

# 2022

**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

NCAC Corporate Sponsorship Benefits	Platinum	Gold	Silver
	\$6,600 (\$10,000 value)	\$4,800 (\$7,000 value)	\$3,600 (\$5,000 value)
<b>CERTIFICATE</b> – NCAC Sponsorship Recognition	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 attendance for one
<b>MARKETING</b> – Permission to use designation in advertising (such as “Platinum Sponsor of NCAC”)	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
<b>VERBAL RECOGNITION</b> – Verbal recognition at annual NCAC meeting and events indicating Sponsorship Level	Yes	Yes	Yes
<b>SIGNAGE</b> – Inclusion on signage at NCAC meetings and events indicating Sponsorship Level	Name and Logo	Name and Logo	Name
<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
<b>MAILING LABELS</b> – Complimentary set of NCAC mailing labels upon request	Yes	Yes	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
<b>MANUFACTURER TECHNICAL LUNCH</b> – Sponsors may schedule one technical lunch per year. See separate guidelines for presentations.	Yes	Yes	Yes

- **Exhibitor at the Annual Meeting**  
*\$2,100 Value*

NCAC invites you to participate as an exhibitor at our 2022 Annual Meeting. 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 (4 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/>.

All sponsors are guaranteed an exhibit table at the 2022 Annual Meeting. Platinum and Gold sponsors receive registration for two representatives (reception, lunch and dinner included). Silver sponsors receive complimentary registration for one representative. Additional representatives may register at \$350/person.

Exhibits and displays at the Annual Meeting are limited to a 6' tabletop (or a 6' x 2' footprint if the table is removed). The sponsor is responsible for package handling fees, electricity and requested audio visual charges.

**NCAC WILL LIKELY NOT have exhibit tables available for non-sponsors.** Exhibits are capped at 32 companies based on available space. 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 2022.

- **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 [kpaugh@ncac.com](mailto:kpaugh@ncac.com).*



- **“Sponsors’ Corner” in NCAC Newsletter**

The “Manufacturers’ Corner” (henceforth, the “Sponsors’ Corner”) has long been a valued section of the NCAC Newsletter, giving sponsors an opportunity to introduce themselves to the NCAC member firms, profile their company, and provide updates.

As space allows (but no more than once per year) sponsors have the opportunity to provide material for this section. Since NCAC is primarily a business organization (rather than a technical organization), material for the Sponsors’ Corner should be mostly non-technical, and should generally focus on the sponsor’s history, staff, process, and operations. Submissions for the Sponsors’ Corner must adhere to the NCAC Sponsor Code of Conduct. All material will be reviewed by the NCAC Newsletter Editors (and other Board Members, as necessary) for approval.

The length of the submitted material for publication should be approximately 500 words in length. Images are acceptable (one preferred, two maximum), should be of high quality and resolution, and may include company logo and/or staff headshots. The sponsor is responsible for meeting the deadline(s) set by NCAC.

Please direct your information for the Newsletter Sponsor’s Corner to: [info@ncac.com](mailto:info@ncac.com).

A large, faint, light gray watermark of the NCAC logo is centered on the page. The logo consists of the letters "NCAC" in a bold, sans-serif font, with a stylized, curved line arching over the letters.

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

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. By registering for an NCAC Annual Sponsorship, your company agrees to the following:

### **1. Integrity, Objectivity and Competence**

- a. The sponsor shall conform to all laws and regulations relating to their profession or business and shall not engage in any conduct involving fraud, deceit, bribery, misrepresentation, or dishonesty in their professional or business activity.
- b. The sponsor shall not make misleading, deceptive, or false statements or claims about their products’ performance, or about their firm’s or their individual professional qualifications or experience.
- c. 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.
- d. 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.
- e. The sponsor will project an attitude of courtesy and professional respect for NCAC members, other vendors, and their representatives.
- f. The sponsor will maintain a high degree of integrity in business interactions with NCAC members.
- g. The sponsor agrees that it will not engage in conduct that is contrary to the mission and ethics of NCAC.

### **2. Conference/Meeting Etiquette**

- a. The sponsor shall not solicit business in front of displays not their own. They shall not interrupt or entice meeting attendees away when engaged with another sponsor. They shall train their personnel in the purpose of the sponsorship opportunity and shall teach business etiquette to staff members.
- b. The sponsor shall not discriminate against or harass any conference attendee, staff member or exhibitor because of race, religion, sex, national origin, age, disability, or sexual orientation.
- c. The sponsor shall not have loud music, distracting noises, etc. emanating from their display areas that will interfere with other exhibitors. Sponsors shall not take literature, samples or gifts from, register for the door prizes of, or photograph other sponsors without their express permission.
- d. The sponsor shall refrain from willfully interfering with another sponsor’s activities.

### **3. Resolving Complaints**

- a. The sponsor agrees to work with NCAC to resolve any complaints from its members or the public related to the NCAC Sponsor 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.



# 2022 NCAC Annual Sponsorship Commitment Form

[Complete this form online](#) or complete the form below and mail with a check payable to NCAC to 3502 Woodview Trace Blvd., Suite 300, Indianapolis, IN 46268.

**1. Select your sponsorship level:**

**Annual Corporate Sponsorship Partner**

Platinum Level (includes benefits indicated on Page 3)  \$6,600

Gold Level (includes benefits indicated on Page 3)  \$4,800

Silver Level (includes benefits indicated on Page 3)  \$3,600

**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 Natalie Shyrock at [info@ncac.com](mailto:info@ncac.com).**

