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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naceweb.org/NACE23

Ashley Kuback, Business Development and Outreach Manager
businessdevelopment@naceweb.org  | 610.625.1020
# 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.

<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, NACE23 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 eblast or sponsored content ad (homepage or enewsletter)</td>
<td>✓</td>
<td>✓</td>
<td></td>
<td>✓</td>
</tr>
<tr>
<td>Exclusive invitation to the President’s Reception for Volunteers at NACE23 in Person</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
<td>✓</td>
</tr>
<tr>
<td>Logo and link on the NACE23 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 NACE23 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

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![Image](image_url)
Sponsorship levels will be based on total combined spend for NACE23 In Person and Virtual.

- **Diamond** - $20,000 or more
- **Platinum** - $15,000 to $19,999
- **Gold** - $10,000 to $14,999
- **Silver** - $5,000 to $9,999

**ATTENDANCE GOAL**

1,800+

**Conference Attendees**

- 59% College
- 30% Employer
- 11% Other

Based on NACE23 attendee registration.
Closing Celebration (Wednesday) $20,000
• Close out the conference with this memorable event. Includes company branding.

Keycards $17,500
• Includes company logo on all Walt Disney Swan and Dolphin hotel keycards for attendees.

Attendee Bags $15,000
• Includes company logo on attendee swag bags.

Main Stage & Featured Speaker (Monday) $15,000
• Includes speaking opportunity or video at the start of the session.

Main Stage & Featured Speaker (Tuesday) $15,000
• Includes speaking opportunity or video at the start of the session.

Opening Reception (Monday) $15,000
• Open the conference with this well-attended event. Includes company branding.

NACE23 Mobile App $15,000
• Includes company logo on splash screen and a banner ad in Mobile App.

Massage Station $15,000
• Located in the NACE23 Networking area and is branded with company logo.

Photo Booth $15,000
• Located in the NACE23 Networking area and features branded backdrop with company logo.

Headshot Lounge $12,500
• Includes branded backdrop with company logo.

Wellness Challenge $12,500
• Challenge conference attendees to reach the highest step count. Includes company logo.

Water Bottles $12,500
• Includes company logo on branded water bottle inside attendee bags.

Recharging Lounge $12,500
• Located in the NACE23 Networking area. Attendees will recharge devices and relax with your company branding.

Senior University Recruiter Leaders Breakfast $12,500
• Includes breakfast for 50 senior-level executives with content hosted and provided by your company.

Senior University Recruiter Leaders Lunch $12,500
• Includes lunch for 50 senior-level executives with content hosted and provided by your company.

Senior Career Service Leaders Breakfast $12,500
• Includes breakfast for 50 senior-level executives with content hosted and provided by your company.

Senior Career Service Leaders Lunch $12,500
• Includes lunch for 50 senior-level executives with content hosted and provided by your company.

Wi-Fi $12,500
• Includes company name as conference-wide Wi-Fi password.

Fun Run (Tuesday) $10,000
• Includes one-mile run for 100 attendees and company branding

Fun Run (Wednesday) $10,000
• Includes one-mile run for 100 attendees and company branding.

Welcome Celebration at NACE23 Networking Area $10,000
• Includes DJ, snacks, and your company branding.
Lunch (Tuesday) ...........................................$10,000
• Includes table tents with your branding, two-minute elevator pitch to the session of your choice.

Lunch (Wednesday) .......................................$10,000
• Includes table tents with your branding, two-minute elevator pitch to the session of your choice.

Executive Leaders Session (Monday)
One Exclusive Sponsor .....................................$15,000
Two Sponsors .....................................................$8,000
• Includes speaking opportunity or video at the start of the session.

Badge Holders ...............................................$7,500
• Includes company logo on attendee badge holders.

NACE Affinity Group Meet Ups .........................$7,500
• Includes branding outside of all meet-up rooms.

Session Tracks ...............................................$7,500
• Includes branding at all sessions within track for the in person and virtual conferences.

Hand Sanitizers ..............................................$7,500
• Includes company logo on branded hand sanitizers inside attendee bags.

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.

Yoga Class (Tuesday) .....................................$6,000
• Yoga class to start the day for 50 attendees and includes company branding.

Yoga Class (Wednesday) .................................$6,000
• Yoga class to start the day for 50 attendees and includes company branding.

2023 NACE Awards Reception ..........................$6,000
• Includes speaking opportunity at the start of the reception and branding outside of the room.

Sunscreen ..................................................$6,000
• Includes company logo on branded sunscreen inside attendee bags.

Lip Balm ....................................................$6,000
• Includes company logo on branded lip balm inside attendee bags.

Interview Tips Mural ......................................$5,000
• Includes traffic drivers for mural that conference attendees help create.

SMARTtalks ...............................................$5,000
• Includes branding at all SMARTtalks sessions.

Pens ..........................................................$5,000
• Includes company logo on branded pens inside attendee bags.

Conference Evaluations .................................$5,000
• Includes company logo on conference evaluations for the in person and virtual conferences.

President’s Reception for Volunteers ...................$5,000
• Includes branding outside room.
EXPO HALL BOOTHS

<table>
<thead>
<tr>
<th>Booth Type</th>
<th>Early-Bird Rate</th>
<th>Standard Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>Standard Inline 10’ X 10’ Booth</td>
<td>$2,495 Member</td>
<td>$2,695 Member</td>
</tr>
<tr>
<td></td>
<td>$2,895 Nonmember</td>
<td>$3,095 Nonmember</td>
</tr>
<tr>
<td>Premium Corner 10’ X 10’ Booth</td>
<td>$2,795 Member</td>
<td>$2,995 Member</td>
</tr>
<tr>
<td></td>
<td>$3,195 Nonmember</td>
<td>$3,395 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 lunches served in the Expo Hall.
  - Includes access to the Expo Hall only. Booth personnel are welcome at the opening reception, beverage breaks, and lunches served in the Expo Hall.

Audiovisual, electric, internet, additional tables and chairs, and other services are provided for an additional charge. Exhibitors may view available options in the NACE23 Exhibitor Kit in March 2023. It is the exhibitor’s responsibility to place their orders directly with GES, the official decorator of NACE23.

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 NACE23 Website and Mobile App, Expo Hall Preview, and Attendee Custom Exhibitor list.

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

EXHIBITOR 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>6</td>
<td>60</td>
<td>$3,500</td>
<td>$4,000</td>
</tr>
<tr>
<td>Live Product Demos</td>
<td>10</td>
<td>20</td>
<td>$750</td>
<td>$950</td>
</tr>
<tr>
<td>Two-Minute Elevator Pitch</td>
<td>Based on number of sessions</td>
<td>2 $500</td>
<td>$650</td>
<td></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.
EXHIBITOR ENHANCEMENTS
Add these enhancements to your exhibit booth as booth drivers. NACE will promote all of these events prior to the conference and onsite. 

*Hurry, before these spots sell out!*

**Basketball**
Shoot hoops on the Expo Hall floor with conference attendees. What a fun way to attract attention! Offer prizes for your session’s top scorers, then drive attendees back to your booth to track the leaders and claim a prize.

**Golf**
Fore! What a fun way for attendees to test out their golf swings and outscore fellow competitors. Offer prizes for your session’s top scorers, then drive attendees back to your booth to track the leaders and claim a prize.

<table>
<thead>
<tr>
<th>Scheduled Time During</th>
<th>Spots Available</th>
<th>Hours</th>
<th>Member</th>
<th>Nonmember</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday Opening Reception</td>
<td>1</td>
<td>2</td>
<td>$1,500</td>
<td>$1,750</td>
</tr>
<tr>
<td>Tuesday Lunch</td>
<td>1</td>
<td>2</td>
<td>$1,500</td>
<td>$1,750</td>
</tr>
<tr>
<td>Tuesday Afternoon Break</td>
<td>1</td>
<td>1</td>
<td>$1,000</td>
<td>$1,250</td>
</tr>
<tr>
<td>Wednesday Lunch</td>
<td>1</td>
<td>2</td>
<td>$1,500</td>
<td>$1,750</td>
</tr>
<tr>
<td>Wednesday Afternoon Break</td>
<td>1</td>
<td>1</td>
<td>$1,000</td>
<td>$1,250</td>
</tr>
</tbody>
</table>

**Dessert or Iced Tea Trail**
Attract attendees to your booth with flavored iced tea or a dessert during the afternoon break on Tuesday or Wednesday. Exhibitors will be provided with three gallons of your choice of flavored iced tea or three dozen of your choice of dessert, as well as sampling cups, napkins, and onsite promotion in the NACE23 Mobile App.

*Spots Available 7 | Member $2,500 | Nonmember $3,000*

**Monday Opening Reception Drink Tickets**
Attract attendees to your booth to obtain an additional drink ticket for the Opening Reception on Monday evening. Choose from various sangrias or craft beers. Attendees will need to redeem tickets at the Expo Hall bar. Exhibitors will receive 75 drink tickets and a push notification in the NACE23 Mobile App.

*Spots Available 5 | Member $3,500 | Nonmember $4,000*

**Social Media Posts**
One social media message created by exhibitor and posted on NACE’s Facebook, Twitter, and LinkedIn accounts.

*Member $1,500 | Nonmember $2,000*
NACE23 VIRTUAL SPONSOR & EXHIBIT
JUNE 28–29, 2023

PROJECTED ATTENDANCE
2,100+

Virtual Attendees
- 77% College
- 18% Employer
- 5% Other

MAIN STAGE & FEATURED SPEAKER
$10,000 (Wednesday)
• Includes speaking opportunity or video at the start of the session.

EXPO HALL BOOTH
Member $695 | Nonmember $995
• One virtual Expo Hall booth.
• One full-conference registration and 10 free booth-personnel registrations.

EXHIBITOR SPEAKING ENGAGEMENTS

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<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>

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DIGITAL ADVERTISING

NACE23 MICROSITE
Two advertisers per page First-come, First-served
• Schedule page .......................... $1,750
• Hotel & Travel page ................. $1,200
• FAQ page ............................... $1,000

NACE23 ATTENDEE PACKAGE
One advertiser .......................... $5,000
• Two 530 × 100 pixel banners in the in person and virtual confirmation emails and attendee newsletters.

SOCIAL MEDIA POSTS
Member $1,500 | Nonmember $2,000
• One social media message created by advertiser and posted on NACE’s Facebook, Twitter, and LinkedIn accounts.
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 15,000 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.

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