

**2022 NACCAP Annual Conference  
May 24-26 | Southeastern University | Lakeland, FL**

**SPONSORSHIP OPPORTUNITIES**

**Conference Leadership Summit - \$3,000\* (one available)**

A series of sessions geared towards senior management attendees. The summit will include at least five sessions. Sponsorship includes:

1. Ability to provide marketing material to all attendees at start of session
2. Text in conference app "Leadership Summit sponsored by: \_\_\_\_\_"
3. Booth space in exhibit hall (does not include Booth+ option)
4. Opportunity to present at two of the five Leadership Summit sessions
5. Video ad to be played at Welcome Session
6. Sponsorship of Leadership Summit Breakfast
7. Contact info of attendees available one week before and after the conference

**Program Keepsake Notebook - \$3000\* (one available)**

NACCAP has replaced its traditional conference program with a Journal style notebook filled with pages to take notes. The cover will be branded with the sponsor logo and NACCAP logo.

1. Booth space in exhibit hall (does not include Booth+ option)
2. Opportunity to present at one conference session
3. Contact info of attendees available one week before and after the conference

**Registration Sponsor - \$3000\* (one available)**

As the registration sponsor your logo will be featured prominently on all registration signage, branded bottled water to be handed out at registration, and a branded promotional item (provided by you). What a great way to greet the NACCAP attendees as they arrive at the conference.

1. Video message streaming on big-screen in Registration area
2. Text in conference app "Registration sponsored by: \_\_\_\_\_"
3. Opportunity to present at one conference session
4. Booth space in exhibit hall (does not include Booth+ option)
5. Contact info of attendees available one week before and after the conference

**NACCAP Celebration & Awards Luncheon - \$3000\* (one available)**

One of the highlights of the conference is the awards presentation at the final Celebration Luncheon, where excellence in the enrollment field is recognized by NACCAP. Your sponsorship will include a few minutes to make a short presentation to the audience before the program begins. You may also provide a handout or give-away to be placed on the tables.

1. Text in conference app "NACCAP Celebration & Awards Luncheon sponsored by: \_\_\_\_\_"
2. Booth space in exhibit hall (does not include Booth+ option)
3. Opportunity to present at one conference session
4. Contact info of attendees available one week before and after the conference

**Chick-fil-A Lunch - \$3000\***

On Wednesday during the conference, all attendees will eat a Chick Fil A lunch. Sponsor's name will be associated with the Chick Fil A lunch and will be included in all advertising and on the app. In addition, their branding will be seen around where the Chick Fil A lunch is served.

1. Text in conference app "Chick Fil A Lunch sponsored by: \_\_\_\_\_"
2. Booth space in exhibit hall (does not include Booth+ option)
3. Opportunity to present at one conference session
4. Contact info of attendees available one week before and after the conference

### **Keynote Address - \$3,000\* (choose one)**

Three keynote sessions will take place during the conference. Sponsorship is limited to one session. Sponsorship includes:

1. Text in conference app “Keynote address sponsored by: \_\_\_\_\_”
2. Booth space in exhibit hall (does not include Booth+ option)
3. Video ad before keynote address
4. Contact info of attendees available one week before and after the conference

### **Session Breaks Sponsor - \$3,000**

Sponsor’s name will be associated with the three refreshment breaks (Wednesday AM & PM and Thursday AM) and include signage around the break area. Sponsorship includes:

1. Text in conference app “Session break sponsored by: \_\_\_\_\_”
2. Booth space in exhibit hall (does not include Booth+ option)
3. Opportunity to present at one conference session
4. Contact info of attendees available one week before and after the conference

### **Keynote - Book Sponsorship - \$2,500\***

One book, authored by a conference keynote speaker, will be provided to all attendees. A branded bookmark will be placed in each book. Sponsor is responsible to design the bookmark; NACCAP will print and distribute. Sponsorship includes:

1. Printed bookmark placed in attendee book
2. Booth space in exhibit hall (does not include Booth+ option)
3. Contact info of attendees available one week before and after the conference

### **Conference Welcome Tote - \$2,500\***

Upon arrival in their room, attendees will see your logo (and NACCAP’s logo) emblazoned on a welcome tote bag full of conference goodies. Sponsorship includes:

1. Booth space in exhibit hall (does not include Booth+ option)
2. Contact info of attendees available one week before and after the conference

### **Photo Booth Sponsor - \$2,500\***

Who doesn’t love a photo booth – especially enrollment folks? This is a unique opportunity to leave attendees with a lasting impression of your company, their photos with your logo. Sponsorship also includes:

1. Text in conference app “Photo booth sponsored by: \_\_\_\_\_”
2. Booth space in exhibit hall (does not include Booth+ option)
3. Contact info of attendees available one week before and after the conference

### **NACCAP Conference Mobile App - \$2,500\***

The NACCAP Conference Mobile App is downloaded by attendees so they can access conference information and planning tools before they arrive, as well as on-site. Includes a banner ad on the dashboard page, user metrics, and the ability to send two custom push messages to attendees during the event. Sponsorship includes:

1. Splash ad and banner ad across top of conference mobile app
2. Booth space in exhibit hall (does not include Booth+ option)
3. Contact info of attendees available one week before and after the conference

### **Attendee Lanyard Sponsorship - \$2,500\***

Each attendee will receive a lanyard co-branded with sponsor and NACCAP. The color of lanyard and color of screen will be determined by NACCAP. Sponsorship includes:

1. Booth space in exhibit hall (does not include Booth+ option)

2. Contact info of attendees available one week before and after the conference

### **5K Fun Run - \$2,500\***

Sponsor's name will be associated with the fun run and will be included in all advertising and on the app. In addition, sponsor will get stage time to promote the 5K (and their brand), as well as shout-outs from the stage during announcements. Sponsor may donate fun run participation item of their choice.

1. Booth space in exhibit hall (does not include Booth+ option)
2. Contact info of attendees available one week before and after the conference

### **Receptions (choose one):**

- **GAP Attendees – \$1,000**
- **HS College Counselors – \$1,000**
- **Traditional Admissions – \$1,000**
- **Leadership Development for Enrollment Professionals (LDEP) Cohorts - \$1,000**

Receptions will take place at the end of the first day of conference. Attendees will have the opportunity to attend one reception according to their membership/attendance. Sponsorship includes:

1. Signage at corresponding reception designating sponsor
2. Text in Conference App "Reception Sponsored by \_\_\_\_\_"
3. Optional Giveaway

## ADD-ON OPTIONS

### **Welcome Tote Item – \$750**

Each attendee staying in campus housing will receive a welcome tote. Sponsor will provide a gift item for each bag. NACCAP staff will place totes in residence hall rooms. Items must be non-duplicated with other sponsors. Item quantity should be 350. Item must have NACCAP staff approval.

### **Attendee Contact Info – \$500**

List will be available after conclusion of conference via email to sponsorship primary contact.

### **Pre-Conference Email Blast - \$500**

Sponsor will be able to draft an email to attendees prior to the conference. Message will be sent one time no later than 15 days prior to the conference. NACCAP staff will be responsible for sending the email on behalf of the sponsor.

~ The availability of sponsorship opportunities is subject to change. Sponsorship commitments granted on first come, first served basis.

\* Designated sponsorship packages include an exhibit booth, conference registration and meals (\$1,200 value). Booth+ option can be added for \$200/person (includes 2 nights on-campus housing.)

## EXHIBIT BOOTH OPTIONS

### **Booth - \$1,200**

Booth includes an un-skirted table and two chairs. The standard booth also includes limited conference registration (up to two conference registrations). This includes on-campus meals

(Wednesday dinner through Saturday breakfast). Wi-Fi is available. A limited number of booths with electrical access are available. Please include request with exhibitor registration.

Booth+ Additional \$200/person

1. Booth includes an un-skirted table and two chairs. The standard booth also includes limited conference registration (up to two conference registrations). This includes on-campus meals (Wednesday dinner through Saturday breakfast). Wi-Fi is available. A limited number of booths with electrical access are available. Please include request with exhibitor registration.
2. Includes on-campus housing (2 nights – May 24-26). Double occupancy and at a rate of \$200 per person.

Exhibit Hall Hours (including set up/tear down)

5/24/22	Set up	TBD
5/24/22	Exhibit Area Open	TBD
5/25/22	Exhibit Area Open	TBD
5/26/22	Exhibit Area Open	TBD
5/26/22	Tear down	TBD

INFORMATION FOR EXHIBITORS AND SPONSORS

- (1) Eligible Exhibits: The North American Coalition for Christian Admissions Professionals (NACCAP) reserves the right to refuse exhibit space to any Exhibitor applicant for any reason. This includes the right to refuse exhibit space to the Exhibitor after the request is approved if, after the approval, information should come to NACCAP that the exhibit would be inconsistent with the principles or mission of NACCAP. In that event, NACCAP would refund any fees paid to NACCAP.
- (2) Cancellation and Refund: If written notice of cancellation is received by NACCAP 30 days prior to the event, Exhibitor fees, less \$100, will be refunded. No refund will be made if the Exhibitor cancels the contracted space within 30 days of the event.
- (3) Payment: No Exhibitor will be permitted to display material in the exhibit area if payment has not been received in full. Payment in full for exhibit space is required prior to conference.
- (4) Exhibit space: The Exhibitor agrees that the exhibit shall be set up and maintained through the duration of the event or a previously established exhibit area timeframe. If audio/visual equipment is used at the booth, Exhibitor must insure that the audio/visual does not disrupt neighboring displays. Sound projection should be limited to the booth space only.
- (5) Prize Drawings & Giveaways: It is encouraged for Exhibitors to conduct drawings and giveaways from the Exhibitor's booth space. In an effort to drive more attention to the Exhibitors and Sponsors, NACCAP will ask for a donation to be given away during a drawing at the 'main sessions'. NACCAP personnel will organize and oversee this. Giveaway items must not conflict with any campus, local or state laws.
- (6) Security: Neither NACCAP or the campus host, or its personnel, shall be liable for any possible damage or theft to the Exhibitor's display, equipment, merchandise or other materials.
- (7) Contact Info: For additional information prior to the conference, please contact NACCAP at [events@naccap.org](mailto:events@naccap.org) or 888-423-2477.

(rev 01/22)