



Virtual Exhibit/Sponsorship Prospectus

2020 NAGC 67th Annual Convention Reimagined!

November 12-17, 2020

*The in-person 67th Annual Convention at the Disney's Coronado Springs® Resort scheduled to take place in November, transitioned due to the ongoing COVID19 pandemic, to be held virtually so wherever you are, the virtual 67th Annual Convention Reimagined! can be there, too!



The National Association for Gifted Children (NAGC) Annual Convention is the **largest national gathering** devoted to gifted and talented education. Our virtual convention will bring together more than 2,200+ individuals from around the world who are dedicated to supporting the needs of high-ability children.



NAGC is a global network reaching more than 30,000 educators, researchers, advocates, parents, and policymakers who believe giftedness and high potential must be fully recognized, universally valued, and actively nurtured to support children from all backgrounds in reaching for their personal best and contributing to their communities.

Who Should Virtually Exhibit at NAGC?

We invite you to showcase your company or organization to our teachers, school administrators, researchers, university faculty, and parents of gifted children.

If you provide one of these services or products, you should exhibit with us!

Why Exhibit at NAGC20 Reimagined!?

- Assessment and Exam Providers
- Blended Learning Schools
- Book Publishers
- Career Opportunities/Vocations
- Classroom Specialty Education Providers
- Classroom Supplies/Equipment/Decorations
- Co-Curricular Programs
- Consulting Services
- Core Curriculum/Curriculum Resources/Materials
- Early Childhood Education
- Experiential Education Providers
- Foreign Language Education Providers
- Game Manufacturers
- National Educational Organizations
- Online Education Providers
- Professional Development
- Publications, Textbooks, or Supplements
- Puzzle Manufacturers
- Stem Education Providers
- Study Abroad Programs
- Summer Camps
- Teacher Support Materials
- Testing/Guidance
- Toy Manufacturers
- University Centers of Gifted Development
- Youth Programs

SALES

Generate virtual sales of your products that target gifted students and enhance their learning. Books, puzzles, worksheets, and games are all sold onsite.

ACCESS

Our virtual meeting provides many LIVE and ON-Demand opportunities to present educational content and product or service content directly to attendees.

ENGAGEMENT

Our virtual meeting provides many LIVE opportunities to engage with attendees - video chats, collaborative rooms, and Q&A.

EDUCATION

Receive complimentary registrations to all educational sessions and events.

EXHIBITOR SHOWCASE

Provides many LIVE and ON-Demand opportunities to present educational content and product or service content directly to attendees.

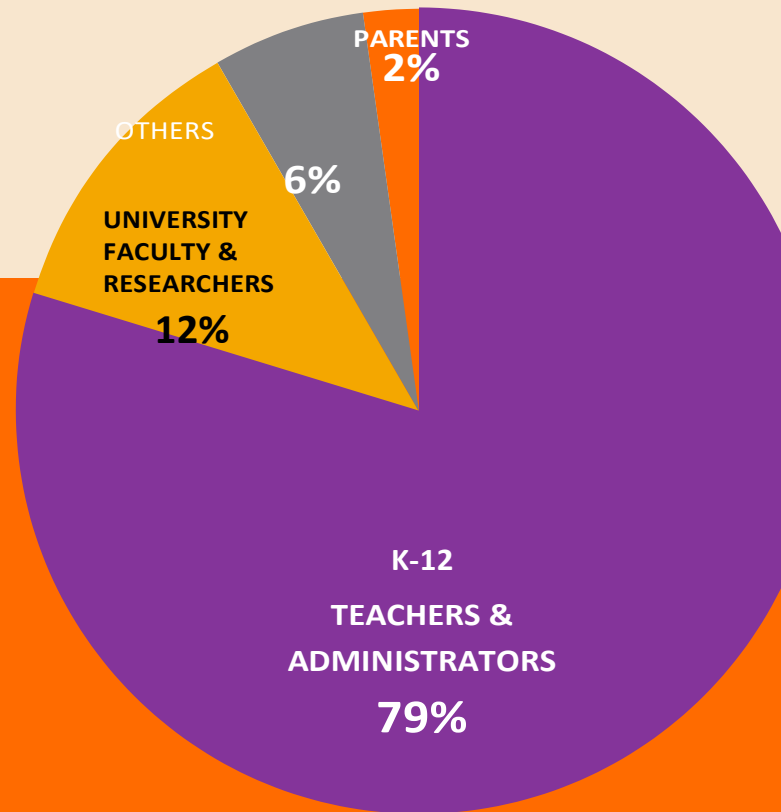
Convention Attendee Profile

Attendees include:

- Classroom Teachers
- District Administrators
- Gifted and Talented Coordinators
- College & University Faculty
- Counselors and School Psychologists
- Gifted Education Researchers
- Parents of Gifted Children

- Graduate Students (future leaders in the field!)
- Enrichment Program Directors and Staff
- Exhibitors

More than **2,200+** individuals from around the world who are dedicated to supporting the needs of gifted and talented children attend the **NAGC Convention.**



“I have been to 100+ education conferences as an exhibitor. I have never, ever, seen anything like the level of enthusiasm I saw at the exhibit hall opening at NAGC. The level of passion and excitement NAGC attendees have towards vendors is unlike anything I’ve ever seen. Exhibiting here is a no-brainer for any organization looking to connect with educators and supporters of gifted children.”
— *ThinkLaw - Colin Seale*



Exhibitors Have Included:

AEOP Army Educational Outreach Program
ALEKS Corporation Allied Powers, LLC
Alpha+Excel Amazon Education
American Institute of Mathematics
American Mensa
Anatomy in Clay Learning System and PowerPlay Strategies Inc.
Arizona State University Online
Arizona State University – Access ASU
Arkansas at Little Rock
Art in History Inc.
Art of Problem Solving
Asia Pacific Conference on Giftedness
Astrocamp
A.W Peller/Bright Ideas
Ball State Center for Gifted Studies
Bard Academy at Simon’s Rock
Bard College at Simon’s Rock
Barstow School
Beacon Educator
Belin-Blank Center
Beyond the Blackboard
Bia-Maranatha Bilingual Books
Blue Orange Games
Borenson and Associates, Inc.
Botball Educational Robotics
Bridges Academy
Bright Ideas Catalog /
A.W. Peller & Assoc.
Broomfield Academy Bureau Talent
By Kids for Kids, Co
Byrdseed
Cambridge Educational Services
Camp Invention
CampDoc.com
Capitol College
Capitol Debate
CCIS Travel/ Discover Student Travel
CEC-TAG
Center for Bright Kids, Academic Talent Development Center
Center for Gifted Studies, Western Kentucky University Center for Talent Development Northwestern University
Center for Talented Youth - Johns Hopkins
CodeBot Labs
College & Work Readiness Assessment
College at 12
College of William and Mary, Center for Gifted Education
Colorado Courseware
Compass Learning
Concordia Language Villages
Connections Academy
Connections Learning by Pearson
CountFast
Creative Learning Press
Crow Canyon Archaeological Center
CTB/McGraw Hill
Culver Academies
Daimon Institute for the Highly Gifted and Powerplay Strategies
DataWerks Limited
Davidson Institute for Talent Development
DBQ Project
Demme Learning
Desert Community Robotics
Destination ImagiNation, Inc. Development Center
DGP Publishing
Diligence and Delight Learning Center (DDC)
Dinah-Might Adventures, LP
Discovery Student Adventures
Discovery Toys
Disney Theatrical Licensing
Disney Youth Programs
Disney’s Lion King Experience
Drake University School of Education
Duke TIP
EAI Education
Early College at Mary Baldwin
East Baton Rouge Parish School System
eCybermission
Education/Ricks Center for Gifted Education
Educational Tours
Edgenuity
Elon University
Engine-Uity, Ltd.
Equal Exchange Fundraising
ERB-Educational Records Bureau
Executive Functioning Success
FACEing MATH
Feel Good, Inc.
Feynman School
Firia Labs
Fit to a Tee
Fizzee Labs
Florida Institute of Technology
Forman School
Fox Imaging
Free Spirit Publishing
Friedrichs Education
Frog Publications
Future Problem Solving Program
Games by Absolute Zero/Be Amaysing LLC
Gamestar Mechanic
Gary K. Herberger Young Scholars Academy
Genius Coaching
GiftedandTalented.com
Gifted Unlimited, LLC
Gigamic
Gold Co
Grand Canyon University
Great Books Foundation
Great Potential Press
GT Ignite
Handwriting Without Tears
Hickory Grove Press
Hoosier Academies (K12, Inc.)
HMH Houghton Mifflin Harcourt
Hybrid Learning Program at the Barstow School
iD Tech Camps
IDGE
IMACS INI LLC
Inspired Educators
Interact/Storypath
Interlochen Center for the Arts
International Baccalaureate Americas
International Connections Academy
Invent Now / Camp Invention
Jack Kent Cooke Foundation
Jodie Mahony Center for Gifted Education, UALR
Johns Hopkins University Center for Talented Youth JHU CTY
Jonathan’s Jewels
Juice Plus
K12 Inc. / Colorado Virtual Academy
Kendall Hunt Publishing Company
Kennedy Krieger Institute, Department of Behavioral Psychology
Kentucky University
Keystone Science School
Kiss Institute for Practical Robotics
Kiwi Kids Catalog
Knowsys Test Prep
Laurel Springs School
Lead2Feed Student Leadership Program Learning
LEGO Education North America
Level Up Village
LifeBound
Linton Make-A-Book, Inc.
Looney Labs
Love Publishing Company
M Folz
Madison REACH Program
Marie’s Words Inc
Marygrove College
Math Olympiads/MOEMS
MathTwister, LLC
McCallie School
Meet Minneapolis
Meridian Stories
MHS
Michaelson Lab – University of Iowa
Midtown International School
Milwaukee Public School
Mind Vine Press
Mindworx Educational Services
Mirman School
Montclair State University
My Own New Biz
Nathan Levy Books LLC
National Beta Club
National Inventors Hall of Fame/ Camp Invention
Nexus Academy of Indianapolis
New Mexico Association for the Gifted
New Mexico Highlands University
NOAA
Northwestern University
Oak Crest Academy
Oak Meadow
Odyssey of the Mind
Once Upon a Mind
Options for College
Otto Trading Inc
PA Publishing
Pearson
Pearson Learning Assessments
Pieces of Learning
Pitsco Education
Program for the Exceptionally Gifted – Mary Baldwin University
Progressive Mastery Learning
Project Exploration, LLC
Prufrock Press, Inc.
Purdue University / GER2I
Regis University College for Professional
Renzulli Learning, LLC—a Division of Compass Riverside Publishing
Riverside Insights
RJB/Albert’s Insomnia
ROBOTLAB
Ross School
Routledge
Royal Fireworks Publishing Co., Inc.
Saint Joseph’s University Online Degree Programs
Scholars Program
Scholastic Testing Services, Inc.
School Technology Resources
School Tours of America School Year Abroad
ScienceBuzz
Sea Camp
SENG Supporting Emotional Needs of the Gifted
Sequoia Choice – Arizona Distance Learning
Set Enterprises, Inc.
Shattuck-St. Mary’s School
SimplyFun
SoulSpark
Southern Science Supply
Space Camp & Aviation Challenge
Speed Stacks, Inc.
Spy Alley Partners, LLP
Stanford EPGY
Stanford Pre Collegiate Studies
Stargate School ‘The Gifted Solution’
Summer Discovery
Summer Institute for the Gifted
Super Duper Publications
Sycamore School
Talented & Gifted Texas A&M
Talents Unlimited
Tangible Play Inc.
Taylor & Francis Group
Teachergeek, Inc.
Texas Instruments
The Grayson School
The Logan School for Creative Learning
The National Beta Club
The Oxford Academy
The Poetry Project
The Walking Classroom
Thomas Geale Publications Inc.
Tin Man Press
Tomorrow’s Dreams
Transatlantic Outreach Program/ Goethe-Institute
Truman Institute at Truman State University of Alabama
University of Central Arkansas
University of Cincinnati
University of Colorado, Colorado Springs
University of Connecticut, Renzulli Center
University of Connecticut Neag Center for Gifted Education and Talent Development
University of Denver / Morgridge College
University of Hawaii at Hilo – Hawaii EDventure
University of Iowa
University of Missouri Online Gifted Programs
University of Northern Colorado
University of Oregon Summer Enrichment
University of Virginia
Usborne Books & More
US Space and Rocket Center
UW Robinson Center for Young Scholars
Venture Pearls & Sculpture
Virtual Learning Academy Charter School
Volare Leadership
West Love
West Virginia University
Whittaker’s
Whitworth University
Wholovement
William & Mary Center for Gifted Education
Wisconsin Center for Academically Talented Youth UW - Madison
WordMasters
World Council for Gifted and Talented Children WCGTC
YMIR, Inc/
The Ultimate Puzzle You Can Do
The Rubik’s Cube
Zometool, Inc

Virtual Exhibit/Sponsorship Prospectus

Virtual Sponsorship Levels and Registration Benefits

NAGC20 Reimagined! recognizes multiple distinctive levels of support; all virtual advertising, sponsorships, workshops, and networking receptions are chosen individually, but may be combined to achieve the listed sponsor levels.

Sponsorship level Recognition and convention registrations are given based on the dollar amount paid in sponsorships.

HONOR ROLL

\$2,500

- 1 Full Convention registrations

HIGH HONORS

\$3,500

- 2 Full Convention registrations

HONOR SOCIETY

\$5,000

- 3 Full Convention registrations

DEAN'S LISTS

\$7,500

- 3 Full Convention registrations

SALUTATORIAN

\$10,000

- 4 Full Convention registrations

VALEDICTORIAN

\$15,000

- 4 Full Convention registrations

NAGC20 Reimagined! is a powerful digital educational experience for attendees and exhibitors/supporters.

ONLINE CONTENT

Virtual Poster Gallery

\$3,500 (*Exclusive*)

A virtual poster gallery will showcase Association poster authors' valuable work while providing virtual education to all participants. More than 90 posters are expected.

Benefits:

- Brand awareness - sponsor logo showcased in email communications, website
- Sponsor logo and link will be displayed on a poster presentation page.
- Poster Gallery visible for up to 6 months.

Keynote or General Session Sponsor Introduction – up to 2 minutes

\$3,500 (*10 Available*)

Sponsor to introduce a concurrent session or keynote speaker with a short (2 minute) video introduction.

Benefits:

- The sponsor will introduce the keynote or session speaker and will have up to 2 minutes of pre-recorded video in the provided platform.
- custom graphics on a banner to be displayed on the session player during selected Keynote or concurrent sessions.
- Brand awareness - sponsor logo showcased in email communications, website

Exhibitor/Sponsor Workshop

\$1,500 (*10 Available*)

1 hour in length • Scheduled during pre-con events Nov 11/12, 2020

AVAILABLE TIMES: TBD

Benefits:

- Present educational content/virtual hands-on demo through platform video chatroom or zoom
- Select your speaker
- Virtual Background can be branded by sponsor
- Pre-Conference marketing; logo on all marketing material promoting the convention.

Video Commercial

\$1,500 (*10 Available*)

A sponsor can record a short 30-second video commercial, to be played in at the start of a keynote or concurrent session

Benefits:

- The sponsor creates a short video demo in the provided platform– with a logo/banner. Visible for up to 30 seconds between sessions
- Brand awareness - sponsor logo showcased in email communications, website

Corner Chats

\$600 (*10 Available*)

Sponsor can virtually showcase games, curriculum, programs, or a product demonstration. 10 minutes only—Q&A can follow at your booth.

Benefits:

- Pre-Conference promotion to participants
- Content can be viewed on-demand for up to 6 months
- Sponsor-selected speaker
- Brand awareness, sponsor logo showcased in pre-event email communication
- Logo on NAGC20 slide template for session

Participant Engagement

Branded NAGC Reimagined! SWAG

\$10,000 (*Exclusive*)

A Highly Visible branding opportunity. Add your logo to a branded item/gift card to be shipped to the first 500 attendees that register before September 15.

Benefits:

- The sponsor selects branded item from NAGC approved list
- Sponsor single color logo with NAGC Re-imagined logo on a branded item/gift card sent to first 500 attendees
- Sponsor logo showcased in email communications, website
- Sponsor custom banner on rotating banner on NAGC20 Reimagined homepage



Branded Networking Chat Room

\$3,500 each (*1 available per day*)

Sponsor a moderated chat room, where attendees can come and have discussions on a specific topic or question. As the sponsors of this room, you will be promoting dialogue. Sponsor can select the topic. Opportunity to be creative - Host a virtual Coffee House, Dessert Social, Margarita Happy Hour, Virtual Concert...

Benefits:

- Sponsor Logo/Banner posted in the chat room.
- Sponsor logo showcased in pre-conference email
- A sponsor can select the question or topic of the room for discussion (with association approval)
- The sponsor representatives will moderate/lead the discussion to engage attendees.

Branded Virtual Wellness Challenge/Session

\$3,500 (*2 available*)

Deeply engage with your target audiences while building stronger community bonds and promoting healthy lifestyles., Connect with participants in a fun and innovative way.

Benefits:

- The sponsor selects session type (yoga, chair exercises, meditative breathing, ...)
- Sponsor logo on a banner during wellness session.
- Sponsor logo showcased in email communications, website

Javits-Fraser Scholarship – Virtual Participant Registration

\$1,500 (5 sponsorships available)

Help support registration costs for teachers who would otherwise be unable to attend. Your company name and logo will be associated with this event on the website, brochures, onsite program, and app. You will have an opportunity to address the scholars and alumni.

Benefits:

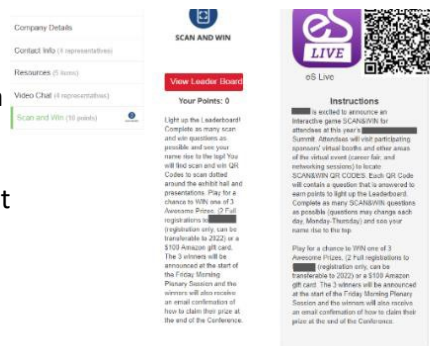
- Sponsor logo showcased in email communications, website
- Sponsor logo on all marketing material for the Javits-Fraser virtual networking reception.
- Sponsor recognition during the Javits-Fraser virtual networking reception.
- Sponsor representative can participate in the networking event with recipients

Sponsored Scavenger Hunt

\$750 (10 available)

Participants love this company trivia game played on throughout the event for exciting prizes! Each participating sponsor will have a codesign in their virtual booth. Participants scan the code—which then asks them to answer a question about the sponsor/exhibitor’s company.

All questions are provided by the participating companies! This game will last each day of the event with 3 grand prizes. The drawing will take place at the end of the event, all scavenger hunt participants are eligible for the prize drawing. The winners will be announced on the last day and will be emailed the prize.



Benefits:

- sponsor logo showcased in email communications, website
- Sponsor provides customized question to encourage participant engagement with sponsor
- Increased sponsor visibility during the event, the participants will click the sponsor booth to access the scavenger hunt question.

Digital Communications/Advertisements

Banner Ad on the Event Registration Confirmation Letter

\$3,500

Display your company's custom graphics on a banner to be displayed at the top of the registration confirmation letter sent to all registrants of the event

- Sponsor banner (text, graphic, link) on registration form sent to all participants

Banner Tile Ad on the Conference Homepage

\$2,500 (2 available)

Display your company's custom graphics on a tile banner to be displayed on the NAGC20 Reimagined Home Page.

- Sponsor banner (text, graphic, and link) visible to participants of all sessions



Banner Tile Ad on the Post-NAGC20 Reimagined! Survey

\$2,500

Display your company's custom graphics on a banner to be displayed on the attendee post event survey sent to all registrants of the event

- Sponsor banner (text, graphic, link) on post event survey sent to all participants

Rotating Banner on the Conference Navigation Ad

\$2,500 (5 available)

Display your company's custom graphics on a rotating banner to be displayed on the NAGC20 Reimagined Home Page Navigation Bar. Banners will rotate every 3-5 seconds.

- Sponsor banner (text, graphic, and link) visible to participants of all sessions



Rotating Banner Ad on the Session Media Player

\$2,000 (5 available)

Display your company's custom graphics on a rotating banner to be displayed on the session player during select concurrent sessions. Banners will rotate every 3-5 seconds

- Sponsor banner (text, graphic, and link) visible to participants of all sessions



Banner Ad on the "Know before you go" NAGC20 Reimagined! pre-convention briefing communications

\$1,200 (3 available)

Display your company's custom graphics on a banner to be displayed in the email NAGC sends to all attendees about what to expect from the virtual convention.

- Sponsor banner (text, graphic,) visible to all attendees at the time of delivery.

Eblast

\$1,200 (15 available)

Companies can send customized eblasts to attendees. All eblasts will have to be approved by your organization.

Benefits:

- sponsor provides custom marketing messages to attendees before or after the event.

App Advertising

App Splash Page Ad

\$2,500 (1 available)

Highly visible branded opportunity on the NAGC20 app. The app splash page will be shown for 3 seconds each time the NAGC20 app is opened.

Conference App Home-screen Tile Ad

\$750 (3 available)

The most visible advertising opportunity on the App. It appears on the convention app homepage and links to your URL.

Conference App Subpage Banner

\$500 (3 available)

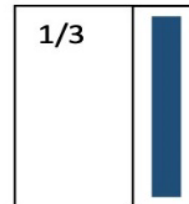
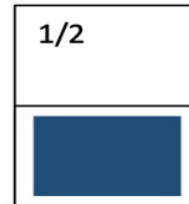
Sponsored Graphic to appear on Exhibit List Page, Sponsor List Page or Full Schedule Page.



Pre-convention Interactive Brochure

Must-have information when they need it! The *pre-convention interactive brochure* provides individuals with updates and information to prepare them for 6 exciting days of learning and engagement. Distribution reach via email, social media, partnerships, convention and NAGC sites: 40,000+. *Exclusive sponsorship opportunities available.*

ADVERTISING RATES	
AD SIZE & TYPE	
Full Page	\$1,200
Full Page w/video	\$1,500
1/2 Page	\$600
1/2 Page w/video	\$1,000
1/3 Page (vertical)	\$450
ADVERTISING SIZES	
<i>Electronic Flipbook Brochure</i> (Dimensions: width x height)	
AD SIZE DIMENSIONS	
Full Page	7.4" x 9.8"
1/2 Page	7.4" x 5"
1/3 Page Vertical	2.5" x 9.5"
Videos	16:9 - 720p



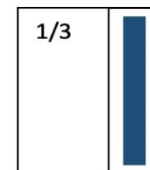
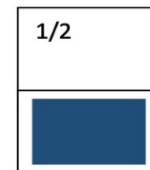
*Note-when including video, please leave appropriate space for a video thumbnail. Calculate space needed using specs provided in dimensions above. Image files accepted in JPG or GIF formats only; must be in RGB; and must be no larger than 80k. When submitting files, include URL for ad link. Can include text, HTML, CSS, and JavaScript.

Reimagined! Daily Interactive Newsletter

Reimagined! Daily, distributed every day of the convention (6 days) to 2,200+ attendees, lists educational programs, exhibitors, meetings, and events. Distribution reach via email, social media, convention and NAGC site: 40,000+. *Exclusive sponsorship opportunities available.*

ADVERTISING RATES (per day)	
AD SIZE & TYPE	
Full Page	\$1,200
Full Page w/video	\$1,500
1/2 Page	\$600
1/2 Page w/video	\$1,000
1/3 Page (vertical)	\$450

ADVERTISING SIZES	
<i>Electronic Flipbook Newsletter</i> (Dimensions: width x height)	
AD SIZE DIMENSIONS	
Full Page	7.4" x 9.8"
1/2 Page	7.4" x 5"
1/3 Page Vertical	2.5" x 9.5"
Videos 16:9	720p



Note-when including video, please leave appropriate space for a video thumbnail. Calculate space needed using specs provided in dimensions above. Image files accepted in JPG or GIF formats only; must be in RGB; and must be no larger than 80k. When submitting files, include URL for ad link.

EXCLUSIVE OPPORTUNITY

Welcome Popup: \$750 -Popup will display when the flipbook first loads.
One opportunity available. 500 x 350 pixels

Virtual Exhibit Marketplace

Virtual Exhibit Booth

Depending on the platform selected by the association and what is available on that platform will impact the benefits and pricing.

Package Pricing

(Current Exhibitors can select a premium booth at the amount paid for the in-person meeting)

- Include Benefits of the virtual exhibit hall: See chart below for benefits

Price:

Basic Non-Profit	\$750	Basic Standard	\$800
Premium Non-Profit	\$1,495	Premium Standard	\$1,550

Virtual Exhibition	Basic	Premium
Brief Company Description	X	X
Website Link	X	X
Logo Upload		X
Upload 2 or 6 Links to an external site	2	6
Host exhibit live chat hours in your booth		X
Upload header logo/Banner image	X	X
Exhibitor Portal Access	X	X
Upload 2 or 6 documents to exhibit booth	2	6
Upload video to exhibit booth		X
Upload 2 or 6 images to exhibit booth	2	6
Post Conference Attendee Report		X
Ability to participate in attendee giveaway		X
Full Conference Registrations (additional Full reg \$295, Exhibit Hall only Free)	1	2
Conference Recognition		
Content available on meeting platform for 6 months post-event	X	X
Featured on NAGC meeting website	X	X
Company name recognition on opening session slide	X	
Logo recognition during opening session slide		X
Recognition in pre and post emails to attendees		X

Purchasing a sponsorship or Virtual Booth Marketplace

To Purchase an opportunity please click the “**Purchase Booth or Sponsorship**” button at this [link](#) and follow the steps for the purchase process.

Sample Booth

The screenshot shows a virtual booth interface for 'Sponsorship BOOST'. At the top, there is a navigation bar with icons for back, forward, favorite, liked (6), tweet, and print. The main header features the 'Sponsorship BOOST' logo and the title 'CREATING ASSOCIATION REVENUE'. Below the header, there is a section titled 'Video Chat Representatives'. This section includes a disclaimer: 'Please note that exhibitors will ONLY be available during the times they have listed in their availability. Please hover over the video chat buttons below to view each representative's availability.' It also provides instructions on how to join the chat. Three representatives are listed: Jennifer Kerhin, Katie Owings, and Andrea Schermerhorn, each with a circular profile picture, a 'Video Chat' button, and a 'Hover here for availability' instruction. On the left side, there is a sidebar with navigation options: 'Company Details', 'Contact Info (3 representatives)', 'Resources (5 items)', 'Video Chat (3 representatives)', and 'CadCon Quest (20 points)'. At the bottom, there is a 'GIVEAWAY!' banner and three buttons: 'Brochure', 'Website', and 'Request Information'.

What to expect from a Virtual Event Q&A?

Q: How long is the platform open/available?

A: The “live” event will be held from November 12-17th, 2020, with pre-con events November 11th/12th but the online platform will be available for an additional 6 months upon the completion of the virtual event so attendees and exhibitors can revisit at any point during that time to connect or view the session content.

Q: What can we put in our virtual booth?

A: All booths can contain the items below (benefits vary by booth level)

- Exhibitor Name, Description, Website, and Social Media
- Exhibitor Banner Image
- Exhibitor Logo Image
- Exhibitor Giveaway feature
- Request additional information
- Provide Representative/Contact Information
- Exhibitor PDF Links
- Exhibitor Website Links
- Exhibitor Video Upload
- Exhibitor Categories
- Exhibitor Video Chat with Attendees
- Lead Retrieval

Q: How will I know that my booth was successful?

A: You can pull the following analytics for your booth from your personal exhibitor portal at any time during the event:

- The number of attendees who have visited your booth. (including name, title, organization, email & phone number, if the attendee allows sharing that information)
- You can use a Request Information and a Giveaway button so attendees can contact you
- You can use a Giveaway button to gather attendee info and offer a prize raffle and share their information and interests
- You’ll receive a review of the number of attendees who hit the A Like button in your booth



Q: What is the estimated number of attendee registrants?

A: We are planning upwards of 2,200 attendees

Q: What is the cost for an attendee to register?

A: The cost for an NAGC member to register is only \$295. The cost for non-NAGC members to register is \$445.00; this fee includes a 1-year NAGC membership.

Q: How many exhibitor registrations do we receive with our sponsorship package?

A: The number of registrations you receive with your sponsorship package depends on the level of your exhibit/sponsorship

Q: When is the deadline for the companies to purchase a package?

A: Ideally by October 10, 2020, so you have enough time to send in your content and set up your booth space.

Q: When is the deadline to have all work uploaded and submitted for the virtual booth?

A: October 25, 2020

Q: When is the deadline to have all content work uploaded and submitted?

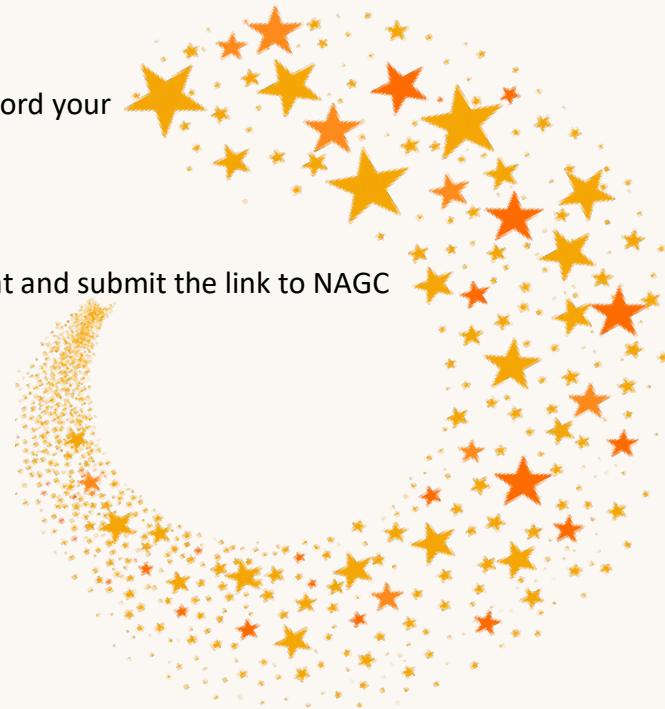
A: October 15, 2020

Q: How will our workshop/session be presented?

A: You will be working with NAGC's A/V company to pre-record your workshop/session.

Q: How will our NAGC Corner Chat be presented?

A: You will be required to pre-record your NAGC Corner Chat and submit the link to NAGC



Virtual Exhibition Terms and Conditions

Show Management

The virtual exhibition is organized and managed by NAGC. Any matters not covered in these Rules and Regulations are subject to the interpretation of the NAGC Board of Directors and the NAGC Executive Director or his or her designee, and all exhibitors must abide by their decisions. Exhibitors must comply with the policies and procedures set forth by Show Management. Show Management shall have full power to interpret, amend, and enforce these rules and regulations, provided any amendments, when made, are brought to the notice of exhibitors. Each virtual exhibitor, for him/herself and their employees, agrees to abide by the foregoing rules and regulations and by any amendments or additions thereto in conformance with the preceding sentence.

Payment Terms – Rates, Deposits and Refunds

No application will be processed without full payment in U.S. funds with your online application. Online payment by credit card results in immediate confirmation of purchase. You may also select the option to pay by wire transfer or check. Payment by wire transfer or check results in a temporary hold on selected sponsorship. Payments by wire transfer or check must be in USD and payable to the ASSOCIATION. All international bank fees are the responsibility of the sponsor.

All check payments must be received within one month of application. If the check is not received within this timeline, the opportunity may be reassigned at the discretion of ASSOCIATION Management. In the event of a default by the sponsor, as outlined in the previous sentence, the sponsor shall forfeit as liquidated damages, the amount set forth above.

Cancellation Policy

Any exhibitor who cancels any purchased exhibit space will forfeit the total of the agreement. If the exhibit has not yet been paid, the exhibitor must pay the ASSOCIATION money equal to 100% of the full price of said agreement.

ALL EXHIBITS ARE NON-REFUNDABLE

Arrangement of Virtual Exhibits

The show management reserves the right to inspect the quality of the appearance of each virtual booth prior to beginning of the virtual event. Show Management on behalf of the NAGC may request removal of any unapproved content.

Virtual Booth Design

Each exhibitor will be provided with a link to the official Virtual Exhibitor Guidelines. All virtual booth space must be arranged and constructed in accordance with the guidelines, provisions, and limitations contained in the Virtual Exhibitor Guidelines.

Subleasing of Virtual Space

Virtual exhibitors may not assign, sublet or apportion to others the whole or any part of the virtual space allocated, and may not display goods or services other than those manufactured or regularly distributed by them.

Virtual Exhibitor Conduct and Relevance

All virtual exhibit booths will be to serve the interest of the NAGC members and must be pertinent to the attendees' professional interests. NAGC reserves the right to restrict virtual exhibit sales to potential exhibitors it deems inappropriate or unprofessional. Exhibits will be operated in a way that will not detract from other exhibits, the exhibition, or the virtual meeting.

Exhibitor's Personnel

Virtual Exhibitors are prohibited from sharing their assigned link to the NAGCs virtual meeting. Violating this condition may result in loss of admittance for the person(s) sharing the badge. If there are specific hours or chat times available each participating exhibitor must be staffed by company specialists who are qualified to discuss details of their company's products or services.

NAGC Event Conduct Policy

Exhibiting companies and booth personnel agree to review and adhere to the virtual event [code of conduct](#).

Virtual Handout Materials

Virtual promotional giveaways and exhibit prize raffles will be permitted. All hand-out materials are expected to be of a professional nature. NAGC reserves the right to disallow any material that they believe to be inappropriate.

Platform Policy

In the event of a severe platform or technical issue outside of the association's control, that prevents fulfillment of the sponsorship deliverables, the association will refer to the platform Service Level Agreement. The Association will make every effort to provide the same sponsorship opportunity on a different date/time proposed by the Association. Should the association be unable to satisfy the original sponsorship, comparable alternate opportunities will be offered.

Trademarks

NAGC will be held harmless for any trademark, trade name, copyright or patent infringement on any virtual materials belonging to or distributed by any exhibitor.

Violations

Violation of any of these Rules and Regulations by the exhibitor of his/her employees or agents shall at the option of NAGC forfeit the exhibitor's right to occupy virtual space and such exhibitor shall forfeit to NAGC all monies paid or due. Upon evidence of violation, NAGC may take possession of the virtual space occupied by the exhibitor and may remove all persons and goods at the exhibitor's risk. The exhibitor shall pay all expenses and damages that NAGC may incur thereby.

Contact

For questions or more information, please contact: NAGC Exhibits Manager, Deanne Rockola Altman 301-658-2155 or nagcexhibits@sponsorshipboost.com