



NACADA
THE GLOBAL COMMUNITY
FOR ACADEMIC ADVISING

ANNUAL CONFERENCE EXHIBITOR PROSPECTUS

**48th NACADA Annual Conference
on Academic Advising**

A Beautiful Day in the Burgh: Championing Advisors as Helpers

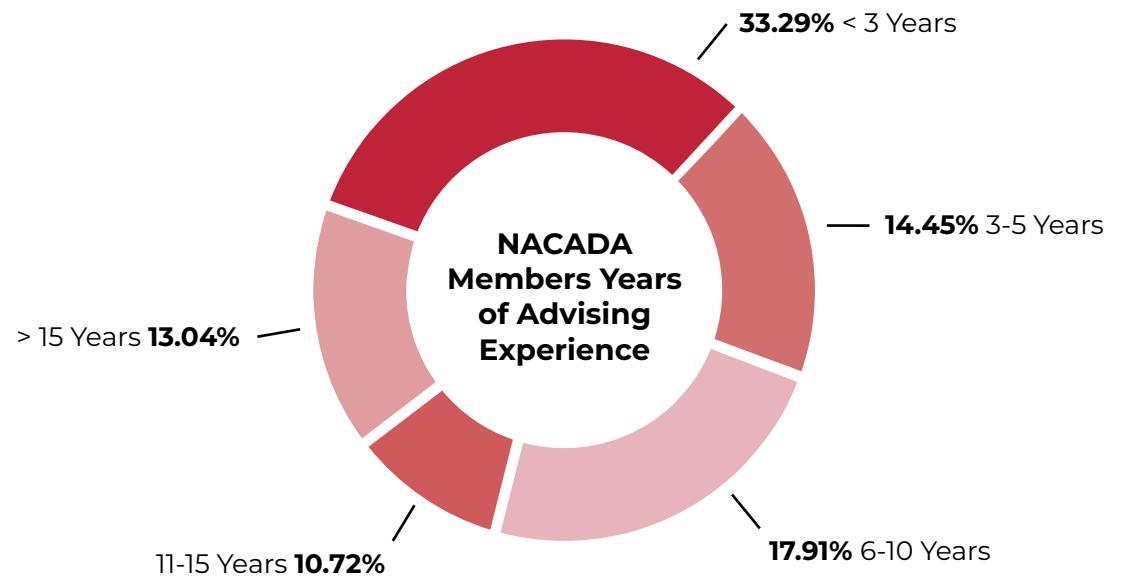
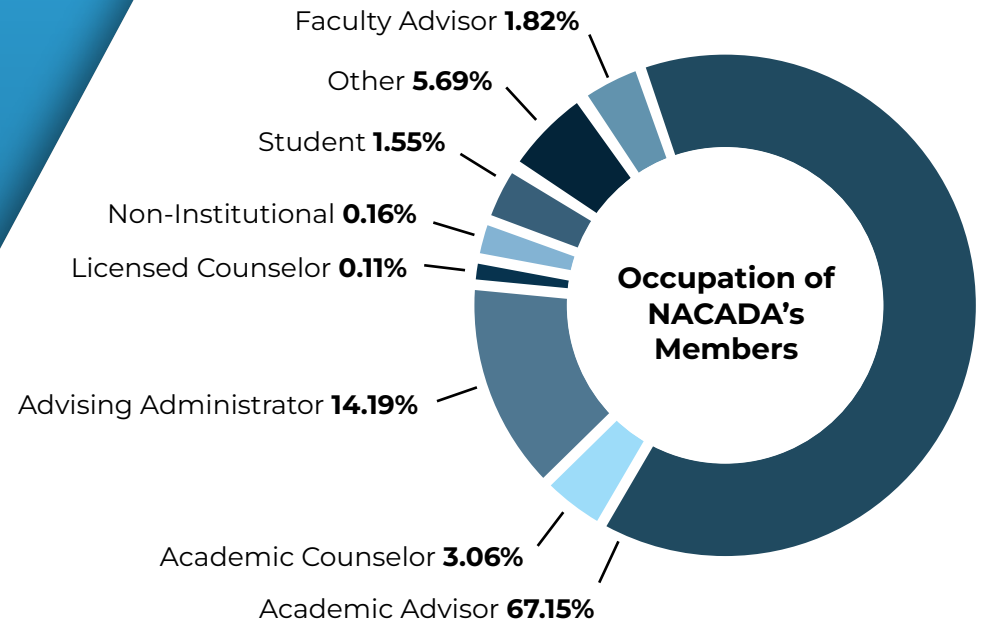
Pittsburgh, Pennsylvania | David L. Lawrence Convention Center | October 27-30, 2024

About NACADA

NACADA is an association of 13,000 professional advisors, counselors, faculty, administrators, and students working to enhance the educational development of students. NACADA promotes and supports quality academic advising in institutions of higher education to enhance the educational development of students. NACADA provides a forum for discussion, debate, and the exchange of ideas pertaining to academic advising through numerous activities and publications.

NACADA also serves as an advocate for effective academic advising by providing a Consulting and Speaker Service, an Awards Program, and funding for Research related to academic advising.

The Global Community



48th NACADA Annual Conference

NACADA cordially invites you to participate in our 48th Annual Conference in Pittsburgh, Pennsylvania. Attendance of 3,000-3,500 advising professionals representing higher education institutions from all over the world is expected.

NACADA will have a dedicated one-hour time period for participants to network with exhibitors on Monday, October 28 from 4-5 pm.



Exhibit Schedule (Tentative)

Sun, Oct 27	1:00 - 4:30 pm	Exhibitors move in
	8:00 - 10:00 pm	Exhibits Open during Welcome Reception for Sponsors and Exhibitors - Advance sign-up required, included with registration.
Mon, Oct 28	8:00 - 11:30 am	Exhibits open (Poster Session and breakfast is from 8-9 am)
	11:30 am - 1:30 pm	Optional exhibitor lunch hour*
	1:30 - 5:00 pm	Exhibits open – Dedicated hour for participants to network with exhibitors is from 4-5 pm; refreshments served
Tue, Oct 29	8:00 - 11:30 am	Exhibits open (NACADA Involvement Fair and breakfast is from 8-9 am)
	11:30 am - 2:00 pm	Optional exhibitor lunch hour*
	2:00 - 4:00 pm	Exhibitors move out

**The exhibitor lunch hour is scheduled during the same time that participants are scheduled for lunch. You may choose to have lunch on your own or stay at your exhibit area, as you prefer. There will be food options available for purchase within the Convention Center.*

Exhibitor Opportunities

NACADA offers two types of exhibit opportunities. Details about the two types of exhibiting opportunities are given below.

1. General Exhibitor:

General exhibitors purchase one of three basic packages [**Informational** (exhibitor information is posted on NACADA's virtual app), **Relational**, or **Conceptual**].

2. Exhibitor Sponsor:

Exhibitor sponsors purchase the conceptual package and provide additional funding above the cost of the conceptual package to sponsor items/events that directly benefit the event experience of NACADA Annual Conference delegates.

REGISTER TODAY



General Exhibitor

Purchase an exhibit package – Informational, Relational, or Conceptual. Benefits of each package are listed below.

NACADA accepts exhibitors who have products or services that are of educational interest to higher education institutions and academic advisors.

NACADA reserves the right to determine the eligibility of any company, product, or service for inclusion as an exhibitor.

NACADA also reserves the right to remove or prohibit any exhibitor or representatives that, in its opinion, do not adhere to the established guidelines for conference exhibitors.

Informational Exhibitor – \$1,200

- **Price** (10% off if registration and payment are received by June 1, 2024)
- **Description in conference app** (required; 50 words)
- **Logo** (required; 500 by 500 pixel)
- **Company URL** (required)
- **Company brochure added to profile within NACADA's app** (optional; one pdf file)
- **Company demo video** (optional)

Relational Exhibitor – \$1,400

- **One (1) Representative**
 - **One (1) Chair**
 - **6' skirted table**
 - **Wastebasket**
 - **ID sign**
- Includes Informational package benefits plus:**
- **Participation in event game** (optional)
 - **Ad in NACADA's digital program, if applicable** (optional)
 - **Digital ad on NACADA's Annual Conference exhibitor webpage** (optional)

Conceptual Exhibitor – \$2,200

- **Two (2) Representatives**
 - **Two (2) Chairs**
 - **Pipe and drape surround booth (booths are 8' x 10')**
 - **6' skirted table**
 - **Wastebasket**
 - **ID sign**
- Includes Relational package benefits plus:**
- **Reps are allowed entry to welcome reception and breakfast each day**
 - **Presentation** (optional and based on first-come-first-served basis)
 - **Presentation Handout** (optional; one pdf file)
 - **Mailing list of participant physical addresses** (one-time use – see guidelines under “Exhibitor Guidelines and Information” section; sent four weeks prior to conference)

Exhibitor Sponsors

(additional funding required)

Exhibitors who wish to have a higher level of visibility and recognition as sponsors must purchase the Conceptual Package and provide additional funding above the cost of the package to sponsor items or events that enhance/benefit the experience of Annual Conference participants. Examples of items or events for sponsorship levels are provided in the Sponsorship Opportunities section. The sponsorship level benefits are detailed in this section.

Sponsorship of physical items must be requested and approved in late summer to accommodate ordering/shipping. Cost estimates will be determined, and an exhibitor sponsorship agreement will be prepared for signature.

Exhibitor sponsorships must be approved by the NACADA Annual Conference planning team.

Bronze – Includes Three (3) Total Representatives

Conceptual package benefits plus the following:

- Small company graphic in sponsor section of the conference app
- Logo displayed on meter board during the annual conference
- Banner ad in NACADA's app
- Notification sent out via the app to all participants

Silver – Includes Four (4) Total Representatives

Bronze Sponsorship benefits plus the following:

- Medium company graphic in sponsor section of the conference app
- Twitter Post
- Facebook Post

Gold – Includes Five (5) Total Representatives

Silver Sponsorship benefits plus the following:

- Large company graphic in sponsor section of the conference app
- NACADA blog submission
- Email sent by NACADA to conference participants on behalf of company/organization
- Lead Retrieval Included

Platinum – Includes Six (6) Total Representatives

Gold Sponsorship benefits plus the following:

- Recognition as “NACADA Platinum Sponsor” at the General Session
- Self-produced commercial video shown on all social media platforms (no longer than 45 seconds and must be approved prior to promotion)
- Exhibitor may use “Platinum Sponsor at NACADA's Annual Conference” on print materials associated with the annual conference



Sponsorship Opportunities

BRONZE | \$2,000-\$4,999

- **Writing Pen | \$4,000 | 1 Available**
Writing pen with your logo included in conference participant bag.
- **Lanyards | \$4,000 | 1 Available**
Lanyard with your logo included in conference participant bag. Participants wear lanyards throughout the conference.
- **Art Exhibition | \$4,000 | 1 Available**
Company logo posted on various signage throughout the art exhibition room.
- **Notepad | \$4,500 | 1 Available**
Company branded notepad included in conference participant bag.
- **Luggage Depot | \$3,500 | 1 Available**
Want to help attendees out with their luggage on the last day of conference? This is a highly used service provided to attendees. Company logo placed on Luggage Depot signage and on luggage tags for all checked bags.

SILVER | \$5,000-\$9,999

- **Participant Name Badge | \$5,000 | 1 Available**
Company logo on all participant name badges. Logo placement is at the discretion of the conference planners.
- **Photo/Video Booth | \$5,000 | 1 Available**
Backdrop/props/signage branded with company logo.
- **Health & Wellness Activity | \$5,000 | 2 Available**
Opportunity for participants to join in a health and wellness activity during the conference. Typical activities include organized Fun Run, Wellness Class with instructor, or similar activities selected and organized by conference planners.
- **Charging Stations | \$5,000 | 1 Available**
Help conference participants keep their mobile devices charged. Charging station area will be placed in a high traffic area in the conference venue. Your company logo will be displayed on the signage at the Charging Station.
- **Morning Break | \$8,000 | 3 Available**
A coffee break will be available to all participants between sessions. Your company logo will be displayed at all break stations.

All sponsored items require approval by the NACADA Executive Office. A sponsorship agreement delineating specifics about the item/event will be prepared for Sponsor signature. All costs (print, shipping, convention service, etc.) associated with sponsored items/events will be charged to the exhibitor Sponsor. Funds for sponsored items or events will be paid directly to NACADA. NACADA will be responsible for the purchase of items and events from their chosen vendor; if Sponsor prefers a specific vendor, NACADA must approve of vendor prior to NACADA placing order for item/event. **Payment of sponsorships must be received within 15 days of signing sponsorship agreement. Some sponsorships may require advance payment as services and/or items are secured prior to the conference; such information will be relayed to the sponsor if advance payment is required.

Sponsorship Opportunities

GOLD | \$10,000-\$14,999

- **Social Activity | \$10,000 | 3 Available**
Host social activity for 50-100 invited conference registrants. Activities can include a paint and sip, workshop luncheon, off-site activity, etc. Cost of activity/luncheon is covered by the sponsor. NACADA will arrange for activity promotion to all registrants as well as space, if being held at the Convention Center or Host Hotel, and A/V needs. It will be based on a first come-first served basis to our participants.
- **Afternoon Break | \$10,000 | 2 Available**
A refreshment break will be available to all participants between sessions. Your company logo will be displayed at all break stations.
- **Breakfast | \$12,000 | 3 Available**
Company logo displayed during breakfast and corresponding event; Poster Session on Monday or NACADA Involvement Fair on Tuesday. Sponsorship recognition through NACADA social media platforms. Opportunity to place marketing collateral at the tables for sponsored breakfast. Collateral printing costs and shipment to the conference venue are the sponsor's responsibility.

PLATINUM | \$15,000 OR HIGHER

- **Wi-Fi | \$15,000 | 1 Available**
Branded splash page with your company's information and logo. Participants will be directed to a sign-in page with your company's information each time they login to the Wi-Fi.
- **Opening Keynote Speaker | \$15,000 | 1 Available**
Get maximum visibility with a self-produced video shown during the keynote address to over 3,000 attendees (video 1-2 minutes max). Must be approved two weeks prior to the conference.
- **Welcome Reception | \$30,000 | 1 Available**
Company branded lighting/signage/display/1 cocktail/mocktail/ beverage per participant at welcome reception as well as two minutes to address participants at the Welcome Reception. Opportunity to place marketing collateral at the tables for sponsored reception. Collateral printing costs and shipment to the conference venue are the sponsor's responsibility.
- **Closing Keynote Speaker and Break | \$30,000 | 1 Available**
Get maximum visibility with a self-produced video shown during the keynote address to over 3,000 attendees (video 1-2 minutes max). Must be approved two weeks prior to the conference. Sponsorship recognition through NACADA social media platforms. Opportunity to place marketing collateral at the tables for sponsored brunch. Collateral printing costs and shipment to the conference venue are the sponsor's responsibility.

Additional Opportunities

(additional fees apply)

Lead Retrieval:

Scan participant QR code from their digital badge with your phone/tablet. You will receive their name, title, company, and any other information they have added to their individual profile.

Note: You will scan participant's digital badge on their phone, not the printed name badge.

[Click here to view a demonstration video.](#)

Lead Retrieval will be \$500 per company and includes unlimited representative access. Please email nacadaexhibits@gmail.com if you would like to purchase lead retrieval.

Note: This benefit is included for Gold and Platinum Sponsors.



Exhibitor Guidelines & Information

Guidelines for Use of NACADA Annual Conference Participant List

Purchasers of the conceptual package receive the NACADA Annual Conference participant list of physical mailing addresses for the exhibitor's **one-time** use to advertise products or services to registrants four weeks prior to the Annual Conference. The list excludes participants who do not wish to receive mailings or do not want directory information released. Please do not share the NACADA participant list with other individuals or institutions.

NACADA adheres to the CAN-SPAM Act and does not release email addresses of its members or event participants. Participants who wish to release their contact information to exhibitors participating in lead retrieval may do so. NACADA discourages the sending of emails by exhibitors as these emails may imply, directly or indirectly, the endorsement of exhibitor products or services by NACADA. The NACADA participant list is the property of NACADA. Exhibitors that abuse any of these guidelines will not be granted the privilege to participate at future NACADA events.

NACADA reserves the right to request and review all exhibitor correspondence sent to participants prior to the mailing and to revise/refuse any content that may reflect a NACADA endorsement of the exhibitors' products or services.

You may receive scam calls or emails about purchasing NACADA participant lists. Please ignore these scam offers as NACADA does not authorize outside entities to sell participant lists.

Additional Exhibit Representatives

If you require additional exhibit representatives above those listed for each package, there is an additional fee per person. Please refer to the conference website for pricing. Contact nacadaexhibits@gmail.com, with names and email addresses to register additional representatives. Registrations for additional exhibit representatives will not be refunded after Sept. 12. Request for refund of additional exhibitor registration fees must be made in writing prior to the Sept. 12 deadline.

Exhibit Space Assignment

Once your exhibit registration is paid, you will be contacted to select your exhibit table/booth. Exhibits will be in the exhibit hall in the David L. Lawrence Convention Center. The exhibit area ***IS NOT*** carpeted.

Hotel Accommodations

Hotel accommodation information is available at this link: nacada.ksu.edu/events/annual-conference/hotel-information. If you receive telephone calls or emails from outside entities offering hotel rooms for sale, these are scam calls and are not authorized by NACADA. ALWAYS refer to the NACADA Annual Conference website for hotel room information and book within NACADA's room block to obtain conference rates.

Exhibitor Guidelines & Information

Optional Exhibitor Presentation

Conceptual package purchasers have the option of having a session assigned for an exhibitor presentation.

For these presentations, NACADA will provide the equipment listed below in exhibitor presentation rooms – room size may vary depending on meeting space availability. If you require a laptop computer and appropriate hook-up cables for your presentation, please either bring these items with you or rent them from NACADA's contracted vendor (see exhibitor service kit). Mac laptop users must bring appropriate Mac cables to connect to the LCD projector. Presentations are available on a first-come-first served basis as limited slots are available.

- Electricity
- Projection screen
- A/V cart
- Podium (*microphones will be provided in the presentation rooms*)
- Head table (*for handouts*)
- LCD projector

Electricity & Internet for Exhibit Space

Electricity will **not** be provided for exhibit areas. Electricity must be ordered from NACADA's contracted vendor (forms included in the exhibitor service kit).

Internet will **not** be provided by NACADA in the exhibitor presentation rooms.

You may order Internet Services from NACADA's contracted vendor (forms and additional information is included in the exhibitor service kit).

Internet will **not** be provided for exhibitor areas. Internet must be ordered from NACADA's contracted vendor, unless you already utilize a broadband plan for wireless Internet access.

AV/Equipment Needs

Forms for ordering any AV or other electronic equipment will be available in the exhibitor service kit, 60 days prior to the conference.

Advertising for Those Not Exhibiting

Any organization unable to exhibit at NACADA's Annual Conference is welcome to advertise products or services by purchasing digital ad space posted to NACADA's Annual Conference web page. Quarter-page ad content is due **Sept. 12**. All ads must be reviewed/approved by NACADA before posting to the Annual Conference web page; ad content that conflicts with NACADA's policies will be denied. Ads may be submitted in full color in either .png or .jpg format, landscape orientation, 234 pixels W by 342 pixels T at 72 dpi at a cost of **\$350**. Please send your ad by email to nacadaexhibits@gmail.com. There are **no** refunds for cancelled ads.

Exhibitor Guidelines & Information

Exhibitor Services

NACADA has contracted with Stetson Convention Services as the exhibitor decorator and service provider for the 2024 Annual Conference. You will receive an exhibitor service kit and online ordering information 60 days prior to the conference. A PDF of the service kit will also be posted on NACADA's exhibitor web page. For additional details on exhibiting at NACADA's 2024 Annual Conference, visit nacada.ksu.edu/Events/Annual-Conference/Exhibitors.aspx.

Shipping Materials to Conference

Please refer to the exhibitor service kit for shipping information to the conference venue in Pittsburgh, PA. Our contracted exhibitor service provider accepts deliveries at their warehouse and will deliver your shipment to your designated exhibit space prior to exhibitor move-in.

Door Prizes

Door prizes **are required** as part of your exhibitor contract. Each exhibitor is responsible for purchasing their own door prize with a minimum value of \$100. Email the NACADA Conference Planners at nacadaexhibits@gmail.com to indicate the prize(s) you will be providing by October 1. You will be responsible for collecting names and making contact with the winner. We suggest requiring that participants be present in order to win.

NACADA will not ship the door prize for you in the event the winner is not present. Door prizes should be drawn during the dedicated exhibitor hour on Monday, October 28 from 4-5 pm. You will be responsible for conducting your drawing. NACADA will help to promote the door prizes leading up to conference and throughout once you have informed us of the prize(s).

Security

NACADA provides security services for exhibit areas during closed exhibit hours. It is always recommended to take any personal items with you when you leave your exhibit area. NACADA is not responsible for lost or stolen items.

Payment Terms & Cancellation Policy

For security reasons, credit card information CANNOT be accepted via email. Exhibitor registration fees must be paid prior to exhibit space designation. Exhibit sponsors may submit registration fees separately from their sponsorship payment; sponsorship funding must be paid within 15 days of signing sponsorship agreement.

Written cancellations must be sent to the NACADA Conference Planners at nacadaexhibits@gmail.com; telephone cancellations will not be accepted. A fee of \$1,100/conceptual exhibitor, \$700/relational exhibitor, and \$600/informational exhibitor is non-refundable. Refunds will not be made for cancellations postmarked or emailed after Sept. 12.

Exhibitor Guidelines & Information

Registrations for additional exhibit representatives will not be refunded after September 12. Any request for refund of additional registrations must be made in writing prior to the September 12 deadline. Refunds will be issued after the conference.

In the unlikely event that NACADA would cancel this event prior to its start date, the exhibitor fee will be fully refundable. NACADA assumes no responsibility for other expenses exhibitors may have incurred in relation to such cancellation. If payments were made to NACADA's decorator, requests for refunds should be submitted directly to the decorator.

Registration

To register, please complete the form linked below. If you have any questions about exhibiting at the 2024 NACADA Annual Conference, contact the NACADA Annual Conference Planners by email at nacadaexhibits@gmail.com.

REGISTER TODAY

