2020 CCCC
ANNUAL CONVENTION
EXHIBITOR & SPONSOR PROSPECTUS

EXHIBIT

SPONSOR

ADVERTISE

MARCH 25-28, 2020
MILWAUKEE, WI

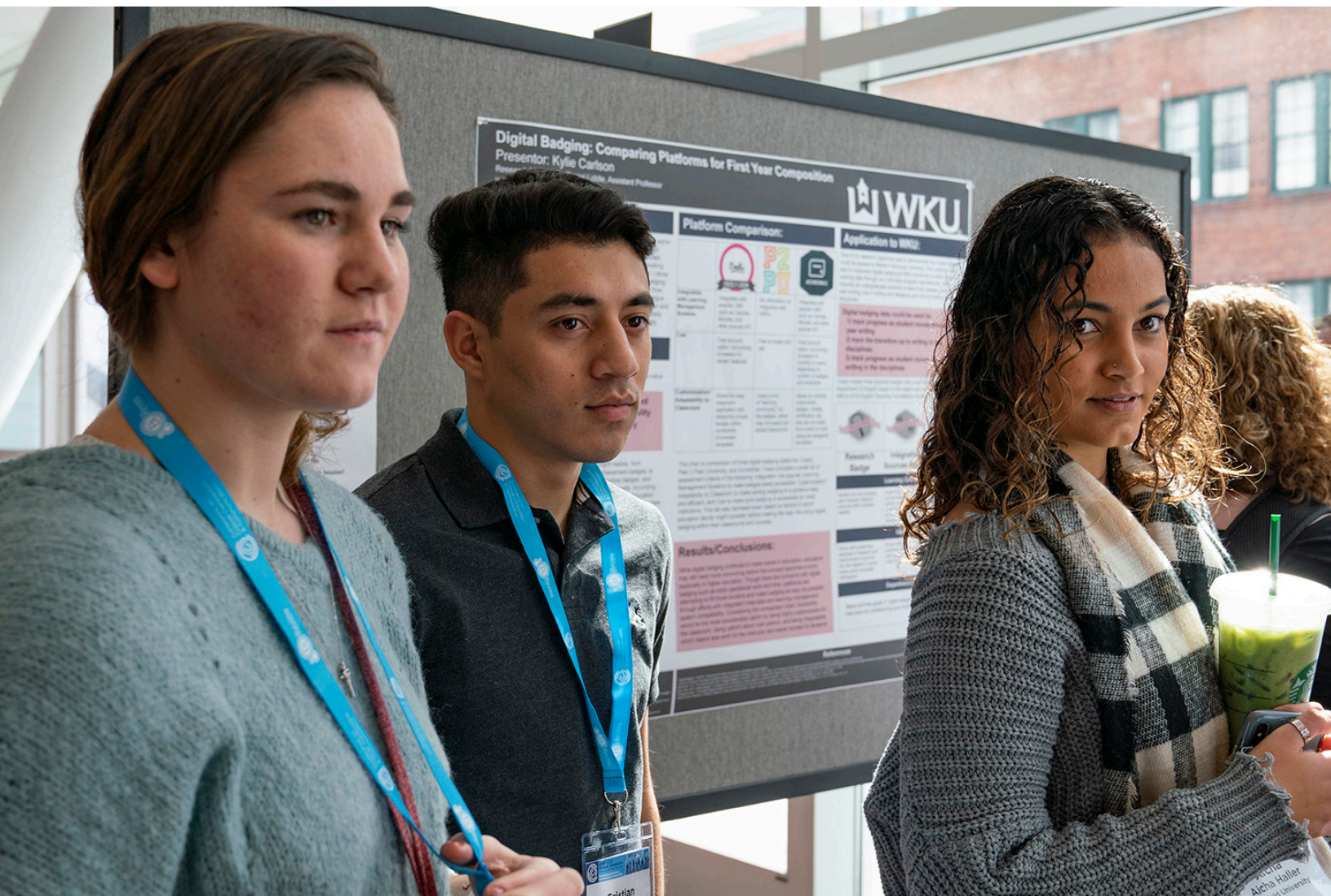**! SEE PAGE 6 FOR TYCA CONFERENCE OPPORTUNITIES**

Convention Theme: Considering Our Commonplaces

Join us at the Wisconsin Center in Milwaukee for the 2020 CCCC Annual Convention and take advantage of the opportunities to interact with over 3,000 college-level educators focused on teaching writing. Attendees are two-year and four-year college-level faculty interested in discussing and sharing research with colleagues from across the nation and around the world, learning the latest methods in teaching composition across the levels, and meeting and learning from people with similar interests. Be a part of the CCCC Annual Convention during this critical moment, when writing has become the work of our time.

Top 5 Reasons to Exhibit at CCCC

1. Interact with leaders in the field of composition and rhetoric—CCCC Convention attendees represent more than 1,200 institutions of higher education in the nation.

2. Establish your company as a leader in the language education marketplace.

3. Strengthen and cultivate your relationships with customers and potential authors.

4. Increase your visibility and add value to your brand.

5. Demonstrate and sell your products and services on the show floor.

Who Attends?

- Professors
- Deans and Department Heads
- Instructors/Lecturers
- Teacher Educators
- Adjunct/Part-Time Faculty
- Classroom ELA Teachers
- Students/Grad Students

Exhibit Space Rates

Per 10′ x 10′	Rate
In-Line Booth	$1,260
Corner Booth	$1,365

Furnishings, carpet, electricity, internet, A/V equipment, and shipping/drayage are not included.

Floor Plan

floorplan.dc.smithbucklin.com/fxfloorplan/20cccc/#floorplan

Exhibitor Benefits

- Four complimentary full-convention registrations (badges) per 10′ x 10′ booth space, with access to general sessions (value of $920)

- Additional full-convention registrations can be purchased for $100 each.

- 8′ draped back wall and 3′ draped side walls

- 7″ x 44″ identification sign including company name and booth number

- Listing in the Convention Program if exhibit space paid for by January 17, 2020

Exhibit Hall Hours

Thursday, March 26
10 a.m.–6 p.m.
Friday, March 27
8 a.m.–5 p.m.
Saturday, March 28
10 a.m.–1 p.m.

Exhibitor Set-Up:
Wednesday, March 25
8 a.m.–5 p.m.

Exhibitor Move-Out:
Saturday, March 28
1 p.m.–5 p.m.

Exhibiting Deadlines

- November 24, 2019: Space assignments begin

- January 17, 2020: Last day to get your payment in to be listed in the program book

Reserve your booth today! Contact Liz Barrett at ebarrett@townsend-group.com or 202-367-1231.

Sponsorship Options

CCCC Convention Attendee Events and Receptions
$2,000 *(eight opportunities)*
CCCC hosts several plenary events and receptions that are open to all attendees. Benefits include
- Company name and logo recognition on the CCCC Convention sponsor webpage
- Sponsor recognition in the CCCC mobile app
- Signage recognizing the sponsor's support near the event/reception
- Opportunity to provide a seat- or table-drop during the event/reception

Choose from the following options:
1. Thursday Morning Newcomers' Coffee Hour
2. Thursday Morning Opening General Session
3. Thursday Evening Scholars for the Dream Award Reception
4. Thursday Evening Anzaldúa Award Reception
5. Friday Morning Mentoring@Cs/WPA Graduate Organization Mentoring Event
6. Friday Evening CCCC Awards Session
7. Friday Evening Cross-Caucus Engagement Event
8. Friday Evening Big Truckin' Food Fair with live entertainment, games, and activities

CCCC Professional Equity Project
$5,000 *(five opportunities)*
The program provides up to 40 travel grants of $325 each to adjunct, contingent, and part-time writing faculty at two-year and four-year institutions. In many cases, these faculty would not be able to attend

the CCCC Annual Convention without this funding. Benefits include
- Company name and logo recognition on the CCCC Pep Award and CCCC Convention sponsor webpages
- Sponsor recognition in the CCCC mobile app
- Signage recognizing the sponsor's support near the registration desk
- Preconvention mailing list of attendees

Digital Sponsor
$5,000 *(two opportunities)*
Become a premier sponsor by providing wireless internet for attendees. Benefits include
- Company name and logo recognition on the CCCC Convention sponsor webpage
- Sponsor recognition in the CCCC mobile app
- Signage recognizing the sponsor's support near the registration desk with physical and online announcements of Wi-Fi access information
- Preconvention mailing list of attendees

Convention Mobile App
$4,000 *(two opportunities)*
Your sponsorship will provide a convention mobile app for all convention attendees. Benefits include
- Banner ad within the mobile app
- Company name and logo recognition on the CCCC Convention sponsor webpage
- Sponsor recognition in the CCCC mobile app
- Signage recognizing the sponsor's support near the registration desk

Convention Lanyards
$3,000
Make a big impact. Have your logo printed on the official lanyards which will be worn by all convention attendees.

C's the Day Engagement Game
$2,000
This popular experience first debuted in 2011 as a lively, fun way for attendees to network and increase their involvement in the convention. Be a part of this exciting partnership. Benefits include
- Company name and logo recognition on the CCCC Convention sponsor webpage
- Sponsor recognition in the CCCC mobile app
- Signage in a high-traffic area near the C's the Day desk

CCCC Action Hub
$500 *(two opportunities)*
Various organizations, events, and activities host informational and activity-based tables in a collaborative, high-traffic space, including groups connecting to local issues, CCCC accessibility, and a popular welcome station for new convention attendees. Benefits include
- Company name and logo recognition on the CCCC Convention sponsor webpage
- Sponsor recognition in the CCCC mobile app
- Signage in a high-traffic area near the Action Hub

Please note: If applicable, sponsors are required to deliver seat- or table-drop materials directly to the location of the sponsored event. Please contact ncte@townsend-group.com for more information.

CCCC Annual Convention Program

The CCCC Convention Program is provided to all 3,000 attendees and is used to plan their personal convention schedule and visits to the Exhibit Hall. What's more, the entire program will be uploaded to the CCCC Convention website for added exposure long after the show ends.

Space: January 17, 2020 | Artwork: January 25, 2020

Advertising Rates & Specs

Ad Size	Color	Net Rate
Cover 4	Four-color	$1,470
Cover 2 or 3	Black-and-white	$1,260
Full Page	Black-and-white	$1,050
Half Page	Black-and-white	$840

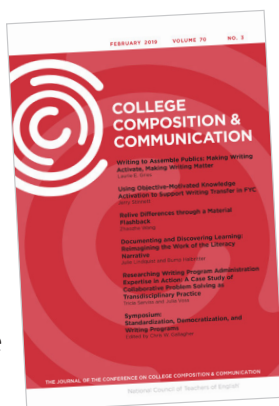*Trim: 6" x 9" | Full page and covers: 5" x 7.625" | Half page: 5" x 3.75"*

Please submit high-resolution PDF to The Townsend Group at ncte@townsend-group.com.

View the 2019 program:
https://cccc.ncte.org/cccc/2019-cccc-convention-program/

CCC Journal

College Composition and Communication is the journal of the Conference on College Composition and Communication. *CCC* publishes research and scholarship in composition studies that support those who teach writing at the college level. Articles for *CCC* stem from a number of fields and are relevant to the work of college writing teachers and responsive to recent work in composition studies. *CCC* is published February, June, September, and December. Contact Liz Barrett at ebarrett@townsend-group.com to advertise in *CCC*.

CCCC List Rental

Reach CCCC attendees with a brochure, flier, postcard, or other print piece when you rent the mailing or email list!

• Postal Mailing List: $155/M
• Email List: $300/M

Mailing and email lists are provided in electronic format. Rate does not include a $50 processing fee. One-time use only. Mailing item and email content are subject to NCTE approval. Contact Liz Barrett at ebarrett@townsend-group.com for more information.

2020 TYCA Conference
Milwaukee, WI | March 25 | Hashtag: #TYCA
Visit: www2.ncte.org/groups/tyca/2020-tyca-conference

Conference Theme: Transforming Our Profession for a Sustainable Future

Offered in conjunction with the 2020 CCCC Annual Convention, the second national Two-Year College English Association (TYCA) Conference is an opportunity for attendees to come together to continue conversations from the 2019 Conference and explore strategies for transforming national organizations, our campuses, and our own professional lives for a sustainable future. Visit https://ncte.org/groups/tyca/2020-tyca-conference/ for programming information.

- **Expected Attendance**: 300
- **Registration Rate**: $150 ($260 with CCCC 2020 Convention registration included)
- **TYCA Luncheon**: $45

Sponsorship Options

TYCA Conference Sponsor
$5,000
Choose one of the following options:
- **Opening Session**: Includes an opportunity to provide a chair drop.
- **Luncheon**: Includes signage, five tickets to the TYCA Luncheon, and acknowledgement in opening remarks and luncheon program.
- **Poster Session**: Includes signage. The TYCA Posters will be displayed on bulletin boards in the main meeting room.

Additional benefits include
- Two TYCA Conference registrations
- Full-page ad in the March conference issue of TETYC (deadline January 15)
- Company recognition in welcoming comments
- Company name and logo recognition on the CCCC Convention sponsor webpage

- Sponsor recognition in the CCCC mobile app
- Signage near the TYCA Conference Opening Session and other locations during the Wednesday Conference
- Preconference mailing list of TYCA Conference attendees

Diana Hacker TYCA Outstanding Programs in English Awards
$3,500
The Diana Hacker TYCA Outstanding Programs in English Awards for Two-Year Colleges and Teachers are given annually and honor two-year teachers and their colleges for exemplary programs that enhance students' language learning, helping them to achieve their college, career, and personal goals. Benefits include
- Company name and logo recognition on the CCCC Convention sponsor webpage and TYCA Luncheon program

SOLD

- Sponsor recognition in the CCCC mobile app
- Signage near the TYCA Luncheon room
- Opportunity to speak for 2–3 minutes at the TYCA Luncheon

Registration Handout
$500
Sponsors receive three tickets to the TYCA Luncheon, recognition

TYCA Table Sponsors
$450 *(limited opportunities)*
Sponsors receive three tickets to the TYCA Luncheon, recognition in the luncheon program, and event signage including a table top sign on the table sponsored.

CONTACT US

NCTE
www.ncte.org

Exhibit, Sponsorship & Ad Sales
Liz Barrett
National Sales Manager
Phone: 202-367-1231
ebarrett@townsend-group.com