



National Academic Advising Association
 Kansas State University
 2323 Anderson Avenue, Suite 225
 Manhattan, KS 66502-2912
 399

Exhibitor Opportunity in Chicago!
10% discount for early registration!
Choose your booth on-line!

"I find exhibiting at the annual NACADA conference an easy way to connect with colleagues in the advising world, as well as a great way to make new contacts to promote my programs. The process is simple and you get a lot for what you pay. This is an event I look forward to every year."

Rose Begalla
 AustraLearn

NACADA Annual Conference
Chicago - 2008



"We don't get to interact with advisors as much as we'd like, but the NACADA conference gives us a unique opportunity to meet and socialize with those who steer our field. The exhibit area is always well placed, allowing for direct advisor contact that leads to prime opportunities to distribute our materials and gain traffic to our website."

John Duncan
 StudyAbroad.com



32nd Annual Conference
 on Academic Advising

*Taking Advising
 to New Heights*

Exhibition Dates: October 1-3, 2008

*Hyatt Regency Chicago
 Riverside Center
 151 E Wacker Drive
 Chicago, IL 60601*

"The planning that goes into making the NACADA Annual Conference beneficial for the attendees and the exhibitors is wonderful! This conference always provides our program with the opportunity to interface on a very personal level with the advisors who are in attendance."

Michelle Overstreet
The College Board/CLEP

"Exhibiting at the NACADA national conferences has been an effective marketing tool for SARS Software Products, Inc. Attendees are our targeted population. It is the ideal venue for strengthening client relationships, sharing our latest products, and receiving feedback. It enables us to interact with other vendors. Most important - our customer base has always increased after we have exhibited at the conference."

Joanne Fields Doty
SARS Software Products, Inc.

"We have exhibited at NACADA for several years now and have found it to be well worthwhile! NACADA generates a very large audience of advising center administrators and advisors, so the ability to reach a new audience is exceptional! If you need to reach advising centers, this is THE conference to attend!"

Mary Oberhelman
AccuTrack - Engineerica Systems, Inc.

32nd Annual Conference

National Academic Advising Association

Hyatt Regency Chicago

October 1-4, 2008

Exhibit Dates: October 1-3, 2008

The National Academic Advising Association (NACADA) invites you to exhibit at the 2008 Annual Conference in Chicago, Illinois. Since 1977, over 80,000 higher education professionals have taken part in our annual conferences, regional conferences, seminars, and various institutes. With over 10,000 members, 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 focus on the success of students and their ultimate goal of graduating college.

NACADA's annual conferences are promoted to our members as well as to thousands of other professionals at colleges and universities internationally. Conference attendees will be involved in active and participatory sessions each day of the three-day conference. Additionally, 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 in their efforts to enhance academic advising and student success. Attendees are often responsible for various support services, including first-year experience courses, career development, orientation, testing, and disability services.

Conference attendees include senior and mid-level administrators, faculty, counselors, advisors, career development specialists, and graduate students. The conference provides 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. By exhibiting at a NACADA annual conference, you have an opportunity to network with conference attendees to discuss their programs and needs and your institution's ability to meet those needs. **Estimated attendance at the Chicago conference is 3,200-3,500.**

Exhibitors are offered a 10% discount on exhibitor packages if contracts are received at the NACADA Executive Office by **April 18, 2008**. Exhibitors may also select their booth location at the Hyatt Regency Chicago. After the exhibitor contract and payment have been received, a link to the booth selection web site will be sent via email. Booth selections will be made on a first-come, first-served basis. Register early to receive a discount and to select a "prime" booth location!



Sponsorship: Heighten your company's visibility by sponsoring or co-sponsoring special events, meal functions, refreshment breaks, tote bags, or the Cyber Café at NACADA's Annual Conference. Recognition of your company's sponsorship will be provided in the conference program, with 20" X 30" signage at sponsored events, your company name as a sponsor on a large sign located near the registration area, and inclusion of one company brochure* in participant tote bags.

*Brochures must be provided by the sponsor, limited to 8.5" x 11" in size or smaller, and no more than two pages in length. The number of brochures required will be provided three weeks prior to the conference. Shipping charges of the brochures to the conference site are assumed by the exhibitor sponsor. Any remaining brochures will not be returned to the exhibitor sponsor after the conference.

Sponsorship Opportunities:

Tote Bags ☐ \$13,500	Opening Reception ☐ \$70,000	Poster Session Breakfast ☐ \$70,000	Breakfast Buffet ☐ \$70,000	Internet Café ☐ \$7,000	Soda Station (in exhibit area for participants) ☐ \$5,000
Actual costs are listed above; exhibitors are invited to co-sponsor any of the above events or items with other exhibitors or with NACADA. Recognition will be provided in the conference program, signage at sponsored events and registration area, and one brochure (restrictions apply—see above) included in tote bags. To discuss these sponsorship opportunities or to explore other sponsorship avenues, please contact: Bev Martin, Phone: (785) 532-7819, Email: bmartin@ksu.edu .					

Exhibit Packages

Package #1 - \$1,300 (Booth - 2 Reps)	Package #2 - \$700 (Staffed Table - 1 Rep)	Package #3 - \$500 (Unstaffed Table)
One (1) 10' x 10' booth One (1) 6' draped table Two (2) chairs Two (2) conference registrations (Booth representatives may attend sessions as long as one representative is present during exhibit hours.) Reception for two (2) on 10/1 Breakfast for two (2) on 10/2 and 10/3 3.25" x 4.75" (1/4-page) Program advertisement Firm description printed in conference program Link and description of firm on NACADA web site* List of attendee addresses (for one-time use)** Optional presentation (description included in program)*** Additional booth reps - \$150 ea.	One (1) 6' draped table One (1) chair, One (1) wastebasket One (1) ID sign Reception for one (1) on 10/1 Breakfast for one (1) on 10/2 and 10/3 Firm description in conference program Please register for the conference to attend sessions. Additional booth reps - \$150 ea.	One (1) 6' draped table One (1) ID sign Materials arranged on table* Firm description in program *Any remaining materials and displays for unstaffed tables <u>will not</u> be returned after the conference.

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

**Mailing list to be used exclusively in promoting your participation/services/products as an exhibitor prior to the 2008 NACADA Annual Conference.

***Presentation descriptions will be included in program if received by **July 1, 2008**.

Optional Presentations (Package #1 only). Rooms have been reserved for exhibitors to make optional presentations as concurrent sessions on October 2 and 3. Presentations are scheduled on a first-come, first-served basis. Eight one-hour periods are available on Thursday, 10/2, and six one-hour periods on Friday, 10/3. **Check "Package #1 Only: Optional Presentation" on the exhibitor contract and a time will be scheduled for your presentation.** Audio/visual equipment beyond that already present in the rooms will not be provided. You must bring your own or rent equipment from the AV provider listed on the NACADA exhibitor web page. Please provide NACADA with a 50-word description of your presentation to be included in the conference program by **July 1, 2008**.

Exhibit Hours

Wednesday, October 1, 2008	Thursday, October 2, 2008	Friday, October 3, 2008
Exhibitors move in: 12:30-4:30 p.m.* Hours: 8:00-10:30 p.m.** (during Opening Reception)	Hours: 8:00 a.m.—5:00 p.m.**	Hours: 8:00 a.m.—12:00 Noon Exhibitors move out: 12:00—4:00 p.m.
*Please contact Bev Martin (bmartin@ksu.edu) if you will be arriving later than 5:00 p.m. for move in. **All food events are scheduled in the Riverside Center exhibit area; hence exhibits are open during the Opening Reception and noon hour. Security is provided in the exhibit area during overnight hours. An exhibitors' lounge will be available for breaks all day Thursday and on Friday morning.		

Service Kits

Exhibitor service kits will be provided on-line by Freeman On-Line. A link to their site will be included in your confirming email.

Cancellations

Written cancellations must be sent to NACADA; telephone cancellations will not be accepted. A fee of \$650/booth, \$350/staffed table and \$250/unstaffed table is non-refundable. Refunds will not be made for cancellations postmarked or emailed after **September 15, 2008**. In the unlikely event that NACADA would cancel this event prior to its start date, the exhibitor fee would be fully refundable. NACADA assumes no responsibility for other expenses exhibitors may have incurred in relation to such cancellation.

Visit the exhibitor Website at www.nacada.ksu.edu/AnnualConf/2008/exhibitors.htm



EXHIBITOR CONTRACT

32nd Annual NACADA Conference, Hyatt Regency Chicago

Exhibition Dates: October 1-3, 2008

Name of Firm _____

Contact Person _____ Email _____

Address _____

City/State/Zip _____

Phone _____ FAX _____ Firm Web Site _____

Authorized Signature _____ Print Name _____ Title _____

Booth Representatives:

1 _____ Email _____

2 _____ Email _____

Method of Payment: Check Credit Card

Checks payable to NACADA-US dollars on US bank; Visa; MC; or AmEx
Full payment must accompany the Exhibitor Contract

Credit Card Number _____ Exp. Date _____

Exhibit Packages (check option): NACADA offers 10% discount on exhibitor packages if contract received at Executive Office by April 18, 2008

<input type="checkbox"/> Package #1 - \$1,300 Includes \$650 non-refundable deposit No refunds after September 15, 2008	<input type="checkbox"/> Package #2 - \$700 Includes \$350 non-refundable deposit No refunds after September 15, 2008	<input type="checkbox"/> Package #3 - \$500 Includes \$250 non-refundable deposit No refunds after September 15, 2008	<input type="checkbox"/> Add'l. booth reps \$150/ea. (email additional rep names to bmartin@ksu.edu)
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Advertisement in conference program—Submit camera-ready B/W copy on coated paper or email a B/W .pdf file of ad to Bev Martin (bmartin@ksu.edu) by July 1, 2008. The program book is 8.5"x11", spiral-bound. **Check option below.**

<input type="checkbox"/> Quarter-page - Free with Package #1; \$200 otherwise 3.25" x 4.75" portrait orientation only	<input type="checkbox"/> Half-page - \$300 7.5 x 4.875" landscape orientation only	<input type="checkbox"/> Full-page - \$500 7.5 x 10" portrait orientation only
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Package #1, #2, #3: Send a firm description (50-word maximum) to be printed in the conference program to bmartin@ksu.edu.

Package #1: Send a URL address and .jpg file of logo to bmartin@ksu.edu to add your firm's web link to NACADA's web site.

Package #1 only: Optional presentation to promote your product/service on October 2 or 3. A presentation time will be assigned to you on a first-come, first-served basis. Presentations will be listed in the program. Each exhibitor is responsible for notifying attendees of the presentation time and location. A/V equipment beyond that present in your assigned room must be ordered through the AV provider listed on the NACADA exhibitor web page. Send your 50-word presentation description to bmartin@ksu.edu by **July 1, 2008**.

Deadline is July 1, 2008 for optional presentation to appear in Conference Program - contracts received after **July 1** accepted on a space-available basis

Conference Sponsorship (check the box of the item you wish to sponsor or co-sponsor):

Tote Bags <input type="checkbox"/> \$13,500	Opening Reception <input type="checkbox"/> \$70,000	Poster Session Breakfast <input type="checkbox"/> \$70,000	Breakfast Buffet <input type="checkbox"/> \$70,000	Internet Café <input type="checkbox"/> \$7,000	Soda Station (in exhibit area for participants) <input type="checkbox"/> \$5,000
Actual costs are listed above; exhibitors are invited to co-sponsor any of the above events or items with other exhibitors or with NACADA. Recognition will be provided in the conference program, signage at sponsored events and registration area, and one brochure (restrictions apply) included in tote bags. Contact bmartin@ksu.edu if interested in co-sponsorship					

Send contract and fee to:

NACADA Chicago Exhibition
2323 Anderson Avenue, Suite 225
Manhattan, KS 66502-2912

(Credit card - FAX to 785/532-7732)

By signing this contract, Exhibitor shall be fully responsible to pay for any and all damages to property owned by Hyatt Regency Chicago, its owners or managers that results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hyatt Regency Chicago, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability includes all losses, costs, damages, or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.

Exhibitors must carry insurance. Neither NACADA nor the Hyatt Regency Chicago maintains insurance to cover Exhibitors' property or liability claims. Exhibitor agrees to hold harmless NACADA 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. Any on-site exhibitor sales may be subject to state sales tax; exhibitor is responsible for payment of all state sales tax. Any music played by an exhibitor must be copyright approved.