The Premier Career Services & College Recruiting Experience

in-person in Portland

The Premier Career Services & College Recruiting Experience

Conference + Expo

ON-SITE • Portland OR • June 7–9

VIRTUAL • June 28–29
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

**Sponsorship Levels & Benefits**

- **Portland**
  - Sponsorships: 4 – 5
  - Exhibits: 6

- **Virtual**
  - Sponsorships: 7
  - Exhibits: 8

- **Digital Advertising**: 9

**QUESTIONS?**
Contact Ashley Kuback
Business Development & Outreach Manager
akuback@naceweb.org
610.625.1020

naceweb.org/NACE22
SPONSORSHIP LEVELS & BENEFITS

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.

### Benefits by Level

<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, NACE22 full-conference registrations</td>
<td>4</td>
<td>3</td>
<td>2</td>
<td>1</td>
</tr>
<tr>
<td>10’ × 10’ inline exhibit booth discount*</td>
<td>FREE</td>
<td>$500 discount</td>
<td>$200 discount</td>
<td></td>
</tr>
<tr>
<td>Complimentary, e-blast or native advertising in e-newsletter or on NACEWeb.org homepage</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Logo on the NACE22 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 NACE22 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
Projected Attendance

2,578

Conference Attendees
- 56% College
- 28% Employer
- 16% Other

Based on NACE19 attendee registration.

After two years, we’re excited to meet back in person at the Oregon Convention Center in Portland, Oregon.

Portland SPONSORSHIPS

Sponsorship levels will be based on total combined spend for NACE22 Portland and Virtual.

- Diamond - $20,000 or more
- Platinum - $15,000 to $19,999
- Gold - $10,000 to $14,999
- Silver - $4,000 to $9,999

QUESTIONS?
Contact Ashley Kuback
Business Development & Outreach Manager
akuback@naceweb.org
610.625.1020

naceweb.org/NACE22
Portland SPONSORSHIPS

Senior Career Service Leaders Breakfast ... Inquire About Pricing
Senior University Recruiters Leaders Breakfast ... Inquire About Pricing
Attendee Bags and Badge Holders ... $20,000
Keycards ... $15,000
Opening Reception (Tuesday) ... SOLD
General Session & Featured Speaker (Tuesday) ... $15,000
• Includes speaking opportunity or video at the start of the session
General Session & Featured Speaker (Wednesday) ... $15,000
• Includes speaking opportunity or video at the start of the session
Mega Session (Thursday) ... $12,500
• CEO & Presidents Panel, includes speaking opportunity or video at the start of the session
NACE Affinity Group Meet-Ups ... SOLD
• Includes branding outside of rooms
Hand Sanitizers ... SOLD
First Timers' Session ... $7,500
• Includes speaking opportunity at the start of the session and branding outside of the room
Speed Networking Event ... $7,500
• Includes branding outside of room, brief introduction from the sponsor, and an invitation to facilitate the event with NACE staff and volunteers
Lunch (Wednesday) ... $7,500
• Includes sponsor signage and push notification in the NACE22 Mobile App with a link to a sponsor video
Lunch (Thursday) ... $7,500
• Includes sponsor signage and push notification in the NACE22 Mobile App with a link to a sponsor video
2022 NACE Awards Reception ... SOLD
• Includes speaking opportunity or video at the start of the reception
President’s Reception for Volunteers ... $5,000
• Includes branding outside of room
Conference Evaluations (Portland and Virtual) ... $4,000
• Includes evaluations in the NACE22 Mobile App
Massage Station Activation ... Inquire About Custom Pricing
NACE22 Mobile App Activation ... Inquire About Custom Pricing
Recharging Lounge ... Inquire About Custom Pricing
Wellness Challenge ... Inquire About Custom Pricing
Photo Booth Activation ... SOLD

QUESTIONS?
Contact Ashley Kuback
Business Development & Outreach Manager
akuback@naceweb.org
610.625.1020
EXHIBITS
NACE22 will attract more than 2,500 highly engaged, career services and university relations and recruiting professionals. Meet them in person in Portland, Oregon.

EXPO HALL

**Early-Bird Rate**
Ends on March 15, 2022

**Standard Rate**
 Begins on March 16, 2022

<table>
<thead>
<tr>
<th>Booth Registration</th>
<th>Member</th>
<th>Nonmember</th>
<th>Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Inline 10’ X 10’ Booth</td>
<td>$2,395</td>
<td>$2,695</td>
<td>$2,595</td>
<td>$2,895</td>
</tr>
<tr>
<td>Premium Corner 10’ X 10’ Booth</td>
<td>$2,595</td>
<td>$2,895</td>
<td>$2,795</td>
<td>$3,095</td>
</tr>
</tbody>
</table>

**EXCLUSIVE EXHIBITOR BREAK ENHANCEMENTS**
Portland, Oregon is known for its coffee culture and unique coffee blends. Attract attendees to your booth with coffee tasting. Each exhibitor will be provided with three gallons of coffee at or near your booth, sampling cups, and on-site promotion in the NACE22 Mobile App.

One 7” x 44” identification sign

Professional, 24-hour security of the exhibit area
• Individual booths and materials contained within exhibit booths are the responsibility of the exhibitor.

Complimentary listing on the NACE22 Website and Mobile App, Expo Hall Preview, and Attendee Custom Exhibitor list

Audiovisual, electric, internet, additional tables and chairs, and other services are provided for an additional charge. Exhibitors may view available options in the NACE22 Exhibitor Kit in March 2022. It is the exhibitor’s responsibility to place their orders directly with GES, the official decorator of NACE22.

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

Projected Attendance

2,569

Virtual Attendees

- 76% College
- 19% Employer
- 5% Other

Based on NACE21 virtual attendee registration.

A second, live NACE22 conference event will be held virtually later in June.

Virtual SPONSORSHIPS

General Session & Featured Speaker (Tuesday) $7,500

- Includes speaking opportunity or video at the start of the session
- Featured Speaker: Bill Strickland, Founder and Chairman, Manchester Bidwell Corporation

QUESTIONS?
Contact Ashley Kuback
Business Development & Outreach Manager
akuback@naceweb.org
610.625.1020

naceweb.org/NACE22
Virtual EXHIBITS

Through the use of Pathable, a virtual event platform, exhibitors can interact with virtual conference attendees from the comfort of their own workspaces.

ENHANCED EXPO HALL EXPERIENCE

Our virtual event platform, Pathable is based on well-known Zoom technology, which will allow you to focus on conversations and content, instead of the technology facilitating them.

EXHIBITOR-FOCUSED SPEAKING ENGAGEMENTS

<table>
<thead>
<tr>
<th>Speaking Engagements</th>
<th>Spots Available</th>
<th>Minutes</th>
<th>Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Live Marketplace Solutions</td>
<td>5</td>
<td>60</td>
<td>$950</td>
<td>$1,500</td>
</tr>
<tr>
<td>Live Product Demos</td>
<td>6</td>
<td>20</td>
<td>$400</td>
<td>$600</td>
</tr>
</tbody>
</table>

NACE cannot guarantee the number of attendees and does not imply an endorsement of your product or service. Speaking engagements are available on a first-come, first-served basis. Schedule subject to change.

EXPO HALL BOOTH

$695 (member); $995 (nonmember)

- One complimentary, full-conference registration, which includes conference materials; access to all concurrent, general, and networking sessions; and all food functions
- Ten booth personnel registrations, which includes access to the virtual Expo Hall

QUESTIONS?

Contact Ashley Kuback
Business Development & Outreach Manager
akuback@naceweb.org
610.625.1020
DIGITAL ADVERTISING

Expand your reach to all conference attendees through digital advertising.

NACE22 MICROSITE

Two advertisers per page........... Contact Ashley Kuback
- Schedule page............................... $1,750
- Locations & Travel page........... $1,200
- FAQ page...................................... $1,000

NACE22 ATTENDEE PACKAGE

One advertiser ................................ $5,000
- Two 530x100 banners in the NACE22 Portland and Virtual confirmation emails
- Two 530x100 banners in the NACE22 Portland and Virtual attendee newsletters

CONFERENCE EVALUATIONS

SOLD
- Includes branding on evaluations in the NACE22 mobile app

SOCIAL MEDIA ADD-ON

$1,500 each
- One social media message created by exhibitor and posted on NACE’s Facebook, Twitter, and LinkedIn accounts

QUESTIONS?
Contact Ashley Kuback
Business Development & Outreach Manager
akuback@naceweb.org
610.625.1020

naceweb.org/NACE22
NACE believes in a world that is inclusive in approach and where equal opportunities and equitable outcomes exist for all. Read NACE’s Diversity, Equity, and Inclusion Statement at naceweb.org/dei-statement.

The National Association of Colleges and Employers (NACE), uniquely focused on the career readiness of college graduates, is the leading source of information on the employment of the college educated and regularly tapped by national media for information and insight on related topics.

Our members include more than 13,000 college career services professionals, college recruiting professionals, and business solution providers who serve the higher education and campus recruiting community. Learn more at www.naceweb.org/membership.

©2022 National Association of Colleges and Employers. All rights reserved.

COVID-19 Protocol
In light of the ongoing pandemic, your safety is our paramount concern. NACE strongly encourages all attendees to be vaccinated against COVID-19 in advance of the 2022 NACE Conference & Expo. NACE will follow all relevant protocols including local, state, and CDC guidelines as we work closely with our conference venues to promote the recommended practices at the time of the event.