The NACE Conference & Expo is the professional development and networking event of the year.

- Engage with your target audience
- Meet with key decision makers face-to-face
- Drive your brand and name recognition
- Demonstrate new products and services

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WHO ATTENDS THE CONFERENCE?

NACE19 TOTAL ATTENDANCE

2,578

CONFERENCE ATTENDEES

1,435 career services professionals
- 14 President, Officer, Head, Managing Director, Associate Provost
- 38 Vice President, Associate Vice President, Assistant Vice President
- 39 Senior Dean, Dean, Associate Dean, Assistant Dean
- 833 Executive Director, Director, Lead
- 79 Senior Manager, Manager
- 81 Coach, Counselor
- 186 Associate, Specialist, Coordinator, Analyst
- 165 Faculty, Advisor, Other Staff

810 attending organizations
- Midwest: 331 attendees representing 190 schools
- Northeast: 325 attendees representing 177 schools
- South: 537 attendees representing 288 schools
- West: 203 attendees representing 131 schools
- International/Other: 39 attendees representing 24 schools

EMPLOYER ATTENDEES

727 university relations and recruiting professionals
- 37 Officer, Global Head, Head, Partner, Vice President, AVP, Assistant Vice President
- 116 Executive Director, Senior Director, Global Director, Director, Associate Director, Lead
- 197 Senior Manager, Global Manager, Manager, Supervisor
- 301 Senior Recruiter, Recruiter, Associate Recruiter, Advisor, Analyst, Specialist, Representative
- 76 Coordinator, Counselor, Intern, Other Staff

411 attending organizations
- Midwest: 137 attendees representing 96 companies
- Northeast: 149 attendees representing 84 companies
- South: 305 attendees representing 152 companies
- West: 124 attendees representing 72 companies
- International/Other: 12 attendees representing 7 companies

QUESTIONS?
Contact Ashley Kuback
Business Development & Outreach Manager
akuback@naceweb.org
610.625.1020
WHY DO ATTENDEES VISIT THE EXPO HALL?

95%

VISITED THE EXPO HALL TO:

- 54% Learn about new products and services
- 25% Connect with a vendor whose product is currently being used
- 13% Compare products and services of interest
- 8% Establish a connection with an exhibiting organization

- 41% Very likely or likely to contact an exhibitor in the next 90 days as a result of their interaction in the Expo Hall.

Source: 2019 NACE Conference & Expo Evaluations
EXHIBITOR CATEGORIES

<table>
<thead>
<tr>
<th>CATEGORY</th>
<th>EXHIBITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising/Media/Publishing/Promotions</td>
<td>2</td>
</tr>
<tr>
<td>Alumni/Networking/Mentoring</td>
<td>4</td>
</tr>
<tr>
<td>Assessment/Metrics</td>
<td>3</td>
</tr>
<tr>
<td>Career Counseling/Career Exploration Solutions</td>
<td>7</td>
</tr>
<tr>
<td>Career Fairs/Events/Virtual Event Solutions</td>
<td>7</td>
</tr>
<tr>
<td>Career Path/Industry Promotion</td>
<td>2</td>
</tr>
<tr>
<td>Career Readiness/Competencies</td>
<td>9</td>
</tr>
<tr>
<td>Career Services Management Platform</td>
<td>11</td>
</tr>
<tr>
<td>Collaborative/Member Organization</td>
<td>3</td>
</tr>
<tr>
<td>Consulting/Research/Data</td>
<td>2</td>
</tr>
<tr>
<td>Credentialing</td>
<td>1</td>
</tr>
<tr>
<td>Diversity/Inclusion/Equity</td>
<td>2</td>
</tr>
<tr>
<td>Housing/Relocation</td>
<td>2</td>
</tr>
<tr>
<td>International Student Support</td>
<td>2</td>
</tr>
<tr>
<td>Internships</td>
<td>6</td>
</tr>
<tr>
<td>Interviewing/Resumes/E-portfolios</td>
<td>2</td>
</tr>
<tr>
<td>Jobs/Candidates</td>
<td>5</td>
</tr>
<tr>
<td>Recruiting Management</td>
<td>12</td>
</tr>
<tr>
<td>Student Resource</td>
<td>6</td>
</tr>
<tr>
<td>Student/New Hire Engagement Solutions</td>
<td>1</td>
</tr>
<tr>
<td>Total</td>
<td>89</td>
</tr>
</tbody>
</table>

AUDIENCES SERVED BY EXHIBITORS

<table>
<thead>
<tr>
<th>AUDIENCE</th>
<th>EXHIBITORS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Career Services</td>
<td>27</td>
</tr>
<tr>
<td>University Relations and Recruiting</td>
<td>11</td>
</tr>
<tr>
<td>Both</td>
<td>51</td>
</tr>
<tr>
<td>Total</td>
<td>89</td>
</tr>
</tbody>
</table>

Need to stand out in this field of competitors?

Ask about build-your-own, custom activations and hour-long speaking engagements where you and your organization are in the spotlight.

Contact Ashley Kuback at akuback@nacewb.org to learn more.
SPONSORSHIP LEVELS AND BENEFITS

<table>
<thead>
<tr>
<th>Benefits by Level</th>
<th>Diamond</th>
<th>Platinum</th>
<th>Gold</th>
<th>Silver</th>
</tr>
</thead>
<tbody>
<tr>
<td>Complimentary, NACE20 full-conference registrations</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>10' x 10' inline exhibit booth discount*</td>
<td>FREE</td>
<td>$500 discount</td>
<td>$200 discount</td>
<td></td>
</tr>
<tr>
<td>Complimentary, pre or post conference message to attendees</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo on the NACE20 website with a link to your website</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition during all conference general sessions</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Give away a sponsor-provided, branded item at your sponsored event*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Custom signage, including corporate logo, at sponsored event*</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Use of the NACE20 Proud Sponsor logo</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Sponsor ribbons for your team</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Recognition in the NACE Journal</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
</tbody>
</table>

*If applicable to your sponsorship package

Sponsorship levels and benefits are determined by the total amount of your sponsorship package. We have a wide variety of options at different price points to get you to the level of exposure you need.

Contact Ashley Kuback at akuback@naceweb.org to start building your custom package today.

Visit [www.naceweb.org/NACE20 > Sponsor](http://www.naceweb.org/NACE20 > Sponsor) for a current list of available sponsorship opportunities.
SPONSORSHIP OPPORTUNITIES

Visit www.naceweb.org/NACE20 > Sponsor for a current list of available sponsorship opportunities.

ACTIVATIONS - NEW
Amplify your brand with high-touch, high-impact sponsorship activations created specifically for you.

- Photo Booth
- Massage Chairs
- Prize Wheel
- Recharging Station
- NACE20 Mobile App
- And more!

Looking for something different? This is a build-your-own, custom experience. Think big for Minneapolis!

Contact Ashley Kuback at akuback@naceweb.org to brainstorm new ideas to connect with your audience and showcase your brand—all within your own budget.

BRANDED PRODUCTS
- Attendee Bags and Badge Holders $20,000
- Keycards $15,000
- Hand Sanitizers $7,500
- Microfiber Cleaning Cloths $7,500
- Highlighters $6,000
- Conference Pens $5,000
- Magnetic Clips $5,000
- Sticky Notes $5,000
- Conference Evaluations $4,000

BREAKS/MEALS
Wednesday, June 3
- Morning Beverage Break in the Expo Hall $4,000
- Lunch in the Expo Hall $10,000
- Afternoon Beverage Break in the Expo Hall $4,000

Thursday, June 4
- Breakfast in the Expo Hall $7,500
- Morning Beverage Break in the Expo Hall $4,000
- Lunch in the Expo Hall $10,000
- Afternoon Beverage Break in the Expo Hall $4,000

Friday, June 5
- Continental Breakfast $4,000

DIGITAL
NACE20 Website 300 x 250 Banners – two advertisers per page; first-come, first-served
- Schedule Page (28,400-page views/year) $1,750
- Locations & Travel Page (15,300-page views/year) $1,400
- FAQ Page (10,700-page views/year) $1,250

NACE20 Attendee Package 530 x 100 Banners – one advertiser
- Confirmation E-mail Banner (2,500 sends) $5,000
- Attendee E-Newsletter Banner (2,000 sends)

QUESTIONS?
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SPONSORSHIP OPPORTUNITIES

LIVE EVENTS
Tuesday, June 2
• First-Timers' Session ................................................................. $7,500
• Opening Reception in the Expo Hall ....................................... $15,000

Wednesday, June 3
• Keynote Address ........................................................................ $15,000
• NACE Affinity Group Meetups ............................................... $10,000

Thursday, June 4
• Award Winners and Nominees Dessert Reception ............... $5,000
• Hot Topic Huddles (all) ........................................................ $10,000
• Keynote Address ........................................................................ $15,000

Friday, June 5
• Closing General Session .......................................................... $10,000

PRINT
NACE20 Registration Brochure – one advertiser
• Inside Front Cover (print circulation: 14,000; e-mail sends: 13,000) .... $5,000

NACE20 Conference Guide – one advertiser
• Back Cover (print circulation: 2,500; e-mail sends: 2,000) ........... $3,750

NACE20 Attendee Mailing List (postal only)
• Conference Registrants
  - College and Employer, includes exhibitors/vendors .................. $425
  - College and Employer, excludes exhibitors/vendors ............... $425
  - Colleges only ........................................................................ $275
  - Employers only .................................................................... $275
• Add a post-conference attendee list to your order ..................... $125

Lists available pre and post conference. Preconference counts will vary based on registration date and requested list pull date. One-time use only.

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SPONSORSHIP OPPORTUNITIES

SPEAKING ENGAGEMENTS - NEW
One Marketplace Solutions session will be held during each concurrent session block. Each room can accommodate up to 200 attendees and will be set-up with a projector and microphone for your presentation. Give a formal presentation. Host a discussion. Hand out materials. The format is up to you. Session titles, audiences, and descriptions will be promoted in the NACE20 Mobile App and conference communications. On-site signage will prominently feature your logo.

Wednesday, June 3
• Marketplace Solutions: 10:45 – 11:45 a.m. ................................................................. $5,000
• Marketplace Solutions: 1:30 – 2:30 p.m. ................................................................. $5,000
• Marketplace Solutions: 3:30 – 4:30 p.m. ................................................................. $5,000

Thursday, June 4
• Marketplace Solutions: 8:30 – 9:30 a.m. ................................................................. $5,000
• Marketplace Solutions: 10:45 – 11:45 a.m. ................................................................. $5,000
• Marketplace Solutions: 2:45 – 3:45 p.m. ................................................................. $5,000

Friday, June 5
• Marketplace Solutions: 8:30 – 9:30 a.m. ................................................................. $5,000
• Marketplace Solutions: 9:45 – 10:45 a.m. ................................................................. $5,000

NACE cannot guarantee the number of attendees and this does not imply an endorsement of your product or service. Session rooms are limited and available on a first-come, first-served basis. Session times subject to change.
**EXPO HALL BOOTH INFORMATION**

<table>
<thead>
<tr>
<th>Booth Registration</th>
<th>Early-Bird Rate through January 19, 2020</th>
<th>Standard Rate beginning January 20, 2020</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Inline 10’ x 10’ Booth</td>
<td>$2,395 Member</td>
<td>$2,595 Nonmember</td>
</tr>
<tr>
<td>Premium Corner 10’ x 10’ Booth</td>
<td>$2,595 Member</td>
<td>$2,795 Nonmember</td>
</tr>
</tbody>
</table>

**10’ x 10’ BOOTH INCLUDES:**
- An 8’ back drape; 3’ side drapes; one 6’ draped table; two chairs; and one trash can.

**ALL EXHIBITORS RECEIVE:**
- One complimentary full-conference registration
  - Includes conference materials; access to all concurrent, general, and networking sessions; and all food functions.
- Two booth personnel registrations
  - Includes access to the Expo Hall only. Booth personnel are welcome at the opening reception, beverage breaks, and meals served in the Expo Hall.
- One 7” x 44” identification sign
- Complimentary listing on the NACE20 Website and Mobile App, Expo Hall Preview, and Attendee Custom Exhibitor list.
- Three, 10-minute time slots for Exhibitor/Attendee Breakfast Meetings

Audiovisual, electric, Internet, additional tables and chairs, and other services are provided for an additional charge. Exhibitors may view available options in the NACE20 Exhibitor Kit in March 2020. It is the exhibitor’s responsibility to place their orders directly with GES, the official decorator of NACE20.

**Register Your Booth Now!**

Register for your booth by January 19, 2020, and save $200 off the regular booth rate!

Note: Exhibitors must promote products and services relevant to the career services and/or university relations and recruiting fields. No exceptions allowed.

QUESTIONS?
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610.625.1020
Established in 1956, the National Association of Colleges and Employers (NACE) is a professional association that connects more than 9,100 career services professionals; more than 3,400 university relations and recruiting professionals; and more than 300 business solution providers that serve this community.

Inclusion is a core value for the National Association of Colleges and Employers, which fosters and supports individual and organizational diversity and inclusion to advance equity in all facets of the association.

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