Join NCTE in Minneapolis, MN, as we bring together more than 6,500 literacy educators from across the PreK–16 grade levels for our 105th Annual Convention, November 19–22, 2015.

Act now to build relationships with educators who are actively involved in leading and influencing the teaching of reading and writing in all content areas and across a wide range of grade levels. NCTE convention attendees are difference makers in their schools, districts, and affiliates; and they lead and collaborate on purchasing decisions that direct the teaching of English language arts.

Decide today to be a part of THE convention for grades PreK–16 English language arts educators.

**When attendees were asked,**
What was your most memorable NCTE experience?

> • Exhibit Hall
> • Having books signed by authors at the Exhibit Hall—as always!
> • Bonding with authors and editors in the Exhibit Hall
> • I liked the Exhibit Hall because it provided many different resources to improve my education and teaching.

* from 2014 convention survey

**Why Exhibit?**

- 100,000 square feet of exhibit space
- 75% of attendees visit the Exhibit Hall
- 70% of attendees rate their Exhibit Hall experience as valuable to very valuable
- Opportunity to spend more than 18 hours of face-to-face time with conventiongoers
Year after year, convention exhibitors, advertisers, and sponsors choose to participate for the following reasons:

- Access to ELA decision makers and influencers
- Chance to meet with thousands of buyers to help enhance their customer base
- Opportunity to develop trust and rapport with prospective customers and receive valuable feedback on products and services

**Attendee Profile by Role:**
- 48% Classroom Teacher
- 20% Literacy Coach/Reading Coach/District Coordinator/State Coordinator/Dept Chair
- 17% Teacher Educator
- 15% Full Professor/Asst Professor/Assoc Professor/Adjunct

**Attendee Profile by Grade Level**
- 40% Secondary
- 24% Middle
- 24% College
- 12% Elementary

**Educators with Experience have been involved in literacy education for 11–30 years.**

**Meet NCTE Attendees at Convention—Build a Relationship That Can Influence Learning the Entire Year**

**HOW? Every month, NCTE members:**
- 76% Lead PD for peers, with 38% leading PD every week—more than 8% higher than other leading literacy organizations and 16% higher than the national sample
- 69% Meet regularly with a collaborative inquiry group
- 49% Mentor/coach
- 35% Participate in formal online educator communities/networks

For more information on exhibiting with NCTE, visit our website at www.ncte.org/advertisers/exhibit.
Exhibit Space Rates

(All booths are sold in 10' x 10' increments.)
Inline Booth $1,500
Corner Booth $1,600
Furnishings, electricity, Internet, A/V equipment, and shipping drayage are not included.

Space Assignment

Priority points earned through exhibiting, advertising, and sponsorship determine the order of space selection. Exhibitors who have not earned priority points will be assigned booth space on a first-come, first-served basis after all companies with priority points have been assigned.

Service Information

All exhibitors with an assigned booth will receive a service kit with complete shipping instructions and information regarding booth furnishings.

The official general service contractor for the 2015 Convention is
Heritage Exposition Services
620 Shenandoah Avenue
St. Louis, MO 63104
314-534-8500
www.Heritageexpo.com

EXHIBITING INFORMATION

November 19–22
Minneapolis Convention Center

EXHIBIT HALL HOURS
Friday, November 20
12:00 p.m. – 6:00 p.m.
Saturday, November 21
9:00 a.m. – 5:00 p.m.
Sunday, November 22
9:00 a.m. – 1:00 p.m.

EXHIBITOR SETUP HOURS
Thursday, November 19
7:30 a.m. – 6:00 p.m.
Friday, November 20
8:00 a.m. – 11:00 a.m.

EXHIBITOR MOVE-OUT HOURS
Sunday, November 22
1:00 p.m. – 5:00 p.m.
Monday, November 23
8:00 a.m. – 5:00 p.m.
Exhibitor Benefits:

- Four complimentary full convention registrations (badges) per 10' x 10' booth space with access to general sessions ($1,300 value!)
- 8' draped back wall and 3' draped side wall
- 7" x 44" identification sign that includes company name and booth number
- Carpeting in the Exhibit Hall aisles
- Listing in the Convention Program if contract is received by September 7
- Listing in the Convention Preview if contract is received by May 18
- Listing on the NCTE Exhibit website
- 24-hour security inside the Exhibit Hall
- Limited (4) additional full convention registrations at discounted rate of $100; all others at full price.

Other individuals (including authors, consultants, colleagues, friends, and relatives) who may be associated with the company but are not working in the booth must pay regular conference registration fees.

Secure your booth now!
www.ncte.org/advertisers/exhibit

IMPORTANT DATES

EXHIBITING
Listings Due to Appear in Printed Program: August 14, 2015
Meet the Authors Information: September 11, 2015
Children’s Book Award Luncheon Author Table Host: October 6, 2015

ADVERTISING
NCTE Annual Convention Preview: May 8, 2015
NCTE Annual Convention Program: August 21, 2015

INSERTION ORDER DUE
May 8, 2015

ARTWORK DUE
May 15, 2015
August 28, 2015
EXHIBIT HALL HOURS
Friday, November 20
12:00 p.m. – 6:00 p.m.

Saturday, November 21
9:00 a.m. – 5:00 p.m.

Sunday, November 22
9:00 a.m. – 1:00 p.m.
2015 Annual Convention **Preview/Council Chronicle** Advertising

The 2015 Annual Convention **Preview**, appearing in the July 2015 issue of NCTE’s member magazine, *The Council Chronicle*, highlights major convention events, speakers, and exhibitors, and includes the registration form, housing details, and tourist information. With a circulation of more than 50,000, this publication is viewed again and again and often shared with colleagues. Connect with a large group of interested readers by placing an advertisement in this publication!

**Why Advertise in the Preview/Council Chronicle? REACH!**

- Your ad is available online in the digital edition.
- Expand your reach—be seen by NCTE members and more than 30,000 additional educators.
- Even more reach—*The Council Chronicle* is distributed to English departments and schools, especially in the Minneapolis/St. Paul area.

The **Preview/Council Chronicle** is your opportunity to build relationships with PreK–16 literacy educators thinking about attending the 2014 Annual Convention.

### RATES AND SPECIFICATIONS

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<th>Type</th>
<th>Full-page</th>
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<th>Cover 2</th>
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### Specifications

- **Full-page**
  - Ad size: 7" x 10"  
  - Trim size: 8 1/4" x 10 7/8"  
  - Bleed size: 9" x 11 1/2"
- **Half-page, horizontal**
  - Ad size: 7" x 4 7/8"

All files must be press-ready PDFs, 300 dpi for images; color files must be in CMYK format.

Reservations are due May 8, 2015.  
Artwork is due May 15, 2015.  
No agency commission

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**REACH CONVENTION ATTENDEES**

Rent an NCTE postal or email Convention Registration List
- Preconvention Mailing Lists $155/M
- Postconvention Mailing Lists $155/M
- Email Lists $300/M (Available between October and January)

Specs: Electronic Format, Excel (CSV): $50; one-time use only, item must be approved.
The 2015 Annual Convention Program is distributed to more than **6,500 attendees** and is the most-read and referenced book at Convention. Advertise in the 2015 NCTE Annual Convention Program to give your company additional traffic to your exhibit booth and added visibility. Also, this valuable resource travels back to thousands of schools and is shared with colleagues unable to attend. Don’t miss out on this premier opportunity to attract new customers!

For more information, please visit http://www.ncte.org/advertisers/advconv or contact:

Tisha Sarver  
(217) 278-3686  
mediasales@ncte.org

**DIGITAL AND PRINT ADVERTISING OPPORTUNITIES**

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<th>Rate</th>
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**Specifications**

- Full-page  
  - Ad size: 7” x 10”  
  - Trim size: 8 ¼” x 10 ¾”  
  - Bleed size: 9” x 11 ½”

- Half-page, horizontal  
  - Ad size: 7” x 4 7/8”

All files must be press-ready PDFs, 300 dpi for images; color files must be in CMYK format.

Reservations are due August 21, 2015. Artwork is due August 28, 2015.

No agency commission

Reach your target audience by advertising in an NCTE email to registrants!

NCTE regularly emails registrants prior to the Annual Convention to provide important updates on the event. Past emails have referenced attendee name badges, Wi-Fi access, the mobile app, and more! This is the perfect opportunity to promote activities at your booth in the Exhibit Hall.

$300 per 160 x 250 px digital advertisement (only 2 placements per email)
Elevate your convention presence to a new level by becoming a convention sponsor!

### Recognition Opportunities

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<tr>
<th>Recognition Opportunities</th>
<th>Diamond $40,000+</th>
<th>Platinum $30,000+</th>
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<td>General Session Custom Package</td>
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<td>Digital Custom Package</td>
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<td>Custom Items</td>
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<td>First-Time Attendee Breakfast Event</td>
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### Digital Visibility

- **Name/URL Recognition:** NCTE Social Media Spaces | Select 1–3 items
- **Name/URL Recognition:** NCTE Mobile App | Select 1–3 items
- **Logo Placement:** Convention Email Communications | Select 1–3 items
- **Logo Placement:** Convention Mobile App | Select 1–3 items
- **Logo Placement:** Convention and/or Event Website | Select 1–3 items

### Print-Based Visibility

- **Distributed Print Materials** | Select 2 items
- **Logo Placement:** July Convention Preview* | Select 1 item
- **Logo Placement:** November *Council Chronicle* Magazine | Select 1 item
- **Logo Placement:** Final Convention Program | Select 1 item

### Mailing Lists

- **Preconvention** | Select 2 items
- **Postconvention** | Select 1 item
- **Targeted List** | Select 1 item

### Signage Opportunities

- **Registration/Opening Session Hall (Banner or Window Clings)** | Select 2 items
- **Centralized Location Near Café Seating Area (Banner)** | Select 1 item
- **Escalator Area (Banner)** | Select 1 item
- **Stackable Signs (Large Cubes)** | Select 1 item
- **NCTE Central Area (Banner)** | Select 1 item
- **Digital Signage** | x

### VIP Exclusives

- **Private Hospitality Suite, by request** | Select 1 item
- **VIP Seating (transferrable)** | Select 1 item
- **1st Priority Selection Option for NCTE 2016** | Select 1 item
- **NCTE 2016 Site Visit Invitation (Atlanta, GA)** | Select 1 item
- **Convention Registrations (transferrable/call for details)** | Select 1 item

*(Pending contract signature by May 8)*

Contact Tisha Sarver at mediasales@ncte.org or 800-369-6283 (ext 3686) to discuss custom items and to arrange the sponsorship plan that is tailored just for you!
Extend your reach with targeted sponsorship opportunities

New This Year—Thematic Marketing Opportunities
As a supporting level sponsor, you can help enhance the member experience while broadening your reach through a small sponsorship donation. Support a new content theme in Minneapolis!

Literacy Learning Supporter – NCTE members are literacy learning experts and provide guidance on education issues vital to the teaching and learning of English language arts. This expertise is shared through the variety of thematic content provided during the Annual Convention.

First-Time Attendee Supporter – Each year we introduce and orient close to 500 new members to the organization and the Convention through special programs.

Diversity & Inclusion Supporter – NCTE is strongly committed to diversity and inclusion through our diversity policies, programs, and special initiatives.

Booth Traffic
Hotel Room Drop (your branded materials provided to a select number of attendees)
Gift Basket Raffle (create a custom branded gift or gift basket for an Exhibit Hall raffle)

For more information on sponsorship levels and recognition benefits, please visit www.ncte.org/advertisers/exhibit. You can also call us at (217) 278-3686 to discuss sponsorships in more detail.

CEL is an NCTE constituent group for literacy leaders of the National Council of Teachers of English.

Audience Description: Department Chairs, Literacy Coaches, Curriculum Coordinators, Lead Teachers, and Building and District-Level Administrators

Target Audience: 190

Dates: November 22–24, 2015

The Conference on English Leadership (CEL) fosters a professional community dedicated to building the leadership capacity of literacy educators, K–College. As literacy leaders, CEL members are important influencers and contributors to the English language arts community. CEL members author curricular and instructional materials and professional learning resources. They provide professional learning programming and mentoring for teachers who aspire to be leaders and leaders who educate from the classroom or work in close collaboration with classroom teachers.

Literacy leaders at all levels, such as those who belong to the Conference on English Leadership, also have a significant influence on buying decisions within 14,000 US school districts; in professional learning, curriculum, and instructional materials; and on learning technologies. Take, for instance, learning technologies purchasing. Drawing on a Johns Hopkins University Center for Research and Reform in Education study that surveyed and interviewed district leaders, educators, and learning technology developers, the 2014 report “Improving Ed-Tech Purchasing” revealed that only 23% of learning technology providers were satisfied with their ability to gain visibility in a school district. Although many school districts report that teachers have significant involvement in purchasing, providers report that those with the most influence are curriculum directors and chief academic officers, who in turn work closely with content area leaders in their schools.

Influential, involved decision makers: these are the members of CEL.

Literacy Leadership Sponsorships

Building Capacity for Literacy Learning

CEL Professional Learning Sponsorships ($4,000–$5,000) are premiere events and key components of the CEL convention experience. During these professional learning opportunities, keynote speakers deliver “just in time” presentations that raise awareness and increase knowledge of key issues and topics that impact teaching and learning. These professional learning programs also provide time for CEL members to connect with one another, share information about their programs and their work, and learn more about products and services provided by the program sponsor.

CEL Leadership Roundtables and Professional Networking Receptions ($3,000–$4,000) create a warm and supportive atmosphere for its leaders to connect around key issues and challenges in the field, while having opportunities to network with the current members and program sponsors. During these professional networking events, CEL leadership has the opportunity to celebrate the contributions and accomplishments of its membership.

The CEL Beverage Break ($3,000–$3,500) sponsor hosts up to two breaks during the CEL Annual Convention. CEL prides itself on its intimate culture and strives to create situations in which its members can talk with and learn from one another. All sponsors are encouraged to attend events and join in topical discussions.

Sunday, November 22
• Leadership Roundtable Discussions, 11:00 a.m.–12:15 p.m.
• CEL Sunday Evening Welcoming Reception, 5:30–6:45 p.m.

Monday, November 23
• Professional Learning: Literacy Leaders Breakfast Program, 8:00–10:00 a.m.
• Professional Learning: Literacy Leaders Luncheon, 12:45–2:00 p.m.
• CEL Monday Evening Professional Networking Reception, 5:00–6:00 p.m.
• CEL Beverage Break, 10:00–11:00 a.m.

Tuesday, November 24
• Professional Learning: Exemplary Leader Celebration Brunch, 11:00 a.m.–12:00 p.m.
• CEL Beverage Break, 7:45–9:15 a.m.

Professional Speaker Sponsorships (1,500+)

Literacy Leadership Sponsorship Benefits

Literacy Leadership sponsorships include the following:
• Access to the CEL Literacy Leaders mailing list
• Opportunity to provide greetings and/or a demo during selected events
• Opportunity to set up a display table and/or provide materials for all CEL attendees
• Special acknowledgment via social media postconvention
• Special recognition (logo and URL) on the CEL website
• Onsite signage
• Note: Literacy Leadership sponsorships count toward NCTE Annual Sponsorship Upgrade
Exhibiting, Advertising, and Sponsorship

PROSPECTUS

Please Route:
☐ Exhibit Coordinator
☐ Advertising Contact
☐ Sponsorship Coordinator
☐ Marketing Director

2015 NCTE Annual Convention
November 19–22, 2015
Responsibility, Creativity, and the Arts of Language

CONTACT NCTE TODAY!
ADVERTISING/SPONSORSHIP/EXHIBITING
Tisha Sarver
(217) 278-3686
mediasales@ncte.org
www.ncte.org/advertisers/exhibit

The National Council of Teachers of English is a nonprofit organization dedicated to improving the teaching and learning of English and the language arts at all levels of education. Our members include many of the best minds in English language arts and writing studies. The Council annually publishes 10 journals, organizes conferences and conventions, and has developed position statements on a variety of education issues vital to the profession. NCTE is a leader partner in the National Center for Literacy Education and works with more than 30 related organizations to advance the profession.