EXHIBIT SPONSOR ADVERTISE

MAKE A DIFFERENCE WITH THESE GREAT OPPORTUNITIES!

JOIN US
MARCH 4–6, 2020
WASHINGTON STATE CONVENTION CENTER
SEATTLE, WA

ncce.org/conference2020
EXHIBIT WITH US
YOUR CONNECTION BEGINS AS AN EXHIBITOR

Exhibit at NCCE 2020 and become part of the vibrant and dedicated edtech community in the Pacific Northwest. NCCE’s exhibit hall is a vital component of the conference program offering participants the opportunity to experience innovative products and to make purchases relevant to their expanding needs, all in a collaborative learning environment.

118 EXHIBITING COMPANIES JOINED NCCE IN 2019

APPLY ONLINE AND RESERVE YOUR SPACE TODAY!
ncce.org/conference2020

EXHIBITOR BENEFITS INCLUDE:

Booth Package
• 10’ x 10’ booth space
• 8’ high curtain backwall
• 3’ high curtain sidewall
• General security guard service
• Daily aisle maintenance

Brand Recognition
• 7” x 44” Booth ID sign
• 50-word listing in online floor plan and mobile app
• Listing in the printed exhibitor list

Attendance
• One complimentary, full-conference registration per exhibiting company
• Five complimentary exhibitor staff registrations per 10’ x 10’ booth

Please note: Booth rental does not include storage, placement, shipment or reshipment of exhibit materials, special lighting, booth furnishings, tables, chairs, electrical supplies, internet, carpet, individual booth cleaning or any other special services orders by the exhibitor.

EXHIBIT HALL SCHEDULE

Thursday, March 5
10:30 am–4 pm Exhibit hall open
Each day will include exclusive exhibit hall hours with no running sessions or workshops.

Friday, March 6
10:30 am–3 pm Exhibit hall open
Exhibit hall raffle prize winners will be announced Friday afternoon in the exhibit hall.

*If we find it necessary to alter exhibit hours, exhibitors will receive as much notice as possible.

2020 BOOTH RENTAL PRICING

<table>
<thead>
<tr>
<th></th>
<th>EARLY RATE Through Sept. 30, 2019</th>
<th>STANDARD RATE After Sept. 30, 2019</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 10’ space</td>
<td>$1,200 per 10’ x 10’ space</td>
<td>$1,400 per 10’ x 10’ space</td>
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Apply online and reserve your space today!
SPONSOR AND INVEST IN THE FUTURE

TAKE YOUR INVOLVEMENT TO THE NEXT LEVEL

Sponsors play a critical role in helping NCCE provide year-round professional development for the region’s K-12 edtech administrators and educators — both at the conference and beyond. Sponsorship offers engagement opportunities as well as brand exposure to raise your company’s profile within the NCCE community.

Reach your target audience through a rich set of sponsor benefits at NCCE 2020. We offer a tiered sponsorship program to accommodate all budgets and to meet any objective. Sponsorships are limited to ensure maximum impact and visibility for your investment.

SPONSORSHIP LEVELS

| TIER 1 | $20,000 (exclusive, 1 available) |
| TIER 2 | $10,000 (4 available) |
| TIER 3 | $5,000 (6 available) |

For a complete summary of sponsorship benefits and entitlements available per tiered sponsorship level, visit ncce.org/conference2020.

SPONSOR BENEFITS* INCLUDE:

Attendee Touch Points
- Meeting room at convention center (Tier 1)
- Complimentary booth space in the exhibit hall (Tier 1 & 2)
- Discounted participation in the Exhibit Hall Raffle Game

Promotional Advertising
- Include promotional piece in registration bags
- Collateral seat drops
- Logo display on signage and final program

Digital Marketing
- Guest blog opportunities (Tier 1 & 2)
- Sponsor recognition on marketing and conference preview emails
- Endorsed social media/app push notification
- Logo display on website and mobile app with sponsor link

Additional Benefits
- Pre- and post-conference attendee mailing list

*Benefits determined by tier

TO SPONSOR
Bobby Myers
Marketing & Communications Director
208.292.2529
bmyers@ncce.org
ADVERTISE YOUR PRESENCE

AMPLIFY YOUR MESSAGE AT NCCE 2020
Make an impression on the NCCE community by advertising at NCCE 2020. Recurrent exposure builds brand awareness, increases booth traffic, and captures market share. Consider adding these high-profile opportunities to your participation in Seattle.

EXHIBIT HALL RAFFLE GAME
A cost-effective way to increase traffic to your booth — guaranteed! Engage with motivated conference-goers about the solutions you offer when they arrive at your booth with their completed coupons. The more valuable the prize, the more traffic you’ll drive to your booth!

DIGITAL HEADLINE BANNERS
Get noticed even before attendees set foot in Seattle with a headline banner ad on the NCCE 2020 online floor plan and exhibitor search tool. Be the first to stand out to attendees as they plan their exhibit hall experience.

For more information about advertising opportunities and to place your order, visit ncce.org/conference2020
NCCE’s attendees are important purchasing decision makers who come to the exhibit hall each year to experience a thriving environment, buzzing with innovation and solutions for tomorrow’s successful classroom.

**REACH YOUR TARGET AUDIENCE**

<table>
<thead>
<tr>
<th>ATTENDEE PRIMARY JOB FUNCTION</th>
<th>Percentage</th>
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</thead>
<tbody>
<tr>
<td>Teacher/Faculty</td>
<td>46%</td>
</tr>
<tr>
<td>Teacher-Librarian</td>
<td>14%</td>
</tr>
<tr>
<td>Tech Director/Coordinator</td>
<td>18%</td>
</tr>
<tr>
<td>Corporate/Other</td>
<td>13%</td>
</tr>
<tr>
<td>Leadership/Administration</td>
<td>9%</td>
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</tbody>
</table>

68% of attendees decide or recommend purchasing.
REACH EDTECH BUYERS AND USERS
ACCESS THIS GROWING MARKET

Be a part of the largest education conference in the Northwest providing year-round professional development opportunities for K-20 administrators, educators, and support staff.

As one of our industry partners you will join our lineup of exhibitors who benefit from NCCE’s engaging, interactive event. NCCE 2020 provides you the opportunity to capitalize on our 45+ years of leading innovative learning for the Northwest’s education and technology leaders. Come and join us in Seattle!

174 SCHOOL DISTRICTS SENT REPRESENTATIVES TO NCCE
1,800 EDUCATION AND TECHNOLOGY LEADERS EXPECTED AT NCCE 2020

CONTACT US TO LEARN MORE
exhibits@ncce.org
541.346.3537 or 800.280.6218
ncce.org/conference2020

EXHIBIT, SPONSOR, ADVERTISE
or participate in all three to create an all-inclusive campaign, gain market share, and establish a foothold in the Northwest education market.