



NACCAP 2026

TRUE NORTH

BETHEL UNIVERSITY (MN)

**SPONSOR & EXHIBITOR
PROSPECTUS**

**NACCAP Annual Conference
June 9 – 11, 2026
Bethel University | St. Paul, MN**

SPONSORSHIP OPPORTUNITIES

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

Geared toward senior enrollment management professionals, the Conference Leadership Summit features a curated lineup of advanced sessions focused on strategic decision-making and leadership. Participants will gain insights into pressing industry issues while connecting with peers. The track also includes an exclusive breakfast for senior-level attendees.

Sponsorship includes:

1. Text in conference app “Conference Leadership Summit sponsored by: _____”
2. Sponsorship of Leadership Summit Breakfast with opportunity to give a brief welcome
3. Video ad to be played during a main session
4. Opportunity to present a conference session in the Leadership track (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
5. One space in conference Passport
6. Booth space in exhibit hall (includes two conference registrations)
7. Contact info of attendees available one week before and after the conference
8. Opportunity to provide marketing piece for welcome bag

NACCAP Conference Mobile App - \$5,000* (no longer available)

The NACCAP Conference Mobile App allows attendees to access conference information and planning tools both before arrival and while 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 present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
4. One space in conference Passport
5. Booth space in exhibit hall (includes two conference registrations)
6. Contact info of attendees available one week before and after the conference
7. Opportunity to provide marketing piece for welcome bag

Main Stage Presentation Sponsors - \$5,000* (two available)

Two main stage sessions will take place during the conference. Sponsorship is limited to one session. Sponsorship includes:

1. Text in conference app “Main Stage Presentation sponsored by: _____”
2. Video ad to be played before keynote address
3. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
4. One space in conference Passport
5. Booth space in exhibit hall (includes two conference registrations)
6. Contact info of attendees available one week before and after the conference
7. Opportunity to provide marketing piece for welcome bag

Excursion Sponsor - \$5,000* (no longer available)

The sponsor's name will be associated with the conference excursion, which is included with conference registration. This year's excursion will take place at [Smash Park](#), a lively venue known for its mix of entertainment, food and social fun. Attendees will enjoy a taco-and-nacho dinner and will take part in activities such as pickleball, yard games and live trivia. Sponsors can work with NACCAP to create a memorable and engaging way to highlight their brand during the experience. Sponsorship includes:

1. Text in conference app "Excursion sponsored by: _____"
2. Video ad to be played during a main session
3. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
4. One space in conference Passport
5. Booth space in exhibit hall (includes two conference registrations)
6. Contact info of attendees available one week before and after the conference
7. Opportunity to provide marketing piece for welcome bag

Claw Machine Sponsor - \$5,000* (no longer available)

Everyone loves a classic claw machine — and this one will be a hit in the exhibit hall! Attendees will stop by throughout the conference to test their skill (and luck!) as they try to grab branded swag and prizes. The sponsor provides the giveaway items and can customize how the experience is run. The claw machine will feature the sponsor's branding. Sponsorship includes:

1. Text in conference app "Claw Machine sponsored by: _____"
2. Video ad to be played during a main session
3. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
4. One space in conference Passport
5. Booth space in exhibit hall (includes two conference registrations)
6. Contact info of attendees available one week before and after the conference
7. Opportunity to provide marketing piece for welcome bag

Attendee Lanyard Sponsorship - \$4,000* (no longer available)

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

1. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
2. Booth space in exhibit hall (includes two conference registrations)
3. Contact info of attendees available one week before and after the conference
4. Opportunity to provide marketing piece for welcome bag

Chair Massage Sponsor - \$4,000* (one available)

Enrollment work can be stressful, so we're bringing massage therapists to provide relaxing chair massages in the exhibit hall. Attendees can sign up for 10-minute sessions throughout the conference. As the sponsor, your name will be featured on all signage near the massage chairs and on the app, and your booth will be conveniently located nearby. Sponsorship includes:

1. Text in conference app "Chair Massages sponsored by: _____"
2. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
3. Booth space in exhibit hall (includes two conference registrations)
4. Contact info of attendees available one week before and after the conference
5. Opportunity to provide marketing piece for welcome bag

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. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
3. Booth space in exhibit hall (includes two conference registrations)
4. Contact info of attendees available one week before and after the conference
5. Opportunity to provide marketing piece for welcome bag

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

Each attendee will receive a coupon for a free coffee or other beverage from the Bethel University coffee shop, Royal Grounds, compliments of the sponsor. The coupon will feature the sponsor's logo. Sponsorship includes:

1. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
2. One space in conference Passport
3. Booth space in exhibit hall (includes two conference registrations)
4. Contact info of attendees available one week before and after the conference
5. Opportunity to provide marketing piece for welcome bag

Dessert Reception - \$3,000* (one available)

The sponsor's name will be associated with the dessert reception on the first evening of the conference and will appear on signage around the reception areas. Sponsorship includes:

1. Text in conference app "Dessert Reception sponsored by: _____"
2. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
3. Booth space in exhibit hall (includes two conference registrations)

4. Contact info of attendees available one week before and after the conference
5. Opportunity to provide marketing piece for welcome bag

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

NACCAP's conference notebook is a journal-style notebook with pages for notetaking. The notebook will be co-branded with the sponsor's logo and the conference logo. Sponsorship includes:

1. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
2. Booth space in exhibit hall (includes two conference registrations)
3. Contact info of attendees available one week before and after the conference
4. Opportunity to provide marketing piece for welcome bag

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. Sponsorship includes:

1. Text in conference app "Registration sponsored by: _____"
2. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
3. Booth space in exhibit hall (includes two conference registrations)
4. Contact info of attendees available one week before and after the conference
5. Opportunity to provide marketing piece for welcome bag

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

On Wednesday during the conference, attendees will enjoy a networking lunch in the Bethel Dining Center. The sponsor's name will be associated with the lunch and included in all advertising and on the app. Additionally, the sponsor's branding will be displayed throughout the dining area to maximize visibility and engagement. Sponsorship includes:

1. Text in conference app "Networking Lunch sponsored by: _____"
2. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
3. Booth space in exhibit hall (includes two conference registrations)
4. Contact info of attendees available one week before and after the conference
5. Opportunity to provide marketing piece for welcome bag

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. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)

2. Booth space in exhibit hall (includes two conference registrations)
3. Contact info of attendees available one week before and after the conference
4. Opportunity to provide marketing piece for welcome bag

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

The sponsor's name will be associated with the fun run and included in all advertising and on the app. In addition, NACCAP will promote the 5K and sponsor through shout-outs from the stage during announcements. The sponsor may also donate a fun run participation item of their choice. Sponsorship includes:

1. Text in conference app "5K Fun Run sponsored by: _____"
2. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
3. Booth space in exhibit hall (includes two conference registrations)
4. Contact info of attendees available one week before and after the conference
5. Opportunity to provide marketing piece for welcome bag

Registration Refreshments - \$2,500* (one available)

Attendees often arrive at the conference ready for a quick snack, and they'll head straight to the exhibit hall for a trail mix bar during registration hours. Branded cups, custom M&M's and a selection of mix-ins will be available for attendees to create their own snack. The sponsor's name will appear on all signage at the registration refreshments, on branded items and in the conference app. Sponsorship includes:

1. Text in conference app "Registration Refreshments sponsored by: _____"
2. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
3. Booth space in exhibit hall (includes two conference registrations)
4. Contact info of attendees available one week before and after the conference
5. Opportunity to provide marketing piece for welcome bag

Session Breaks - \$2,500* (three available)

The sponsor's name will be associated with one refreshment break — Wednesday morning (fresh fruit, cheese and vegetable platter), Wednesday afternoon (ice cream sundae bar) or Thursday morning (top your own donuts) — and will appear on signage throughout the break area. Sponsorship includes:

1. Text in conference app "Session Break sponsored by: _____"
2. Opportunity to briefly promote your brand during sponsored session break
3. Opportunity to present at one conference session (session proposal must be submitted by Friday, February 20, and approved by NACCAP staff)
4. Booth space in exhibit hall (includes two conference registrations)
5. Contact info of attendees available one week before and after the conference
6. Opportunity to provide marketing piece for welcome bag

ADD-ON OPTIONS

Senior Leader Session Sponsor - \$1,000 (limited 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. You may also distribute literature about your organization.

Welcome Tote Item - \$500

Each conference attendee will receive a welcome tote. The sponsor will provide a gift item for each bag. Items must be different from other sponsors' contributions and are estimated at a quantity of 400. All items require 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 (five available)

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 (limited availability)

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. Proposals must be submitted by Friday, February 20.

Passport Space - \$500

Each attendee will receive a conference passport designed to encourage networking and visits to the exhibit hall. A space in the passport will require attendees to visit your booth as part of a bingo game to be entered for a prize drawing.

* Designated sponsorship packages include an exhibit booth, two conference registrations and meals (a \$1,500 value). Additional registrations may be purchased individually through exhibitor registration. Sponsorship opportunities are subject to change and are granted on a first-come, first-served basis.

EXHIBIT BOOTH OPTIONS

Booth - \$1,500

The booth includes an unskirted 6-foot table, two chairs, conference registration for up to two attendees and on-campus meals from Tuesday dinner through Thursday lunch. Wi-Fi is available. A limited number of booths with electrical access are available; please include any requests with your exhibitor registration.

Housing

We recommend booking a room at one of the [local hotels](#). If you would like more information about possible on-campus options, please contact the NACCAP office.

Exhibit Hall Hours (including set up/tear down)

06/09/26	Set up	11:00 am – 2:00 pm
06/09/26	Exhibit Area Open	2:00 pm – 6:30 pm
06/10/26	Exhibit Area Open	9:45 am – 12:15 pm & 2:30 pm – 3:45 pm
06/11/26	Exhibit Area Open	9:45 am – 10:45 am
06/11/26	Tear down	10:45 am – 1:00 pm

INFORMATION FOR SPONSORS AND EXHIBITORS

- (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 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 at least 30 days prior to the event, Exhibitor fees, less a \$100 administrative fee, will be refunded. No refund will be issued if 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:** Exhibitors are encouraged to conduct drawings and giveaways from their booth space. To drive more attention to Exhibitors and Sponsors, NACCAP will request 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 comply with campus, local and state laws.
- (6) **Security:** Neither NACCAP, the campus host nor its personnel shall be liable for any 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, vice president of strategic partnerships & initiatives for NACCAP, at denise@naccap.org or 585-507-6421.

(rev 12/25)