



WE
ARE
EVERYDAY
PEOPLE



Exhibitor & Sponsor
Prospectus

July 29-31, 2022



HOMECOMING 2022



Join NCTE in Louisville, Kentucky, on July 29-31 for the NCTE Homecoming, where we will make space to collectively celebrate, learn, and strategize before a new school year begins. This event is a special one that speaks to the moment as we hopefully come out of the pandemic. **It does not replace** the treasured and growing NCTE Annual Convention, which will take place in Anaheim, CA, this November. Homecoming will have its own identity and will leave all attendees energized and more prepared for the upcoming 2022-2023 school year.

We will be joined in Louisville by several traditional stand-alone events, including the biennial Affiliate Leadership Meeting, the English Language Arts Teacher Educators (ELATE) Summer Conference, and the Literacies and Languages for All (LLA) Summer Institute.

Don't miss this exciting opportunity to reconnect with the NCTE community. Join us as an exhibitor and sponsor today!

For more information, contact Liz Barrett at 202-367-1231 or ebarrett@smithbucklin.com.



Homecoming Attendees:
Experienced Educators from All Grade Levels

Classroom Teachers
Teacher Educators/College Faculty
Literacy Coaches/Instructional Coaches
Graduate Students/Preservice Teacher Candidates
Building- or Department-Level Administrators

Questions? Contact Liz Barrett at ebarrett@smithbucklin.com

Become an Exhibitor

Exhibit Booth Rates

10' x 10' Inline Booth \$1,260

10' x 10' Corner Booth \$1,365

What's Included?

- Four complimentary full 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 Homecoming Program (if received by 06/07/2022)
- Listing on the Homecoming website
- Up to four additional full registrations per 10' x 10' booth at discounted rate of \$100 each; all others at full price

Exhibit Hours

Friday: 2:30 p.m. – 6:00 p.m.

Saturday: 9:00 a.m. – 11:30 a.m.

 12:30 p.m. – 6:00 p.m.

Sunday: 10:00 a.m. – 1:00 p.m.

3 Reasons to Participate

1. Engage with ELA decision-makers and influencers
2. Enhance customer base by meeting with thousands of buyers
3. Receive valuable feedback from the field

General Event Info

2,000+ Attendees

Multiple Keynotes

featuring Celeste Ng, Matt de la Peña, Ruta Sepetys, and more

20+ Educational Sessions

10+ Workshops

and dedicated tracks for ELATE and LLA

Questions? Contact Liz Barrett at ebarrett@smithbucklin.com



Sponsorships are a great way to increase exposure at NCTE Homecoming. Choose from the Sponsor Levels below and/or add on a sponsorship opportunity to create a custom package. Have an idea that's worked for you at other events? Our team is ready to help. Contact us today to get started.

Sponsor Level & Benefits	GOLD \$7,500	SILVER \$4,750	BRONZE \$2,500
Logo and URL in NCTE Homecoming email communications	★		
Preconvention email list (Access Only)	★	★	
Logo and URL on the NCTE Homecoming website	★	★	★
Logo in Homecoming Program (Artwork deadline is June 7, 2022)	★	★	★
Discount on signage options and first right to preferential locations (Deadline July 1, 2022)	20%	10%	
NCTE advertising discount (print journals, Homecoming Program, e-newsletters, website)	20%	15%	10%
Additional priority points	100	50	25

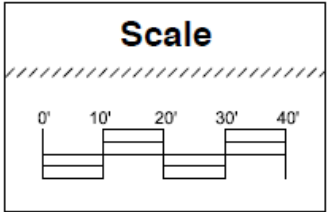
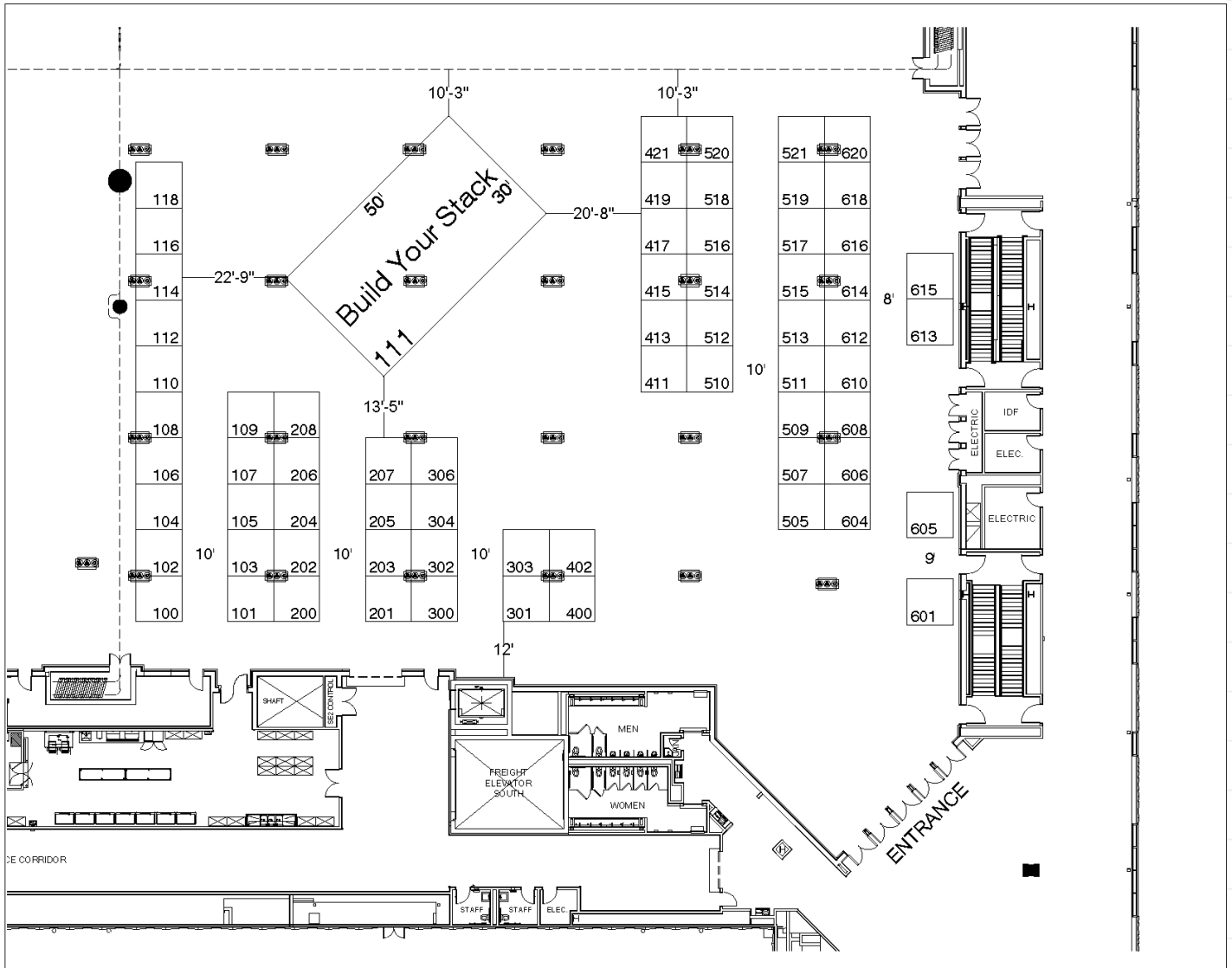


Questions? Contact Liz Barrett at ebarrett@smithbucklin.com

Event Details

NCTE HOMECOMING
 July 29-31, 2022

KENTUCKY INTERNATIONAL CONVENTION CENTER
 UPPER CONCOURSE - HALL A
 LOUISVILLE, KENTUCKY



Questions? Contact Liz Barrett at ebarrett@smithbucklin.com

Sponsorship Opportunities

Water Bottles

\$11,000

Keep attendees hydrated. Add your logo to water bottles distributed to attendees during registration. Pricing is subject to deadline. Please call for details.

Benefits include:

- Logo recognition in the Homecoming Program

Wi-Fi Sponsorship

\$8,000

Help attendees stay connected with speedy Wi-Fi throughout the Exhibit Hall.

Benefits include:

- Logo on Wi-Fi information in program
- Signage and logo recognition on meter boards

PENS

\$7,500

Add your logo to the pens distributed all over the NCTE Homecoming and show floor. Pricing is subject to deadline. Please call for details.

Keynote Sessions

\$6,000 | 4 Available

These highly attended sessions will provide great exposure for the sponsoring company. Keynote speaker's publisher receives first right of refusal. Benefits include:

- Verbal recognition from the podium
- Logo on screens at sponsored keynote
- Literature distribution
- Logo recognition near session listings in the Homecoming Program

Coffee Break

\$6,500

Gain premium exposure by offering attendees that much-needed cup of coffee at the start of the day or between sessions. Benefits include:

- Signage and display space at the event
- Logo recognition near event listing in the Homecoming Program

highly visible
opportunity



Sponsorship Opportunities

Friday Night Reception

\$5,000 | 3 Available

This kickoff celebration welcomes all attendees to join for an evening of food and live entertainment on Friday, July 29.

Benefits include:

- Onsite recognition/signage
- Literature distribution
- Opportunity to coordinate display table
- Logo recognition near event listing in the Homecoming Program

Inquiry Areas

\$5,000 | 2 Available

Play host to one of the four tracks of programming linked to the event affiliate groups. This sponsorship provides an opportunity for attendees to gather between sessions to continue their conversations in comfortable seating and near event amenities.

Benefits include:

- Logo recognition near event listing in the Homecoming Program

Selfie Station

\$5,000 | 1 Available

Sure to be a popular destination, the Selfie Station will be a fun way for attendees to take a mental break.

- Logo recognition in the Lounge
- "Sponsored by" recognition in the Homecoming Program, plus a short description of your organization

Charging Stations

\$4,000 Each

Attendees will flock to these stations to charge their phones, tablets, and laptops.

Benefits include:

- Onsite recognition/signage
- Choice of NCTE Central or two other locations

Convention Center Signage

Call For Pricing

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.

highly visible opportunity



Advertising Opportunities



Dedicated eBlast \$3,500 | 4 Available

Send a dedicated eBlast to registered attendees within 10 days of Homecoming. Use an eBlast to promote a booth giveaway, an exhibitor session, or networking opportunities with authors, or simply to drive traffic to your booth. NCTE will send your HTML eBlast to registered attendees and has final approval on all messaging.

Preconvention Emails \$350 Per Email | 4 Available

Reach your target audience by advertising in an NCTE email to registrants! The emails provide updates on the event and are the perfect opportunity to promote your organization. Limited to one advertiser per issue.

- Sponsors will receive two 600 x 340 px banners per email (downsized to 275 x 155 px). Provide click URLs for each banner.

Mailing Lists

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

- Preconvention mailing list \$155/M
- Preconvention email list \$300/M
- \$50 processing fee

highly visible opportunity



Homecoming Program

The Homecoming Program is distributed to all attendees and is the most-referenced guide during Homecoming. This valuable resource will be available online after Homecoming to be shared with colleagues unable to attend.

Space: May 31, 2022

Artwork: June 7, 2022

4-Color Only	Ad Size	Rate*
Cover 2, 3, or 4	8.5" x 10.875"	\$2,625
Full page	8.5" x 10.875"	\$1,575
Half page, horizontal	8.5" x 5.5"	\$1,050

Questions? Contact Liz Barrett at ebarrett@smithbucklin.com

**2022 NCTE HOMECOMING
LOUISVILLE, KENTUCKY
JULY 29-31, 2022**



EXHIBIT/SPONSORSHIP APPLICATION & CONTRACT

A. KEY CONTACT INFORMATION

KEY CONTACT PERSON AND TITLE

This person will serve as your primary exhibitor contact and will receive all exhibitor correspondence. 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

B. COMPANY INFORMATION

COMPANY NAME

STREET ADDRESS

CITY/STATE/ZIP

WEBSITE

COMPANY PHONE

NAME OF PARENT COMPANY (if applicable)

C. SELECT A BOOTH OPTION

Inline Booth: \$1,260 x _____ booths = \$ _____

Corner Booth: \$1,365

Select a sponsor level:

Gold Sponsor Package: \$7,500

Silver Sponsor Package: \$4,750

Bronze Sponsor Package: \$2,500

D. SELECT SPONSORSHIP OPPORTUNITIES (SEE PROSPECTUS, PP. 6-7)

Exhibitors interested in purchasing sponsorships à la carte may also indicate selection(s) here.

1. _____ \$ _____

2. _____ \$ _____

3. _____ \$ _____

4. _____ \$ _____

5. _____ \$ _____

SPONSORSHIP TOTAL \$ _____

ADDITIONAL NOTES

E. PROGRAM LISTING

Please provide a brief description (40 words or fewer) of your product or service to be listed in the Homecoming Program if contract is received by June 7, 2022. If you prefer not to have a description, we will list only your company name and address.

F. PAYMENT & AGREEMENT

Full payment must accompany this application. Booths and sponsorships are nonrefundable.

Check Enclosed (*Send check to National Council of Teachers of English, PO Box 14054, St. Louis, MO 63178-4054.*)

Credit Card Payment (Amount to apply: \$ _____)

Credit card payment instructions will be sent to the Key Contact's email address upon receipt of this contract.

By submitting this contract, we agree to abide by all the rules and regulations governing NCTE Home as specified in the General Information and Regulations attached.

I AGREE (SIGNATURE)

PRINT NAME AND TITLE

DATE

Submit completed form to:

Liz Barrett
Sales Director
ebarrett@smithbucklin.com

Billing contact:
Asia Minard, Accounting Coordinator
aminard@smithbucklin.com

General NCTE Homecoming contact:
Matt Burruss, Director of Events
mburruss@ncte.org

FOR NCTE USE ONLY

Company ID: _____

Date Received: _____

Total Cost: _____

This Application and Contract to participate in NCTE's Homecoming during the dates of July 29-31, 2022, shall become effective when it has been submitted by the exhibiting company and accepted by the National Council of Teachers of English ("NCTE"). The individual signing this Application and Contract represents and warrants that he or she is duly authorized to execute this binding Application and Contract on behalf of the exhibiting company. By signing below, the exhibiting company agrees to be bound by the terms and conditions below. The exhibiting company agrees that upon acceptance of this Application and Contract by NCTE, with or without appropriate payment of the exhibition fee and further action by the exhibiting company, this Application and Contract, together with the terms and conditions below (collectively, "This Contract") shall become a legally binding contract between NCTE and exhibiting company ("Exhibitor").

NCTE is not liable for any loss sustained by the participant as a result of the participant's or any third party's failure to access the Homecoming website, or as a result of any breakdowns, software errors, or incomplete or inaccurate transfer of information. The parties agree that this agreement (along with any other agreement referred to herein) contains the complete agreement between the parties and supersedes any prior understandings, agreements, or representations by or between the parties, written or oral, which may have related to the subject matter hereof in any way. The exhibitor is responsible for creating and providing booth content. If the exhibitor fails to respond in a timely manner for content or otherwise fails to deliver content, NCTE shall be under no obligation to change the dates of the event or provide a refund. NCTE reserves the right to prohibit, limit, or discontinue the distribution of gifts, giveaways, or similar promotions. There will be no announcements of exhibitors' contests, drawings, or winners during the exhibition.

PAYMENTS, CANCELLATIONS, & REFUNDS

Applications and Contracts must be accompanied by payment in full. Applications and Contracts will not be processed, nor space assigned, without the required payment. Credit card payment instructions will be sent to the Key Contact's email address upon receipt of contract. Make all checks payable to the National Council of Teachers of English and remit to the following address:

National Council of Teachers of English
PO Box 14054
St Louis, MO 63178-4054

CANCELLATION OF FULL OR PARTIAL EXHIBIT OR SPONSORSHIP

Full payment is required, and no refunds whatsoever will be made on cancellations or reductions of space. Should an Exhibitor or Sponsor cancel even partial space, the Exhibitor or Sponsor is responsible for 100% of the contracted sponsorship.

CANCELLATION OR CHANGES TO EVENT

If for any reason beyond NCTE's control NCTE determines that NCTE's Homecoming must be canceled, shortened, or delayed; have its dates changed; or be otherwise altered or changed. Exhibitor or Sponsor understands and agrees that NCTE shall not refund the rental fees paid to it by Exhibitor or Sponsor and that all losses and damages that it may suffer as a consequence thereof are its responsibility and not that of NCTE or its directors, officers, employees, agents, or subcontractors. Exhibitor or Sponsor understands that it may lose all monies it has paid to NCTE for the Event, as well as other costs and expenses it has incurred, including travel to the Event, setup, lodging, decorator freight, employee wages, etc. Exhibitor or Sponsor, as a condition of being permitted by NCTE to be an Exhibitor or Sponsor of NCTE's Homecoming. Exhibitor or Sponsor agrees to indemnify, defend, and hold harmless NCTE, its directors, officers, employees, agents, and subcontractors from any and all loss which Exhibitor or Sponsor may suffer as a result of Event cancellation. Duration, delay, or other alterations or changes caused in whole, or in part, by any reason outside NCTE's control. The terms of this

provision shall survive the termination or expiration of this Contract.

ELIGIBILITY TO PARTICIPATE

An Exhibitor or Sponsor's eligibility to participate in the Event must remain in effect from the time of submission of the Application and Contract to the time of the Event. Should NCTE determine that an Exhibitor or Sponsor which it had previously determined was eligible to exhibit at the Event is no longer eligible to do so, NCTE may notify the Exhibitor or Sponsor and may terminate the Application and Contract without liability upon written notice to Exhibitor or Sponsor.

SUBLETTING OF EXHIBIT SPACE PROHIBITED

Exhibitors are prohibited from assigning or subletting a booth or any part of the space allotted to them; nor shall they exhibit or permit to be exhibited in their space any products or advertising materials which are not a part of their own regular products, or which are not compatible with the purpose and/or character of the NCTE Event as determined by NCTE in its sole discretion.

PROMOTIONAL ACTIVITIES

Further, Exhibitors shall not engage in any promotional activities which NCTE determines to be outside the purpose and/or character of the NCTE Event as determined by NCTE in its sole discretion.

RETAIL SALES

No retail sales, where payment is received and product delivered, are permitted in the Exhibit Hall at any time. Payment and/or orders may be taken for future delivery.

INTELLECTUAL PROPERTY MATTERS

The Exhibitor or Sponsor represents and warrants to NCTE that no materials used in or in connection with their exhibit infringe the trademarks, copyrights (including, without limitation, copyrights in music and other materials used or broadcast by Exhibitor), or other intellectual property rights of any third party. The Exhibitor or Sponsor agrees to immediately notify NCTE of any information of which the Exhibitor or Sponsor becomes aware regarding actual or alleged infringement of any third party's trademarks, copyrights, or other intellectual property rights. The Exhibitor or Sponsor agrees to indemnify, defend, and hold NCTE, its officers, directors, employees, agents, successors, and assigns harmless from and against all losses, damages, and costs (including attorney's fees) arising out of or related to claims of infringement by Exhibitor, its employees, agents, or contractors of the trademarks, copyrights, and other intellectual property rights of any third party. Notwithstanding the foregoing, NCTE, its officers, directors, employees, agents, and each of them, shall not be liable for and expressly disclaim(s) all liability for infringement or alleged infringement of the trademarks, copyrights, or other intellectual property of any third party arising out of the actions of any Exhibitors. The terms of this provision shall survive the term in at ion or expiration of this Contract.

USE OF NATIONAL COUNCIL OF TEACHERS OF ENGLISH NAME

NCTE's Homecoming and the Event logo are registered trademarks owned by NCTE. Participation by an Exhibitor or Sponsor in the event does not entitle the Exhibitor or Sponsor to use such names or logos, except that the Exhibitor or Sponsor may reference the Event and use the Event logo with reference to the Exhibitor's participation as an Exhibitor or Sponsor at NCTE's Homecoming. Participation in the Event does not imply endorsement or approval by NCTE of any product, service, or participant, and none shall be claimed by any participant.

INDEMNIFICATION

Exhibitor or Sponsor agrees that it will indemnify, defend, and hold Event Management, NCTE, their respective officers, directors, employees, agents, and each of them, harmless from and against a) the performance or breach of this Contract by Exhibitor, its employees, agents, or contractors; b) the failure by Exhibitor, its employees, agents, or contractors to comply with applicable laws, regulations, and ordinances; and c) the act, omission, negligence, gross negligence, or willful misconduct of Exhibitor, its employees, agents, contractors, licensees, guests, or invitees. This indemnification of Event Management by Exhibitor or Sponsor is effective unless such injury

was caused by the sole gross negligence or willful misconduct of Event Management. Exhibitor or Sponsor agrees that if Event Management or NCTE is made a party to any litigation commenced by or against Exhibitor, or relating to this Contract or the premises leased hereunder, then EXHIBITOR OR SPONSOR WILL PAY ALL COSTS AND EXPENSES, INCLUDING ATTORNEYS' FEES, INCURRED BY OR IMPOSED UPON EVENT MANAGEMENT OR NCTE BY REASON OF SUCH LITIGATION. THE TERMS OF THIS PROVISION SHALL SURVIVE THE TERMINATION OR EXPIRATION OF THIS CONTRACT.

AMENDMENTS/INTERPRETATION

NCTE reserves the right to amend and enforce this Contract. Written notice of any amendments shall be given to each affected Exhibitor. Each Exhibitor, for itself, its agents, and its employees, agrees to abide by this Contract set forth therein, or by any subsequent amendments, NCTE reserves the sole right to interpret this Contract. All interpretations are final and are not subject to review or to appeal. Exhibitors who fail to observe the conditions of this Contract, in the sole interpretation of NCTE, shall be subject to disciplinary action up to and including ejection from the Event and prohibition from participating in any future NCTE event.

ENFORCEMENT/MISCELLANEOUS

This Contract is governed by Illinois law, and the Exhibitor or Sponsor consents to the exclusive jurisdiction of the State and Federal courts seated in Champaign County, Illinois, with respect to any action arising out of this Contract or NCTE. The parties explicitly acknowledge and agree that the provisions of this Contract are both reasonable and enforceable. However, the provisions of this Contract are severable, and, as such, the invalidity of any one or more provisions shall not affect or limit the enforceability of the remaining provisions. Should any provision be held unenforceable for any reason, then such provision shall be enforced to the maximum extent permitted by law.

This Contract will be binding on the Exhibitor's heirs, successors, and assigns.

LIMITATION OF LIABILITY

IN NO EVENT SHALL THE FACILITY, THE NCTE EVENT, NCTE, OR THEIR OWNERS, MANAGERS, OFFICERS OR DIRECTORS, AGENTS, EMPLOYEES, INDEPENDENT CONTRACTORS, OR SUBSIDIARIES AND AFFILIATES (COLLECTIVELY "NCTE PARTIES") BE LIABLE TO THE EXHIBITOR OR SPONSOR FOR ANY THIRD PARTY HIRED BY OR OTHERWISE ENGAGED BY THE EXHIBITOR OR SPONSOR FOR ANY LOST PROFITS OR ANY OTHER INDIRECT, SPECIAL, PUNITIVE, EXEMPLARY, INCIDENTAL, OR CONSEQUENTIAL DAMAGES, INCLUDING ATTORNEY'S FEES AND COSTS, ARISING OUT OF THIS APPLICATION AND CONTRACT OR CONNECTED IN ANY WAY WITH USE OF OR INABILITY TO USE THE SERVICES OUTLINED IN THIS APPLICATION AND CONTRACT OR FOR ANY CLAIM BY EXHIBITOR, EVEN IF ANY OF THE NCTE PARTIES HAVE BEEN ADVISED, ARE ON NOTICE, AND/OR SHOULD HAVE BEEN AWARE OF THE POSSIBILITY OF SUCH DAMAGES. EXHIBITOR OR SPONSOR AGREES THAT NCTE PARTIES' SOLE AND MAXIMUM LIABILITY TO EXHIBITOR, REGARDLESS OF THE CIRCUMSTANCES, SHALL BE THE REFUND OF THE EXHIBIT BOOTH FEE. EXHIBITOR OR SPONSOR AGREES TO INDEMNIFY AND DEFEND THE NCTE PARTIES FROM ANY CLAIMS BROUGHT BY A THIRD PARTY HIRED BY, OR ENGAGED BY, THE EXHIBITOR OR SPONSOR FOR ANY AMOUNT BEYOND THE EXHIBIT BOOTH FEE. FURTHER, EXHIBITOR OR SPONSOR AGREES TO PAY ALL ATTORNEY'S FEES AND COSTS INCURRED BY NCTE PARTIES ARISING OUT OF, OR IN ANY WAY RELATED TO, THIS CONTRACT EXHIBITOR OR SPONSOR SHALL BE SOLELY RESPONSIBLE FOR ITS ATTORNEY'S FEES AND COSTS.

**2022 NCTE HOMECOMING
LOUISVILLE, KENTUCKY
JULY 29–31, 2022**



MEMBERSHIP LIST RENTAL AGREEMENT

Please return this order form, along with a sample mailing piece and rental agreement, to

NCTE c/o Smithbucklin
Liz Barrett, Sales Director
ebarrett@smithbucklin.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: _____

Contact Us

Exhibit, Sponsorship, & Advertising Sales

Liz Barrett, Sales Director

202-367-1231

ebarrett@smithbucklin.com

General Inquiries

Matt Burruss, Director, Events

mburruss@ncte.org



HOMECOMING 2022