

2023 NACCAP Annual Conference
May 23-25 | Charleston Southern University | Charleston, SC

SPONSORSHIP OPPORTUNITIES

Conference Leadership Summit - \$7,500* (one available)

A series of sessions geared towards senior management attendees. Sponsorship includes:

1. Text in conference app “Leadership Summit sponsored by: _____”
2. Sponsorship of Leadership Summit Breakfast
3. Opportunity to provide marketing piece for welcome bag
4. One space in conference Passport
5. Booth space in exhibit hall (includes two conference registrations)
6. Opportunity to present a conference session in the Leadership track (topic approved by NACCAP staff)
7. Video ad to be played during a main session
8. Contact info of attendees available one week before and after the conference

NACCAP Conference Mobile App - \$5,000* (one available)

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. Sponsorship includes:

1. Banner ad across top of conference mobile app
2. Two custom push messages to attendees (provide push messages to NACCAP staff before the conference)
3. Opportunity to provide marketing piece for welcome bag
4. One space in conference Passport
5. Booth space in exhibit hall (includes two conference registrations)
6. Opportunity to present at one conference session (topic approved by NACCAP staff)
7. Contact info of attendees available one week before and after the conference

Keynote Address - \$5,000* (two available)

Two 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 (includes two conference registrations)
3. Opportunity to provide marketing piece for welcome bag
4. One space in conference Passport
5. Opportunity to present at one conference session (topic approved by NACCAP staff)
6. Video ad to be played before keynote address
7. Contact info of attendees available one week before and after the conference

Excursion Sponsor - \$5,000* (one available)

Sponsor’s name will be associated with the excursion offered as part of the conference package to all attendees. Sponsor can work with NACCAP to develop a fun way to market their brand based on the excursion offered. Sponsorship includes:

1. Text in conference app “Excursion sponsored by: _____”
2. Booth space in exhibit hall (includes two conference registrations)
3. Opportunity to provide marketing piece for welcome bag
4. One space in conference Passport
5. Opportunity to present at one conference session (topic approved by NACCAP staff)
6. Video ad to be played during a main session

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

Opening Reception - \$5,000* (one available)

Sponsor's name will be associated with the welcome reception on the first evening of the conference and include signage around the reception area. Sponsorship includes:

1. Text in conference app "Welcome Reception sponsored by: _____"
2. Booth space in exhibit hall (includes two conference registrations)
3. Opportunity to provide marketing piece for welcome bag
4. One space in conference Passport
5. Opportunity to present at one conference session (topic approved by NACCAP staff)
6. Video ad to be played during a main session
7. Contact info of attendees available one week before and after the conference

T-Shirt Sponsor - \$5,000* (one available)

Sponsor's name/logo will be listed on the sleeve of the conference t-shirt, which all attendees receive in their welcome tote. Sponsor will provide logo (which NACCAP will approve).

1. Booth space in exhibit hall (includes two conference registrations)
2. Opportunity to provide marketing piece for welcome bag
3. One space in conference Passport
4. Opportunity to present at one conference session (topic approved by NACCAP staff)
5. Video ad to be played during a main session
6. Contact info of attendees available one week before and after the conference

Session Breaks - \$3,000* (one available)

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 Breaks sponsored by: _____"
2. Booth space in exhibit hall (includes two conference registrations)
3. Opportunity to provide marketing piece for welcome bag
4. Opportunity to present at one conference session (topic approved by NACCAP staff)
5. Opportunity to briefly promote your brand during each session break
6. Contact info of attendees available one week before and after the conference

Program Keepsake Notebook - \$3,000* (one available)

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

1. Booth space in exhibit hall (includes two conference registrations)
2. Opportunity to provide marketing piece for welcome bag
3. Opportunity to present at one conference session (topic approved by NACCAP staff)
4. Contact info of attendees available one week before and after the conference

Registration Sponsor - \$3,000* (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. Text in conference app "Registration sponsored by: _____"
2. Booth space in exhibit hall (includes two conference registrations)
3. Opportunity to provide marketing piece for welcome bag
4. Opportunity to present at one conference session (topic approved by NACCAP staff)
5. Contact info of attendees available one week before and after the conference

NACCAP Celebration & Awards Luncheon - \$3,000* (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 (includes two conference registrations)
3. Opportunity to provide marketing piece for welcome bag
4. Opportunity to present at one conference session (topic approved by NACCAP staff)
5. Contact info of attendees available one week before and after the conference

Business Meeting Lunch - \$3,000* (one available)

On Wednesday during the conference, all attendees will attend the annual business meeting lunch in the dining hall (only lunch opportunity offered that day). Sponsor’s name will be included in all advertising and on the app. You will also have the opportunity to share a short description of your organization during the lunch.

1. Text in conference app “NACCAP Business Meeting Lunch sponsored by: _____”
2. Booth space in exhibit hall (includes two conference registrations)
3. Opportunity to provide marketing piece for welcome bag
4. Opportunity to present at one conference session (topic approved by NACCAP staff)
5. Contact info of attendees available one week before and after the conference

Conference Welcome Tote - \$3,000* (one available)

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 (includes two conference registrations)
2. Opportunity to provide marketing piece for welcome bag
3. Opportunity to present at one conference session (topic approved by NACCAP staff)
4. Contact info of attendees available one week before and after the conference

Photo Booth Sponsor - \$3,000* (one available)

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 (includes two conference registrations)
3. Opportunity to provide marketing piece for welcome bag
4. Opportunity to present at one conference session (topic approved by NACCAP staff)
5. Contact info of attendees available one week before and after the conference

Conference Coffee Sponsor - \$3,000* (one available)

Each attendee will receive a coupon for free coffee or other beverage from Java City, the campus coffee shop, compliments of you! The coupon will be branded with sponsor logo. Sponsorship includes:

1. Booth space in exhibit hall (includes two conference registrations)
2. Opportunity to provide marketing piece for welcome bag
3. Branded coupon in conference Passport
4. Opportunity to present at one conference session (topic approved by NACCAP staff)
5. Contact info of attendees available one week before and after the conference

Attendee Lanyard Sponsorship - \$3,000* (one available)

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

1. Booth space in exhibit hall (includes two conference registrations)
2. Opportunity to provide marketing piece for welcome bag
3. Opportunity to present at one conference session (topic approved by NACCAP staff)
4. Contact info of attendees available one week before and after the conference

5K Fun Run - \$3,000* (one available)

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. Text in conference app “5K Fun Run sponsored by: _____”
2. Booth space in exhibit hall (includes two conference registrations)
3. Opportunity to provide marketing piece for welcome bag
4. Opportunity to present at one conference session (topic approved by NACCAP staff)
5. Contact info of attendees available one week before and after the conference

Keynote Book Sponsorship - \$3,000* (one available)

One book, authored by a conference keynote speaker, will be provided to all attendees. A branded bookmark, provided by the sponsor, will be placed in each book. Sponsorship includes:

1. Printed bookmark placed in attendee book
2. Booth space in exhibit hall (includes two conference registrations)
3. Opportunity to provide marketing piece for welcome bag
4. Opportunity to present at one conference session (topic approved by NACCAP staff)
5. Contact info of attendees available one week before and after the conference

ADD-ON OPTIONS

Senior Leader Session Sponsor - \$1,000 (four availability)

As a sponsor, you will have the opportunity to speak for 1-2 minutes (or show a brief video) to senior leader attendees at the session, as well as pass out literature about your organization.

Welcome Tote Item - \$500

Each conference attendee will receive a welcome tote. Sponsor will provide a gift item for each bag. Items must be non-duplicated with other sponsors. Item quantity is estimated at 400. Item must have NACCAP staff approval.

Attendee Contact Info - \$500

List will be available one week before the conference via email to the sponsorship primary contact.

Conference App Push Notification - \$500

This option is available to only **five** sponsors or exhibitors. NACCAP will send one custom push notification on the NACCAP conference app on your behalf on the first or second day of the conference.

Conference Session - \$500

We have limited space for vendor sessions, but you are welcome to submit a proposal to present at the conference. If accepted, you will be invoiced \$500.

Passport Space - \$500

Every attendee will receive a conference Passport, which will encourage them to network and visit the Exhibit Hall. A space in the passport will require attendees to visit your booth as part of a Bingo game to receive a prize.

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

* Designated sponsorship packages include an exhibit booth, two conference registrations, and meals (\$1,200 value). On-campus housing can be added for \$200/person (includes two nights).

* Additional registrations can be purchased on an individual basis through exhibitor registration.

EXHIBIT BOOTH OPTIONS

Booth - \$1,200

Booth includes an un-skirted table and two chairs, limited conference registration (up to two conference registrations), and on-campus meals (Tuesday dinner through Thursday lunch). Wi-Fi is available. A limited number of booths with electrical access are available. Please include request with exhibitor registration.

On-Campus Housing - Additional \$200/person

On-campus housing is available for an additional \$200 per person for two nights (May 23 - 25). Single occupancy with a shared bathroom. *On-campus hotel available, as well. More details TBD.

Exhibit Hall Hours (including set up/tear down)

5/23/23	Set up	TBD
5/23/23	Exhibit Area Open	TBD
5/24/23	Exhibit Area Open	TBD
5/25/23	Exhibit Area Open	TBD
5/25/23	Tear down	12 – 4 pm

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 ensure 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 or session

breaks. NACCAP personnel will organize and oversee this. Giveaway items must not conflict with any campus, local or state laws.

(6) **Security:** Neither NACCAP nor 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 Dr. Denise Cunningham, Director of Initiatives for NACCAP at denise@naccap.org or 585-507-6421.

(rev 09/22)