NATIONAL ASSOCIATION FOR
Gifted Children
64th Annual Convention
Charlotte, NC | November 9-12, 2017

EXHIBITOR & SPONSORSHIP
Prospectus

Shining a Light on Gifted Children

www.nagc.org
The National Association for Gifted Children (NAGC) Annual Convention is the largest gathering devoted to gifted and talented education. Our convention brings together nearly 3,000 individuals from around the world who are dedicated to supporting the needs of high-ability children.

Join us in Charlotte, NC, from November 9–12, 2017, for the NAGC 64th Annual Convention.

NAGC is a global network reaching more than 25,000 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.
We invite you to showcase your company or organization to our teachers, school administrators, researchers, university faculty, and parents of gifted children.

Why Exhibit at NAGC?

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

- **EXPOSURE** Market your organization and raise brand exposure to the entire gifted education community.

- **NETWORKING** Enhance relationships with gifted education leaders and classroom teachers, as well as parents of gifted and talented children.

- **EDUCATION** Receive complimentary registrations to all educational sessions and events.

- **DEMONSTRATIONS** Give attendees hands-on access to your products.
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

Growing Attendance Numbers

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Expected Attendance</th>
</tr>
</thead>
<tbody>
<tr>
<td>2017</td>
<td>Charlotte, NC</td>
<td>2,800</td>
</tr>
<tr>
<td>2016</td>
<td>Orlando, FL</td>
<td>2,750</td>
</tr>
<tr>
<td>2015</td>
<td>Phoenix, AZ</td>
<td>2,305</td>
</tr>
</tbody>
</table>

“We’ve never been before and were surprised to see so many public school teachers. We liked that there were a variety of attendees: parents, administrators, teachers, etc."

— NAGC16 First Time Exhibitor
Who should Exhibit at NAGC?

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

“Kendall Hunt Publishing Company is proud to support NAGC and their mission for gifted children, their parents and educators. Exhibiting at NAGC is a no-brainer for anyone with products that serve the gifted market. From administrators and gifted teachers to parents of gifted children, those in attendance are passionate about education and eager to view what’s on the market.”

— Kendall Hunt Publishing

• 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
Past Exhibitors include:

- Desert Community Robotics
- Destination ImagiNation, Inc.
- Development
- Development Center
- DGPP Publishing
- 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
- Edgenuity
- Engine-Uity, Ltd.
- Equal Exchange Fundraising
- ERB-Educational Records Bureau
- Executive Functioning Success
- Exhibitor Name
- FACEng MATH
- Feel Good, Inc.
- Feynman School
- Fit to a Tee
- Florida Institute of Technology
- Forman School
- Fox Imaging
- Free Spirit Publishing
- Frog Publications
- Future Problem Solving Program
- Gamestar Mechanic
- Gary K. Herberger Young
- Scholars Academy
- Genius Coaching
- GiftedandTalented.com
- 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
- InspriED Educators
- Interest/Storypath
- International Baccalaureate
- Americas
- International Connections Academy
- Invent Now / Camp Invention
- Jack Kent Cooke Foundation
- Jodie Mahony Center for Gifted
- Education
- Johns Hopkins Learning
- 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
- Kiwi Kids Catalog
- Knowysys Test Prep
- Laurel Springs School
- Learning
- LEGO Education North America
- Level Up Village
- LifeBound
- Learning
- Love Publishing Company
- M Folz
- Madison REACH Program
- Marie's Words Inc
- Mangrove College
- Math Olympiads/MEOMS
- MathTwister, LLC
- Meridian Stories
- Midtown International School
- Mind Valve Press
- Mindworx Educational Services
- Mirman School
- My Own New Biz
- Nathan Levy Books LLC
- National Beta Club
- Nexus Academy of Indianapolis
- 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
- Pitso Education
- Project Exploration, LLC
- Pruurft I.ck Press, Inc.
- Purdue University / GERI
- Regis University College for
- Professional
- Renzulli Learning, a
- Division of Compass
- Riverside Publishing
- RJ/B/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
- Sea Camp / Talented & Gifted
- Texas A&M
- SENG Supporting Emotional
- Needs of the Gifted
- Sequoia Choice – Arizona
- Distance Learning
- Set Enterprises, Inc.
- Shattuck-St. Mary's School
- SimplyFun
- SoulSpark
- Space Camp & Aviation Challenge
- Speed Stacks, Inc.
- Spy Alley Partners
- Stanford EPGY
- Stanford Pre Collegeiate Studies
- Stargate School 'The Gifted Solution'
- Summer Institute for the Gifted
- Super Duper Publications
- Symcarrn More
- Talents Unlimited
- Tangible Play Inc.
- Taylor & Francis Group
- Texas Instruments
- The Logan School for
- Creative Learning
- The National Beta Club
- The Grayson School
- The Oxford Academy
- Thomas Geale Publications Inc.
- Tin Man Press
- Tomorrow's Dreams
- Transatlantic Outreach
- Program/Goeethe-Institute
- Truman Institute at Truman
- State University
- University of Central Arkansas
- University of Cincinnati
- University of Colorado,
- Colorado Springs
- 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 Missouri Online
- Gifted Programs
- University of Northern Colorado
- University of Oregon Summer
- Enrichment
- University of Virginia
- Usborne Books & More
- UW Robinson Center for
- Young Scholars
- Venture Pearls & Sculpture
- Virtual Learning Academy
- Charter School
- Volare Leadership
- West Love
- West Virginia University
- Whitaker's
- Wholemovement
- William & Mary Center for
- Gifted Education
- Wisconsin Center for Academically
- Talented Youth
- WordMasters
- World Council for Gifted and
- Talented Children WCGTC
- YMMR, Inc/The Ultimate Puzzle
- You Can Do The Rubiks Cube
- Zometool, Inc

QUESTIONS? Please contact Deanne Rockola Altman 301-200-4616 ext. 103
Charlotte, NC • November 9-12, 2017
Booth Package

- 10’ x 10’ booth
- 8’ tall back drape, draped side rails
- Skirted 6’ Table and 2 chairs
- ID sign
- Booth carpeting
- Name and description listing in our convention program, app and website
- Two complimentary convention registrations, good for access to all NAGC Convention activities (including keynotes, mini-keynotes, concurrent sessions, and evening events)
- Post-show attendee address list, upon request
- Optional lead tracking (additional fee applies)

NAGC 64th Annual Convention Exhibition Hall Hours

Please note that times are subject to change.

**Thursday, November 9**
- 8:00 am – 3:30 pm Exhibit Booth Setup
- 4:30 pm – 7:00 pm Opening Reception - Exhibit Hall Open

**Friday, November 10**
- 9:00 am – 5:00 pm Exhibit Hall Open

**Saturday, November 11**
- 9:00 am – 3:00 pm Exhibit Hall Open
- 3:00 pm – 5:00 pm Exhibit Booth Dismantle

**Complimentary Exhibit Hall Only Pass** – Parents, teachers, and others from the local gifted community will be offered passes to the Exhibit Hall on Saturday, November 11, 2017. Please share the unique benefit with your local clients.

Booth Pricing

<table>
<thead>
<tr>
<th>Early Bird Rate (by March 31, 2017)</th>
<th>Rate (after March 31, 2017)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard 10x10 $1,175</td>
<td>Standard 10x10 $1,375</td>
</tr>
<tr>
<td>Non-profit 10x10 $1,125</td>
<td>Non-profit 10x10 $1,325</td>
</tr>
</tbody>
</table>

In addition to the booth rental rates, some locations have additional fees.

- Corner fees $150
- End cap fees $450 (Two 10x10s booths open to aisles on all 3 sides)

Pricing for other booth configurations available upon request. Each booth will receive two complimentary full access Convention registrations. All other registrations are full price.

**CANCELLATION POLICY**

**If the exhibitor cancels on or before July 31, 2017**
A service charge of $100 will be assessed for each 10’x10’ booth area. The balance will be refunded to the exhibitor after the exhibition has ended.

**If the exhibitor cancels after July 31, 2017**
The entire booth rental fee is forfeited. Canceling forfeits all of its complimentary meeting registrations. NAGC may cancel the exhibitor’s booth space for cause at any time and retain the entire rental fee.
“Having a booth at the NAGG annual conference is always a great, interactive experience. You get to exchange ideas with your supporters and others interested in gifted education while gaining more attention for what you bring to the table.”

— Duke TIP
Hotel

The official hotel is The Westin Charlotte:

The Westin Charlotte
601 South College Street
Charlotte, NC 28202
Phone: 704-375-2600

SPECIAL GROUP RATE:
$199.00 plus tax

Book your hotel now:

RESERVATION DEADLINE:
October 10, 2017

General Service Contractor

Brede Exposition Services is the General Contractor for the NAGC show. Exhibitors will receive an electronic exhibitor service kit at least 60 days prior to the show with information on electrical, carpet, furnishings, equipment rental, materials shipping and receiving, etc.

LOCATION
Charlotte Convention Center, Hall C
501 South College Street
Charlotte, NC 28202
Phone: 704-339-6000

SHOW CONTACT
Exhibits and Sponsorship Manager
Deanne Rockola Altman
301-200-4616 ext. 103
Email: NAGCexhibits@sponsorshipboost.com
The NAGC 64th Annual Convention at the Charlotte Convention Center in Charlotte, NC from November 9-12, 2017, not only offers an exhibit hall to showcase your products and services, but also multiple advertising and sponsorship opportunities to increase awareness among attendees.

Each of the sponsorships or advertising options provide brand exposure to you while effectively delivering a message of commitment to schools, teachers, parents, and gifted children.

You have the option of choosing a distinct Sponsorship Level or a specific sponsorship option.

QUESTIONS? Please contact Deanne Rockola Altman 301-200-4616 ext. 103
Sponsorship Prospectus

TITLE SPONSOR $40,000
Show your dedication to the gifted community with a Title sponsorship!

Title Sponsorship
Custom Proposal

VALEDICTORIAN $20,000
Show your dedication to the gifted community with an exclusive Valedictorian level sponsorship! (choose one of the following)

Networking Niche
The NAGC Networking Niche will be located in the exhibit hall. This popular destination hosts selfies and gives attendees a chance to network with colleagues and leaders in gifted education. Your company name and logo will be associated with all marketing material on the website, onsite program and app. The Sponsor logo will also be included on the selfie sign and all signs in the Networking Niche.

CornerChat
The CornerChat, located at the Networking Niche, hosts live interviews with leaders and legends in the field of gifted education. Interviews are conducted by an NAGC representative. Your company name and logo will be associated with all marketing material on the website, onsite program, and app. The sponsor name or logo will be included in the promotion of CornerChat interviews and onsite signage. In addition, your company can have an interview with up to 2 representatives of your choice.

Javits-Frasier Scholarships and Reception
Cover 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, as well as place a printed piece on the chairs or have tabletop displays.

Valedictorian Level Sponsors also receive:
• Full Page advertisements in both PHP and THP publications
• Full Page B&W advertisement in NAGC 2017 Onsite Program
• Logo on NAGC 2017 website, app, onsite program and onsite signage
• Pre- and post- convention attendee list (mailing address only)
• Totebag insert
• 4 Full Convention registrations
• 12-month listing in NAGC Gifted and Talented Resources Directory
SALUTATORIAN $10,000

Show your dedication to the gifted community with a Salutatorian level sponsorship!
(choose one of the following)

Conference Tote Bag
Distributed to all attendees, the bag will include your logo artwork, the name of the convention, and the NAGC convention logo.

Welcome Reception
This evening event for attendees is a chance to welcome attendees to the NAGC 2017 Convention. Located in the exhibit hall, attendees can network with new colleagues, greet old friends, and review the exhibitors. Sponsor representative may welcome those attending. Your company name and logo will be associated with this reception on the website, brochures, onsite program, and app.

Celebration of Excellence Reception
This Saturday evening event for Convention attendees is a celebration of gifted education, award winners, leaders, and talent showcase of g/t teachers and students! Sponsor representative may welcome those attending. Your company name and logo will be associated with this reception on the website, brochures, onsite program and app.

Badge Holders/Lanyards
A highly visible vehicle for your logo—your logo will appear on all lanyards worn by attendees, speakers, and exhibitors.

General Session
NAGC general sessions are well attended and a highlight of the convention schedule. Your company name and logo will be associated with the chosen general session on the website, brochures, onsite program, and app. You may also choose to place a printed piece on the chairs.

E. Paul Torrance Creativity Lecture
This event showcases the role of engaging creativity in young minds and nurturing high-ability students. Your company name and logo will be associated with this lecture on the website, brochures, onsite program, signage and app. You may also choose to place a printed piece on the chairs.

Salutatorian Level Sponsors also receive:
- Full Page advertisements in both PHP and THP publications
- Full Page B&W advertisement in NAGC 2017 Onsite Program
- Logo on NAGC 2017 marketing materials, including website, app, onsite program and onsite signage
- Pre- and post-convention attendee list (mailing address only)
- Totebag insert
- 3 Full Convention registrations
- 12 month listing in NAGC Gifted and Talented Resources Directory
Show your dedication to the gifted community with a Dean’s List level sponsorship!
(choose one of the following)

**Poster Gallery**
The Poster Gallery is in the Exhibit Hall and is a popular destination. Your company name and logo will be listed as the presenting sponsor on the website, brochures, onsite program, signage, and app.

**Roundtable Discussions**
The Roundtable Discussions are in the Exhibit Hall and are very well attended. Your company name and logo will be listed as the presenting sponsor on the website, brochures, onsite program, signage, and app.

**Water Bottles**
NAGC will give away reusable water bottles with the sponsor’s logo to each attendee. Two water coolers with signage including the sponsor logo will be displayed at the convention.

**Charging Station**
Mobile phones and tablets are used constantly throughout the convention; attendees check session titles, presentation slides and speaker bios. Unfortunately the devices need charging often! Attendees can relax at this rest area and talk with friends, all while their devices are being charged. The charging station will be prominently located in the front of the exhibit hall and near registration. Your sponsorship includes 2 charging tables with your custom graphics, 1 daily App notification recognizing sponsorship, and 1 floor sticker placed in front of sponsor booth.

Dean’s List Level Sponsors also receive:
- Full Page advertisements in PHP or THP publications
- Full Page B&W advertisement in NAGC 2017 Onsite Program
- Logo on NAGC 2017 marketing materials, including website, app, onsite program, and onsite signage
- Pre- and post-convention attendee list (mailing address only)
- Totebag insert
- 2 Full Convention registrations
- 12 month listing in NAGC Gifted and Talented Resources Directory
HONOR SOCIETY $5,000

Show your dedication to the gifted community with an Honor Society level sponsorship!

(choose one of the following)

WIFI
Imagine how appreciative attendees will be to have WIFI access for all their devices. Sponsor name and logo will appear on onsite signage, website, onsite program book, and app.

Column Wrap
Custom Graphics on one column wrap (4 panels) placed in high attendee traffic area at the convention.

Honor Society Level Sponsors also receive:

- 1/2 Page B&W advertisement in NAGC 2017 Onsite Program
- Logo on NAGC 2017 marketing materials, including website, app, onsite program, and onsite signage
- Pre- and post- convention attendee list (mailing address only)
- Totebag insert
- 2 Full Convention registrations
- 12 month listing in NAGC Gifted and Talented Resources Directory

“Thank you for one of the best conferences I have attended in years. I had the best time and learned so much.”
— 2016 Attendee
HIGH HONORS $3,000

Morning & Afternoon Breaks
Have your company name and logo associated with a morning or afternoon break on the onsite signage, website, brochures, onsite program, and app.

Carpet Footprint
Advertise your company logo on the carpet footprint floor stickers placed throughout the convention to direct traffic.

Administrator Award
This award recognizes an individual who has made a significant contribution to gifted education. Your company name and logo will be listed as the presenting sponsor on the website, brochures, onsite program, and app.

HONOR ROLL $1,500

Aisle Floor Stickers
Each exhibit hall aisle has two (2) floor stickers marking the aisle numbers. These stickers are at the front and back section of the exhibit halls. Advertise your company logo and booth # on the aisle floor sticker of where your booth is located. Only one company per aisle is allowed.
À La Carte Sponsorships & Advertising

NAGC 2017 is excited to offer some new sponsorship opportunities designed to maximize exposure for your company and or products. These sponsorships are not part of a specific level but designed around a specific event or advertising opportunity.

Print Advertising

Convention Program Book

All 2017 NAGC attendees receive a program book in their totebag. The NAGC program book contains the full listing of educational sessions. Showcase your organization with an ad in our souvenir NAGC 64th Annual Convention program book.

<table>
<thead>
<tr>
<th>Sponsorship</th>
<th>Cost</th>
<th>Description</th>
</tr>
</thead>
<tbody>
<tr>
<td>Back Cover (4/c)</td>
<td>$3,500</td>
<td>7.5” w x 10” high no bleeds; 8.75” w x 11.25” h with bleeds</td>
</tr>
<tr>
<td>Inside Back Cover (4/c)</td>
<td>$2,800</td>
<td>7.5” w x 10” high no bleeds; 8.75” w x 11.25” h with bleeds</td>
</tr>
<tr>
<td>Inside Front Cover (4/c)</td>
<td>$2,800</td>
<td>7.5” w x 10” high no bleeds; 8.75” w x 11.25” h with bleeds</td>
</tr>
<tr>
<td>Center Spread (4/c)</td>
<td>$3,200</td>
<td>16”w x 10” h with no bleeds; 17.25” w x 11.25” h with bleeds</td>
</tr>
<tr>
<td>Full Page (4/c)</td>
<td>$1,800</td>
<td>7.5” w x 10” high no bleeds; 8.75” w x 11.25” h with bleeds</td>
</tr>
<tr>
<td>Full Page (B/W)</td>
<td>$1,200</td>
<td>7.5” w x 10” high no bleeds; 8.75” w x 11.25” h with bleeds</td>
</tr>
<tr>
<td>Half Page (4/c)</td>
<td>$950</td>
<td>7.5” w x 5” h (does not bleed)</td>
</tr>
<tr>
<td>Half Page (B/W)</td>
<td>$650</td>
<td>7.5” w x 5” h (does not bleed)</td>
</tr>
</tbody>
</table>

Print Deadlines:
Insertion order due Aug 1, 2017
Ad material due Aug 15, 2017

Totebag Inserts

Insert your advertising flyer in the totebag that each NAGC 2017 attendee receives at registration. Insertion order due Sept 15, 2017.

Totebag Inserts $1,200
Networking Table  $250/hour

Located in the NAGC 2017 exhibit hall! Sponsor can showcase games, hold a book signing, or conduct a product demonstration.

Each sponsor receives the following:
- 1 sign with your company name
- Two 6’ tables near the Networking Niche in the NAGC 2017 Exhibit Hall
- 1 hour opportunity for exclusive “game playing, book signing, product demo” with attendees during exhibit hall hours
- 1 app alert
- Logo on all Networking Table marketing – NAGC website, app, and onsite program

Maximum 10 (5 Friday, 5 Saturday)
Price: Exhibitor Rate $250/hour  Non exhibitor rate – call for pricing.

E-blasts  $1,500

Have NAGC send out your custom marketing message to attendees prior to the convention. Only one sponsored eblast sent out each week. (8 available)

Banner Ad  $1,000

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

Spy for a Prize  $500

Your company Logo will be placed as a sponsor on all marketing for Spy for a Prize. Your logo will be included at the bottom of your game board located at your booth. Attendees will be encouraged to visit your booth to unscramble the words to make a sentence. Prizes will be given to participating attendees through random drawing. ONLY 10 Available – Must have a minimum of 6 sponsors.

App  $50

Enhanced Exhibitor listing. Add your logo to your online exhibitor listing.

“What a fantastic convention! Looking forward to next year.”
— SIG participant
Exhibitor workshops offer the ability for companies to describe their products/services in a presentation-style format. These presentations are an opportunity for a more detailed presentation than can be offered in the exhibit booth.

**NAGC workshops:**
- 1 hour in length
- Scheduled during convention educational breakout sessions, not during breaks or lunches
- Only 1 workshop per company/organization

**Available times:**

<table>
<thead>
<tr>
<th>Date</th>
<th>Morning</th>
<th>Midday</th>
<th>Afternoon</th>
</tr>
</thead>
<tbody>
<tr>
<td>FRIDAY, NOVEMBER 10</td>
<td></td>
<td></td>
<td></td>
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<tr>
<td>SATURDAY, NOVEMBER 11</td>
<td></td>
<td></td>
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</tr>
</tbody>
</table>

- Held during concurrent sessions
- 1 exhibitor workshop per time slot
- Held in concurrent meeting workshop rooms
- 9 total

$500 per event