



NATIONAL  
COMMUNICATION  
ASSOCIATION

**COMMUNICATION**  
*AT THE* **CROSSROADS**

VIRTUAL EVENT

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**EXHIBITOR  
PROSPECTUS**

# Welcome

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It is our sincere privilege to invite you to exhibit at our first all virtual Annual Convention. The Annual Convention will consist of both synchronous (live) content held primarily November 19-22 and asynchronous (on-demand) content available throughout November and December.

Bringing you together with the most expansive show in the Communication discipline featuring more than 80 separate interest group and affiliate organizations. We are excited to bring you our experience of more than 100 years working with thousands of members from academic departments all over the nation. Every year, The NCA Annual Convention brings together more than 4,500 Communication professionals in the greatest cities in the country. This year NCA Annual Convention will deliver:

- Access to over 4,500 academics, educators, administrators, and students
- Key decision makers
- Recognition in a variety of outlets
- Exposure through company listing in the printed, app and online program
- Company listing on the NCA convention website
- Access to convention pre-registration mailing list

## Exhibit Hall Information

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For the first time in its history, the NCA Annual Convention will be a fully virtual event and we are excited to offer our first virtual Exhibit Hall! We will be providing a variety of opportunities to connect with attendees in this re-imagined format.

Exhibit Hall space will be charged at a flat rate of \$1,100 for all participating organizations. This includes:

1. The option to host a 45-minute informational Zoom session, open to all registered attendees, on each day of the Exhibit Hall (Thursday, November 19 and Friday, November 20).
2. The opportunity to pre-record a promotional video, which all registered attendees can view on their own time. This is a great option for attendees who are not able to attend a live informational session.
3. A complimentary digital ad (\$1,500 value) in NCA Convention Central, our virtual hub for the convention. Digital ads allow attendees to click through to your website where they can purchase merchandise and connect with you.
4. A dedicated channel on our message board platform, Discord, where you can chat directly with attendees and answer their questions. Discord also allows for direct messaging (private messages) between individuals and provides the option for video calls. To limit the need for exhibitors to be on their computer waiting for chats, NCA will have “chat hours” on Thursday and Friday from 3:00 p.m. – 5:00 p.m. eastern. During this time, attendees can chat directly with participating exhibitors and receive quick communication. Outside of the scheduled “chat hours,” attendees can still post messages, which can be attended to as possible.

# Exhibit Application

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Due to the virtual nature of this event, applications and payment will be accepted up to the convention. Exhibitors are encouraged to submit their application early to reserve their Zoom meeting times and to be included in all NCA promotion regarding the event.

## Contact Information

Primary Contact \_\_\_\_\_ Title \_\_\_\_\_  
Company \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Phone \_\_\_\_\_ E-mail \_\_\_\_\_  
Website \_\_\_\_\_

## Virtual Convention Booth

\_\_\_\_\_ \$1,100

## Convention Mailing List

\_\_\_\_\_ Mailing List \$1,500

List contains approximately 3,000 pre-registered attendee names and mailing address information. Mailing list is provided in Excel format and is a single-use list for convention related information/promotion purposes only.

Grand Total: \_\_\_\_\_

## Payment Information

Following your application submission, you will be provided with information on how to remit payment online.

Title: \_\_\_\_\_ Printed Name: \_\_\_\_\_  
Signature \_\_\_\_\_ Date \_\_\_\_\_

## Return Exhibit Application to NCA Exhibits:

1. **Via Email:** [acoleman@natcom.org](mailto:acoleman@natcom.org)
2. **Via Mail:** NCA Exhibits  
1765 N Street, NW, Washington, DC 20036  
Phone: 202-464-4622 Fax: 202-464-4600