



2021 CCCC Virtual Annual Convention

April 7-10

EXHIBITOR & SPONSOR PROSPECTUS

Explore the virtual exhibit, sponsorship, and advertising opportunities that will connect you with thousands of college-level educators with a focus on teaching writing.

Updated February 2021

THE CONVENTION FOR COLLEGIATE LEADERS IN COMPOSITION EDUCATION

Join us for the 2021 CCCC Virtual Annual Convention and take advantage of the opportunities to interact with over 1,500 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.

For more information and to reserve space, contact Liz Barrett at 202-367-1231 or visit cccc.ncte.org/cccc/conv.

Top 5 Reasons to Exhibit

- CCCC attendees represent more than 1,200 institutions of higher education in the nation.
- Establish your company as a leader in the language and literacy education marketplace.
- Strengthen and cultivate your relationships with customers and potential authors.
- Demonstrate and sell your products and services.
- Increase your visibility and add value to your brand.

Who Attends?

- Professors
- Deans
- Department Heads
- Instructors
- Lecturers
- Teacher Educators
- Non-Tenure-Track Faculty
- Classroom ELA Teachers
- College Students
- Graduate Students

VIRTUAL BOOTH RATES

Virtual Booth Features & Benefits	STANDARD BOOTH \$895	PREMIUM BOOTH Sponsor Packages Only (see page 5)
Premier placement with dedicated Action Hub for Gold, Silver, and Bronze sponsors (limit 9 per level)		✓
Standard listing in the main virtual Action Hub	✓	
Customizable company profile (logo, description, unlimited documents, video slot, and customizable booth background/images)	✓	✓
Live chat capability (chat with entire group of visitors or private chats with individuals)	✓	✓
Live private video chat capability (video chat with individuals in your booth)	✓	✓
Complimentary full registrations per booth (\$100 for each additional registration)	6	15
Booth reporting at the end of each day	✓	✓
Leave a Business Card function (great for booth giveaways)	✓	✓
Inclusion in gamification capability to encourage attendee traffic to the Action Hub	✓	✓
Logo in Action Hub	✓	✓
Company listing in the online Convention Program	✓	✓
Live event help via pop-up chats	✓	✓
Access to weekly booth-building demo calls before the Convention	✓	✓
Access to platform until May 30, 2021	✓	✓
Booth Giveaway Listing	✓	✓

Contact Liz Barrett at ebarrett@townsend-group.com or 202-367-1231 to reserve your virtual booth.

KEY EXHIBITOR INFORMATION

Action Hub Hours

CCCC recommends that exhibitors staff their booth during general and dedicated Action Hub hours.

Wednesday, April 7
Action Hub Grand Opening!
7:30 – 8:30 p.m. DEDICATED TIME

Thursday, April 8
2:30 – 6:00 p.m.
2:30 – 3:00 p.m. DEDICATED TIME
4:00 – 4:30 p.m. DEDICATED TIME
5:30 – 6:00 p.m. DEDICATED TIME

Friday, April 9
3:30 – 7:00 p.m.
3:30 – 4:00 p.m. DEDICATED TIME
5:00 – 5:30 p.m. DEDICATED TIME
6:30 – 7:00 p.m. DEDICATED TIME

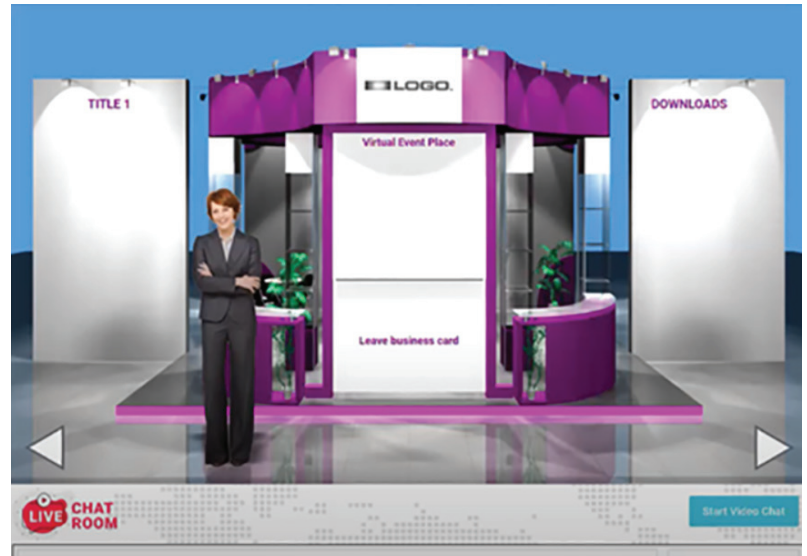
Saturday, April 10
10:00 – 11:00 a.m.
10:00 – 11:00 a.m. DEDICATED TIME
12:00 – 2:00 p.m.
12:00 – 12:30 p.m. DEDICATED TIME
1:30 – 2:00 p.m. DEDICATED TIME

Action Hub hours are Eastern Time (ET) and subject to change.

CCCC Exhibit Hall



Virtual Exhibit Booth



CCCC Convention Lobby



Booth-Building Resources

CCCC will provide additional resources and information in the weeks leading up to the event, including how to register staff and authors.

Booth-building training video:
https://youtu.be/mTMMwZYwV_4

Questions about the booth-building process?
Virtual Event Place, CCCC's event platform, hosts live booth-building demo calls where you can ask questions every Monday, Wednesday, and Friday at 12:30 p.m. ET. Find information about these calls as well as contact information for tech support here: <https://bit.ly/2S1cVDb>.

ELEVATE YOUR PRESENCE WITH A CCCC VIRTUAL SPONSORSHIP PACKAGE

Sponsorship is a great way to stand out and increase exposure at the 2021 CCCC Virtual Annual Convention. Choose from the packages below and use the allocated custom credit to purchase the opportunities on pages 6 and 7. Contact Liz Barrett at ebarrett@townsend-group.com or 202-367-1231 to reserve your sponsorship.

Sponsor Levels & Benefits	GOLD \$10,000	SILVER \$7,500	BRONZE \$5,000
Logo and URL in CCCC Virtual Annual Convention email communications	✓	✓	✓
Logo and URL on CCCC Virtual Annual Convention website	✓	✓	✓
Logo in online Convention Program	✓	✓	✓
Preconvention email list (access only)	✓	✓	✓
Premium booth in the virtual Action Hub	Sponsor Hall	Sponsor Hall	Sponsor Hall
Logo on rotating banner in the Convention lobby	✓	✓	✓
Logo on the Convention registration page	✓		
Logo on screens at the General Sessions	✓		
Additional NCTE advertising discount on print journals, Convention Program, e-newsletters, and website from Apr. 1, 2020, until Mar. 31, 2022)	20%	15%	10%
Additional priority points	100	50	25

CCCC VIRTUAL SPONSORSHIP MENU

All times are Eastern Time (ET).



EXCLUSIVE OPPORTUNITIES

Premier Sponsor

\$10,000

Position yourself as the premier CCCC sponsor with this highly visible opportunity.

Benefits include

- Logo and banner ad in Auditorium
- Logo recognition on Convention entry where attendees first log in and go for all on-demand sessions
- “Sponsored by” recognition on the Convention agenda, plus a short description of your organization
- Logo recognition in promotions mentioning the Auditorium

TYCA Conference Sponsor

\$5,500 (Exclusive)

Position yourself as the premier TYCA sponsor with this highly visible opportunity.

Benefits include

- Two TYCA Conference registrations
- Complimentary booth at CCCC
- Company acknowledgment in the opening session



SPOTLIGHT OPPORTUNITIES

Unplug and Unwind!

\$3,000 per break

Opportunity to sponsor a dedicated 30-minute break! Give attendees the chance to unplug, unwind, or celebrate by hosting a yoga class, dance break, mindfulness moment, or happy hour during the Convention. NCTE will work with you to bring your vision to life. These sessions are not intended to have content and are scheduled during programming breaks. Call for availability.

Benefits include

- Company name and logo recognition on the CCCC Convention sponsor webpage
- Sponsor recognition by speaker at the beginning and end of the event
- “Sponsored by” recognition on the Convention agenda, plus a short description of your organization
- Guaranteed attendance for sponsor representatives

Diana Hacker TYCA Outstanding Program in English Awards

\$2,500

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 program
- Sponsor recognition by speaker at the beginning and end of the event

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 involvement in the Convention.

Benefits include

- Company name and logo recognition on the CCCC Convention sponsor webpage
- Logo recognition on the leaderboard with instructions on how to play

Opening Session

\$2,000

Kickoff session for the CCCC Convention with greetings from the Program Chair and a presentation by the CCCC Chair.

Benefits include

- Company name and logo recognition on the CCCC Convention sponsor webpage
- Logo recognition on walk-in screen
- “Sponsored by” recognition on the Convention agenda, plus a short description of your organization

Newcomers' Coffee Hour

\$1,500

Welcome breakfast for newcomers to the Convention where they have the opportunity to meet with leaders of CCCC on Thursday morning.

Benefits include

- Company name and logo recognition on the CCCC Convention sponsor webpage
- “Sponsored by” recognition on the Convention agenda, plus a short description of your organization

CCCC VIRTUAL SPONSORSHIP MENU

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Scholars for the Dream

\$1,500

Scholars for the Dream Awards encourage scholarship by historically underrepresented groups. This includes Black, Latinx, Asian, American Indian/Alaska Native, Native Hawaiian, or other Pacific Islander scholars—persons whose presence and whose contributions are central to the full realization of our professional goals.

Benefits include

- Company name and logo recognition on the CCCC Convention sponsor webpage
 - “Sponsored by” recognition on the Convention agenda, plus a short description of your organization
-



BRANDING OPPORTUNITIES

Dedicated E-blast

\$2,500 each (four available)

Send a dedicated e-blast to registered attendees within 10 days of the Convention. Use an e-blast to promote a booth giveaway, an exhibitor session, or networking opportunities with authors, or to simply drive traffic to your virtual booth. CCCC will send your HTML e-blast to registered attendees and has final approval on all messaging.

Pre- and Postconvention Emails

\$350 per email

\$850 for “Know before You Go” email

Reach registered attendees by advertising in CCCC’s weekly emails that provide important Convention updates. Limited to one advertiser per issue, the emails provide a great opportunity to drive traffic and promote activities at your virtual booth. You will receive two 600 x 340 banners per email (downsized to 275 x 155). Call for availability.



THOUGHT LEADERSHIP OPPORTUNITIES

Exhibitor Session

\$1,250 each

Take exhibiting to the next level by participating in a prerecorded 60-minute Exhibitor Session with live Q&A that allows you to showcase your products and services through in-depth information and hands-on instruction. Your session will be listed in the Convention Program with a “Sponsored by” designation and will be available to attendees for 60 days postconvention.

Exhibitor Session requirements

- 60-minute prerecorded session in MP4 file format
- File must have clear audio, and we encourage the presenter(s) to have their camera on.
- Include presenter introduction(s) and an outro thanking audience and/or making a call to action.

Available times

Wednesday, April 7

- 6:30 – 7:30 p.m.

Thursday, April 8

- 4:30 – 5:30 p.m.

Friday, April 9

- 6:30 – 7:30 p.m.

Saturday, April 10

- 6:30 – 7:30 p.m.
-

ADDITIONAL OPPORTUNITIES

CCCC Convention Program

The Convention Program is distributed online to all 1,500 attendees and is used to plan their personal Convention schedule and visits to the Action Hub. What's more, the entire program will be uploaded to the CCCC Convention website for added exposure long after the show ends. Don't miss out on this opportunity!

Space and artwork: March 18, 2021

Ad Size	Color	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

Covers and Full Page: Trim Size: 6" x 9" | Live Area: 5" x 7.625"

Half Page: Trim Size: 6" x 9" | Live Area: 5" x 3.75"

Press-ready PDF required: 300 dpi images, CMYK colors only. Please add 1/4" bleed allowance on all sides for full-page, half-page, and cover ads. *No agency commission.

Mailing List Rental

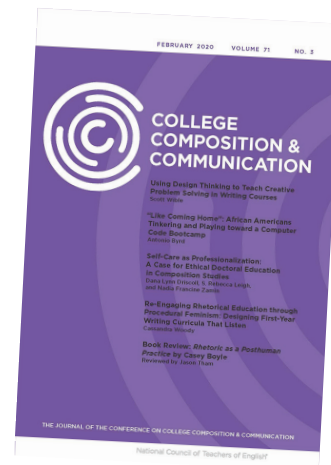
Reach CCCC attendees with a brochure, flier, postcard, or other print piece when you rent the mailing or email list!

List Type	Rate*
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 items and email content are subject to NCTE approval.

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 for more information.



Reserve Your Space Today!

Liz Barrett, National Sales Manager
202-367-1231
ebarrett@townsend-group.com

Production Contact

Hanna Vedder, Account Coordinator
202-367-2432
hvedder@townsend-group.com

2021 CCCC VIRTUAL ANNUAL CONVENTION APRIL 7–10, 2021 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 VIRTUAL BOOTH OPTION

Standard Booth: \$895 x _____ booths = \$ _____

Premium Booth: Included with CCCC sponsorship packages only. Select a sponsor level:

Gold Sponsor Package: \$10,000

Silver Sponsor Package: \$7,500

Bronze Sponsor Package: \$5,000

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

Gold, Silver, and Bronze Sponsors: Please apply your custom credit here. 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. If you prefer not to have a description, simply list 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 the Convention as specified in the General Information and Regulations attached.

I AGREE (SIGNATURE)

PRINT NAME AND TITLE

DATE

Submit completed form to:

Liz Barrett
National Sales Manager
ebarrett@townsend-group.com

Billing contact:

Keith Fledderman
Director of Operations
kfledderman@townsend-group.com

General NCTE Convention contact:

Vandy Chisholm
Director of Events
vchisholm@ncte.org

FOR NCTE USE ONLY

Company ID: _____

Date Received: _____

Total Cost: _____

General Information and Regulations

This Application and Contract to participate in CCCC's Virtual Annual Convention during the dates of April 7-10, 2020, 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 Convention 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 CCCC's Virtual Annual Convention must be cancelled, 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 CCCC's Virtual Annual Convention, 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, and 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 virtual Action Hub 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 termination or expiration of this Contract.

USE OF NATIONAL COUNCIL OF TEACHERS OF ENGLISH NAME

CCCC's Virtual Annual Convention 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 CCCC's Virtual Annual Convention. 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.



Mailing List Rental Agreement

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

NCTE c/o The Townsend Group
Liz Barrett, National Sales Manager
ebarrett@townsend-group.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)

- Member mailing list: \$145/M
- Preconvention mailing list: \$155/M (available to exhibitors only)
- Preconvention 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 that 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: _____



2021 CCCC Virtual Annual Convention

April 7-10

IMPORTANT DEADLINES

Exhibitor listings due for the Convention Program.....	March 18
Convention Program ad space and artwork.....	March 18
Virtual booth purchase deadline	March 31
Virtual booth setup deadline	April 5

CONTACT US

Exhibit, Sponsorship & Advertising Sales

Liz Barrett

Tel: 202-367-1231

ebarrett@townsend-group.com

General Inquiries

Vandy Chisholm

vchisholm@ncte.org