

28th Annual Conference

National Academic Advising Association

October 6-9, 2004 • Cincinnati Convention Center
Cincinnati, Ohio

Join Us in Cincinnati!

The National Academic Advising Association (NACADA) invites you to join us in Cincinnati to exhibit at our national conference. Since 1977, over 60,000 higher education professionals have taken part in our national conferences, regional conferences, seminars, and various institutes. With over 7,000 members presently, NACADA focuses on student success, support issues, and retention within its mission of enhancing student development through the improvement of academic advising across all institutions. Our conferences bring together attendees who are focusing on the success of students and their ultimate persistence to graduate from college.

This year's national conference will be marketed to our members as well as thousands of other professionals at colleges and universities internationally. Conference attendees will be involved in active and participatory sessions each day for the three-day conference. In addition, the attendees will use this opportunity to seek new textbooks, assessment techniques, software tools, study abroad programs, guidelines for professional development and numerous other tools to assist them in their efforts to enhance academic advising and student success. The attendees are often responsible for various support services on their campuses, including first-year experience courses, career development, orientation, testing, and disability services to name just a few.

By accepting our invitation to exhibit, you will have an opportunity to network with the conference attendees to discuss their programs and needs and your company's or organization's ability to meet those needs.

Who Will Be Our Attendees?

An estimated 1,700–2,000 senior administrators, faculty, counselors, advisors, career development specialists, mid-level administrators, and graduate students will attend our national conference. Many of these attendees will be in the process of reviewing and selecting material and programs to use with their students and in the advising units or other support services units on their campuses. The conference will provide you an opportunity to promote your services, products, and educational materials as well as discuss your company with a vast array of professionals in the fields of advising, administration, and student success programs.

Questions?

Address all inquiries to: **Rhonda Baker**
Phone: (785) 532-5717
Email: baker@ksu.edu

Detailed Information for Exhibitors

Facility

Cincinnati Convention Center, 525 Elm Street—The Center is located in the heart of downtown Cincinnati, connected to all major hotels, shopping and restaurants by an enclosed skywalk.

Information on hotel accommodations is posted on the NACADA Web site at www.nacada.ksu.edu.

The Exhibit Package

Includes:

8' × 10' booth	One (1) 6' draped table
Two (2) chairs, One (1) wastebasket	One (1) ID sign
Security when exhibit area is closed	Web site link*
Two conference registrations, including 3 breakfasts and 1 lunch	Exhibitor presentation (optional) 3.25" × 4.75" Program advertisement (optional)

*Web site links will be posted when payment is received and remain linked for 60 days following the conference.

Tentative Exhibit Hours

Wednesday, October 6, 2004 Move in: 10:00A–2:00P	Thursday, October 7, 2004 Hours: 7:30A–4:30P	Friday, October 8, 2004 Hours: 7:30A–12:30P 1:30–4:30P	Saturday October 9, 2004 Hours: 8:00–11:30A
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Rate and Payment

Fees: \$1,000 per 8' × 10' booth
\$100 for each booth representative over the allotted 2 complimentary registrations included in the package
Additional options available—See below

Payment: Full payment must accompany the Exhibitor Contract. Checks should be made payable to: NACADA. NACADA also accepts VISA, MasterCard and American Express.

Other Exhibiting Options

Unstaffed Exhibit. If you are unable to attend the national conference but would like to send a display/handouts, you may purchase an unstaffed exhibit table. Check the box on the Exhibitor Contract if you are interested in this option. Cost—\$400. Please provide NACADA with a 50-word firm description to be included in the conference program and a URL if you want us to provide a link from the NACADA web site to your firm. A shipping address will be provided by Geo. E. Fern co. along with shipping instructions in August. Remaining materials and displays after the conference will not be returned.

Program Advertisement. To enhance your visibility, you may expand your advertisement in the Conference Program to a ½ page or full page advertisement for an additional fee. See contract for details.

Conference Sponsorships. Exhibitors are invited to sponsor special events, meal functions, receptions and other items. Recognition will be provided in the conference program and with signs at sponsored events. *Arrangements for sponsorships should be made early to meet printing deadlines and to assure availability.*

Service Kits

Service kits from Geo. E. Fern co. will be mailed in **August 2004**.

Cancellations

Request for cancellation of space must be directed in writing to NACADA. Telephone cancellations will not be accepted. \$500 per booth is non-refundable. Refunds cannot be made for cancellations postmarked after **September 15, 2004**.

EXHIBITOR CONTRACT

28th Annual NACADA National Conference
Cincinnati Convention Center, Cincinnati, Ohio
October 6–9, 2004

Name of firm _____

Name of booth rep. 1 _____ email _____

Name of booth rep. 2 _____ email _____

Name of contact person _____ email _____

Address _____ City/State/Zip _____

Phone _____ FAX _____

Firm web site _____

Authorized Signature _____ Print Name _____ Title _____

Method of Payment: Check Credit Card _____
Number _____ Exp. _____

To register, send fee and contract to:
NACADA Cincinnati Exhibit
2323 Anderson Avenue, Suite 225
Manhattan, KS 66502–2912

1. **Fee: Exhibit Package \$1,000.00, due with contract.** Includes \$500.00 non-refundable deposit. No refunds after 9/15/04. Checks payable to NACADA, in US dollars on US bank. Visa, MC, and AmEx also accepted. Send card number and expiration date.

2. **Send a (50-word maximum) firm description** to be printed in the conference program to baker@ksu.edu.

3. **Send a link sentence** to baker@ksu.edu if you want us to link NACADA's web site to your firm's web site.

Optional: If you wish to include an advertisement in the on-site conference program, please check the box and submit a 3.25" wide by 4.75" long camera-ready copy in black and white on coated paper by **July 1**. You may instead email a single color, B/W .pdf file of the advertisement to Rhonda Baker at baker@ksu.edu.

You may purchase a larger advertisement. Check one of the options below. All advertisements are due by **July 1, 2004**. The program book is 8.5" × 11", spiral-bound. Larger ads will be sold in two dimensions:

Half Page (7.5" × 4.875") cost: \$200.00 Full Page (7.5" × 10") cost: \$300.00

Optional: Check here if you wish to use one of the conference meeting rooms for a presentation to more fully promote your product/service on October 7th from 4:30–5:15 p.m. Presentations will be listed in the program, but attendees will not sign-up in advance. You will be responsible for reminding attendees who visit your booth of the presentation. For additional A/V equipment for this session beyond what is already in the room, contact the exhibit decorator.

Deadline July 1, 2004 for the optional firm advertisement or the optional presentation to appear in the on-site Conference Program. Contracts received after July 1 will be accepted on a space-available basis.

Other options:

Unstaffed Exhibit. \$400 fee; unused materials or display cannot be returned at the close of the conference. NACADA will provide a mailing address upon receiving the contract.

Conference Sponsorship: check the box of the sponsorship you are interested in:

- | | |
|--|---|
| <input type="checkbox"/> Opening Reception—\$2,000 | <input type="checkbox"/> Poster Session Lunch—\$3,000 |
| <input type="checkbox"/> Continental Breakfast—\$2,000 | <input type="checkbox"/> Internet Café—\$3,000 |
| <input type="checkbox"/> Refreshment Break—\$1,500 | <input type="checkbox"/> Tote Bags—\$2,000 |

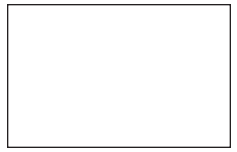
Exhibitors must carry insurance. Neither NACADA nor the Cincinnati Convention Center maintains insurance to cover Exhibitors' property or liability claims. Exhibitor agrees to hold harmless NACADA, the Cincinnati Convention Center, and any employees or officers of same against any liability arising from and all damage or personal injury caused by the Exhibitor or agents thereof.

NACADA

National Academic Advising Association

NATIONAL ACADEMIC ADVISING ASSOCIATION
Kansas State University
2323 Anderson Avenue, Suite 225
Manhattan, KS 66502-2912
399

Exhibitors—New Opportunities in Cincinnati!



NACADA

National Academic Advising Association

An Invitation to Exhibit 2004

JOIN US IN CINCINNATI

***Building Bridges:
Advisors as Architects
for the Future***

28th Annual Conference on Academic Advising



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