

**2018**

**National Council of  
Acoustical Consultants**

**Established 1962**

**Annual Sponsorship  
Opportunities**



Since 1962 the National Council of Acoustical Consultants (NCAC) has led the acoustical profession in advancing the science and value of acoustical design. Member firms are distinguished by their technical expertise, proven experience, innovation and the highest standards of independent consulting business practice.

- **Professional Recognition** — Only professionals with the highest credentials and proven experience are accepted to become NCAC members and member firms. Affiliation with the NCAC means being connected to the highest distinction in the acoustical consulting industry.
- **International Reach** — World-wide membership exceeds 120 member firms, reaching principals/key decision makers.
- **NCAC Promotes Industry Recognition** — Advancing the understanding of the value of acoustical design. Members participate in national and international acoustical standards committees.
- **Educational Opportunities** — Conferences, Seminars, Training, and Presentations aimed at both business and technical issues.
- **Peer Interaction** — Annual Meetings and Newsletters offer opportunities for manufacturers' representatives to share information on the latest acoustical materials, share product experiences and needs.

Support of NCAC by our manufacturer friends is a very important factor in furthering our mission, providing the crucial interaction between designers and producers that is needed to develop successful products which meet project goals. Although NCAC does not endorse any particular products, we do value quality manufacturers and welcome and appreciate their contributions to our work.

One benefit of our relationship with manufacturers is the sharing of information. Direct communication with NCAC firms fosters a climate which encourages interaction. Sponsorship opportunities benefit both the Sponsor and NCAC Member Firms by increasing the spirit of cooperation and communication.



# Sponsorship Levels

Changes from 2017 underlined.

NCAC Corporate Sponsorship Benefits	Platinum	Gold	Silver	Sponsor
	<u>\$6,000</u> ( <u>\$9,300 value</u> )	<u>\$4,200</u> ( <u>\$6,100 value</u> )	<u>\$3,000</u> ( <u>\$3,700 value</u> )	<u>\$1,200</u> ( <u>\$1,500 value</u> )
<b>CERTIFICATE</b> – NCAC Sponsorship Recognition	Certificate	Certificate	Certificate	Certificate
<b>ANNUAL MEETING</b> – Booth and attendance at all functions	Priority booth selection and attendance for two	Booth selection and attendance for two	Booth and <u>attendance for one</u>	N/A
<b>MARKETING</b> – Permission to use designation in advertising (such as “Platinum Sponsor of NCAC”)	Yes	Yes	Yes	Yes
<b>WEBSITE RECOGNITION</b> – Link to your company’s website, on the NCAC members only website indicating Sponsorship Level and one contact name	Name And Logo	Name And Logo	Name	Name
<b>VERBAL RECOGNITION</b> – Verbal recognition at annual NCAC meeting and events indicating Sponsorship Level	Yes	Yes	Yes	N/A
<b>SIGNAGE</b> – Inclusion on signage at NCAC meetings and events indicating Sponsorship Level	Name and Logo	Name and Logo	Name	N/A
<b>NEWSLETTER</b> – Include your company ad in the quarterly newsletter (see separate rate sheet for additional or upgraded ad space).	Four Full Page Ads	Four ½ Page Ads	Four ¼ Page Ads	Four ¼ Page Ads
<b>MAILING LABELS</b> – Complimentary set of NCAC mailing labels upon request	Yes	Yes	N/A	N/A
<b>STUDENT TRAVEL AWARD</b> – Contribution to the NCAC student travel fund for industry conferences.	Sponsor 2 Students	Sponsor 1 Student	N/A	N/A



- **Exhibitor at the Annual Meeting - November 2-4, 2018 in Seattle, WA**  
*\$1,500 Value*

NCAC invites you to participate as an exhibitor at our 2017 Annual Meeting, December 1-3 in New Orleans, LA. As an international organization, NCAC is committed to supporting the acoustical profession by recognizing expert Acoustical Consultants and Engineers, promoting opportunities for peer interaction, and providing a reference tool for the public to learn more about the profession. The Annual Meeting is an opportunity for you to share your products with acoustical consulting firms from all over the country and to network with principals and key decision-makers from member firms.

The meeting schedule includes increased unopposed exhibit time (3.5 hours) and the opportunity for exhibitors to attend all meetings and social functions, including a reception and dinner. Don't miss this opportunity to meet one-on-one with these consultants. For more information, visit <http://ncac.com/events/>.

Platinum, Gold and Silver sponsors receive complimentary registration for exhibiting at the annual meeting. This includes registration for two representatives (reception, lunch and dinner included) and one exhibit table. Additional representatives may register at \$350/person.

**NCAC may not have exhibit tables available for non-sponsors.** Exhibits are capped at 30 companies. In the past, remaining exhibit tables not reserved through Annual Sponsorship were made available to non-sponsors six months prior to the Annual Meeting. As Annual Sponsorship participation continues to rise, there will likely be no exhibit spaces available for non-sponsors in 2018.

- **Student Travel Awards (STA)**

The purpose of this program is to provide financial travel assistance to college and graduate students interested in becoming acoustical consultants so that they may attend professional conferences relevant to our field, to participate by preparing and presenting a technical paper. A donation to this program supports student travel to industry events. Benefits of this program include:

- Direct contact with the students who will become future new-hires, customers, specifiers, and acoustical professionals.
- Goodwill and exposure to acoustic programs at universities throughout the U.S.A., and the possibility of incorporating programs from other countries in the future.
- Interaction with university programs with regard to mentorship, internship, lecture, and curriculum.
- Increased goodwill and exposure at conferences.
- Increased interaction between NCAC and product representatives to promote our industry.
- Special notice in the NCAC Newsletter - article on the STA listing the Fund Contributors and/or an ad space (suggest 1/4 to 1/2 page near article) listing and thanking the contributors of the STA.
- Special display board listing the STA Fund Contributors put on an easel at the entrance to the ASA Student reception and INCE Student Lunch.

- **Newsletter Advertisement**

*\$800-\$2,400 Value*

The NCAC quarterly newsletter is distributed to the entire NCAC membership, providing you with an opportunity to reach your primary audience and further brand awareness with the businesses that are integral to your success.

Platinum Sponsors receive four full-page (7"x10") ads, Gold Sponsors four half-page (7"x5" or 3½"x10") ads and Silver Sponsors four quarter-page (3½"x5") ads, one per quarterly issue. Additional or upgraded advertising rates are available (see below).

**DEADLINES**

Ad copy and graphics must be received by the first of the month prior to the publication of the issue (deadlines are estimated).

<u>Issue</u>	<u>Deadline for Ads</u>
Winter	January 1
Spring	April 1
Summer	July 1
Fall	October 1

<b>NCAC Newsletter Advertising Rates</b>	<b>Single Issues</b>	<b>4-Issue Rate*</b>
Full Page (7"x10")	\$725	\$600
Half Page (7" x 5" or 3 1/2" x 10")	\$375	\$325
Quarter Page (3 ½" x 5")	\$225	\$200
Inserts <ul style="list-style-type: none"> <li>• Up to 4 pages</li> <li>• With full page ad</li> <li>• Additional pages</li> </ul>	\$600 \$275 \$200	N/A

**\*PER ISSUE RATE:** An additional 25% discount may be applied to multiple page advertisements on a 4-issue contract basis only.

The above rates are for "Press Quality" PDF. (Add \$50.00/per hour to the cost of any ad which must be prepared by NCAC from typewritten copy; for reproducible illustrations - request quote.)

*Sponsorships run on a calendar year (January through December), however, you can join as an NCAC Corporate Sponsor at any time during the year. Sponsors who join during the calendar year, and are not able to utilize the complete benefits of their sponsorship, will have sponsorship fees prorated based upon benefits utilized. Companies joining in the final quarter of the calendar year will be recognized as sponsors in the following calendar year (for example, if paperwork is received in November, NCAC will hold your sponsorship until January 1). If you have questions on becoming an NCAC Corporate Sponsor mid-year and the benefits your company will be eligible to utilize, please contact Kim Paugh at [kpauqh@ncac.com](mailto:kpauqh@ncac.com).*



## **Code of Conduct for Sponsors of The National Council of Acoustical Consultants**

By registering for a 2018 NCAC Annual Sponsorship, your company agrees to the following:

The National Council of Acoustical Consultants (NCAC), in support of its mission of “enhancing the stature and effectiveness of the acoustical consulting profession for the mutual benefit of the member firm and the public,” accepts sponsorship from corporations and organizations that provide financial support for specific NCAC programs and activities.

NCAC strives to provide meaningful recognition to its sponsors. However, NCAC does not endorse any individual sponsor or its products and services. In acknowledging sponsorship participation publicly, NCAC does not intend to suggest any such endorsement.

NCAC’s relationships with sponsors must reflect the organization’s integrity and professionalism. NCAC accepts sponsorship only if that sponsorship does not pose a conflict of interest and does not affect the objectivity and independence of NCAC or its member firms. NCAC reserves the right to refuse any sponsorship or advertisement that is contrary to the mission and ethics of the NCAC.

As a condition of NCAC sponsorship, a Sponsor must adhere to the following code of conduct:

- The Sponsor agrees that it will not make written or oral references to NCAC sponsorship that directly or indirectly create the appearance that the sponsor has special access to or influence over NCAC policies, leaders, or members.
- The Sponsor agrees that it will not make written or oral references to NCAC sponsorship that directly or indirectly create the appearance that the sponsor’s products or services are endorsed by NCAC, its leaders, or its members.
- The Sponsor agrees that it will not knowingly provide content that is misleading or false.
- The Sponsor agrees that it will not engage in conduct that is contrary to the mission and ethics of NCAC.
- The Sponsor agrees to work with NCAC to resolve any complaints from its members or the public related to the NCAC Code of Conduct. NCAC reserves the right to decline or revoke sponsorship for any reason and at any time. The Sponsor understands that failure to work with NCAC to resolve concerns or complaints will likely lead to revocation of the sponsorship without any compensation or restitution.

Nothing in this Code of Conduct is intended to restrict Sponsors from referring to their relationship with NCAC for the purpose of declaring support for NCAC and its goals, activities, and core values.



# Sponsorship Commitment Form

For credit card payments, submit your Sponsorship Commitment Form and payment online. Visit [www.NCAC.com/events](http://www.NCAC.com/events) and look for the 2018 Annual Sponsorship information.

For check payments, please complete the form below and mail with a check payable to NCAC to 9100 Purdue Rd., Ste. 200, Indianapolis, IN 46268.

## 1. Select your sponsorship level:

### Annual Corporate Sponsorship Partner

- Platinum Level (includes benefits indicated on Page 3)  \$6,000
- Gold Level (includes benefits indicated on Page 3)  \$4,200
- Silver Level (includes benefits indicated on Page 3)  \$3,000
- Sponsor Level (includes benefits indicated on Page 3)  \$1,200

TOTAL SPONSORSHIP COMMITMENT \$ \_\_\_\_\_

## 2. Provide your information:

Firm Name: \_\_\_\_\_

Mailing Address: \_\_\_\_\_

Website: \_\_\_\_\_

Main Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

### Advertising Contact

Platinum, Gold and Silver sponsors receive advertising in the NCAC Newsletter. Please provide contact information for request for artwork, deadlines, etc. related to advertising:

Contact: \_\_\_\_\_

Phone: \_\_\_\_\_ E-mail: \_\_\_\_\_

## 3. Submit your logo (if applicable) by email to Kim Paugh at [kpaugh@ncac.com](mailto:kpaugh@ncac.com).

