National Council for the Social Studies (NCSS) concludes its centennial year with a special virtual conference - and you’re invited to join us!

To commemorate this grand milestone, NCSS wants to provide a “bonus conference” to offer professional development programs to our valued social studies educators. The conference will feature special subthemes, speakers, and sessions to highlight issues and practices of greatest interest. By sponsoring the 100th Anniversary Celebration, you can be a valued partner in supporting social studies educators in the 21st century.

To learn more about our first 100 years, discover our special centennial issue of Social Education.

---

**NCSS Virtual Booth Fees**

**(Member & Non-Member Pricing)**

<table>
<thead>
<tr>
<th>Tier</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>Regular Tier</td>
<td>$700</td>
</tr>
<tr>
<td>Enhanced Listing</td>
<td>+$500</td>
</tr>
</tbody>
</table>

Additional registrations can be purchased for $50 each.

Your virtual booth can be loaded with live and recorded videos, downloadable materials, pictures and graphics, links to your website and other content, raffles, giveaways, and contests, chat and more! The booth is completely customizable to include all of the information you want to make available. Best-practice guides will help you to maximize your display.

**Benefits of Exhibiting in the Virtual Hall**

- Connect with attendees before and long after the Anniversary Celebration. The platform, including the exhibit hall, will be available to attendees and exhibitors one month prior to the start and six months after.
- Gain access to attendees before the opening weekend. The virtual exhibit hall opens January 24!
- Converse directly with individual attendees using the Attendee feature in the virtual platform.
- Generate and export leads from every attendee visiting your virtual booth.
- Meet attendees during dedicated virtual exhibit hall time.

**What To Expect**

- Special 100th Anniversary programs
- Pre-recorded sessions
- Live keynote speakers
- Virtual Exhibit Hall

**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

**Virtual Booth Placement**

Exhibits will display alphabetically. Enhanced listings will display at the top of the web page.

---

**Contact Us**

Don Cooksey, Sales Director
(202) 367-2488
dcooksey@smithbucklin.com
NCSS Virtual Exhibit Hall

Exhibitor Hours

Early Access Opens Week of January 24

Conference Hours
Monday, January 31 to Thursday, February 3 7:00PM – 9:00PM EST

Exhibit Hall Day
Friday, February 4 12:00PM – 5:00PM EST

Saturday, February 5 10:00AM – 7:00PM EST
DEDICATED EXHIBIT HOURS
12:15PM – 12:45PM
1:30PM – 2:00PM
4:00PM – 4:30PM
5:15PM – 6:00PM

Sunday, February 6 10:30AM – 4:30PM EST
DEDICATED EXHIBIT HOURS
12:30PM – 1:15PM
2:00PM – 2:30PM

Exhibitor Resource Guide

Powered by Whova, the NCSS Virtual Exhibit Hall will be centralized, easy to navigate, and provide more visibility for exhibitors than ever before. The Gallery View is a sleek new layout, giving attendees a detailed preview into what each booth has to offer.

Tutorials, best practices, and suggestions on how to build your virtual booth all available online at whova.com/pages/whova-app-exhibitor-guide.

“[The virtual conference] opened doors to so many of my teachers to learn—opportunities they would not have had otherwise.”

-2020 NCSS Annual Conference Attendee
Sponsor the NCSS 100th Anniversary Celebration

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 NCSS 100th Anniversary Celebration to stand out from the crowd and gain additional visibility and exposure. Custom sponsorships are available on request.

Sponsorships-at-a-Glance

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
</tr>
</thead>
<tbody>
<tr>
<td>Virtual Platform + Mobile App</td>
<td>$10,000</td>
</tr>
<tr>
<td>Social Media Blasts</td>
<td>$3,000</td>
</tr>
<tr>
<td>Video Ad Placement (Five Minutes)</td>
<td>$1,000</td>
</tr>
<tr>
<td>Announcements (Push notifications plus emails)</td>
<td>$2,500</td>
</tr>
<tr>
<td>Sponsored Virtual Session (One Hour)</td>
<td>$1,500 ($750 non-profits)</td>
</tr>
</tbody>
</table>

Sponsor Benefits

All sponsors will receive the following:

- Enhanced placement in dedicated sponsor section of virtual platform.
- Logo recognition in virtual platform and mobile app.
- Logo recognition and URL on the NCSS 100th Anniversary Celebration home page.
- License to use NCSS marks & logos in sponsor promo material (with prior approval).
- One complimentary NCSS 100th Anniversary Celebration registration for each sponsor commitment of $4,000.

Reserve Your Sponsorship!

Don Cooksey, Sales Director
(202) 367-2488
dcooksey@smithbucklin.com

“I am so glad to have been so engaged. Thank you for finding a way to connect us all and remind us that we have so much to teach our kids.”

- 2020 NCSS Annual Conference Attendee
NCSS 100th Anniversary Celebration
February 1-6, 2022

Sponsorship Menu

**Virtual Platform + Mobile App**
$10,000 | Exclusive

$2,500 for announcements (push notifications + emails)

With 50+ sessions and speakers during the conference, the NCSS 100th Anniversary virtual platform and integrated mobile app get you unmatched visibility. Attendees use both to navigate all conference offerings—education sessions, speakers, virtual networking activities, exhibitor listings, and more. Sponsor will have banners in both the platform and app.

**Social Media Blasts**
$3,000 | 2 available

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

**Video Ad Placement**
$1,000 | 10 available

Your video content made available for attendees to play prior to the main conference speakers.

**Sponsored Virtual Session**
$1,500 ($750 for non-profits) | 12 available

Showcase your products and services in a 45-minute virtual 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 both Saturday, February 5 and Sunday, February 6.
SOCIAL EDUCATION
Space: January 17 | Artwork: January 24
Published six times per year, Social Education is our flagship and peer-reviewed journal. Display ad and sponsored content positions available.

SOCIAL STUDIES AND THE YOUNG LEARNER
Space: January 24 | Artwork: January 31
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.

THE SOCIAL STUDIES PROFESSIONAL ENewsletter
Limited Availability
Reach more than 8,000 member subscribers when you advertise in TSSP, our official twice-monthly enewsletter. The banner and sponsored content ad placements are perfect opportunities to drive traffic and promote your booth presence. Rates start at just $800.

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.
Save the Date

The NCSS 100th Anniversary Celebration will take place virtually, February 1-6, 2022. Sponsorship and advertising opportunities will be released January, 2022. Please contact Don Cooksey at (202) 367-2488 or dcooksey@smithbucklin.com for the latest updates.
SPONSOR AGREEMENT AND CONTRACT
100th Anniversary Celebration
February 1-6, 2022

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 SPONSORSHIP OPTIONS
Virtual Sponsorships
☐ Virtual Platform + Mobile App  $10,000
☐ Social Media Blast  $3,000
☐ Video Ad Placement  $1,000
☐ Sponsored Virtual Session  $1,500
☐ Sponsored Virtual Session (for non-profits)  $750
☐ Virtual Exhibit Booth  $700
☐ Enhanced Listing  +$500

Additional Comments  

D. 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 SEND THIS FORM TO:
NCSS – c/o The Townsend Group
2001 K Street, NW, 3rd Floor North, Washington, DC 20006
Phone: (202) 367-2329  |  Email: dcouksey@smithbucklin.com
E. 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.

F. 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.