



Monday, February 19 to Wednesday, February 21, 2018

## Exhibitor Prospectus

### Who Should Exhibit at a NAACO Conference?

- Companies with products or services relative to the planning, production and execution of commencement/convocations or other academic ceremonies at post-secondary educational institutions.
- Companies with products or services that will assist institutions to enhance the graduation and ceremony experience.

### About the North American Association of Commencement Officers (NAACO)

Founded in 2001, NAACO is a professional association of commencement officers from colleges and universities. The association offers continuing education, professional development, networking and leadership opportunities to commencement/convocation professionals who are primarily from Canada and the United States.

NAACO provides a community structure for commencement professionals to exchange ideas, share traditions, explore new opportunities and connect with colleagues from around the world who share the responsibility of producing commencements, convocations and other academic ceremonies at post-secondary educational institutions. Through this interaction, individual commencement and convocation officers at member institutions improve their skills and broaden their knowledge. Conferences are member-driven and topics addressed are those that reinforce the effectiveness of its members.

### Why Exhibit at the 2018 NAACO Annual Conference

Exhibiting at a NAACO Annual Conference is a cost effective way to meet face-to-face with commencement/convocation officers and decision makers who gather to review new industry trends and products and plan their upcoming seasons. This is your chance to maintain current relationships and attract new clients. It is also a great opportunity to stay abreast of trends and needs in the field.

- The Exhibit space, known as the Corporate Showcase, is the hub of our conference activities. The Corporate Showcase is the location for the Opening Night Reception, meals and session refreshment breaks.
- Information about your company in the program booklet and on the conference web page increases your visibility. Attendees refer to this information both during and after the conference.
- Exhibitors receive a list of attendees on site, which makes exhibiting at NAACO's Annual Conference an excellent investment.

### Location for the 2018 NAACO Annual Conference

The 2018 Conference will take place at the Omni Atlanta Hotel at CNN Center located in Atlanta, GA. Attendees, please note that the Omni Atlanta Hotel at CNN Center is accessible via Atlanta International Airport (ATL).

### Special Benefits for Participating Sponsors and Exhibitors

NAACO is committed to finding resources that benefit our membership. One of the ways we seek to accomplish that goal is to partner with our sponsors and exhibitors at the NAACO conference to bring a variety of these resources live to our members. Benefits vary depending upon the sponsorship level but include exhibit space, complimentary registration for representatives (full benefits of conference registration include admission to sessions and specified meals), and inclusion of sponsor information in conference materials. The Opening Night Reception is designed specifically to afford maximum attendee interaction with sponsor and exhibitor representatives in a relaxed atmosphere conducive to fostering long lasting professional relationships. Where sponsors benefit from meaningful networking with conference attendees, our members reap the considerable benefit from direct access to premium information and products from leading industry resources.

## Exhibit Space

A standard exhibition booth package includes one 6' table with box drape and two chairs. Power will be supplied to booths if requested on the initial application by the deadline. Additional amenities can be ordered directly from the hotel. A form to order additional items will be included in the confirmation packet.

## Corporate Showcase Schedule

DATE	TIME	ACTIVITY
Sunday, February 18	11:00 pm – 5:00 pm	Corporate Showcase Set-up
Monday, February 19	7:00 am – 5:30 pm	Corporate Showcase Open
Tuesday, February 20	7:00 am – 5:00 pm (tentative) 6:00 pm – 8:00 pm	Corporate Showcase Open Corporate Gala Reception
Wednesday, February 21	7:00 am – 2:00 pm 2:00 pm	Corporate Showcase Open Showcase closes/tear down begins

## Levels of Participation

	Exhibitor Level	Bachelor Level Sponsorship	Master Level Sponsorship	Ph.D. Level Sponsorship
Investment	\$3,050	\$6,000	\$12,500	\$20,000
Logo on Home page of <b>NAACO website</b> in multiple places with hyperlink to sponsor website	n/a	Yes	Yes	Yes
Logo on <b>Conference page</b> of NAACO website with hyperlink to sponsor website	Yes	Yes	Yes	Yes
Logo on Conference page of NAACO Members Only website with hyperlink to sponsor website	Yes	Yes	Yes	Yes
Logo on printed and promotional conference materials (promo brochure, sponsor signage, promo & wrap-up e-blasts, e-newsletter during conference promo season)	n/a	Yes	Yes	Yes
Linear feet of exhibit space in Corporate Showcase	10'	10'	20'	30'
6' Table with Box Drape and chairs	1	1	2	3
Advertisement in the conference delegate book	Logo only	¼ page	½ page	Full page
Featured on Corporate Showcase "Game Card"	Yes	Yes	Yes	Yes
Complimentary Conference Registration (attend sessions, 3 days breakfast, 2 days lunch)	1	2	3	4
Complimentary Corporate Gala Reception Registration	1	2	3	4
Complimentary Night Out Registration	1	2	3	4
Invitation to the President's Reception	n/a	2	3	4
Option to present Ignite! sessions integrated in conference program	n/a	1	2	3
Option to introduce sessions	n/a	1	2	3
Option to participate in Round Table "Speed Dating"	n/a	Yes	Yes	Yes
Exclusive Sponsor Ribbon	n/a	White	Peach	Gold
List of NAACO delegates via email prior to the conference. Individual delegates. List updated monthly.	n/a	Yes One month prior INSTITUTIONS ONLY	Yes* Two months prior	Yes* Contracted and paid
Conference delegate book, including a list of conference registrants	1	2	3	4
Option for participation in Regional Meetings.	n/a	2	3	4
Option to receive sponsor invoice on quarterly basis (Aug 1, Nov 1, Feb 1, May 1)	n/a	n/a	n/a	Yes
Booth Placement Selection	n/a	Yes	Yes	Yes
Option to receive discount rate on advertising opportunities as listed in current NAACO Media Kit.	n/a	Yes	Yes	Yes

- Sponsorship packages allow for **representation of a single brand or company**. Sponsors wishing to promote related brands or other related companies will be required to purchase a separate exhibitor/sponsorship package.
- Deadlines apply to the insertion of sponsor and exhibitor branding and delivery of sponsor and exhibitor benefits as stipulated in their respective levels and are contingent upon timely submission of materials to Headquarters.
- Materials due deadlines are stated in the Policies Kit document or as communicated by Headquarters when the agreement is signed close to published/posted dates.

## Exhibitor Registration

Please register by using the Registration link located on the NAACO website in the [Events](#) section.

## Shipping

Exhibit material(s) may be shipped to the hotel and should *arrive no earlier than seven days before the start of the event*. Handling fees are the responsibility of the exhibitor. For your convenience, hotel shipping information and guidelines will be included in your confirmation package.

## Hotel Reservations

Sponsors and exhibitors are responsible for making their own hotel reservations. NAACO has a block of rooms reserved. The 2018 Conference will take place at the Omni Atlanta Hotel at CNN Center located in Atlanta, GA. Guestroom rates for NAACO Conference attendees start at \$182 (USD) per night plus tax. Reservations may be made online using the hotel link provided on the NAACO website in the [Events](#) section or by calling 1- 800-THE-OMNI to register by phone. To qualify for the conference rate, please reference the group NAACO. Space is limited so you are encouraged to make your reservations early! Reservations with the block price will be accepted until January 19, 2018. Room reservations received after this date will be accepted on a space-available basis and rates may be subject to change.

## NAACO Meeting Admittance Policies

As a Conference Exhibitor, you will be required to sign and return to NAACO Headquarters the NAACO Meeting Admittance Policies along with your signed agreement. This document will be provided by Headquarters at the time you receive your agreement.

## More Information

For further information about the 2018 conference or NAACO in general, visit [www.naaco.org](http://www.naaco.org) or contact: Kathy Martin at 609-269-2390 or email [kmartin@naaco.org](mailto:kmartin@naaco.org)