virtual Exhibit Hall.
- Recognition in the NCSS Virtual Conference Program and Mobile App.
- Recognition in the Virtual Conference lobby.
- Recognition in NCSS Virtual Conference E-blasts.
- Logo recognition and URL on the NCSS Virtual Conference home page.
- License to use NCSS marks & logos in sponsor promo material (with prior approval).
- One complimentary Virtual Conference registration, with access to all three microsites, for each sponsor commitment of \$4,000.

Contact Us

Rachel Barkin, Senior Sales Manager
(202) 367-2329
rbarkin@townsend-group.com

Sponsorship Menu

Session Track

\$5,000

Sponsor the session track of your choice. Options include U.S. History, Geography, Civics, Economics, World History, Technology, Curriculum & Instruction, and Elementary. Your logo to appear on the virtual conference lobby page listed as “Sponsored by”. Includes two five-minute commercials to be played between sessions in the sponsored track.

Mobile App

\$5,000 for exclusive

sponsorship

\$1,000 for push notification

With 200+ sessions and speakers during the virtual conference, the NCSS 2020 mobile app gets you unmatched visibility. Attendees use the app to navigate all NCSS Virtual Conference offerings—education sessions, speakers, virtual networking activities, exhibitor listings, and more. Sponsor will have a banner ad on the home page of the app.

Virtual Happy Hour

\$4,500

Looking for a good replacement for your networking reception? Host a virtual happy hour on Saturday,

December 5, at the end of the conference day. Registered guests will receive a drink mix that includes your organization’s logo on the sleeve. They can add their own liquor or other libation, then enjoy the networking opportunity. Present your content, host a Q&A, or lead an activity for up to 100 guests. Multiple sponsorships available.

Virtual Conference Session **\$3,000 (10 available)**

Showcase your products and services in a one-hour virtual conference session, listed as part of the sponsored session track. Reach current and potential customers with in-depth information or hands-on instruction in a guaranteed session. Your logo included in the session information. Sessions available on December 5 and 6 and the recording accessible on-demand for six months.

Social Media Blast

\$3,000 (5 available)

Your pre-conference message sent to followers of the NCSS Twitter, Facebook, and LinkedIn feeds.

Virtual Coffee/Lunch

\$2,000

Host a virtual coffee hour or lunch for up to 50 attendees in a dedicated Zoom room. Registrants will receive UberEats or DoorDash gift cards to order their meals, compliments of the sponsor, and be invited to attend during the designated time Saturday or Sunday. Present your content or host a Q&A. Multiple sponsorships available.

Exclusive E-Blast

Advertisement

\$2,500

Sponsor an e-blast virtual conference promotion going to social studies educators across the United States. Your ad included in the message. Limit one sponsor per e-blast.

Five-Minute Video Placement

\$2,500

Have your video content play between sessions on the conference channel, and the day and time, of your choice. Can be live or recorded. Multiple sponsorships available.

Sponsorship Menu

Dedicated Zoom Room \$2,000

Secure a Zoom room to connect to current customers and invite new leads. Present your content, host a Q&A, or give a live demo in your dedicated Zoom room for one hour.

Virtual Conference Banner \$2,000 (4 available)

Your organization's logo displayed prominently on the session rooms or the registration page that all attendees will visit as they choose their conference activities. Logo displayed throughout the virtual conference.

Virtual Breakfast \$1,000

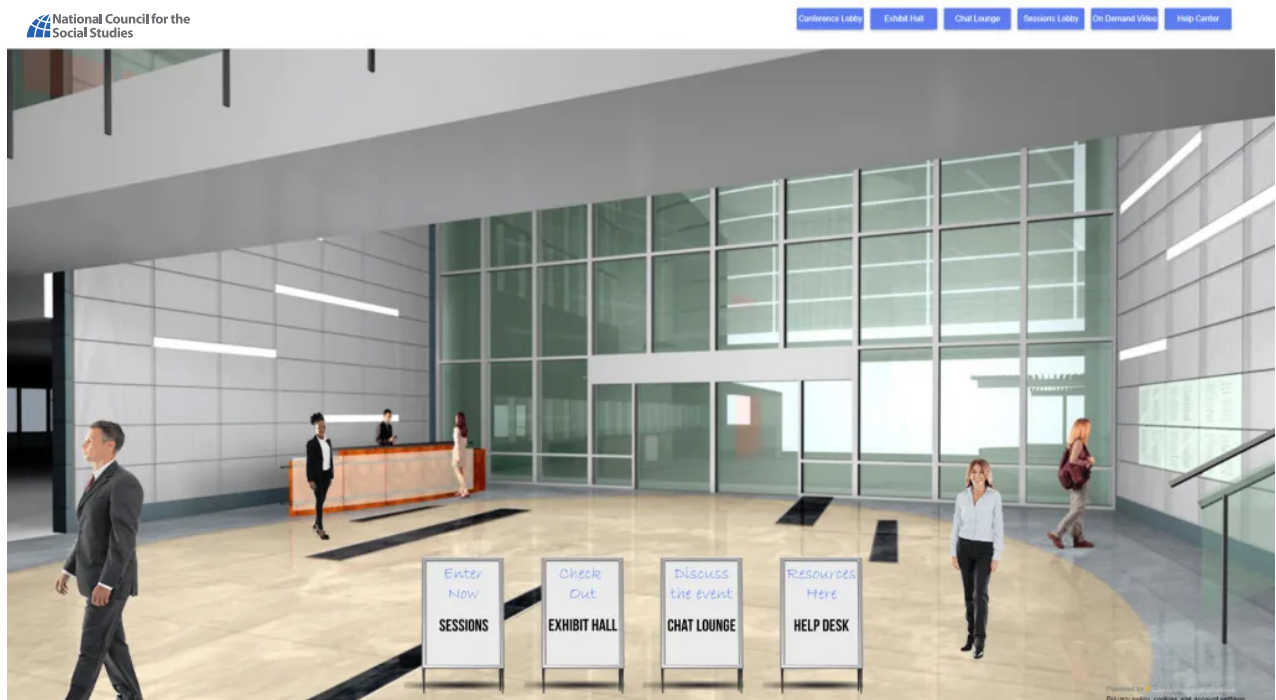
Host a virtual breakfast before the start of the conference day. You can invite up to 50 attendees to reconnect, network, and have relaxed conversation.

Roundtable Session \$1,000

Host an informal roundtable session with up to 10 attendees either before the start or at the end of the day. You'll have a dedicated Zoom room to survey guests and lead discussion.

Virtual Conference Scholarship \$300 each

Help deserving social studies educators access the professional development offerings they need by supporting the virtual conference scholarship fund. Each scholarship provides registration and one-year's membership to NCSS. Sponsors will receive time to meet with the educators they support.



Increase Your Exposure with NCSS Advertising

NCSS VIRTUAL CONFERENCE PROGRAM

Space: November 2 | Artwork: November 16

The Program is the official guide to the conference, and includes exhibitor listings. Advertising in the Program is one of the best ways to ensure maximum exposure for your products and services, and to build booth traffic. Attendees will be able to access the Program on the NCSS website and from the Virtual Conference sessions lobby as a PDF.

Program Ad Sizes	4-color
Cover 4	\$2,500
Cover 2 or 3	\$2,350
Two-Page Spread	\$2,000
Full Page	\$1,250

Trim: 10.875" x 8.125" | Bleed: 11" x 8.375"

High-resolution PDFs only. Submit artwork and production questions to Richard Palmer at rpalmer@ncss.org.

SOCIAL EDUCATION

Space: September 23 | Artwork: October 9

Social Education is our flagship and peer-reviewed journal, and the November/December issue is the official NCSS Virtual Conference Issue. Display ad or sponsored content feature.

SOCIAL STUDIES AND THE YOUNG LEARNER

Space: September 23 | Artwork: October 9

If you're looking to target social studies educators who teach at the elementary level, be sure to promote your booth, products and services in our quarterly journal, *SSYL*. Every issue is mailed to more than 2,800 member subscribers. Like *Social Education*, November/December is the NCSS Virtual Conference issue.

THE SOCIAL STUDIES PROFESSIONAL NEWSLETTER

Limited Availability

Reach more than 8,000 member subscribers when you advertise in *TSSP*, our official twice-monthly newsletter. The banner and sponsored content ad placements are perfect opportunities to drive traffic and promote your booth presence. Rates start at just \$800. Call today to reserve the issues leading up to the Annual Conference.

NCSS WEBSITE ADVERTISING

Homepage: \$1,000/month

Run-of-site: \$1,200/month

Have your ad message prominently displayed on the NCSS website and reach thousands of social science teachers! Attracting more than 160,000 monthly page views, socialstudies.org will become an important part of your media buy.

DEDICATED EMAIL BLAST \$7,000

Send a custom marketing message directly to over 8,000 NCSS members and social studies educators with our new Dedicated Email Blast opportunity. You provide the content, and our marketing team will do the rest. Availability is limited, and deployments are reserved on a first-come, first-served basis. Call for more information.

Contact Us

Rachel Barkin, Senior Sales Manager
(202) 367-2329
rbarkin@townsend-group.com



101st NCSS Annual Conference

November 19-21, 2021
Minneapolis, MN



NCSS 100th Anniversary Conference

December 2021
Washington, DC

Save the Dates

The NCSS Centennial Celebration continues with the **101st NCSS Annual Conference** in Minneapolis on November 19-21, 2021, and culminates with festivities at the **100th Anniversary Conference** in Washington, DC, scheduled for December 2021. No matter where you are located, you can be part of the celebration by attending one or both events!

Please contact your sales rep Rachel Barkin at (202) 367-2329 or rbarkin@townsend-group.com for the latest update.

A. ORGANIZATION INFORMATION

Organization Name

Address

City/State/Zip

Telephone

Web Address

B. SPONSOR COORDINATOR

Contact Person

Company

Address

City/State/Zip

Telephone

Email

C. SELECT VIRTUAL EXHIBIT AND SPONSORSHIP OPTIONS
Virtual Exhibit Halls

- Main NCSS Exhibit Hall Only \$700
 Main NCSS Exhibit Hall, plus (1) Additional Hall \$1,300
 Choose one: ___ NCSS Associated Groups
 ___ NCGE/ABA NLRE
 Main NCSS Exhibit Hall, plus (2) Additional Halls \$1,800
 Enhanced Exhibitor Listing +\$500
(appear at the top of alphabetical list of exhibitors)

Additional Comments

Virtual Sponsorships

- Session Track \$5,000
 Mobile App \$5,000
 Virtual Happy Hour \$4,500
 Virtual Conference Session \$3,000
 Social Media Blast \$3,000
 Exclusive E-blast Advertisement \$2,500
 Video Ad Placement \$2,500
 Dedicated Zoom Room \$2,000
 Virtual Coffee/Lunch \$2,000
 Virtual Conference Banner \$2,000
 Push Notification \$1,000
 Roundtable Session \$1,000
 Virtual Breakfast \$1,000
 Virtual Conference Scholarship \$300

D. SELECT SPONSORSHIP LEVEL (IF APPLICABLE)

- Partner \$10,000+ Premier \$5,000-\$9,999 Friend \$1,000-\$4,999

E. PAYMENT INFORMATION

An invoice will be provided after contract is received. If paying by check, make payable to NCSS in U.S. funds and mail to: NCSS, P.O. Box 79078, Baltimore, MD 21279-0078. Payment must be paid in full before the event.

PLEASE EMAIL THIS FORM TO:

Rachel Barkin, Senior Sales Manager

Phone: (202) 367-2329

Email: rbarkin@townsend-group.com

F. AGREEMENT

This Sponsorship Agreement (the "Agreement") is entered into effective as of the date set forth on the signature page hereto (the "Effective Date") by and between NCSS, a charitable, educational, and scientific organization which is tax exempt under Section 501(c)(3) of the Internal Revenue Code, and the sponsor set forth on the signature page hereto ("Sponsor"). In consideration of the mutual covenants contained herein and for other good and valuable consideration the parties hereby agree to the terms and conditions below.

G. NCSS SPONSORSHIP TERMS AND CONDITIONS

- No refunds are provided for sponsorships.
- NCSS reserves the right to cancel sponsored item or event. In such a case, the full sponsorship fee will be returned to the sponsor.
- Sponsorships are based on a first come status.
- NCSS shall not be responsible for a failure of performance of this agreement due to an Act of God, war, disaster, strikes, civil disorder, or any other emergencies. NCSS also does not guarantee attendance by meeting participants.
- **Confidential Information.** Both parties acknowledge that their employees and agents may be exposed to certain information related to the other party and its activities that may be considered confidential information, including but not limited to financial information, trade secrets, and membership lists. The parties, on behalf of themselves and their respective agents and employees, agree not to use or disclose, or to cause to be used or disclosed, at any time during or after the effective term of this Agreement, any confidential information of the other party, except as may be authorized under this Agreement or in writing by the other party.
- **Independence.** The parties agree that they are independent and that this Agreement is not intended to create any partnership, joint venture, or agency relationship of any kind. Both parties agree not to contract any obligations in the name of the other or to use each other's credit in conducting any activities under this Agreement.
- **Indemnification.** Sponsor agrees to indemnify and hold harmless NCSS, its officers, directors, employees, and agents, for any and all claims, losses, damages, liabilities, judgments, or settlements, including reasonable attorneys' fees, costs (including costs associated with any official investigations or inquiries) and other expenses, incurred on account of Sponsor's acts or omissions in connection with the performance of this Agreement or breach of this Agreement or with respect to the manufacture, marketing, sale, or dissemination of any of Sponsor's products or services. NCSS shall have no liability to Sponsor with respect to its participation in this Agreement, except for intentional or willful acts of the NCSS or its employees or agents. The rights and responsibilities established in this section shall survive indefinitely beyond the term of this Agreement.
- **Waiver.** Either party's waiver of, or failure to exercise, any right provided for in this Agreement shall not be deemed a waiver of any further or future right under this Agreement.
- **Assignment.** Neither party may assign its rights or responsibilities under this Agreement without the written consent of the other party.
- **Successors and Assigns.** This Agreement shall be binding on the parties, and on their successors and assigns, without regard to whether it is expressly acknowledged in any instrument of succession or assignment.
- **Governing Law.** This Agreement shall be governed by the laws of the state of Maryland, without regard to the choice of law rules that may otherwise apply.
- **Notices.** Unless otherwise specified, notices required by this Agreement shall be in writing and shall be delivered either by personal delivery, or express mail. All notices and other written communications under this Agreement shall be addressed as set forth on the signature page.

Signature of Acceptance Date

NCSS Approval Date