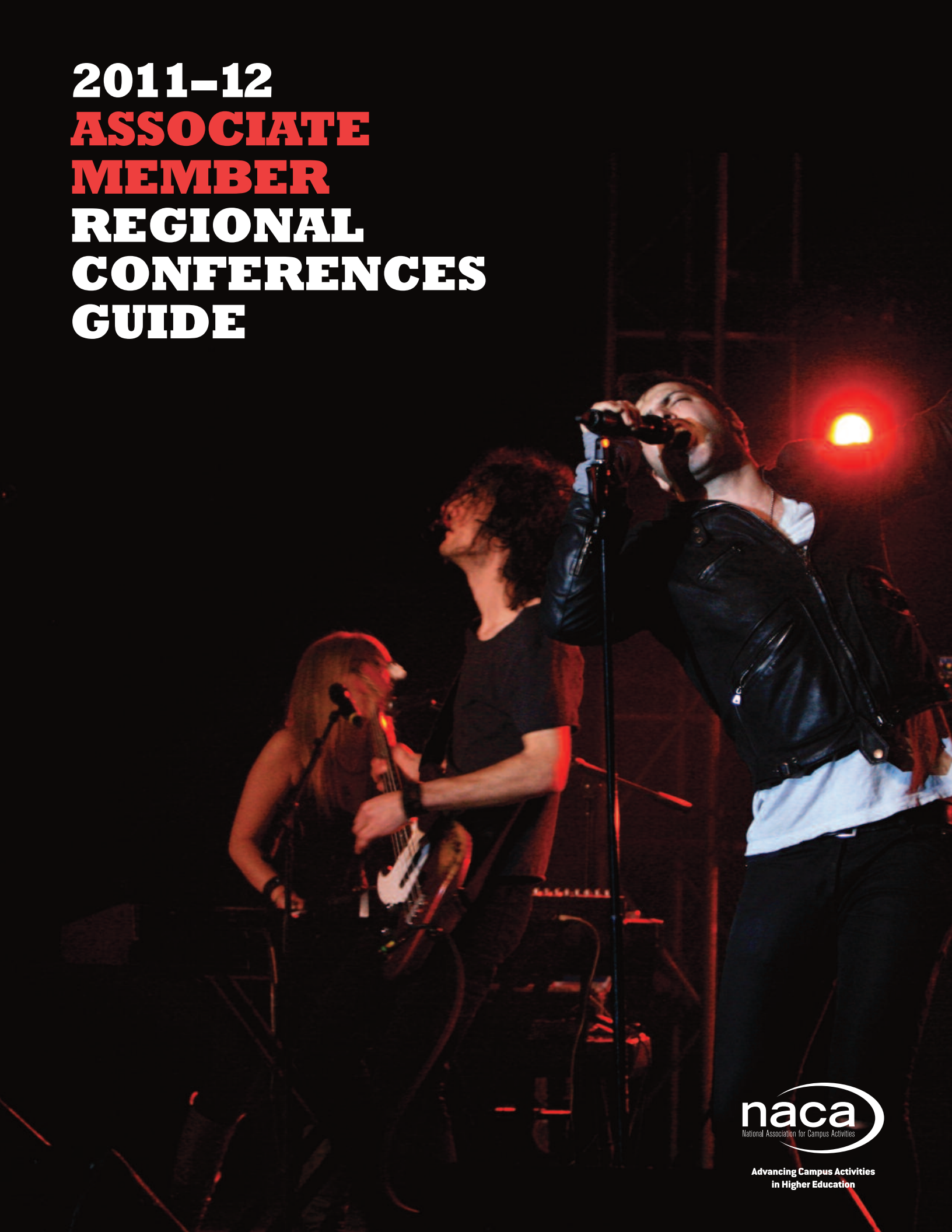


# 2011-12 ASSOCIATE MEMBER REGIONAL CONFERENCES GUIDE



Advancing Campus Activities  
in Higher Education

# NACA REGIONAL STRUCTURE

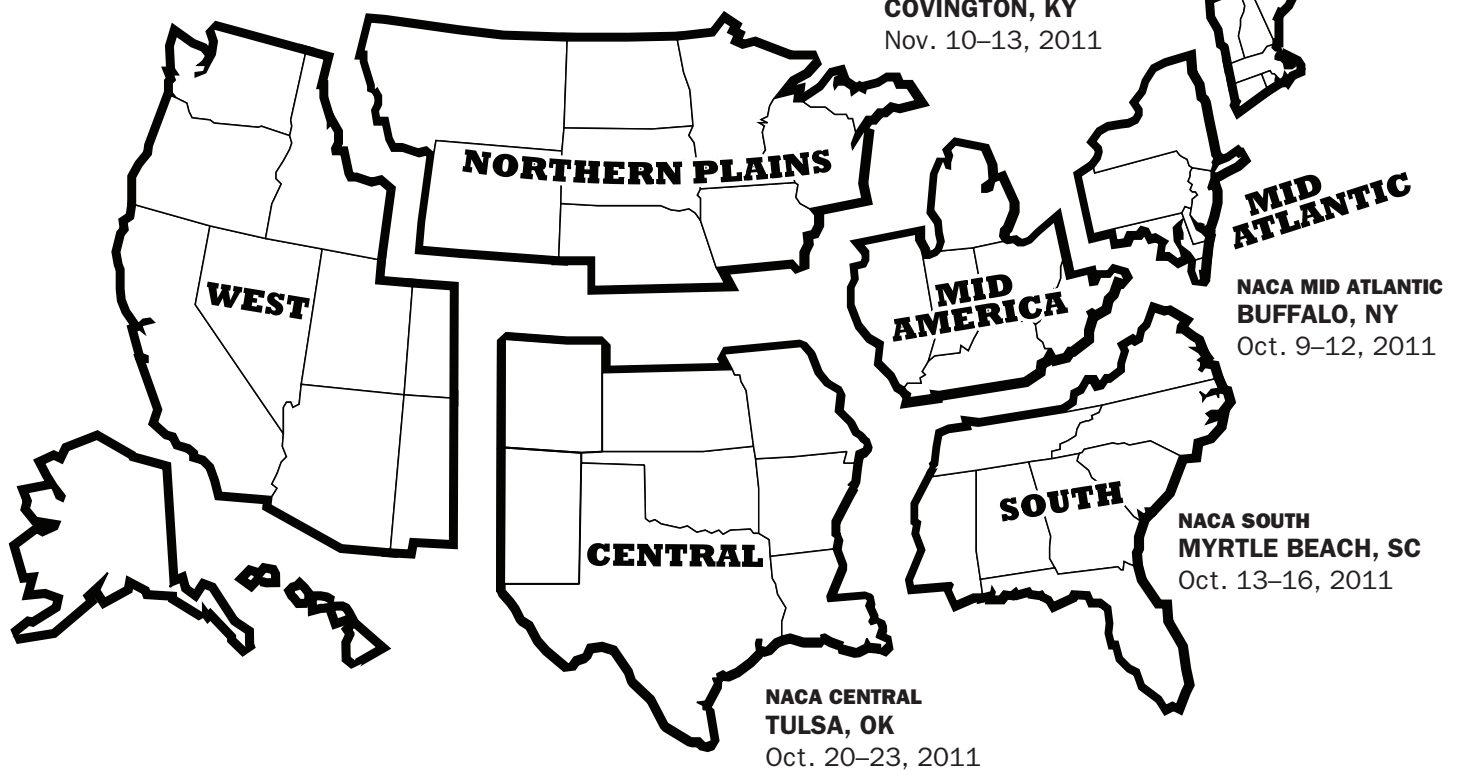
**NACA NORTHEAST**  
**HARTFORD, CT**  
 Nov. 17–20, 2011

**NACA WEST**  
**SPOKANE, WA**  
 Nov. 3–6, 2011

**NACA NORTHERN PLAINS**  
**St. PAUL, MN**  
 March 29–April 1, 2012

**NACA MID AMERICA**  
**COVINGTON, KY**  
 Nov. 10–13, 2011

**NORTHEAST**



**MID ATLANTIC**

**NACA MID ATLANTIC**  
**BUFFALO, NY**  
 Oct. 9–12, 2011

**NACA SOUTH**  
**MYRTLE BEACH, SC**  
 Oct. 13–16, 2011

**NACA CENTRAL**  
**TULSA, OK**  
 Oct. 20–23, 2011

**NACA WEST**

Alaska, Hawaii, Washington, Oregon, California, Nevada, Idaho, Arizona, Utah, Colorado and New Mexico west of the 107th longitude (which roughly parallels the Rocky Mountains) and the Canadian Province of British Columbia

**NACA NORTHERN PLAINS**

Montana, Wyoming, Wisconsin, the Upper Peninsula of Michigan, Nebraska, Iowa, Minnesota, North Dakota, South Dakota and the Canadian Provinces of Alberta, Saskatchewan, Manitoba and western Ontario

**NACA CENTRAL**

Colorado and New Mexico east of the 107th longitude (which roughly parallels the Rocky Mountains), Kansas, Oklahoma, Missouri, Texas, Arkansas and Louisiana

**NACA MID AMERICA**

Michigan, Indiana, Ohio, West Virginia, Kentucky and Illinois

**NACA SOUTH**

Virginia (south of metro Washington DC), North Carolina, South Carolina, Georgia, Florida, Alabama, Tennessee, Mississippi and the US & British Virgin Islands

**NACA MID ATLANTIC**

New York, Pennsylvania, New Jersey, Delaware, Maryland, Washington DC (and the surrounding metro area) and the Canadian Province of eastern Ontario

**NACA NORTHEAST**

Maine, New Hampshire, Vermont, Massachusetts, Rhode Island, Connecticut and the Canadian Provinces of New Brunswick and Quebec

# Selected NACA Regional Conference Policy and Schedule Highlights

## Showcase Selection Review

When preparing your videos and audio tracks for the committee, put your best foot forward! The first round of viewing now consists of only 90 seconds (except for the Lecture category, which will still be three minutes). Full description of the review process can be found on pages 35–37 of this Guide.

## Showcase Application Materials

The showcase submission process has been streamlined to be even easier. The showcase submission form is only two pages, plus your CD or DVD materials. See page 37 for a list of materials needed and page 38 for the paper application. We will also accept submissions online via Sonicbids.



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# The “How To” Checklist of NACA Regional Conferences

## You must be or become a member of NACA to attend a regional conference.

- **National membership** provides access to all member schools, all seven regional conferences and all other NACA services.  
Self-Represented Solo Artists—\$550  
General Membership for Agencies & Other Companies—\$725
- **Regional membership** provides access to one region of your choice and other NACA services.  
Self-Represented Solo Artists—\$225  
General Membership for Agencies & Other Companies—\$358

Send the membership application and fee to the NACA Office in order to apply for an exhibit booth or to showcase at a regional conference. Membership applications are available at [www.naca.org](http://www.naca.org).

## Check Out Each Region’s Conference Information

Review additional information on each regional conference, beginning on Page 7.

## Read the Policies

You’re spending your money—take the time to understand where it’s going and how the process works.

## Reserve Your Exhibit Booth

You must be an NACA member in order to reserve booth space at a conference. You must have a booth to submit an educational session, attend a conference and/or to submit attractions for showcase.

Campus Activities Marketplace space will be assigned on a first-come, first-served basis. At the 2011 NACA National Convention, reservations were taken for booth space at regional conferences. In some regions, booth space may now be limited, so **don’t delay in reserving booth space early for the regions that interest you.** Campus Activities Marketplace space will be reserved upon payment of the Campus Activities Marketplace fee and receipt of the Campus Activities Marketplace application by the published deadline. **Payment of booth fees does not guarantee a booth will be assigned to you,** however, booth space will be assured for agencies that are offered and accept showcase/alternate slots.

Send the **Registration Application** (Page 26) and **fees** directly to the **NACA Office.**

## Apply to Showcase

- You must be an NACA member and purchase an exhibit booth.
- Submit via Sonicbids, NACA’s exclusive online submission partner, at [www.sonicbids.com/opportunity](http://www.sonicbids.com/opportunity) (*search for NACA*)



### OR

- Complete the Showcase Application on Page 38.
- Identify the tracks to be reviewed on your CD or DVD.
- Send all showcase applications and materials to the appropriate contact listed on the specific regional conference pages in this Guide. Send all showcase and other application fees directly to the NACA Office (see Registration Form on Page 26).
- **Failure to include all materials requested, as listed on Page 33, may result in elimination from showcase consideration.**

## Register Those Staffing Your Booth

You must pay a delegate registration fee for each person working your booth at the conference. A minimum of one full delegate must be registered for each firm exhibiting in the Campus Activities Marketplace. The correct fees are listed in the delegate fee column on the registration form. You may pay the registration fees to the NACA Office until three weeks prior to the regional conference; after that time, you must pay on site at the regional conference. Send the Registration Form and fees (Pages 26) to the NACA Office.

## Contact Information Updates

Before sending any materials, please check the NACA Web site at [www.naca.org](http://www.naca.org) for the most current contact information.

# Preliminary Schedule for all NACA Regional Conferences

## (Regional Variances Noted in Parentheses)

### Thursday

- 11 am–7 pm CAMP Load-in/Associate Member Registration
- 11 am–7 pm .....School Conference Registration
- 2 pm–2:45 pm .....Conference Welcome/Kick-Off
- 3 pm–4 pm .....Educational Session 1  
(Block Bookers' Orientation)
- 4:15 pm–5:15 pm .....Sampler Showcases (South/NST)
- 4:15 pm–5:15 pm .....Associate Member Orientation
- 4:30 pm–5:15 pm .....Latecomer's Conference Orientation  
(if applicable)
- 5:30 pm–7 pm .....Conference Dinner  
(NACA Northeast and NACA Central offer a Special Events Showcase during this time slot)
- 7 pm–8 pm .....Campus Activities Marketplace  
Grand Opening 1
- 8:15 pm–10:20 pm .....Spotlight Showcase 1
- 10:20 pm–11:30 pm .....Campus Activities Marketplace 2
- 11:35 pm–12:35 am .....Staff/Associate Member  
Reception & Speed Networking
- 11:35 pm–12:35 am .....Special Events Showcase

### Friday

- 9 am–4 pm .....Registration Open
- 9 am–10 am .....Block Book It Now Meeting  
(NACA South holds a Block Booking Rally 30 minutes before the Block Book It Now Meeting)
- 9 am–10 am .....Educational Session 2
- 10:10 am–11:10 am .....Educational Session 3  
(Block Booking Meeting if needed)
- 11 am–3 pm .....Graduate Program Fair/Information Center
- 11:20 am–12:20 pm .....Conference Luncheon  
(NACA Northeast offers a Special Events Showcase during this time slot. NACA West holds the School Swap at this time.)
- 11:20 am–12:20 pm Professional Development Luncheon  
(Professional Staff/Grad Students—Purchased Ticket Required)
- 11:20 am–12:30 pm .....Associate Update with Lunch
- 12:25 pm–1:45 pm .....Lecture Showcase
- 1:30 pm–3:00 pm .....Professional Educational Session 1
- 1:50 pm–3:05 pm .....Campus Activities Marketplace 3
- 3:10 pm–5:15 pm .....Spotlight Showcase 2
- 5:15 pm–7:30 pm .....Dinner on your Own/  
Diversity Networking Opportunity
- 7 pm–7:45 pm .....School Showcase Set-Up
- 7:40 pm–9:45 pm .....Spotlight Showcase 3
- 9:45 pm–11 pm .....Campus Activities Marketplace 4
- 11 pm–12 am .....School Showcase  
(NACA West Student Social occurs during this time slot.)

### Saturday

- 9 am–5 pm .....Registration Open
- 9 am–10 am .....Educational Session 4
- 9 am–11:10 am .....Block Book It Now Meeting
- 10:10 am–11:10 am .....Educational Session 5
- 11 am–2 pm .....Discover NACA
- 11:20 am–1:05 pm .....Spotlight Showcase 4
- 1:05 pm–2:30 pm ..Lunch on your Own/Delegate Meeting
- 2:30 pm–4:35 pm .....Spotlight Showcase 5
- 2:45 pm–4:15 pm .....Professional Educational Session 2
- 4:35 pm–5:35 pm .....Campus Activities Marketplace 5
- 6 pm–7:30 pm .....Closing Banquet and Awards Ceremony
- 7:45 pm–9:50 pm .....Spotlight Showcase 6
- 9:50 pm–11:15 pm Final Campus Activities Marketplace 6
- 11:15 pm–12:15 am .....Block Book It Now Meeting
- 11:15 pm–12:15 am .....Campus Activities Marketplace  
Load-Out
- 11:15 pm–12:15 am .....Special Event Showcase  
(NACA Mid Atlantic and NACA Northeast Special Events Showcase runs until 1:15 am)

#### Regional Variances

*West:*  
2:30 pm–3:45 pm .....Kick-Off and  
Sampler Showcase

*Central:*  
2:45 pm–3:45 pm .....Networking Session

*Mid Atlantic*  
2:45 pm–3:45 pm .....Sampler Showcase

*Mid America:*  
3 pm–4 pm .....Conference Kick-Off  
Sampler Showcase

*Central, Mid Atlantic, Mid America and West:*  
4 pm–5 pm .....Educational Session 1/  
Block Booking Orientation

*Friday Dinner on Your Own at West will end at 8 PM.  
Other activities will begin and end 25 minutes later.*

*Saturday Lunch on Your Own at Central will last two hours.  
Spotlight Showcase 5 and CAMP will begin and end 30  
minutes later.*

## 2010–11 NACA Regional Conference Attendance

	NACA South	NACA Central	NACA Mid Atlantic	NACA West	NACA Mid America	NACA Northeast	'11 NACA Northern Plains	Regional Conference Total
School Delegates	647	357	695	492	618	942	761	4,512
Schools	97	55	115	88	97	114	106	672
Associate Delegates	168	90	227	152	221	132	280	1,270
Associate Firms	103	76	144	108	107	143	93	774
Booths	147	96	190	135	200	111	110	989
Showcase Applications Submitted	519	423	680	481	551	655	469	3,778

# Regional Conference Fees by Region

## NACA CENTRAL

ACTIVITY .....	FEE
Early Associate Delegate Registration Fee .....	\$180
Regular Associate Delegate Registration Fee .....	205
Associate Member Day Pass (per day)** .....	105
CAMP Pass (per person/per day) .....	45
Campus Activities Marketplace Fee .....	260
Booth Demonstration Fee.....	200
Marketplace Attraction Fee* .....	\$3/sq. ft.
Showcase Application Fee via Hard Copy (non-refundable) .....	75
Showcase Application Fee via Sonicbids (non-refundable) .....	65
Spotlight Showcase Fee .....	280
Roving Artist Showcase Fee .....	280
Lecture Showcase Fee .....	280
Master of Ceremonies Fee .....	280
Special Events Showcase Fee .....	280

## NACA MID AMERICA

ACTIVITY .....	FEE
Early Associate Delegate Registration Fee .....	\$180
Regular Associate Delegate Registration Fee .....	205
Associate Member Day Pass (per day)** .....	105
CAMP Pass (per person/per day) .....	45
Campus Activities Marketplace Fee .....	260
Booth Demonstration Fee.....	200
Showcase Application Fee via Hard Copy (non-refundable) .....	75
Showcase Application Fee via Sonicbids (non-refundable) .....	65
Spotlight Showcase Fee .....	280
Master of Ceremonies Fee .....	280
Roving Artist Showcase Fee .....	280
Lecture Showcase Fee .....	280
Special Events Showcase Fee .....	280
Sampler Showcase Fee .....	110

## NACA MID ATLANTIC

ACTIVITY .....	FEE
Early Associate Delegate Registration Fee .....	\$195
Regular Associate Delegate Registration Fee .....	225
Associate Member Day Pass (per day)** .....	115
CAMP Pass (per person/per day) .....	45
Campus Activities Marketplace Fee (limit 2) .....	260
Booth Demonstration Fee.....	200
Showcase Application Fee via Hard Copy (non-refundable) .....	75
Showcase Application Fee via Sonicbids (non-refundable) .....	65
Spotlight Showcase Fee .....	280
Master of Ceremonies Fee .....	280
Roving Artist Showcase Fee .....	280
Lecture Showcase Fee .....	280
Sampler Showcase Fee .....	110
Special Events Showcase Fee .....	280

## NACA NORTHEAST

ACTIVITY .....	FEE
Early Associate Delegate Registration Fee .....	\$195
Regular Associate Delegate Registration Fee.....	225
Associate Member Day Pass (per day)** .....	115
CAMP Pass (per person/per day) .....	45
Campus Activities Marketplace Fee .....	260
Booth Demonstration Fee.....	200
Marketplace Attraction Fee* .....	\$3/sq. ft.
Showcase Application Fee via Hard Copy (non-refundable) .....	75
Showcase Application Fee via Sonicbids (non-refundable) .....	65
Spotlight Showcase Fee .....	280
Master of Ceremonies Fee .....	280
Roving Artist Showcase Fee .....	280
Lecture Showcase Fee .....	280
Special Events Showcase Fee .....	280
Sampler Showcase Fee .....	110

## NACA NORTHERN PLAINS

ACTIVITY .....	FEE
Early Associate Delegate Registration Fee .....	\$180
Regular Associate Delegate Registration Fee.....	205
Associate Member Day Pass (per day)** .....	105
CAMP Pass (per person/per day) .....	45
Campus Activities Marketplace Fee .....	260
Booth Demonstration Fee.....	200
Marketplace Attraction Fee* .....	\$3/sq. ft.
Showcase Application Fee via Hard Copy (non-refundable) .....	75
Showcase Application Fee via Sonicbids (non-refundable) .....	65
Spotlight Showcase Fee .....	280
Master of Ceremonies Fee .....	280
Roving Artist Showcase Fee .....	280
Lecture Showcase Fee .....	280
Special Events Showcase Fee .....	280
Sampler Showcase Fee .....	110

## NACA SOUTH

ACTIVITY .....	FEE
Early Associate Delegate Registration Fee .....	\$180
Regular Associate Delegate Registration Fee.....	205
Associate Member Day Pass (per day)** .....	105
CAMP Pass (per person/per day) .....	45
Campus Activities Marketplace Fee .....	260
Booth Demonstration Fee.....	200
Showcase Application Fee via Hard Copy (non-refundable) .....	75
Showcase Application Fee via Sonicbids (non-refundable) .....	65
Spotlight Showcase Fee .....	280
Master of Ceremonies Fee .....	280
Roving Artist Showcase Fee .....	280
Lecture Showcase Fee .....	280
Special Events Showcase Fee .....	280
Sampler Showcase Fee .....	110

## NACA WEST

ACTIVITY .....	FEE
Early Associate Delegate Registration Fee .....	\$180
Regular Associate Delegate Registration Fee.....	205
Associate Member Day Pass (per day)** .....	105
CAMP Pass (per person/per day) .....	45
Campus Activities Marketplace Fee .....	260
Booth Demonstration Fee.....	200
Showcase Application Fee via Hard Copy (non-refundable) .....	75
Showcase Application Fee via Sonicbids (non-refundable) .....	65
Spotlight Showcase Fee .....	280
Master of Ceremonies Fee .....	280
Roving Artist Showcase Fee .....	280
Lecture Showcase Fee .....	280
Sampler Showcase Fee .....	110
Special Events Showcase Fee .....	280

*\*Marketplace attractions are available in NACA Central, NACA Northeast and NACA Northern Plains regions only.*

*\*\*Day pass registrations received by the early registration deadline of the region to which you are applying will include meals if meals are provided on that day; those received after the early registration deadline will not.*

Many school members use the regional conference programs not only during the conferences, but as a guide for booking acts throughout the year. With so many inexpensive advertising options, it makes sense to give your performers an extra edge with print or digital advertising. The best spots book quickly...even before showcases are chosen, so contact **Tracey Portillo** at **traceyp@naca.org** to discuss your print and digital ad options. If you need help designing your ad, we will do it for free.

# MID ATLANTIC ■ Oct. 9–12, 2011 ■ Buffalo, NY

## NACA: How Sweet It Is!

Specific contact information may change during the course of the year. Please check the NACA Web site at [www.naca.org](http://www.naca.org) for the most current contact information before sending any materials.

### Fees & Deadlines

#### Campus Activities Marketplace Fees.....\$260

Booths can be purchased prior to the Showcase Application deadline. We encourage you to purchase booth space early, as some regions will sell out. **Payment of exhibit fee does not guarantee that a booth will be assigned to you.** For agencies that purchase booth space close to the Conference Program printing deadline, NACA cannot guarantee a listing in the Program.

#### Showcase Application Fees & Deadlines

Non-refundable; showcase applicants must be NACA members and purchase exhibit space by the showcase application deadline.

\$65 for electronic submission via Sonicbids at

[www.sonicbids.com/nacamidatlantic](http://www.sonicbids.com/nacamidatlantic);

\$75 for hard copy submission

**Must be received by June 14, 2011**

#### Showcase Categories & Fees

Fee is paid when selected

Spotlight .....	\$280
Master of Ceremonies .....	\$280
Lecture .....	\$280
Roving Artist .....	\$280
Sampler Showcase .....	\$110
Special Events .....	\$280

On-Site Selected Showcase? .....YES

#### Showcase Selection Notification Date .....July 13

Notification will be sent by e-mail. Results will be posted on [www.naca.org](http://www.naca.org).

#### Educational Session Deadline .....June 1

#### Associate Member Delegate Fees & Deadlines

\$195 by Sept. 19, 2011

\$225 after Sept. 19, 2011

\$115 day pass

\$45 per person per day CAMP Pass

#### Booth Size & Furnishings

8'x10', with an 8' high background drapery and 3' high side divider drapery; (1) company I.D. sign, (1) 6' foot draped table; (2) chairs; (1) wastebasket.

#### Decorating Company

##### General Exposition Services

205 Windsor Rd

Limerick Business Ctr

Pottstown, PA 19464

Phone: 610-495-8866

Fax: 610-495-8870

[www.generalexposition.com](http://www.generalexposition.com)

### Facilities

#### Buffalo Niagra Convention Center

Convention Center Plaza • Buffalo, NY 14202

Phone: 716-855-5555

[www.buffaloconvention.com](http://www.buffaloconvention.com)

#### Hyatt Regency Buffalo

Two Fountain Plaza • Buffalo, NY 14202

Phone: 716-856-1234 • Fax: 716-856-6157

Toll-free: 888-421-1442

<http://resweb.passkey.com/go/nacamidatlanticregmtg>

Single/Double/Triple/Quad - \$139; Plus 13.75% tax

Reservation Deadline: September 14, 2011

#### Comfort Suites Downtown Buffalo

601 Main Street • Buffalo, NY 14203

Phone: 716-854-5500 • Fax: 716-854-4836

Toll-free: 877-424-6423

Single/Double/Triple/Quad - \$139; Plus 13.75% tax

Reservation Deadline: September 14, 2011

#### Embassy Suites Buffalo

200 Delaware Street • Buffalo, NY 14202

Phone: 716-842-1000 • Fax: 716-842-1001

Toll-free: 800-362-2779

<http://buffalo.embassysuites.com>

Single/Double/Triple/Quad - \$169; Plus 13.75% tax

Reservation Deadline: September 14, 2011

Online Booking Code: NAC

### Transportation

**Buffalo International Airport (BUF)** is located 8 minutes from the Buffalo Niagra Convention Center.

### Associate Member Contacts

For general NACA regional conference information and assistance, please check the NACA Web site at [www.naca.org](http://www.naca.org) or contact the NACA Office at [memberrelations@naca.org](mailto:memberrelations@naca.org) or 803-732-6222. For questions relating to this specific regional conference, please contact the individuals listed below.

#### Showcase Selection Coordinator:

*(Showcase submission materials should be mailed to this person)*

Kimberly Herrera

Anne Arundel Community College

Coordinator, Student Activities

101 College Pkwy • Arnold, MD 21012

(410) 777-2043 • [kfherrera@aacc.edu](mailto:kfherrera@aacc.edu)

#### Campus Activities Marketplace Coordinator

Jessica Claar

The College of New Jersey

Assistant Director of Student Activities

(609) 771-2467 • [claar@tcnj.edu](mailto:claar@tcnj.edu)

### Regional Conference Program Chairperson

Crissy Fabiszak

The Community College of Baltimore County

Campus Coordinator for Student Life

(443) 840-3660 • [cfabiszak@ccbcmd.edu](mailto:cfabiszak@ccbcmd.edu)

### Special Event Showcase Opportunities

All production costs for special event showcases are the responsibility of the agency/artist. This includes but is not limited to load-in/out costs, electricity, additional security required, etc.

#### Special Event Showcase: Late Night Showcase

Sunday, Oct. 9, 11:35 pm – 12:35 am

NACA Mid Atlantic invites associates to submit showcase proposals for a fun, high-energy and engaging interactive activity.

#### Special Event Showcase:

##### Extended Late Night Showcase

Tuesday, Oct. 11, 11:15 pm – 1:15 am

NACA Mid Atlantic invites associates to submit showcase proposals for an high energy activity such as a dance party, karaoke event, etc.

### Sponsorship Opportunities

#### Best Seat in the House:

NACA Mid Atlantic invites associates to sponsor a "Best Seat in the House" couch for the showcases.

#### Professional Development Luncheon:

NACA Mid Atlantic invites associates to sponsor the Professional Development Luncheon.

#### Aluminum Water Bottle:

NACA Mid Atlantic invites associates to sponsor a reusable aluminum water bottle for all conference delegates.

#### Conference Bag Swag:

NACA Mid Atlantic invites associates to sponsor items such as pens, highlighters, small key chain lights, sticky notes, etc.

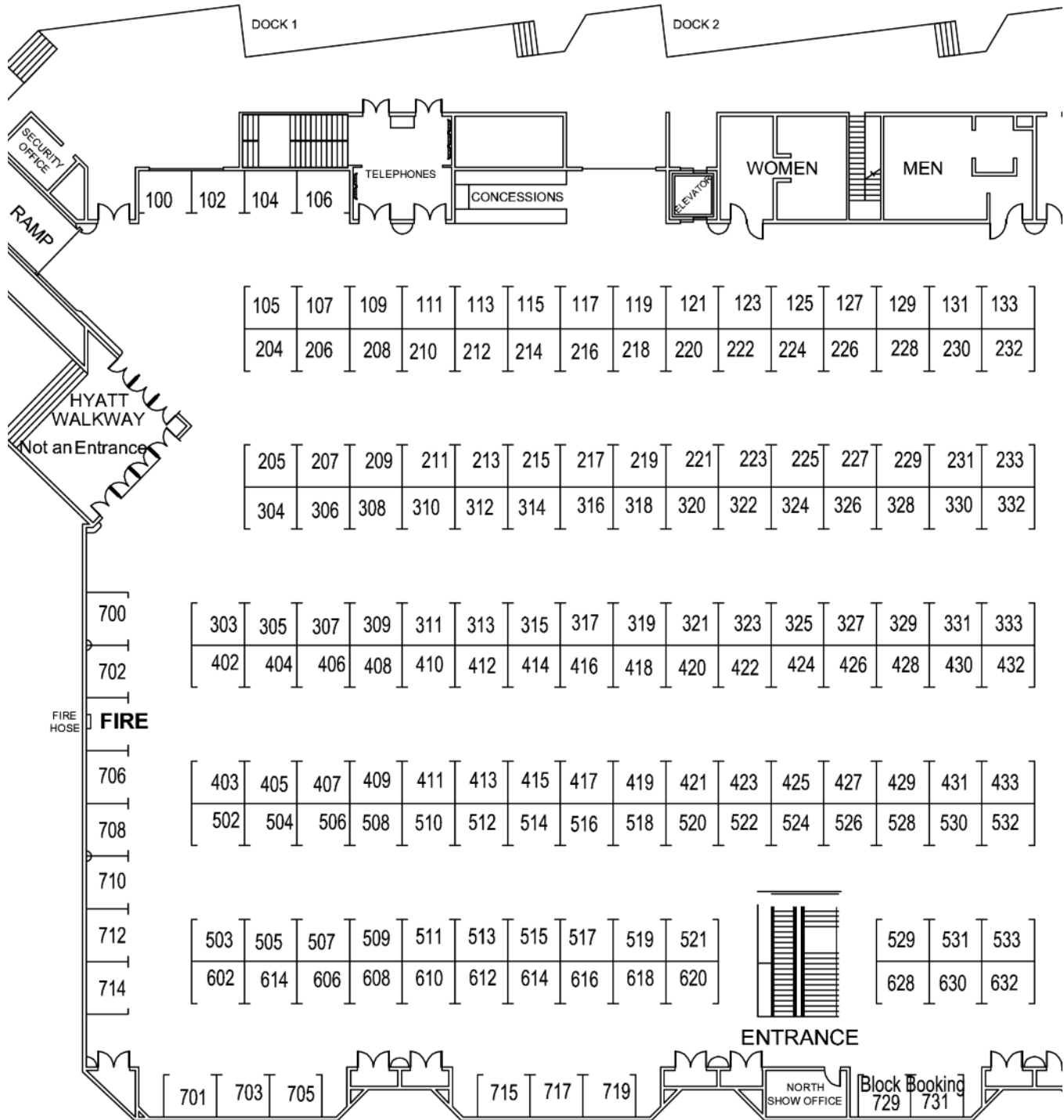
Follow NACA Mid Atlantic on Twitter at @thenacamat.

Save money on printing  
and shipping!  
Submit online using



[www.sonicbids.com/nacamidatlantic](http://www.sonicbids.com/nacamidatlantic)

# NACA MID ATLANTIC CAMP LAYOUT



**MID ATLANTIC - Oct. 9-12, 2011 - Buffalo, NY - NACA: How Sweet It Is!**

# NACA SOUTH ■ Oct. 13–16, 2011 ■ Myrtle Beach, SC ■ Tee Off with NACA South!

Specific contact information may change during the course of the year. Please check the NACA Web site at [www.naca.org](http://www.naca.org) for the most current contact information before sending any materials.

## Fees & Deadlines

### Campus Activities Marketplace Fees.....\$260

Booth can be purchased prior to the Showcase Application deadline. We encourage you to purchase booth space early, as some regions will sell out. **Payment of exhibit fee does not guarantee that a booth will be assigned to you.** For agencies that purchase booth space close to the Conference Program printing deadline, NACA cannot guarantee a listing in the Program.

### Showcase Application Fees & Deadlines

Non-refundable; showcase applicants must be NACA members and purchase exhibit space by the showcase application deadline.

\$65 for electronic submission via Sonicbids at

[www.sonicbids.com/nacasouth](http://www.sonicbids.com/nacasouth);

\$75 for hard copy submission

**Must be received by May 24, 2011**

### Showcase Categories & Fees

Fee is paid when selected

Spotlight .....\$280

Master of Ceremonies .....\$280

Lecture .....\$280

Roving Artist .....\$280

Sampler Showcase.....\$110

Special Events .....\$280

On-Site Selected Showcase? .....YES

### Showcase Selection Notification Date.....June 15

Notification will be sent by e-mail. Results will be posted on [www.naca.org](http://www.naca.org).

### Educational Session Deadline .....June 1

### Associate Member Delegate Fees & Deadlines

\$180 by Sept. 22, 2011

\$205 after Sept. 22, 2011

\$105 day pass

\$45 per person per day CAMP Pass

### Booth Size & Furnishings

10'x10'; with an 8' high background drapery and 3' high side divider drapery; (1) company I.D. sign, (1) 6' foot skirted table; (2) folding chairs; (1) wastebasket with liner.

### Decorating Company

#### Hollins Exposition Services

121 North Chimney Rock Rd

Greensboro, NC 27419

Phone: 336-315-5225

[www.hollins-expo.com](http://www.hollins-expo.com)

### Facilities

#### Myrtle Beach Convention Center

2101 North Oak St

Myrtle Beach, SC 29578

Phone: 843-918-1225

[www.myrtlebeachconventioncenter.com](http://www.myrtlebeachconventioncenter.com)

#### Sheraton Myrtle Beach Convention Center Hotel

2101 North Oak St

Myrtle Beach, SC 29577

Phone: 843-918-5000

Fax: 843-918-5004

<http://www.starwoodmeeting.com/Book/NACASOUTH2011>

Single/Double/Triple/Quad .....\$149

Plus 16.28% Tax & Facilities Fees

Reservation Deadline .....September 20, 2011

#### Anderson Ocean Club

2601 North Ocean Blvd

Myrtle Beach, SC 29577

Phone: 843-213-5340

Fax: 843-946-6101

<http://www.oceanaresorts.com/myrtle-beach-resorts/anderson-ocean-club/default.asp>

Single/Double .....\$124

Triple .....\$134

Quad .....\$144

Plus 17% Tax & Facilities Fees

Reservation Deadline .....September 20, 2011

### Transportation

**Myrtle Beach Airport (MYR)** is located 3 miles from the Sheraton. Myrtle Beach Transportation offers shuttle service starting at \$15 per person. Estimated taxi fare is \$20 one way to the hotel.

### Associate Member Contacts

For general NACA regional conference information and assistance, please check the NACA Web site at [www.naca.org](http://www.naca.org) or contact the NACA Office at [memberrelations@naca.org](mailto:memberrelations@naca.org) or 803-732-6222. For questions relating to this specific regional conference, please contact the individuals listed below.

#### Showcase Selection Coordinator:

(*Showcase submission materials should be mailed to this person*)

Matt Binion

Millsaps College

Director of Campus Activities

1701 N State St # 151063

Jackson, MS 39210

(601) 974-1200

[matt.binion@millsaps.edu](mailto:matt.binion@millsaps.edu)

#### Campus Activities Marketplace Coordinator

Tyger Glauser

Coastal Carolina University

Coordinator of Student Programs

(843) 349-4165

[tyger@coastal.edu](mailto:tyger@coastal.edu)

#### Regional Conference Program Chairperson

Angel Lee Miano

University of South Carolina Aiken

Associate Director of Student Involvement

(803) 641-3776

[angelm@usca.edu](mailto:angelm@usca.edu)

## Special Event Showcase Opportunities

All production costs for special event showcases are the responsibility of the agency/artist. This includes but is not limited to load-in/out costs, electricity, additional security required, etc.

### Special Event Showcase:

Thursday, Oct. 13, 11:35 pm – 12:35 am

NACA South invites associates to submit showcase proposals around our theme "Tee Off with NACA South!"

### Special Event Showcase:

Saturday, Oct. 15, 11:15 pm – 12:15 am

NACA South invites associates to submit showcase proposals that involve a dance party.

## Sponsorship Opportunities

### Prizes/Giveaways for On-Site Social Media Competitions

NACA South would like to ask an associate member or members to sponsor prizes for the on-site social media competitions. These competitions would be managed by the Social Media Coordinator and would be done on Twitter, Facebook and Foursquare ON-SITE, DURING CONFERENCE. These competitions are similar to those done at other regions and were done previously and would facilitate conversation among the conference delegates. The giveaways could include gift cards or other items that the associate member(s) would be willing to donate. No prize should exceed \$50.

### Putt-Putt during registration:

NACA South would like to have a sponsor for putt-putt or a putting green in the lobby of the convention center during registration on Thursday, October 13.

### Prizes:

NACA South is looking for a sponsor for small donations (gift cards, etc) to use as prizes for social media contests and CAMP Bingo contests.

### Gifts for first time advisors:

NACA South would like to have small gifts (pens, pads, coffee mugs, etc) to put in gift bags for first time advisors to the NACA South conference.

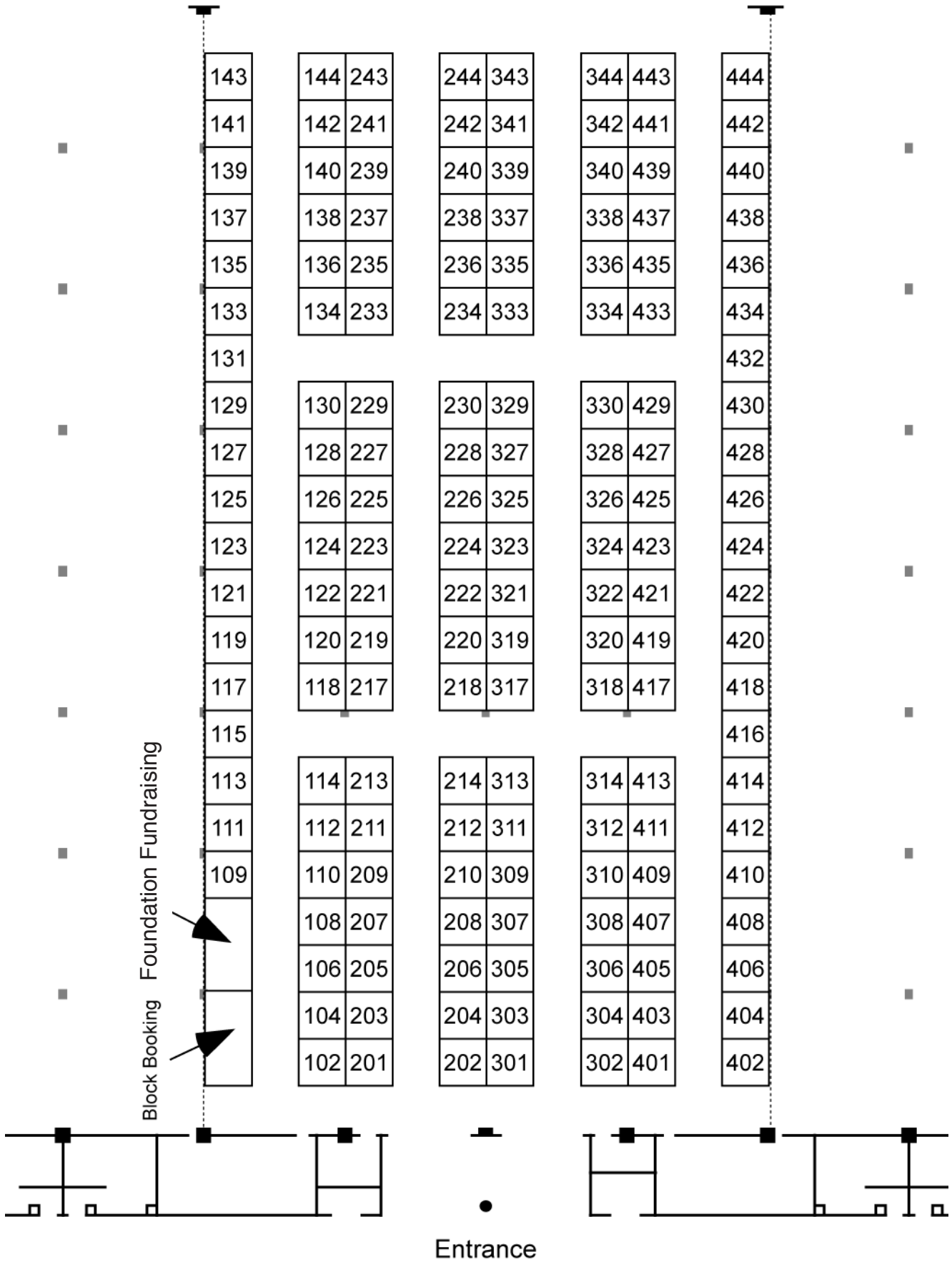
Save money on printing  
and shipping!  
Submit online using



[www.sonicbids.com/nacasouth](http://www.sonicbids.com/nacasouth)

Follow NACA South on Twitter at @thenacasou.

# NACA SOUTH CAMP LAYOUT



# NACA CENTRAL ■ Oct. 20–23, 2011 ■ Tulsa, OK ■ Color Your World

Specific contact information may change during the course of the year. Please check the NACA Web site at [www.naca.org](http://www.naca.org) for the most current contact information before sending any materials.

## Fees & Deadlines

### Campus Activities Marketplace Fees.....\$260

Booth can be purchased prior to the Showcase Application deadline. We encourage you to purchase booth space early, as some regions will sell out. **Payment of exhibit fee does not guarantee that a booth will be assigned to you.** For agencies that purchase booth space close to the Conference Program printing deadline, NACA cannot guarantee a listing in the Program.

### Showcase Application Fees & Deadlines

Non-refundable; showcase applicants must be NACA members and purchase exhibit space by the showcase application deadline. \$65 for electronic submission via Sonicbids at [www.sonicbids.com/nacacentral](http://www.sonicbids.com/nacacentral); \$75 for hard copy submission

**Must be received by June 7, 2011**

### Showcase Categories & Fees

Fee is paid when selected

Spotlight .....	\$280
Master of Ceremonies .....	\$280
Lecture .....	\$280
Roving Artist .....	\$280
Special Events .....	\$280

On-Site Selected Showcase? .....NO

### Showcase Selection Notification Date.....June 29

Notification will be sent by e-mail. Results will be posted on [www.naca.org](http://www.naca.org).

### Educational Session Deadline .....June 1

### Associate Member Delegate Fees & Deadlines

\$180 by Sept. 29, 2011  
\$205 after Sept. 29, 2011  
\$105 day pass  
\$45 per person per day CAMP Pass

### Booth Size & Furnishings

10'x10', with an 8' high background drapery and 3' high side divider drapery; (1) company I.D. sign, (1) 6' foot skirted table; (1) side chair; (1) wastebasket with liner.

### Decorating Company

#### Event 1 Productions

1601 S. 129th W. Avenue  
Sand Springs, OK 74063  
Phone: 918 245-8006  
Fax: 918-245-8007  
[www.event1inc.net](http://www.event1inc.net)

## Facilities

### Tulsa Convention Center

100 Civic Center  
Tulsa, OK 74103  
Phone: 918-894-4350  
[www.tulsaconvention.com](http://www.tulsaconvention.com)

### Doubletree Hotel Tulsa-Downtown

616 Wst 7th Street  
Tulsa, OK 74127  
Phone: 918-587-8000  
Fax: 918-587-3001  
[www.tulsadowntown.doubletree.com](http://www.tulsadowntown.doubletree.com)  
Single/Double \$135; Triple \$145; Quad \$155; Plus 13.52% tax  
Reservation Deadline: September 27, 2011  
Online Booking Code: CRC

## Transportation

**Tulsa International Airport (TUL)** is located approximately 15 minutes from the hotel. Complimentary shuttle service is available 5 am–11 pm. Estimated taxi fare is \$20 one way.

## Associate Member Contacts

For general NACA regional conference information and assistance, please check the NACA Web site at [www.naca.org](http://www.naca.org) or contact the NACA Office at [memberrelations@naca.org](mailto:memberrelations@naca.org) or 803-732-6222. For questions relating to this specific regional conference, please contact the individuals listed below.

### Showcase Selection Coordinator:

*(Showcase submission materials should be mailed to this person)*

Seferino Mendieta  
Texas A&M University-Kingsville  
Director, Memorial Student Union & Student Activities  
Memorial Student Union Building #301  
1050 W. Santa Gertrudis  
Kingsville, TX 78363  
(361) 593-2769  
[kasm000@tamuk.edu](mailto:kasm000@tamuk.edu)

### Campus Activities Marketplace Coordinator

Jeanette Hooker  
The University of Texas at Austin/The Texas Union  
Student Affairs Administrator  
(512) 475-6630  
[jhooker@universityunions.utexas.edu](mailto:jhooker@universityunions.utexas.edu)

### Regional Conference Program Chairperson

Zeak Naifeh  
Cameron University  
Director of Student Activities  
(580) 581-2217  
[znaifeh@cameron.edu](mailto:znaifeh@cameron.edu)

## Special Event Showcase Opportunities

All production costs for special event showcases are the responsibility of the agency/artist. This includes but is not limited to load-in/out costs, electricity, additional security required, etc.

### Special Event Showcase: Conference Dinner

Thursday, Oct. 20, 5:30 pm – 7:00 pm  
NACA Central invites associates to submit showcase proposals for interactive performance art for the conference opening dinner to coordinate with the theme "Color Your World." Limited space is available.

### Special Event Showcase: Late Night Showcase

Thursday, Oct. 20, 11:35 pm – 12:35 am  
NACA Central invites associates to submit showcase proposals for a fun, high-energy and engaging interactive activity. Events must be able to handle multiple students at one time. More than one event/attraction may be selected from multiple agencies.

### Special Event Showcase:

Saturday, Oct. 22, 11:15pm – 12:15am  
NACA Central invites associates to submit showcase proposals for a fun, high-energy and engaging interactive activity. Events must be able to handle multiple students at one time. More than one event/attraction may be selected from multiple agencies.

## Sponsorship Opportunities

### Conference Volunteer Gift:

NACA Central invites associates to provide volunteer recognition gifts within the conference theme of art.

### Best Seat in the House:

NACA Central invites associates to sponsor a "Best Seat in the House" couch for the showcases.

### TV/LCD Projection Screens:

NACA Central invites associates to sponsor the rental of either a LCD projector and screen to be used throughout the Convention Center for conference updates and social media.

### Welcome Banner:

NACA Central invites associates to sponsor a "Welcome to NACA Central" banner to be used at the hotel lobby to greet all delegates.

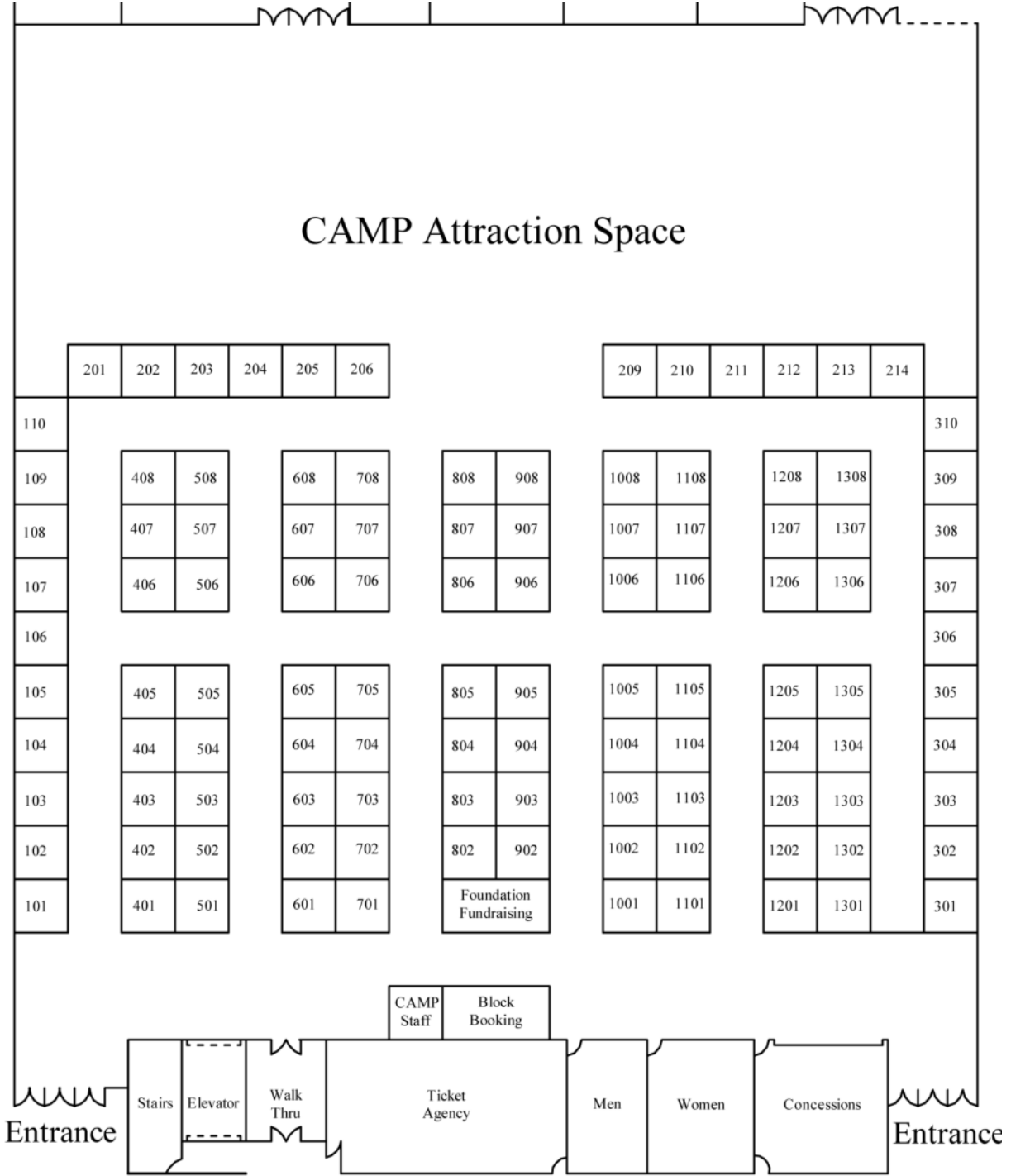
Save money on printing  
and shipping!  
Submit online using



[www.sonicbids.com/nacacentral](http://www.sonicbids.com/nacacentral)

Follow NACA Central on Twitter at @thenacacen.

# NACA CENTRAL CAMP LAYOUT



# NACA WEST ■ Nov. 3–6, 2011 ■ Spokane, WA ■ Step It Up

Specific contact information may change during the course of the year. Please check the NACA Web site at [www.naca.org](http://www.naca.org) for the most current contact information before sending any materials.

## Fees & Deadlines

### Campus Activities Marketplace Fees .....\$260

Booth can be purchased prior to the Showcase Application deadline. We encourage you to purchase booth space early, as some regions will sell out. **Payment of exhibit fee does not guarantee that a booth will be assigned to you.** For agencies that purchase booth space close to the Conference Program printing deadline, NACA cannot guarantee a listing in the Program.

### Showcase Application Fees & Deadlines

Non-refundable; showcase applicants must be NACA members and purchase exhibit space by the showcase application deadline. \$65 for electronic submission via Sonicbids at

[www.sonicbids.com/nacawest](http://www.sonicbids.com/nacawest);

\$75 for hard copy submission

**Must be received by June 21, 2011**

### Showcase Categories & Fees

Fee is paid when selected

Spotlight .....\$280

Master of Ceremonies .....\$280

Lecture .....\$280

Roving Artist .....\$280

Sampler Showcase.....\$110

Special Events .....\$280

On-Site Selected Showcase? .....YES

Showcase Selection Notification Date .....July 13

Notification will be sent by e-mail. Results will be posted on [www.naca.org](http://www.naca.org).

Educational Session Deadline .....June 1

### Associate Member Delegate Fees & Deadlines

\$180 by Oct. 13, 2011

\$205 after Oct. 13, 2011

\$105 day pass

\$45 per person per day CAMP Pass

### Booth Size & Furnishings

10'x10', with an 8' high background drapery and 3' high side divider drapery; (1) company I.D. sign, (1) 6' foot skirted table; (2) side chairs; (1) wastebasket with liner.

### Decorating Company

#### Pacific Exposition Decorating Company

2737 NW Nela Street

Portland, Oregon 97210

Phone: 503-417-8000

Fax: 503-417-8001

[www.pacificexposition.com](http://www.pacificexposition.com)

### Facilities

#### Spokane Convention Center

334 West Spokane Falls Blvd

Spokane, WA 99201

Phone: 509-279-7000

[www.spokanecenter.com](http://www.spokanecenter.com)

Follow NACA West on Twitter at @thenacawst.

### Doubletree Hotel Spokane-City Center

322 North Spokane Falls Court

Spokane, WA 99201

Phone: 509-455-9600

Fax: 509-455-6285

<http://doubletree.hilton.com/en/dt/groups/personalized/S/SP>

CC-DT-NAC-20111101/index.jhtml?WT.mc\_id=POG

Single/Double .....\$140

Triple/Quad .....\$150

Plus 10.7% State Tax & \$2 County Tax

Reservation Deadline: .....October 11, 2011

Online Booking Code: .....NAC

### Red Lion Hotel at the Park

W. 303 North River Dr.

Spokane, WA 99201

Phone: 509-326-8000

Fax: 509-325-7329

<http://redlion.rdn.com/HotelLocator/HotelOverview.aspx?metaID=18>

Reservation Deadline: October 11, 2011

Single/Double/Triple/Quad .....\$155

Plus 10.7% State Tax & \$2 County Tax

### Transportation

**Spokane International Airport (GEG)** is located 15 minutes from both hotels. Complimentary shuttle service is available through the Doubletree hotel. Estimated taxi fare is \$20 one way.

### Associate Member Contacts

For general NACA regional conference information and assistance, please check the NACA Web site at [www.naca.org](http://www.naca.org) or contact the NACA Office at [memberrelations@naca.org](mailto:memberrelations@naca.org) or 803-732-6222. For questions relating to this specific regional conference, please contact the individuals listed below.

#### Showcase Selection Coordinator:

(Showcase submission materials should be mailed to this person)

Brian Novak

Cascadia Community College

Director of Student Life

18345 Campus Way NE

Bothell, WA 98011

(425) 352-8545

[bnovak@cascadia.edu](mailto:bnovak@cascadia.edu)

#### Campus Activities Marketplace Coordinator

Heather McKenzie WaitE

Community Colleges of Spokane

Director of Student Funded Programs

(509) 533-4197

[heatherm@spokanefalls.edu](mailto:heatherm@spokanefalls.edu)

#### Regional Conference Program Chairperson

Jenn Mazzotta

University of the Pacific

Assistant Director

(209) 946-2235

[jmazzotta@pacific.edu](mailto:jmazzotta@pacific.edu)

## Special Event Showcase Opportunities

All production costs for special event showcases are the responsibility of the agency/artist. This includes but is not limited to load-in/out costs, electricity, additional security required, etc.

### Special Event Showcase: Thursday Late Night Showcase

Thursday, Nov 3, 11:35 pm – 12:35 am

NACA West invites associates to submit showcase proposals for a fun, high-energy and engaging interactive activity that will allow the students to network.

### Special Event Showcase: Friday Student Social Late Night Showcase

Friday, Nov. 4, 11:30 pm – 12:30 am

NACA West invites associates to submit showcase proposals for a DJ dance party that includes lights, sound and interactive video or other party-related programs.

## Sponsorship Opportunities

### Prizes/Giveaways for Student Social:

NACA West invites an associate member or members to sponsor gift cards for the student social. A total of ten gift cards is requested.

### Conference Bag Swag:

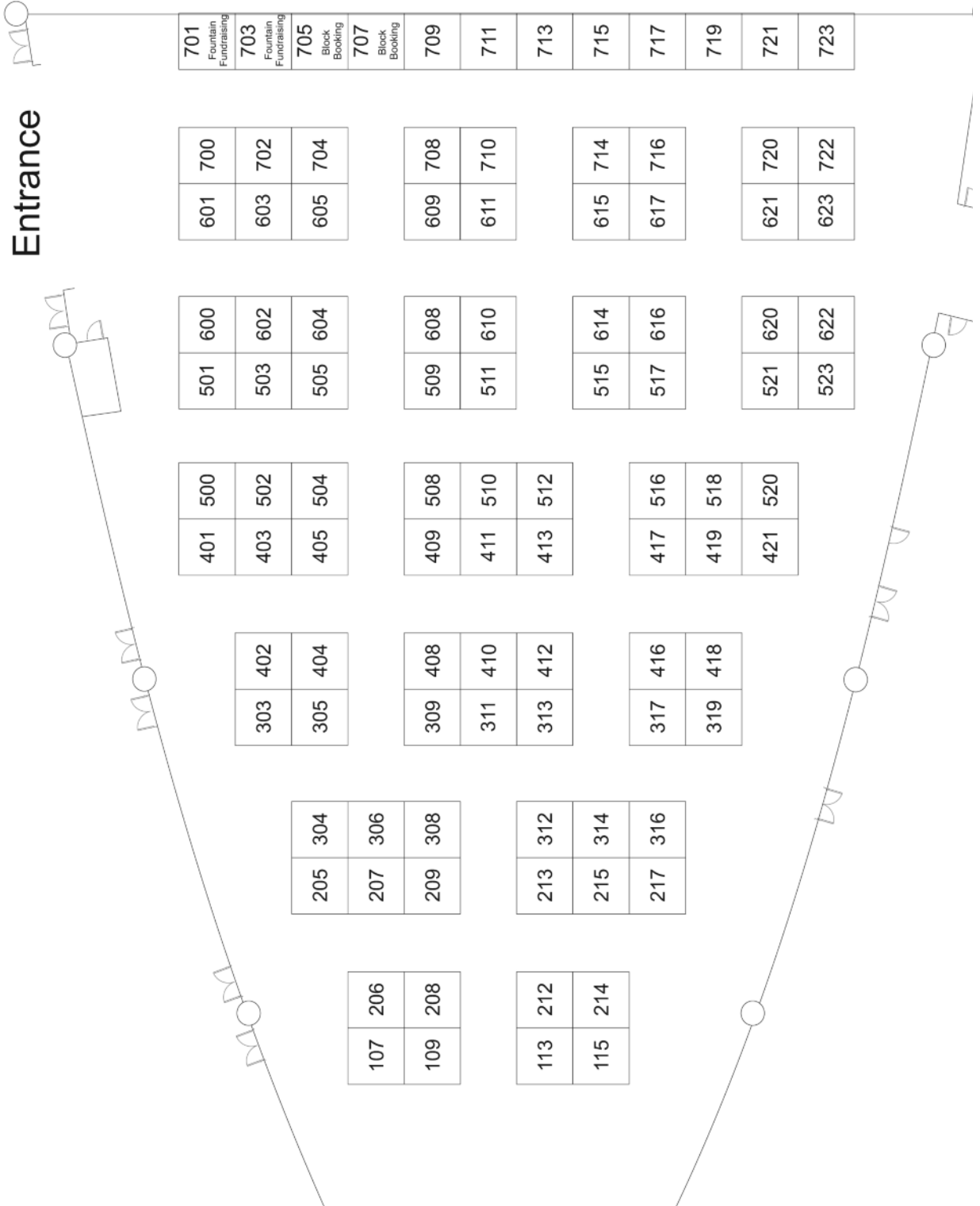
NACA West invites associates to sponsor items such as ear plugs, small key chain lights, glow objects, etc.

Save money on printing  
and shipping!  
Submit online using



[www.sonicbids.com/nacawest](http://www.sonicbids.com/nacawest)

# NACA WEST CAMP LAYOUT



# NACA MID AMERICA ■ Nov. 10–13, 2011 ■ Covington, KY

@thenacamam

Specific contact information may change during the course of the year. Please check the NACA Web site at [www.naca.org](http://www.naca.org) for the most current contact information before sending any materials.

## Fees & Deadlines

### Campus Activities Marketplace Fees.....\$260

Booth can be purchased prior to the Showcase Application deadline. We encourage you to purchase booth space early, as some regions will sell out. **Payment of exhibit fee does not guarantee that a booth will be assigned to you.** For agencies that purchase booth space close to the Conference Program printing deadline, NACA cannot guarantee a listing in the Program.

### Showcase Application Fees & Deadlines

Non-refundable; showcase applicants must be NACA members and purchase exhibit space by the showcase application deadline.

\$65 for electronic submission via Sonicbids at

[www.sonicbids.com/nacamidamerica](http://www.sonicbids.com/nacamidamerica);

\$75 for hard copy submission

**Must be received by June 28, 2011**

### Showcase Categories & Fees

Fee is paid when selected

Spotlight .....\$280

Master of Ceremonies .....\$280

Lecture .....\$280

Roving Artist .....\$280

Sampler Showcase .....\$110

Special Events .....\$280

On-Site Selected Showcase? .....YES

**Showcase Selection Notification Date** .....July 20

Notification will be sent by e-mail. Results will be posted on [www.naca.org](http://www.naca.org).

**Educational Session Deadline** .....June 1

### Associate Member Delegate Fees & Deadlines

\$180 by Oct. 20, 2011

\$205 after Oct. 20, 2011

\$105 day pass

\$45 per person per day CAMP Pass

### Booth Size & Furnishings

10'x10', with an 8' high background drapery and 3' high side divider drapery; (1) company I.D. sign, (1) 6' foot skirted table; (2) side chairs; (1) wastebasket with liner.

### Decorating Company

#### George Fern Company

645 Linn Street

Cincinnati, OH 45203

Phone: 513-333-7060

Fax: 513-562-0462

[www.fernexpo.com](http://www.fernexpo.com)

## Facilities

### Northern Kentucky Convention Center

One West RiverCenter Blvd. • Covington, Kentucky 41011

Phone: 859-261-1500 • [www.nkycc.com](http://www.nkycc.com)

### Cincinnati Marriott at RiverCenter

10 West RiverCenter Boulevard

Covington, KY 41011

Phone: 859-261-2900

Fax: 859-261-0900

Toll-free: 1-800-266-6605

<http://www.marriott.com/hotels/travel/cvgr?groupCode=ncpnca&app=resvlink&fromDate=11/8/11&toDate=11/13/11>

Single/Double/Triple/Quad .....\$169

Plus 11.3% tax

Reservation Deadline .....October 18, 2011

Online Booking Code .....NCPNCPA

### Embassy Suites Cincinnati-RiverCenter

10 East Rivercenter Boulevard

Covington, KY 41011

Phone: 859-261-8400

Fax: 859-261-8486

[http://embassysuites.hilton.com/en/es/groups/personalized/C/CVGCVES-NCA-20111108/index.jhtml?WT.mc\\_id=POG](http://embassysuites.hilton.com/en/es/groups/personalized/C/CVGCVES-NCA-20111108/index.jhtml?WT.mc_id=POG)

Single/Double—\$164; Triple—\$174; Quad—\$184

Plus 11.3% tax

Reservation Deadline .....October 18, 2011

Online Booking Code .....NCA

## Transportation

### Cincinnati/Northern Kentucky International Airport

(CVG) is located 12 miles from both hotels. Estimated taxi fare is approximately \$23 one way to the hotels.

### Associate Member Contacts

For general NACA regional conference information and assistance, please check the NACA Web site at [www.naca.org](http://www.naca.org) or contact the NACA Office at [memberrelations@naca.org](mailto:memberrelations@naca.org) or 803-732-6222. For questions relating to this specific regional conference, please contact the individuals listed below.

### Showcase Selection Coordinator:

(Showcase submission materials should be mailed to this person)

Dani Hiar

Central Michigan University/Leadership Safari

Director, Leadership Safari

Bovee University Ctr

103 E Preston St

Mount Pleasant, MI 48859

(989) 774-2570

[hiar1dm@cmich.edu](mailto:hiar1dm@cmich.edu)

### Campus Activities Marketplace Coordinator

Kendrick Durham

Centre College

Director of Campus Activities

(859) 238-5743

[kendrick.durham@centre.edu](mailto:kendrick.durham@centre.edu)

### Regional Conference Program Chairperson

Joshua Gruenke

Northern Kentucky University

Assistant Director for Student Life

(859) 572-6514 • [Gruenkej1@nku.edu](mailto:Gruenkej1@nku.edu)

## Special Event Showcase Opportunities

All production costs for special event showcases are the responsibility of the agency/artist. This includes but is not limited to load-in/out costs, electricity, additional security required, etc.

### Special Event Showcase: Late Night Showcase

Thursday, Nov. 10, 11:35 pm – 12:35 am

NACA Mid America invites associates to submit showcase proposals for a fun, high-energy and engaging interactive activity. Event(s) must be able to handle multiple students at one time. More than one event/attraction from multiple agencies may be selected for this showcase.

### Special Event Showcase: Late Night Student Social

Saturday, Nov. 12, 11:15 pm – 12:15 am

NACA Mid America invites associates to submit showcase proposals for a fun, high-energy and engaging interactive novelty activity. Event(s) must be able to handle multiple students at one time. More than one event/attraction from multiple agencies may be selected for this showcase.

## Sponsorship Opportunities

### Twitter Tags:

NACA Mid America invites associates to sponsor pins that say "Follow me @....." Delegates may complete the twitter handle to encourage networking and conference interaction.

### Best Seat in the House:

NACA Central invites associates to sponsor a "Best Seat in the House" couch for the showcases.

Follow NACA Mid America on Twitter at

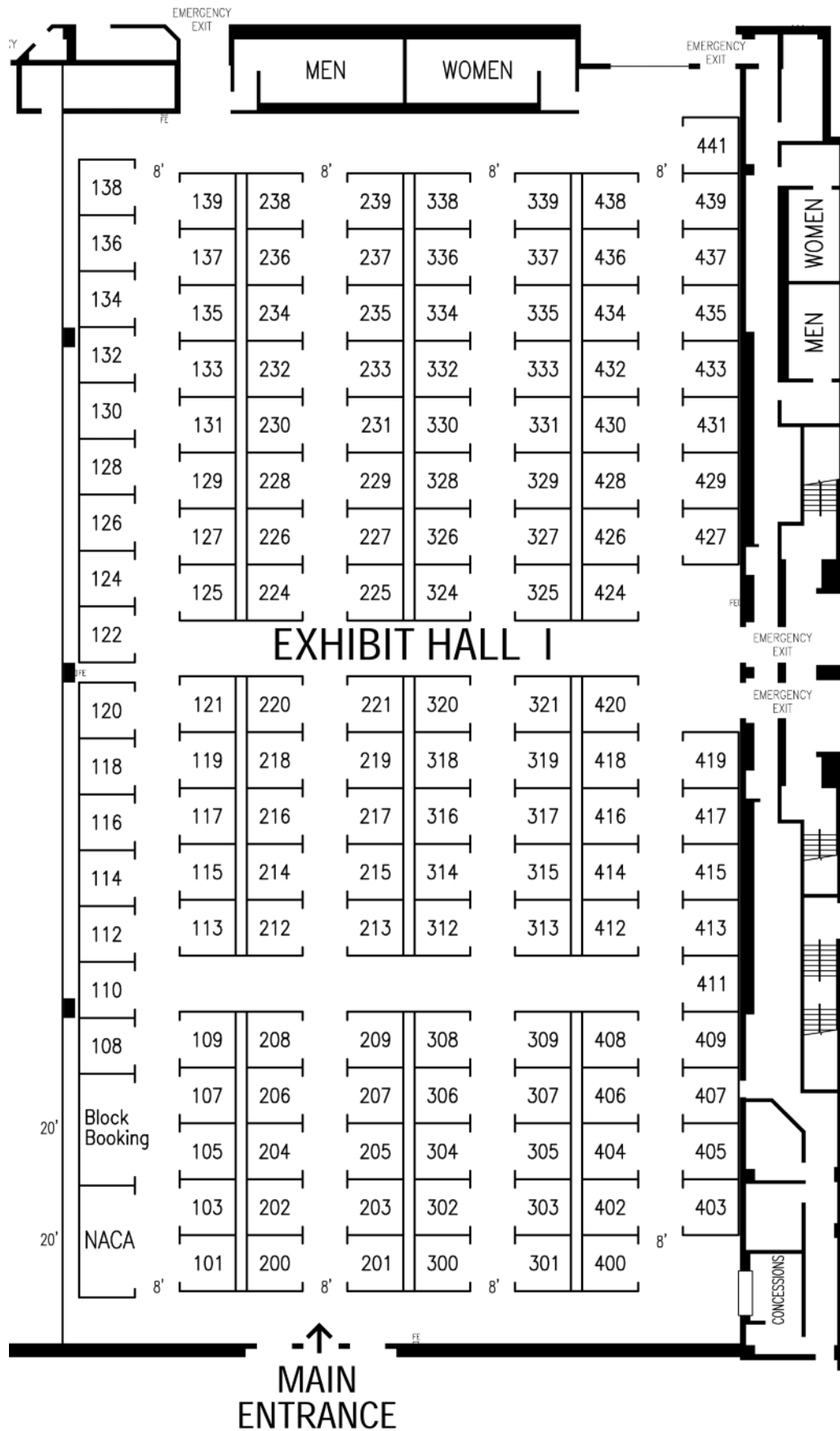
@thenacamam.

Save money on printing  
and shipping!  
Submit online using



[www.sonicbids.com/nacamidamerica](http://www.sonicbids.com/nacamidamerica)

# NACA MID AMERICA CAMP LAYOUT



# NACA NORTHEAST ■ Nov. 17–20, 2011 ■ Hartford, CT

## NACA: The Original Social Network

Specific contact information may change during the course of the year. Please check the NACA Web site at [www.naca.org](http://www.naca.org) for the most current contact information before sending any materials.

### Fees & Deadlines

#### Campus Activities Marketplace Fees .....\$260

Booth can be purchased prior to the Showcase Application deadline. We encourage you to purchase booth space early, as some regions will sell out. **Payment of exhibit fee does not guarantee that a booth will be assigned to you.** For agencies that purchase booth space close to the Conference Program printing deadline, NACA cannot guarantee a listing in the Program.

### Showcase Application Fees & Deadlines

Non-refundable; showcase applicants must be NACA members and purchase exhibit space by the showcase application deadline.

\$65 for electronic submission via Sonicbids at

[www.sonicbids.com/nacanortheast](http://www.sonicbids.com/nacanortheast);

\$75 for hard copy submission

**Must be received by July 6, 2011**

### Showcase Categories & Fees

Fee is paid when selected

Spotlight .....\$280

Master of Ceremonies .....\$280

Lecture .....\$280

Roving Artist .....\$280

Sampler Showcase .....\$110

Special Events .....\$280

On-Site Selected Showcase? .....YES

Showcase Selection Notification Date .....July 27

Notification will be sent by e-mail. Results will be posted on

[www.naca.org](http://www.naca.org).

Educational Session Deadline .....June 1

### Associate Member Delegate Fees & Deadlines

\$195 by Oct. 27, 2011

\$225 after Oct. 27, 2011

\$115 day pass

\$45 per person per day CAMP Pass

### Booth Size & Furnishings

10'x10', with an 8' high background drapery and 3' high side divider drapery; (1) company I.D. sign, (1) 6' foot skirted table; (1) side chair; (1) wastebasket with liner.

### Decorating Company

#### Capital Convention Contractors

10 Technology Drive ■ Suite 40 #395 ■ Hudson, MA 01749

Phone: 877-335-3700 ■ Fax: 978-562-9600

[www.capitalconventions.com](http://www.capitalconventions.com)

### Facilities

#### Connecticut Convention Center

100 Columbus Boulevard ■ Hartford, CT 06103

Phone: 860-249-6000 ■ [www.ctconventions.com](http://www.ctconventions.com)

### Hartford Marriott Downtown

200 Columbus Boulevard ■ Hartford, CT 06106

Phone: 860-249-8000 ■ Fax: 860-249-8181

[www.marriott.com](http://www.marriott.com)

Single/Double/Triple/Quad .....\$165

Plus 15% tax

Reservation Deadline .....October 18, 2011

Online Booking Code .....NACNACB

### Hilton Hartford

315 Trumbull Street ■ Hartford, CT 06103

Phone: 860-728-5151 ■ Fax: 860-240-7247

[www.1.hilton.com](http://www.1.hilton.com)

Single/Double .....\$144

Triple .....\$154

Quad .....\$154

Plus 15% tax

Reservation Deadline .....October 18, 2011

### Transportation

**Bradley International Airport (BDL)** is located 15 miles from the Hartford Marriott Downtown. Estimated taxi fare is \$44 one way to the hotels.

### Associate Member Contacts

For general NACA regional conference information and assistance, please check the NACA Web site at [www.naca.org](http://www.naca.org) or contact the NACA Office at [memberrelations@naca.org](mailto:memberrelations@naca.org) or 803-732-6222. For questions relating to this specific regional conference, please contact the individuals listed below.

### Showcase Selection Coordinator:

(Showcase submission materials should be mailed to this person)

Jason Gloe

Sarah Lawrence College

Assistant Director of Student Activities

1 Mead Way ■ Bronxville, NY 10708

(914) 395-2575 ■ [jgloe@sarahlawrence.edu](mailto:jgloe@sarahlawrence.edu)

### Campus Activities Marketplace Coordinator

Meagan Sage

Johnson & Wales University-Providence

Associate Director

(401) 598-4682 ■ [msage@jwu.edu](mailto:msage@jwu.edu)

### Regional Conference Program Chairperson

Scott Z. Hazan

Central Connecticut State University

Director Student Activities / Leadership Development

(860) 832-1992 ■ [hazanz@ccsu.edu](mailto:hazanz@ccsu.edu)

### Special Event Showcase Opportunities

All production costs for special event showcases are the responsibility of the agency/artist. This includes but is not limited to load-in/out costs, electricity, additional security required, etc.

#### Special Event Showcase: Conference Welcome Dinner Showcase

Thursday, Nov. 17, 5:30-7:00 pm

NACA Northeast invites associates to submit showcase proposals for activities and performances the first meal of the conference that will allow students to connect with the conference theme. Event(s) must be able to handle or entertain multiple students at one time appropriate for a dinner program. More than one event/attraction may be selected from multiple agencies.

#### Special Event Showcase: Thursday Late Night Showcase

Thursday, Nov. 17, 11:35 pm-12:35 am

NACA Northeast invites associates to submit showcase proposals for attractions that are interactive for the students such as ice breakers and can be active in nature (e.g., hypnosis, novelties, giant games, photo programs, etc.). Potential multiple showcasing acts may be slotted concurrently. Event(s) must be able to handle multiple students at one time. More than one event/attraction may be selected from multiple agencies.

#### Special Event Showcase: Saturday Late Night Showcase

Saturday, Nov. 19, 11:15 pm-12:15 am

NACA Northeast invites associates to submit showcase proposals late night dance or musical attractions that are interactive for the students (e.g., video dance party, karaoke, interactive musical acts, etc.), as well as party theme novelties connected to a dance hall environment. Potential multiple showcasing acts may be slotted concurrently. Events must be able to handle multiple students at one time. More than one event/attraction may be selected from multiple agencies.

#### Special Event Showcase: Saturday Late Night Showcase

12:30 am to 1:30 am

NACA Northeast invites associates to submit showcase proposals late night dance or musical attractions that are interactive for the students (e.g., video dance party, karaoke, interactive musical acts, etc.), as well as party theme novelties connected to a dance hall environment. Potential multiple showcasing acts may be slotted concurrently. Events must be able to handle multiple students at one time. More than one event/attraction may be selected from multiple agencies.

### Sponsorship Opportunities

#### Prizes/Giveaways for On-Site Social Media Competitions:

NACA Northeast invites an associate member or members to sponsor gift cards (\$500 total) for the on-site social media competitions. These competitions would be managed by a volunteer and would be done on Twitter, Facebook and Foursquare ON-SITE, DURING CONFERENCE. These competitions are similar to those done at this conference last year and would facilitate conversation among the conference delegates.

#### Prizes/Giveaways for CAMP Connections Card Competition:

NACA Northeast invites an associate member or members to sponsor gift cards (\$500 total) for the CAMP Connections Card Competition and printing cost (printing cost would include postcard size approx 1000 cards) for our CAMP Connection initiative. As a part of our "The Original Social Network" theme, and to encourage school delegates to interact more with associates. This program would essentially include all school delegates receiving a CAMP Connection Card when they enter the first CAMP. The card would have different genres of agencies that schools should visit - for example, one box might say "agency that provides lectures" or another might say "agency that represents music," etc. School delegates who receive signatures in all the boxes will be able to turn their card in at the CAMP booth, and be eligible for prizes. It is our hope that this will facilitate contact between school and associate members, generate business for both parties, and keep all members excited about CAMP.

#### Prizes/Giveaways for First Night:

NACA Northeast invites an associate member or members to sponsor student giveaways for the first night of the conference which can be distributed to attendees and connect with the conference theme. For these giveaways we are looking for something to use the conference logo and be specific to networking, for example, a business card holder or a mini notebook and pen to collect contact information. More than one sponsorship/giveaway may be selected from multiple agencies.

Save money on printing and shipping!

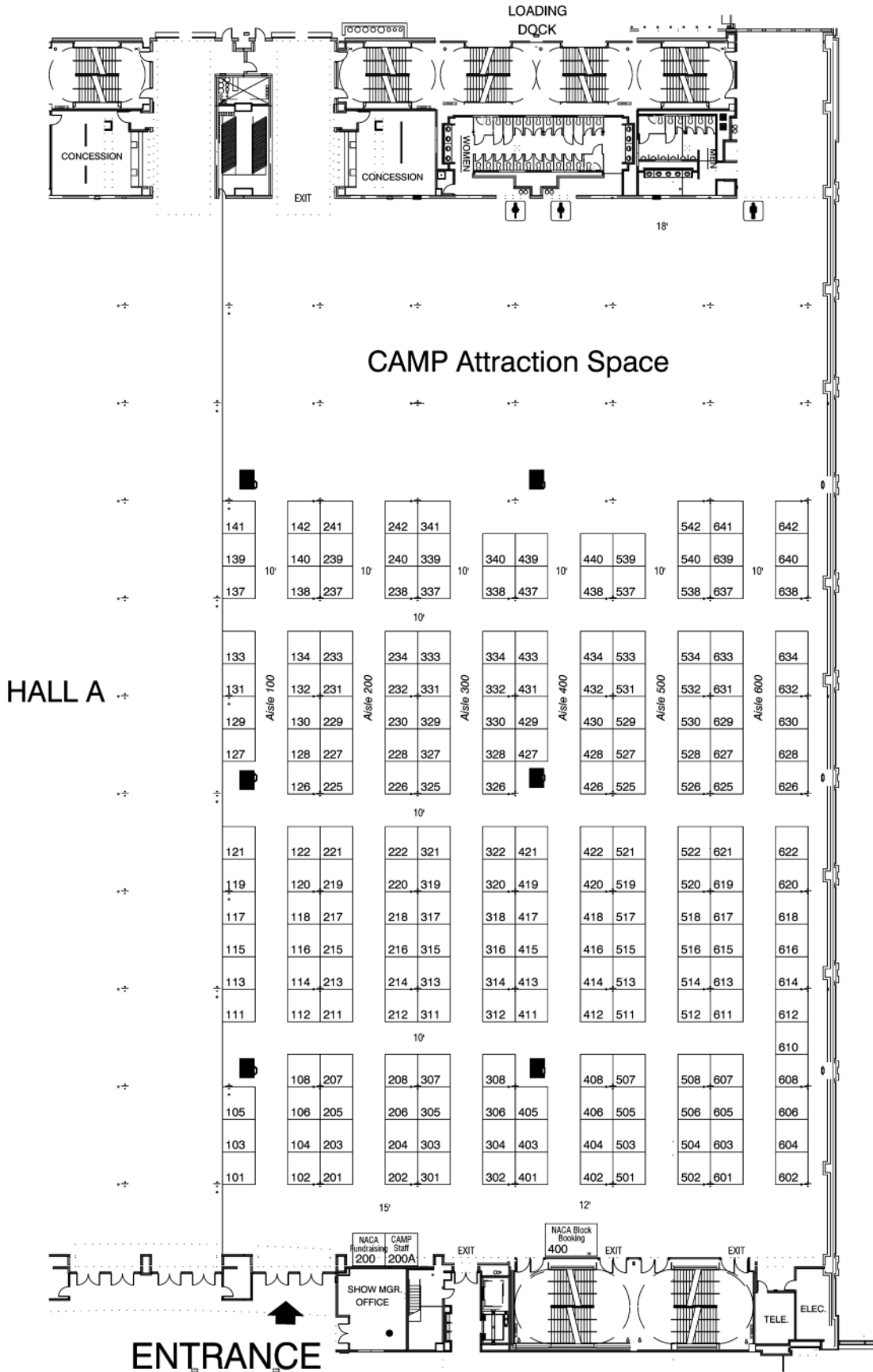
Submit online using



[www.sonicbids.com/nacanortheast](http://www.sonicbids.com/nacanortheast)

Follow NACA Northeast on Twitter at @thenacane.

# NACA NORTHEAST CAMP LAYOUT



# NACA NORTHERN PLAINS ■ March 29–April 1, 2012

## St. Paul, MN ■ NACA Undercover

Specific contact information may change during the course of the year. Please check the NACA Web site at [www.naca.org](http://www.naca.org) for the most current contact information before sending any materials.

### Fees & Deadlines

**Campus Activities Marketplace Fees** .....\$260  
Booth can be purchased prior to the Showcase Application deadline. We encourage you to purchase booth space early, as some regions will sell out. **Payment of exhibit fee does not guarantee that a booth will be assigned to you.** For agencies that purchase booth space close to the Conference Program printing deadline, NACA cannot guarantee a listing in the Program.

### Showcase Application Fees & Deadlines

Non-refundable; showcase applicants must be NACA members and purchase exhibit space by the showcase application deadline.

\$65 for electronic submission via Sonicbids at [www.sonicbids.com/nacaNP](http://www.sonicbids.com/nacaNP);  
\$75 for hard copy submission

**Must be received by Dec. 13, 2011**

### Showcase Categories & Fees

Fee is paid when selected

Spotlight .....\$280  
Master of Ceremonies .....\$280  
Lecture .....\$280  
Roving Artist .....\$280  
Sampler Showcase .....\$110  
Special Events .....\$280

On-Site Selected Showcase? .....NO

**Showcase Selection Notification Date** ..Jan. 11, 2012

Notification will be sent by e-mail. Results will be posted on [www.naca.org](http://www.naca.org).

**Educational Session Deadline** .....Nov. 4, 2011

### Associate Member Delegate Fees & Deadlines

\$180 by March 8, 2012  
\$205 after March 8, 2012  
\$105 day pass  
\$45 per person per day CAMP Pass

### Booth Size & Furnishings

10'x10', with an 8' high background drapery and 3' high side divider drapery; (1) company I.D. sign, (1) 6' foot skirted table; (2) side chairs; (1) wastebasket with liner.

### Decorating Company

**Hubbell-Tyner**  
1810 Como Avenue  
St. Paul, MN 55108  
Phone: 651-917-2632  
Fax: 651-917-2658  
[www.hubbelltyner.com](http://www.hubbelltyner.com)

### Facilities

**St. Paul RiverCentre**  
175 West Kellogg Boulevard  
St. Paul, MN 55102  
Phone: 651-265-4800  
[www.rivercentre.org](http://www.rivercentre.org)

### Crowne Plaza Hotel

St. Paul-Riverfront  
11 East Kellogg Boulevard  
St. Paul, MN 55101  
Phone: 651-292-1900  
Fax: 651-605-0189  
[www.cpstpaul.com](http://www.cpstpaul.com)  
Single/Double .....\$145  
Triple/Quad .....\$155  
Plus 13.25% tax

*The above rates include a rebate*

Reservation Deadline: .....March 6, 2012  
Online Booking Code to be determined; check [www.naca.org](http://www.naca.org) for the latest updates

### Transportation

Minneapolis/St. Paul International Airport (MSP) is 20 minutes from the St. Paul hotels. SuperShuttle is \$14 per person one way to downtown St. Paul hotels; estimated taxi fare is \$25 each way.

### Associate Member Contacts

For general NACA regional conference information and assistance, please check the NACA Web site at [www.naca.org](http://www.naca.org) or contact the NACA Office at [memberrelations@naca.org](mailto:memberrelations@naca.org) or 803-732-6222. For questions relating to this specific regional conference, please contact the individuals listed below.

### Showcase Selection Coordinator

*(Showcase submission materials should be mailed to this person)*  
David M. Nevins  
University of Wisconsin-Platteville  
Programming and Special Events Coordinator  
1 University Plaza  
Platteville, WI 53818  
(608) 342-1075  
[nevinsd@uwplatt.edu](mailto:nevinsd@uwplatt.edu)

### Campus Activities Marketplace Coordinator

Rebecca Chance  
University of Wisconsin-Parkside  
Assistant Director of Campus Activities  
(262) 595-3339  
[chance@uwp.edu](mailto:chance@uwp.edu)

### Regional Conference Program Chairperson

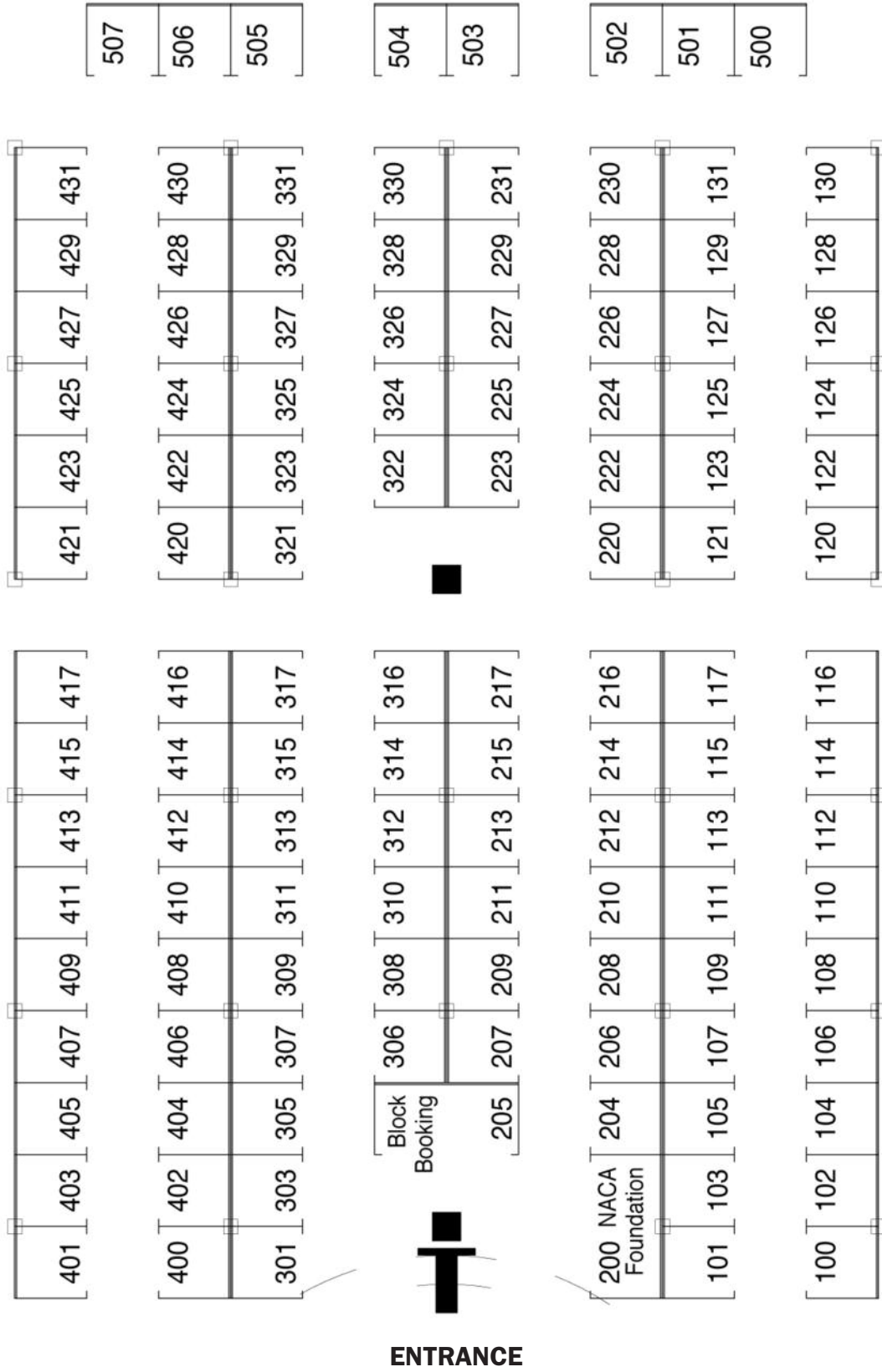
Jennie Hartzheim  
Beloit College  
Director of Student Activities  
(608) 363-2301  
[hartzhei@beloit.edu](mailto:hartzhei@beloit.edu)

**Save money on printing  
and shipping!**  
Submit online using



[www.sonicbids.com/nacaNP](http://www.sonicbids.com/nacaNP)

# NACA NORTHERN PLAINS CAMP LAYOUT



# NACA Regional Conference Educational Session Proposals

NACA requests proposals for educational programs at the 2011–12 Regional Conferences. Submit your proposals for multiple events with just one online form! Go to [www.naca.org/Education/EducationalSessions/Pages/default.aspx](http://www.naca.org/Education/EducationalSessions/Pages/default.aspx) for more information.

The deadline for the fall Regional Conferences is June 1, 2011.

The deadline for the NACA Northern Plains Regional Conference is Nov. 4, 2011.

All associates are **required** to purchase a booth at the time of application for the same event, in order for the educational session proposal to be considered.

As an associate member, you have valuable knowledge to share. Present to associates, students or professionals on nuts and bolts, new ideas or use one of these ideas below!

These topics were identified as priorities in recent surveys conducted by NACA. School staff identified the following topics in which they want/need to receive more education:

- Campus Traditions/Spirit/Culture
- Leadership Development
- Marketing/Communications/Building Attendance
- Late Night/Weekend Programming
- Sustainability
- Career Development
- Economic Crisis and its Impact on the Institution and Students
- Student Retention and Success Initiatives
- Community Colleges
- Diversity/Multiculturalism
- Collaborations/Partnerships/Co-Sponsorship
- Booking Acts/Block Booking/Contracts/Riders
- Homecoming
- Fundraising/Corporate Sponsorship/Grant Writing
- Mentoring/Advising
- Learning Reconsidered/Learning Outcomes
- Controversy on Campus/Free Speech
- Staff Development/Supervision/Management
- Retreat Planning/Officer Transition
- Character/Values/Ethics
- Technology/Online Communities
- Research/Assessment/Benchmarking
- Risk Management
- Strategic Planning/Vision/Mission/Goal Setting
- Student Development Theory
- Budgeting/Resource Management/Activity Fee Allocation
- Security/Safety/Crisis Management
- Large Event Management
- Concert Management

Outside of programming boards, school staff members predominantly have responsibility over the following areas:

- Leadership Programs
- Student Organization Management
- Student Government
- New Student Orientation

Here are additional topics students and staff identified as important to cover:

- Academic Affairs/Educational Programming
- Alcohol and Drug Prevention Programs
- Basic Programming Skills
- Change Management and Innovation
- Community Service/Service-Learning
- Commuter Students
- Lecture/Speaker Series
- Parent/Family/Youth Programming
- Professional Standards/Quality Control
- Working with Agencies/Artists
- Light & Sound Production
- Residence Life Programming
- Series Programming
- Religious Student Organizations/Spirituality
- Student Media/Yearbooks/Radio/TV
- Volunteer Recruitment/Training/Recognition
- Or come up with your own!

The themes for upcoming NACA events are:

- **NACA Central:** Color Your World
- **NACA Mid America:** @thenacamam
- **NACA Mid Atlantic:** NACA: How Sweet It Is
- **NACA Northeast:** NACA: The Original Social Network
- **NACA Northern Plains:** NACA Undercover
- **NACA South:** Tee Off With NACA South
- **NACA West:** Step It Up

Submitting an educational program proposal is easier than ever! No worries about faxes! No postal service to lose mail! No hassle of submitting separate forms for two different events! No struggle to write clearly! No need to remember several deadlines! Just go to [www.naca.org/Education/EducationalSessions/Pages/default.aspx](http://www.naca.org/Education/EducationalSessions/Pages/default.aspx) to fill out the form.

All educational session presenters recognize that they must register for the event, and that they are prohibited from proactively utilizing their presentation of an educational session as a marketing tool for their product, either before, during or after the presentation of the educational session. This prohibits promotion of the presentation of the educational session. Presenters cannot showcase or be an alternate in any showcase category and present educational sessions during the same event. It is the responsibility of the educational session coordinating presenter to obtain permission for use of all copyrighted materials. The presenters will indemnify and hold NACA harmless from and against any loss, expense (including attorney fees) or other liability resulting from any claims or suits for libel, violation of right of privacy, plagiarism, copyright, trademark infringement and any other claims or suits that may arise out of the publication of such materials.

If you do not receive a confirmation after submitting your proposal, please contact **Dionne Ellison** at [dionnee@naca.org](mailto:dionnee@naca.org).

# 2011-12 NACA Regional Conference Standard Policies & Procedures

The enclosed policy and application forms have been standardized for all regions to help simplify the application process. **Individual regions may have additional policies that apply to their conferences only. Be sure you are aware of these additional policies before attending the conference.** These policies can be obtained from the conference contact for associate members listed in this Guide, or from the appropriate regional conference coordinator. **General questions regarding policies for ALL regional conferences can be directed to the NACA Office at 803-732-6222.**

## Definition of Diversity

Diversity is an attribute and a goal. As an attribute, diversity is ethnic identification/race, gender, disability, sexual orientation, age, religion, economic status and the many other aspects of our lives which define the family of humanity. As a goal, diversity refers to the intentional valuing, respecting and inclusion of all peoples. NACA recognizes the diversity of all its members and supports the development and implementation of programs and services that achieve this goal.

## Non-Discrimination, Diversity Advancement and Affirmative Action Principles

NACA is committed to advancing diversity development and the principles of equal opportunity and affirmative action through its respective programs, services and volunteer involvement. To ensure compliance with these principles, the organization:

- Will not discriminate on the basis of race, color, religion, gender, economic status, sexual orientation, national origin, age, ethnic background or disability in any of their policies, procedures or practices
- Will promote vigorous efforts to enhance, develop and increase a diverse volunteer pool in all areas of the Association
- Will actively promote diversity in their programs and services
- Will expect all volunteers and NACA Office staff to consistently display a sensitivity to diversity and the principles of affirmative action
- Will promote the importance of eliminating discriminatory and/or culturally insensitive language, behavior and content from NACA-sponsored activities and will urge all members and guests of the Association to cooperate in this effort. There is no intent to support censorship. The purpose is to induce thought and advance planning in an effort to ensure that showcase performances, Campus Activities Marketplace displays, educational sessions and other NACA-sponsored activities reflect appropriate diversity and sensitivity in their plans and actions.

## Civility Statement

In February 2010, the NACA Board of Directors approved the creation of a Civility Statement to be adhered to by members of the NACA community in their interactions with all school staff, students, associate members, volunteers and NACA staff. Please go to [www.naca.org/aboutus/Pages/default.aspx](http://www.naca.org/aboutus/Pages/default.aspx) to read the statement. We ask that you familiarize all members of your organization with this statement so that they understand the expectations outlined when interacting with members of the NACA community.

## Alcohol and Other Substance Abuse Policy

The National Association for Campus Activities and the NACA Foundation recognize the serious threats that alcohol and other substance abuse present to college populations, the entertainment industry, and to society as a whole. We realize that our Association is not immune to the problems associated with abuse. NACA is committed to addressing this issue through various activities, programs and educational efforts on regional and national levels. All NACA members and volunteers are encouraged to uphold the Association's statement in spirit and action; however, NACA has no responsibility for the conduct or behavior of event attendees.

Alcohol served outside of any official event (an official event is one endorsed or hosted by NACA) is not the responsibility of NACA, but is instead the responsibility of the individual/group/firm coordinating, hosting, promoting or holding the activity. All responsibility for determining whether participants at the activity are underage and for complying with applicable state and local laws rests solely with the individual/group/firm coordinating, hosting, promoting or holding the activity, and is not in any way the responsibility of NACA or any of its employees or representatives.

In the event that NACA becomes the subject of a claim or loss arising from violation of this policy by any person, group or business entity, or service of alcohol at any non-official event, that person, group or business entity agrees that it shall indemnify and hold harmless NACA from and against all resulting claims and losses, including NACA's costs and attorney's fees, that arise from or relate to violation of this policy and/or service of alcohol at said non-official event.

## NACA Financial Parameters

### PAST DUE ACCOUNTS

Past due accounts in excess of 30 days will be subject to a service charge of 1-1/2 percent per month. Such service charges will be added to the unpaid balance due for determining the service charge for the succeeding months. Membership dues are not subject to a service charge. Accounts not paid within 60 days will be subject to a "hold on credit" and no new orders for labels, graphic design jobs, advertising or other NACA goods and services will be accepted until the account is cleared. Accounts not paid within 90 days may be referred to a collection agency and will be considered a debt to the Association.

### RETURNED CHECKS

A service charge of \$50 will be added on all returned checks submitted in payment for services rendered.

### DEBTS

If debts including, but not limited to, past due membership dues, Convention, conference and workshop registration fees (national and regional), accrued finance charges, dishonored and unpaid checks or drafts payable originally or by endorsement to NACA remain unpaid after 90 days, NACA shall have the following rights with respect to such debtor:

- to suspend its membership and all privileges pertaining hereto until the debt is satisfied
- to suspend its Convention, workshop and all regional conference privileges until the debt is satisfied

- to take any or all of the above actions in addition to such other remedies as may be afforded by law

NACA also reserves the right to apply any funds held for or received by NACA from a debtor to any outstanding debt as well as any accumulated service or related charges where applicable, regardless of the purpose for which such funds were received or held by NACA.

## General Policies

These regional policies and procedures are not necessarily the same as the National Convention policies and procedures. NACA policies are subject to change without notice.

### I. Who may attend regional conferences?

- All agencies and/or their subsidiary companies who meet the following criteria:
  - Are current national associate members of NACA or current regional associate members in the region to which they are submitting an application.
  - Each national associate member must be a separate legal entity. In order for a company affiliated or related in any way to another company to purchase its own national associate membership, the requesting company must supply NACA with proof that the companies are legally separate entities.
  - Each regional associate member must be a separate legal entity. National associate members wishing to purchase a regional associate membership for a company affiliated or related in any way to the national associate member company must provide the NACA Office with proof that the companies are separate legal entities.
- Are in good financial standing (do not appear on an NACA national or regional bad debt list).

### II. What are the required registration documents necessary to attend regional conferences?

Submit an Associate Registration Application (Page 26) and the appropriate fees to the NACA Office. Associate members must purchase Campus Activities Marketplace space and a minimum of one full delegate registration to attend a regional conference.

### III. What delegate status should I select and what are the delegate fees?

All persons attending the conference in any capacity must register under one of the following categories. Passes may not be shared between two or more people.

See Page 40 for a description of different registration categories available.

Please note that delegates may only register under one membership category for any activity. No delegate will be allowed to attend any conference function or to enter the Campus Activities Marketplace until their registration fees are fully paid.

### IV. What are NACA's refund policies for regional conferences?

- See Page 40 for all refund policies.

### V. What other important information should I know?

- Any person not an official exhibitor of the conference who engages in any form of product or talent solicitation will be removed from official conference events.
- All sessions of the conference are open to all delegates, unless previously noted.
- Associate members may not provide any demonstration to school delegates of an attraction, event, tour or any other activity that occurs outside the officially scheduled program, anywhere in any of the conference facilities, including hotel rooms. Associates shall not distribute any promotion or advertising to school delegates of a performance, attraction, event, tour or other activity held outside the conference facilities during the dates of that conference. An attraction that has an existing contract to perform in a conference facility is subject to review by the Regional Coordinator or designee.
- The firm representing an attraction must be the only booking contact for that attraction during the conference. If the representation of that attraction is in dispute, and the dispute cannot be settled prior to the beginning of the conference, the attraction will not be allowed to perform on the showcase, and the firms in dispute regarding the representation of the attraction will forfeit their booth spaces and any subsequent showcases.
- No alcoholic beverages or smoking are permitted in educational sessions, showcases or the Campus Activities Marketplace.
- Stickers and other promotional items may not obscure name and organizational data on conference badges.

### VI. How are violations handled?

- Violations of any of the policies may subject the exhibitor to actions and/or sanctions as outlined in the NACA Process for Dealing with Violations of Association Policy (available online or as outlined on page 31 of this Guide).
- Any person not an official exhibitor of the conference who engages in any form of product or talent solicitation will be removed from official conference events.

### VII. Insurance and Indemnity

- Exhibitors and/or showcase acts that feature or include demonstrations that involve participants physically, through use of equipment, the wearing of devices or apparel provided by the exhibitor/showcaser, and that may place the participant at risk, must meet the following insurance requirements:
  - Exhibitor/showcaser agrees to release, hold harmless, indemnify, defend and forever discharge the National Association for Campus Activities (NACA) and each and every officer, agent and employee of NACA, from all claims, causes of action, loss, damage, costs, attorney's fees and liability for all injuries to persons or property arising from acts or omissions of the exhibitor/showcaser or exhibitor's/showcaser's employees, agents or officers howsoever caused. Exhibitor/showcaser further agrees to waive rights of subrogation in favor of NACA in any claim, liability or cause of action.
  - Exhibitor/showcaser shall arrange for NACA to receive a Certificate of Liability Insurance naming NACA as co-insured, from the exhibitor's/showcaser's insurance company by the date specified in the event Guide in order to perform a booth demonstration, marketplace attraction or showcase. The liability insurance shall cover the entire period of the exhibitor's/showcaser's stay at the event including early ar-

rival and late departure dates. Certificates of liability should be mailed directly to the NACA Office and may cover more than one event.

3. Minimum coverages are as follows: bodily injury and property damage at: \$1,000,000 each occurrence and aggregate.

## **VII. Videotaping/Photography Policies**

NACA photographs and videotapes regional events and attendees. These photographs and videotapes may be used in any NACA materials and publications, and on the NACA Web site. By attending this event, you, your delegates and/or the acts that you represent give NACA your consent to use photographs and videotapes in which you, your delegates and/or your acts appear.

NACA delegates or other persons may use photographic, videotape or other image and sound recording devices to record events and activities that take place during NACA events, as long as these activities do not interfere with the audience enjoyment of or participation in NACA events. Those photographing, videotaping or otherwise recording events cannot interfere with showcase technical crew, stagehands, etc.

The following specific guidelines apply to any photography, videotaping or other recording at an NACA event:

1. professional crews will not be allowed;
2. on-stage filming or placement will not be allowed. Recording must occur from the show floor;
3. access to the soundboard will not be allowed;
4. audience views cannot be obstructed;
5. power must be self-contained (i.e., battery packs). Access to the event power supply will not be allowed;
6. use of supplemental lighting will not be allowed;
7. some forms of recording/taping may not be available at specific venues due to union or other facility regulations;
8. recording/taping of some materials may require the permission of the owner of such materials, and it is the recorder's responsibility to obtain such necessary permissions.

If audience members, showcase crew or other technical, conference or facility staff complain about the position of a camera/operator, the camera/operator will be asked to move. If the camera/operator does not comply, they will not be allowed to continue taping.

BY USING VIDEOGRAPHIC AND/OR OTHER RECORDING DEVICES TO RECORD NACA EVENTS AND ACTIVITIES, THE RECORDER REPRESENTS THAT HE/SHE HAS OBTAINED ALL NECESSARY PERMISSIONS FROM ANY COPYRIGHT HOLDERS OR OTHER ENTITIES WHOSE RIGHTS MAY BE AFFECTED. THE RECORDER AGREES TO INDEMNIFY NACA, ITS EMPLOYEES, AGENTS, OFFICERS, DIRECTORS AND INDEPENDENT CONTRACTORS FROM ANY AND ALL LIABILITY ARISING FROM THE RECORDER'S VIDEOTAPING OR RECORDING ACTIVITIES.

## **IX. Special Needs**

Although the Association strives to make all events accessible to all participants, including individuals with disabilities or special needs, where reasonably possible, not all special needs may be accommodated at all sites. If the Association is unable to provide the special service(s) requested by a delegate and the delegate does not attend the event, the Association will refund the registration fee.

## **X. Event Cancellation Policy**

NACA reserves the right to cancel any program. Causes for cancellation may include, but are not limited to, low participation by schools and/or associates, acts of God, etc. In the case of a program cancellation, NACA will only reimburse fees paid to NACA; any travel, lodging or other non-NACA fees will not be reimbursed.



# Regional Conference Associate Registration Form

Please return to the NACA Office with payment. Fill out one form per region.

NACA ■ 13 Harbison Way ■ Columbia, SC 29212 ■ 803-732-6222 ■ Fax 803-749-1047

- NACA Central      NACA Mid America      NACA Mid Atlantic  
 NACA Northeast      NACA Northern Plains      NACA South      NACA West

FOR NACA OFFICE USE ONLY	
BT-ID	_____
Date	_____ Amt _____
Clk/CC/Track #	_____
Trans Id #	_____
Batch	_____

Company/Firm/Agency Name \_\_\_\_\_

Event Contact \_\_\_\_\_

Office Phone Number \_\_\_\_\_ On-Site Cell Phone Number \_\_\_\_\_

Event Contact E-mail \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

**By submitting this form you acknowledge that you have read and will abide by all event policies as outlined in the NACA Regional Conferences Guide. Registrations will be accepted and processed by the NACA office until the Early Registration Deadline. Registration forms submitted to the NACA office after that date will not be processed.**

### Campus Activities Marketplace (CAMP) Fees:

	Item Purchased	Booth Demo—See Page 30	Cost	Quantity	Total Cost										
<b>Booth</b>	Booth Preferences <i>(see map for corresponding event)</i> 1. _____ 2. _____ 3. _____	<input type="checkbox"/> Yes <input type="checkbox"/> No This is for booth placement purposes. Fee may be paid at a later date. Please describe demo below.	\$260												
	<table border="1"> <tr> <td rowspan="2" style="writing-mode: vertical-rl; transform: rotate(180deg);"><b>Booth Demo/Attraction Space</b></td> <td>Booth Demonstration Fee</td> <td>See Page 30</td> <td>\$200</td> <td>Only 1 Necessary per event</td> <td></td> </tr> <tr> <td>Attraction Space— Must still have Exhibit Booth <i>(Available at Central, Northeast &amp; Northern Plains)</i></td> <td>See Page 31</td> <td>\$3 per square foot</td> <td></td> <td></td> </tr> </table>					<b>Booth Demo/Attraction Space</b>	Booth Demonstration Fee	See Page 30	\$200	Only 1 Necessary per event		Attraction Space— Must still have Exhibit Booth <i>(Available at Central, Northeast &amp; Northern Plains)</i>	See Page 31	\$3 per square foot	
<b>Booth Demo/Attraction Space</b>	Booth Demonstration Fee	See Page 30	\$200	Only 1 Necessary per event											
	Attraction Space— Must still have Exhibit Booth <i>(Available at Central, Northeast &amp; Northern Plains)</i>	See Page 31	\$3 per square foot												
Please describe booth demonstration <i>(required; demos must be approved)</i> : _____															
Please describe attraction in attraction space <i>(required; must be approved)</i> : _____															
<b>Note:</b> Please see insurance requirements for Booth Demonstrations and Marketplace Attractions on Page 24.															

**SHOWCASE**

**Showcase Applications (do NOT include Sonicbids submissions):**  
Send submissions to Showcase Selection Coordinator *(info provided on corresponding event page)*

1. \_\_\_\_\_ 4. \_\_\_\_\_  
2. \_\_\_\_\_ 5. \_\_\_\_\_  
3. \_\_\_\_\_ 6. \_\_\_\_\_

Attach any additional acts on a separate sheet.  
Number of hard copy Showcase Applications \_\_\_\_\_ x \$75 = Total for Showcase Submissions \$ \_\_\_\_\_

**PAYMENT INFORMATION**  
*(See page 40 for refund policies)*

**MISCELLANEOUS FEES**  
Fee Description: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**TOTAL FEES INCLUDED**

Total CAMP Fees .....\$ \_\_\_\_\_

Total Showcase Application Fees .....\$ \_\_\_\_\_

Total All Delegates .....\$ \_\_\_\_\_

**TOTAL TO PAY BY:**  CHARGE  CHECK ENCLOSED .....\$ \_\_\_\_\_

**CREDIT CARD INFORMATION**

VISA    MasterCard    American Express    Discover

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

**Passes for Attendees:** Each person attending **must** purchase a pass. **The booth fee purchases exhibit space only.**

**TYPES OF PASSES:**

**Full Registration:** You must purchase one of these for your booth. This covers this delegate for all days of the event and allows them access to all activities in which they wish to participate. It also includes one provided meal each day.

*(Please refer to schedule on Page 6 for particular meals provided)*

**Day Passes:** Allows delegate access to all activities in which they want to participate and meal provided for the day in which they have the pass.

**CAMP-Only Pass (sold per day):** Allows the delegate access to the CAMP only and no meals are provided.

**REGISTRATION FEES**

Registrations will be accepted and processed by the NACA office until the Early Registration Deadline. Registration forms submitted to the NACA office after that date will not be processed.

Event	Full Registration Early Fee		Full Registration Regular Fee		Day Pass	CAMP-Only
NACA Mid Atlantic	Before Sept. 19, 2011	\$195	After Sept. 19, 2011	\$225	\$115	\$45
NACA South	Before Sept. 22, 2011	\$180	After Sept. 22, 2011	\$205	\$105	\$45
NACA Central	Before Sept. 29, 2011	\$180	After Sept. 29, 2011	\$205	\$105	\$45
NACA West	Before Oct. 13, 2011	\$180	After Oct. 13, 2011	\$205	\$105	\$45
NACA Mid America	Before Oct. 20, 2011	\$180	After Oct. 20, 2011	\$205	\$105	\$45
NACA Northeast	Before Oct. 27, 2011	\$195	After Oct. 27, 2011	\$225	\$115	\$45
NACA Northern Plains	Before March 8, 2012	\$180	After March 8, 2012	\$205	\$105	\$45

**DELEGATE INFORMATION**

Delegate 1 Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Passes for Delegate 1**

**Full** (1 Required; see corresponding event for fee) .....\$ \_\_\_\_\_

Special Meal Requests (note: if you do not eat certain types of meat, you should select the vegetarian option):

Vegetarian  Vegan Please list any food allergies: \_\_\_\_\_

**TOTAL FEES FOR DELEGATE 1:** .....\$ \_\_\_\_\_

Delegate 2 Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Passes for Delegate 2**

**Full** (see corresponding event for fee) .....\$ \_\_\_\_\_

**Day Pass** \$ \_\_\_\_\_  Thur  Fri  Sat (one day only) .....Total \$ \_\_\_\_\_

**CAMP-Only** Quantity: \_\_\_\_\_ @ \$ 45 per day  Thur  Fri  Sat .....Total \$ \_\_\_\_\_

Special Meal Requests (note: if you do not eat certain types of meat, you should select the vegetarian option):

Vegetarian  Vegan Please list any food allergies: \_\_\_\_\_

**TOTAL FEES FOR DELEGATE 2:** .....\$ \_\_\_\_\_

Additional delegates on following page.

**PAYMENT INFORMATION**

**MISCELLANEOUS FEES**

Fee Description: \_\_\_\_\_ Amount: \$ \_\_\_\_\_

**TOTAL FEES INCLUDED**

Total CAMP Fees .....\$ \_\_\_\_\_

Total Showcase Application Fees .....\$ \_\_\_\_\_

Total All Delegates .....\$ \_\_\_\_\_

**TOTAL TO PAY BY:**  CHARGE  CHECK ENCLOSED .....\$ \_\_\_\_\_

**CREDIT CARD INFORMATION**

VISA  MasterCard  American Express  Discover

Card # \_\_\_\_\_ Exp. \_\_\_\_\_

Name on Card: \_\_\_\_\_ Signature: \_\_\_\_\_

**ADDITIONAL DELEGATES**

Delegate Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Passes for Delegate**

**Full** (see corresponding event for fee) .....\$ \_\_\_\_\_

**Day Pass** \$ \_\_\_\_\_  Thur  Fri  Sat (one day only) .....Total \$ \_\_\_\_\_

**CAMP-Only** Quantity: \_\_\_\_\_ @ \$ 45 per day  Thur  Fri  Sat.....Total \$ \_\_\_\_\_

Special Meal Requests (note: if you do not eat certain types of meat, you should select the vegetarian option):

Vegetarian  Vegan Please list any food allergies: \_\_\_\_\_

**TOTAL FEES FOR DELEGATE:**.....\$ \_\_\_\_\_

Delegate Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Passes for Delegate**

**Full** (see corresponding event for fee) .....\$ \_\_\_\_\_

**Day Pass** \$ \_\_\_\_\_  Thur  Fri  Sat (one day only) .....Total \$ \_\_\_\_\_

**CAMP-Only** Quantity: \_\_\_\_\_ @ \$ 45 per day  Thur  Fri  Sat.....Total \$ \_\_\_\_\_

Special Meal Requests (note: if you do not eat certain types of meat, you should select the vegetarian option):

Vegetarian  Vegan Please list any food allergies: \_\_\_\_\_

**TOTAL FEES FOR DELEGATE:**.....\$ \_\_\_\_\_

Delegate Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Passes for Delegate**

**Full** (see corresponding event for fee) .....\$ \_\_\_\_\_

**Day Pass** \$ \_\_\_\_\_  Thur  Fri  Sat (one day only) .....Total \$ \_\_\_\_\_

**CAMP-Only** Quantity: \_\_\_\_\_ @ \$ 45 per day  Thur  Fri  Sat.....Total \$ \_\_\_\_\_

Special Meal Requests (note: if you do not eat certain types of meat, you should select the vegetarian option):

Vegetarian  Vegan Please list any food allergies: \_\_\_\_\_

**TOTAL FEES FOR DELEGATE:**.....\$ \_\_\_\_\_

Delegate Name: \_\_\_\_\_ Title: \_\_\_\_\_

E-mail: \_\_\_\_\_

**Passes for Delegate**

**Full** (see corresponding event for fee) .....\$ \_\_\_\_\_

**Day Pass** \$ \_\_\_\_\_  Thur  Fri  Sat (one day only) .....Total \$ \_\_\_\_\_

**CAMP-Only** Quantity: \_\_\_\_\_ @ \$ 45 per day  Thur  Fri  Sat.....Total \$ \_\_\_\_\_

Special Meal Requests (note: if you do not eat certain types of meat, you should select the vegetarian option):

Vegetarian  Vegan Please list any food allergies: \_\_\_\_\_

**TOTAL FEES FOR DELEGATE:**.....\$ \_\_\_\_\_

# Regional Conference Campus Activities Marketplace (CAMP) Policies

## Overview

The Campus Activities Marketplace (NACA's exhibit hall) is the center of all business activity conducted during a conference. Face-to-face meetings between the school buyers and the firms selling the talent, products or services take place here. Buyers visit booths to peruse press kits and product specifications, view video, listen to audio tapes and to check availability of touring artists. There will be a wide diversity of talent and products on display in the Campus Activities Marketplace.

**The following policies govern all Campus Activities Marketplace activities. Their interpretation is based on the decisions of the designated conference official. NACA policies are subject to change without notice.**

## General Marketplace Policies

1. Each firm exhibiting at the event must maintain separate membership in NACA and must occupy separate booth space.
2. Staffing for booths must be employees, artists or hospitality staff registered as delegates of the exhibiting firm. Exceptions must be approved in writing by the NACA Office. No person who is or would appropriately be an associate member or employed by a firm that is or would appropriately be an associate member may operate from the booth of another associate member.
3. An exhibitor may advertise, display, exhibit, or sell only the talent, products or services of its company.
4. The following equipment will be set up for each booth and is included in the booth fee unless otherwise indicated in the event Guide: eight-foot high background and three-foot-high side rail drapes; one six-foot draped table; two chairs; one wastebasket; and a booth identification sign. **Electricity is not provided in the exhibit fee and must be requested and paid for on the form provided to each exhibitor in the service kit which will be sent directly to you 6-8 weeks prior to the event.** Please refer to the exhibitor kit for exact fees. Any additional equipment, materials or labor used in the booth is the exhibitor's financial responsibility.
5. An exhibitor cannot sell or sublet any or all of the exhibit space or booth.
6. Films or other presentations of explicit sex (as defined by NACA in its sole discretion) are not allowed in the Campus Activities Marketplace area. Any exhibitor desiring to show a film or other material depicting explicit sex must receive prior written approval of NACA and must conform to any special arrangements of such a display. Violations of this policy will result in the display being immediately closed.
7. Drawings will be permitted only in the Campus Activities Marketplace. A firm sponsoring a drawing must receive written approval from the NACA Office for both the prize and the drawing, and must announce in advance whether the prize is intended for the school or the individual registering. There may be no payment required to enter a drawing. The nature of the drawing must not be disruptive to the Campus Activities Marketplace. Extravagant prizes are discouraged; cash awards will not be allowed. Any firm/agency doing a drawing is responsible for abiding by all state and local laws.
8. No retail sales of any type will be permitted in the Campus Activities Marketplace.
9. Exhibit material remaining in the hotel/facility after the contracted move-out time has terminated, or damaged exhibits left behind, will be removed at the expense of the exhibiting associate member company by the drayage firm contracted for the show management firm.

## Purchasing Exhibit Booth Space

1. All firms representing talent, products or services to schools and attending the event must be current NACA associate members or non-profit affiliate members and must purchase Campus Activities Marketplace space to attend an event. **Payment of booth fee does not guarantee a booth will be assigned to you.**
2. Associate members attending the NACA National Convention will be able to submit payment for booth space for the upcoming regional conferences. Members submitting payment for exhibit space during the advance sale period will not be able to pick specific booth locations. Following the Convention, those that submitted payment for booths will be placed on a list by the NACA Office for assignment in rank order.
3. Booth sales will be opened to all other associate members and non-profit affiliate members when the event Guide is available.
4. Booth space can only be requested by payment in full of all appropriate event and membership fees and upon receipt of the Campus Activities Marketplace application.

## Assigning Booth Space

1. Booth assignment will be at the discretion of the Regional Conference Campus Activities Marketplace Coordinator in cooperation with the NACA Office.
2. Items to be considered in booth assignment include, but are not limited to:
  - location preference outlined by the agency on the CAMP application
  - distribution of agencies representing showcasing acts/alternates throughout the CAMP
  - distribution of agencies offering similar products/programs throughout the CAMP
3. Booth space will be assigned in the following manner:
  - a. Campus Activities Marketplace space will be assigned in the order in which applications and payment are received, beginning with associate members that purchased space at the previous National Convention.
  - b. Members submitting booth payment/paperwork following the publication of this Guide will have their booth placement assigned in the order that payment/paperwork was received.
  - c. Associate member firms with showcasing acts or alternates are guaranteed a booth.
4. Once available booth space has been assigned, remaining applicants will be placed on a wait list.
  - a. If an associate member cancels a booth once booth numbers have been assigned, exhibitors will be placed from the wait list in date order, with each firm on the wait list receiving one booth until all firms on the list have received a booth.
  - b. Any additional booths for agencies on the wait list, or requests for additional booths that are made after the CAMP is full and which therefore are moved to the wait list, will not be assigned until all agencies on the wait list have at least one booth.
  - c. Agencies placed from the wait list may not necessarily fill the booth space vacated.

## Defining Booth Space

Space and activities will be defined as follows and fees will be assessed accordingly:

- a. **Campus Activities Marketplace Booth**—a standard booth within the Campus Activities Marketplace. Applicable booth fees as determined annually by the Board of Directors and published in the applicable event Guide, will be charged for any space purchased in, or connected via a regular booth to, the defined exhibit area. Booth space dimensions are outlined on the individual Regional pages in this Guide
- b. **Exhibit Area**—area in the Campus Activities Marketplace where booths are in-line and accessed via standard aisles.
- c. **Attraction Area**—area in the Campus Activities Marketplace not adjacent to in-line booths or standard aisles. Space in the attraction area for Marketplace Attractions will only be available to associates that also purchase and occupy at least one booth space in the defined exhibit area. Marketplace Attraction space may not be available at all venues.

## Exhibitor Booth Setup

1. Exhibitors may begin setting up their displays after they have checked in and picked up registration materials and name badges at the event.
2. Booths must be completely set up and open by the beginning of the first scheduled Marketplace. Exhibitors who fail to occupy their booths by the start of the first scheduled Marketplace or fail to notify the Campus Activities marketplace Coordinator or the NACA Office of the reason for late arrival will forfeit their booth(s) and will not be entitled to refunds.
3. Decisions to allow exhibitors to arrive late and still participate in the event will be made by the regional Campus Activities Marketplace Coordinator and Business Networks Coordinator in consultation with the NACA Office and their decision will be final.
4. Exhibitors that do not check-in and exhibit at the event without notifying the NACA Office in advance of their cancellation will be subject to penalties as described on Page 31 of this Guide.

## Booth Operations

1. Marketplace and exhibitors are required to staff their booth during all Campus Activities Marketplace hours. Exhibitors not staffing their booth during the required hours will have their booth closed for the remainder of the conference, will not be entitled to any refunds, and will be subject to penalties described on Page 31 of this Guide.
2. Exhibitors will be allowed in the Marketplace a minimum of one hour prior to its first opening during the event schedule. Exhibitors and artists will be allowed to enter the Campus Activities Marketplace one-half hour before each additional Campus Activities Marketplace is scheduled to open.
3. After the first Campus Activities Marketplace, exhibitors may change their booth locations with the approval of the Campus Activities Marketplace Coordinator. Booths that remain empty may be purchased by an adjacent exhibitor at 50% of the booth fee. If both adjacent exhibitors wish to purchase the same booth, preference will be given to the earliest Campus Activities Marketplace payment. If both payments have the same date, the decision will be made by a single coin toss. If booths still remain empty, other exhibitors may purchase an additional booth for 50% of the booth fee on a first-come, first-served basis.
4. Exhibits may not exceed four feet in height within the first four feet of the depth of the Campus Activities Marketplace booth space. Maximum allowable height of exhibits will be determined by facility policies. Exhibits may not have any corporate identification (name or logo) or other graphic ele-

ments on the reverse side of their back wall or on any surface of any structure that extends above the back wall that is visible from the rear of the booth. Exhibits that do not meet these specifications must receive prior written approval from the NACA Office. The location of such exhibits will be restricted so that lines of sight will not be blocked.

5. Exhibitors will be restricted from distributing or posting promotional materials outside their Campus Activities Marketplace booth without prior written approval of Regional Conference Program Chairperson. Materials that are not approved by and/or not posted by this person will constitute a violation of event policies.
6. Firms must have at least one representative present at the event and at its booth during all Campus Activities Marketplace hours.
7. Booth operations obstructing traffic in the aisles or interfering with surrounding booths will be considered violations of Campus Activities Marketplace policies. Exhibitors may be required to adopt a “deli-ticket” system or other control system to ease the flow of traffic if lines begin to form in the aisles blocking access to other exhibitors’ booths.
8. Agencies with showcase acts whose showcases occur after the final Marketplace will be permitted to display and distribute promotional materials for the showcase attraction at the showcase venue. Block Booking forms may be completed and submitted for inclusion in the final Block Booking report.
9. NACA reserves the right to regulate the volume level within the Campus Activities Marketplace. There is no requirement for exhibitors to use headphones for the amplification of sound in their booth; however, if the noise level interferes with business in other exhibit booths, the designated event official will ask exhibitors to lower their volume.
10. Exhibitors may not load out from the Marketplace or begin to break down any elements of their booth or Marketplace Attraction in the Marketplace until the close of the final marketplace on the last day of the conference. Exhibitors that violate this policy will be subject to penalties as described on Page 31 of this Guide.

## Booth Demonstration Policies

1. Exhibitors and/or showcase acts that feature or include demonstrations that involve participants physically, through use of equipment, the wearing of devices or apparel provided by the exhibitor/showcaser, and that may place the participant at risk, must meet the insurance requirements outlined under the Insurance and Indemnity section on page 24 of this Guide.
2. A booth demonstration is an interactive display of talent or product to event delegates in the Campus Activities Marketplace that normally cannot be offered in a Spotlight or Lecture showcase setting (examples include but are not limited to: close-up magic, balloon sculpting, and merchandise production). Demonstrations must fit appropriately within the purchased booth space, and large-scale activities such as bungee runs, climbing walls, etc. will not be eligible for demonstrations (note: these activities are eligible for Marketplace Attraction space).
3. There are limitations to the type of live performance that are eligible to be considered for booth demonstrations. Examples of live performance that are not eligible to be considered booth demonstration are, but not limited to, live musical/vocal performance, juggling and/or hypnosis. Eligibility for booth demonstration shall be at the discretion of the Campus Activities Marketplace Coordinator in consultation with the NACA Office. The use of a stage, riser or any type of elevation in an exhibit booth for booth demonstration is prohibited.
4. Agencies presenting a booth demonstration in the exhibit area will be subject to complying with all standard Campus Activities Marketplace policies

regarding size or space restrictions and crowd control.

5. Booth demonstrations will be permitted during any scheduled Marketplace.
6. A booth demonstration fee of \$200 will be assessed per agency. The fee will allow an exhibiting agency to have one or more booth demonstrations for the duration of the event.
7. Booth demonstrations and audiences attracted to those demonstrations are restricted to the area occupied by the designated booth spaces purchased. Exhibitors who demonstrate in their booths must purchase adequate booth space to accommodate their agency.
8. Any performer with booth demonstration privileges must not perform in transit to their exhibit booth.
9. If a demonstration cannot fit within the purchased booth space, the demo may be eligible for presentation as a Marketplace attraction.

### **Marketplace Attraction Policies**

1. Exhibitors and/or showcase acts that feature or include demonstrations that involve participants physically, through use of equipment, the wearing of devices or apparel provided by the exhibitor/showcaser, and that may place the participant at risk, must meet the insurance requirements outlined under the **Insurance and Indemnity** section on page 24 of this Guide.
2. Marketplace Attractions allow attractions or merchandise production firms to demonstrate their products to event delegates within the purchased space in the attraction area of the Campus Activities Marketplace during scheduled Campus Activities Marketplace time. Live musical/vocal performance, juggling and/or hypnosis are not eligible to be considered for a Marketplace Attraction.
3. Agencies presenting a Marketplace Attraction in the attraction area will be subject to complying with all standard Campus Activities Marketplace policies regarding size or space restrictions and crowd control. Location of and permission to present a Marketplace Attraction must be approved in writing by the NACA Office at least two weeks prior to the first day of the event.
4. Space in the defined Attraction area will be assessed a \$3/sq. ft. fee as published in the event Guide. Space in the attraction area will only be available to associates that also purchase and occupy at least one booth space in the defined exhibit area. Attraction space dimensions shall be defined by each region.
5. Marketplace Attractions and audiences attracted to those attractions are restricted to the area occupied by the space purchased. Attraction space may not be available at all venues and solely at NACA's discretion.

### **Marketplace Policy Violations**

1. The following actions by exhibitors will be considered a violation of NACA policy:
  - a. Failing to show up at an event without first notifying the NACA Office in writing of the intent to cancel;
  - b. Arriving late to the event without expressed written permission;
  - c. Breaking down any element of their display, booth demonstration or Marketplace Attraction prior to the close of the final Campus Activities Marketplace;
  - d. Loading out from the Campus Activities Marketplace prior to the close of the final Marketplace unless early departure is required as a result of medical or other emergency and permission is received onsite from the Regional Business Networks Coordinator.
2. Any of the above actions will be reported to the assigned NACA Office staff member present at the event. This information will be shared with the appropriate volunteers and NACA Office staff member that will be present at future events this associate member firm will be attending. Multiple offenses will be addressed as follows:
  - **First Offense:** Exhibiting firm shall receive written warning.
  - **Second Offense:** Exhibiting firm shall be assessed a \$100 monetary fine which shall be payable within 7 calendar days to the NACA Office.
  - **Third Offense:** During the following NACA conference season the exhibiting firm shall be prohibited from purchasing exhibit space for, submitting for showcase consideration at, or otherwise participating in any of the regional conferences at which they neglected to be present without confirming their cancellation or from which they loaded out/depended early.

Policy violations will be tracked and will accumulate for a period of five years. After a five year span, the offense will be dropped from the associate member's record.

# Showcase Policies

## Showcase Descriptions

### Spotlight Showcase (High and Low)

This category features both established and up-and-coming artists performing for 15 minutes each. At least 13 of the acts chosen for on the Spotlight Showcase stages would need to have prices of \$1,000 or less (Spotlight Low). Isolated dates for **Spotlight Low** can be exclusive of travel, but block prices must include travel. These acts will be interspersed with other acts, rather than showcase together. **Spotlight High** encompasses all other pricing. A piano will be provided by NACA if requested on the Showcase Application where indicated.

### Master of Ceremonies

These attractions introduce the other acts on Spotlight showcases, and entertain during set changes. This showcase includes acts that require a minimum of set-up time and which can perform in front of the curtains or on the stage apron.

### Lecture Showcase

Lecture attractions are those that cover topics such as social awareness, political issues, health and environmental concerns, the arts, etc. These showcases are primarily non-musical educational entertainment. Lecture acts have 15 minutes to present. An attraction may take questions from the audience or conduct a question and answer session within their 15-minute period. Pianos will not be provided for Lecture showcases.

### Roving Artist Showcase

This free-form showcase can show off any kind of novelty, variety or musical talent. Artists selected for this showcase perform in designated areas within the event facility. More than one Roving Artist may be scheduled per day at the discretion of the showcase selection committee, in consultation with the NACA Office. It is the intention that artists be mobile. The following guidelines will apply to this showcase category (all regions):

- Acts in this category cannot use any electrical outlets, lighting, staging, portable music players or anything else using batteries or an electrical outlet that produces sound. The Roving Artist will be permitted to perform from 12:01 am until midnight on the day determined by the designated event contact and in areas determined by the NACA Office. Performance times and locations may be limited due to site restrictions and facility policies.
- The Roving Artist is not allowed to perform during any Spotlight, Lecture, Special Event or Sampler showcase.
- The Roving Artist may perform during meal functions, but the performance must end no later than five minutes before the beginning of any showcase, awards program or any other activity deemed in direct conflict by the designated event contact.
- The Roving Artist may perform during an educational session but should not be seen or heard from an educational session room.
- Roving Artist attractions will be introduced at the beginning of Spotlight showcase on the attraction's assigned showcase day. The event's showcase contact will inform the attraction of which showcase their introduction. A written introduction for the Roving Artist should be provided to the event's showcase contact no later than 30 minutes prior to the start of the showcase designated.

### Special Events Showcase

The Special Events Showcase is a showcase opportunity that is not performed in the Spotlight or Lecture venue. Although these showcases can vary in nature, this type of showcase can provide showcase opportunities for events that do not fit into

the stage performance model, such as casino nights, dance parties, etc. (all regions)

Special Events showcases may be chosen by the Showcase Selection Committee, or by a group of conference volunteers designated by the Regional Conference Program Chair.

NACA will provide a location for Special Events Showcase; however, the associate member is responsible for all load-in, load-out costs, as well as any other sound and lights, electricity and/or staging costs. Sound or technical checks must be arranged by the associate member firm.

### On-Site Selected Showcase

At the region's option, one act for the last Spotlight showcase may be chosen on site by conference delegates, who will vote from among associates attending the conference who have registered for this showcase. Artists or their representatives must register for this showcase at Exhibitor Registration the first day of the conference; artists must meet all current showcase criteria and restrictions. Associate members that have already been allotted and accepted the maximum number of showcases by the showcase selection committee (three acts and two alternates per agency) are not allowed to submit artists or programs for on-site showcase consideration. If an associate member who was originally allotted and accepted the maximum number of showcases drops a previously allotted and accepted slot, they are still not eligible to submit artists or programs for on-site showcase consideration. Alternates wishing to participate in the on-site selected showcase process must forfeit their alternate spot in order to participate; Alternates that wish to run for On-Site Selected Showcase consideration who do not contact the NACA Office to remove themselves from the alternate list at least seven days prior to the first day of the conference will not receive any refund of alternate fees previously paid. Attractions who showcased in the previous year in a given region—either as an on-site selected showcase or in any other showcase category—are not eligible for the current year's on-site selected showcase in that region. Registrations for the on-site selected showcase will include confirmation that the artist will be available for sound check and showcase and have the ability to pay the showcase fee on site. Artists are expected to pay the appropriate showcase fees via cash or credit card upon notification of selection.

The list of showcase applicants will be posted and ballots will be distributed in the Campus Activities Marketplace beginning with the start of the second Marketplace on the first day of the conference and will include the artist, agency and booth number. School delegates will be asked to visit the booths of eligible attractions to review promotional materials, bio, pricing and other information to help them decide for whom to vote. While acts are encouraged to promote themselves from their respective booths, no cash or prizes may be distributed to delegates in exchange for votes. Please note that any distribution of flyers or other promotional material must be from the associate member's booth in the Campus Activities Marketplace; as per general NACA CAMP policies, agencies or acts should not distribute information outside of the CAMP. Each school delegate is allowed one vote. Voting begins at the first Marketplace on the second day of the conference and ends at the close of the final Marketplace that same day. The successful act will be notified as soon as possible following the final tally and given their sound check time. The Spotlight Showcase fee must be paid in full no later than the beginning of the act's sound check or the act will not be allowed to load-in equipment, conduct a sound check or perform. The Regional Coordinator or designee will be responsible for the facilitation of this process.

A copy of the ballot showing the total number of votes each applicant received will be posted in the Campus Activities Marketplace at the first CAMP which follows the performance of the On-Site Selected Showcase recipient.

## Sampler Showcases

(NACA Mid America, NACA Mid Atlantic, NACA Northeast, NACA Northern Plains, NACA South and NACA West)

These brief showcase opportunities will take place on a spotlight venue as coordinated with the NACA Office. The showcase order will be determined by the event's showcase coordinator. The coordinator has the authority to change this rotation as needed. Artists will have five minutes to perform. Artists applying for this category must be able to perform with minimal sound reinforcement. NACA will provide house sound, consisting of four inputs (either microphone or direct input). Pianos will not be provided by NACA for Sampler Showcases. There is no opportunity for a sound/light check.

## Who May Apply

1. Any firm wishing to submit an attraction for a conference showcase must:
  - be a current national member of NACA or be a current regional associate member in the region to which they are submitting an application, prior to or at the same time as submitting an application (see "General Policies" on Page 24 of this Guide for more information)
  - be in good financial standing (not appear on an NACA bad debt list)
  - submit a Campus Activities Marketplace application and appropriate Campus Activities Marketplace fee
  - submit a showcase application and a non-refundable application fee unless otherwise noted on the Grid
2. No more than three acts and two alternates per agency will be selected for each conference. This will be inclusive of all showcasing categories.

## Showcase Fees & Refunds

1. Payment of the showcase fee must be submitted within two weeks after notification of selection or the act will be removed from the showcase and an alternate will be moved onto the showcase. Showcasing acts and alternates must return a signed copy of the Showcase Letter of Intent and Artist Information Form with their showcase fee or showcase alternate fee payment (note: a copy of the artist's/act's photo as a JPEG or TIF file and an electronic copy of the artist's/attraction's biography as submitted on the Biographical Information Form must also be submitted at this time.)
2. A 25% refund will be given to associate members when the NACA Office receives a written request at least 30 days prior to the first day of the conference, unless there has been a violation of policy.
3. No portion of showcase fees will be refunded:
  - a. if the attraction is eliminated from the showcase due to violation of conference policies.
  - b. if the attraction is unable to appear and notifies the region less than 30 days prior to the start of the conference.
4. No substitution of attractions by associate members will be allowed.
5. Alternate acts must pay 50% of their showcase performance fee within two weeks of notification of their selection as an alternate. The balance of the fee must be paid when selected to appear. A 100% refund shall be made to associates who were chosen as alternates and were not selected to showcase. Alternates who are selected to appear and do not showcase when asked will forfeit their showcase fee. Alternates may withdraw for a 100% refund when the NACA Office receives a written cancellation notice at least seven days prior to the first day of the conference.
6. Fees paid on site must be in the form of cash, credit card, money order or cashier's check.

## Application Deadline

The deadline for receipt of the application by the associate member contact and the date on which selection will be made will be determined by each region. **Deadline listed is RECEIVED BY, not POSTMARKED BY.**

## Materials for Submission

Details on electronic showcase submission can be found at [www.naca.org](http://www.naca.org).

It is the responsibility of associate members to ensure that information submitted is correct. NACA takes no responsibility for verifying artist rosters submitted for the online directory or during the showcase submission process.

Duplications or conflicting information in rosters must be worked out between agencies and the NACA Office notified of the final disposition. If associate members knowingly submit inaccurate information, they are subject to sanctions as outlined in the NACA Process for Dealing with Violations of Association Policy, including revocation of membership.

In order for an attraction to be considered for a showcase, all of the following items must be compiled by the associate and received by the region's designated contact by the published deadline. Please note that all submitted materials become the property of NACA and will not be returned.

- **12 copies** of the fully completed NACA Regional Conference Showcase Application form
- **ONE copy** of compact disc or DVD for each act. Only one type of media (compact disc or DVD), will be viewed for each act. All video and audio material must be adequately marked to identify attraction, agency, and cut(s) to review. If the agency desires, all acts in one showcase category may be submitted on one CD or DVD, with a different CD or DVD being submitted for each showcase category in which a firm is submitting act(s).  
If combining all acts for one showcase category on the same CD or DVD, **two copies of the CD or DVD must be submitted**. If the agency submits multiple acts on the same CD or DVD, two copies of the track listing—one printed on or attached to the CD/DVD and one hard copy—must be provided. In addition, the menu must be clear and easily navigated. All DVDs must play in a DVD player. All submitted materials become the property of NACA, and will not be returned. NACA will not be responsible for loss or damage to any materials submitted to the showcase selection committee
- **Optional:** Additional press/marketing materials and other materials that the firm feels may aid the committee with its consideration. This might include a list of any articles/academic writings for a lecture candidate, press clips, etc.

**NOTE: Failure to provide a complete submission packet as outlined above and at the end of these policies may result in removal of the act from consideration. The decision to remove an act will be at the sole discretion of the designated regional conference official. No refunds will be made for disqualifications due to incomplete submissions. Applications will not be considered complete unless the showcase application is signed.**

## Criteria for Reviewing Submitted Acts

1. The showcase selection committee has the sole authority to select attractions for the regional conference showcases. (note: Special Events/Additional Showcasing Opportunities may be chosen in another process, as outlined below).
2. Materials submitted must be an accurate representation of the material and personnel that will actually appear on the showcase. Changes of personnel within the attraction that do not alter the concept or talent as presented by the attraction in the showcase, and as will be presented by the attraction on the road,

may be permitted at the discretion of the Showcase Selection Coordinator. Changes in personnel in single artists acts are not allowed.

3. An artist/performer may not showcase two consecutive years at the same regional conference, regardless of category, either as a member of a group or as a solo artist. An artist/performer may not showcase more than once at the same regional conference in any given year, regardless of category, either as a member of a group or as a solo artist.
4. Master of Ceremonies attractions that use stage equipment other than a microphone or whose staging may interfere with the presentation of Spotlight showcase attractions must fully describe these circumstances at the time of application.
5. The criteria utilized to review submitted acts will include but are not limited to (not necessarily in priority order):
  - originality (both of performance/act and within the pool of acts submitted to the region)
  - talent as compared to other acts submitted to the region;
  - Block Booking prices that are competitive with those from other acts submitted to the region
  - competition with regard to other acts submitted to the region
  - anticipated college marketability and audience appeal within the region to which the application was submitted
  - diversity and/or variety as compared to other acts/artists submitted to the region
  - distribution of artists among exhibiting associate members
  - Accomplishments/appearances within the college and general entertainment market
  - degree of completeness of the information submitted
6. Attractions will be considered for the category for which they applied. If an individual act has indicated that they would be willing to be moved to another showcase category, and the Committee feels the attraction/act would be better suited to that category, the firm will be informed of the move upon selection.
7. No more than three acts may be selected to showcase and no more than two acts may be selected as alternates for a total of five maximum acts represented by any agency or firm. Should the average number of regional conference slots change significantly, these caps may be reevaluated.

## Showcase Scheduling

1. The performance time slot assigned to each attraction will be determined by the region, and the showcase production coordinator reserves the right to change the showcase order within the showcase block as they deem necessary at any time.
2. In order to be considered, attractions must be available to appear on any of the showcases listed. These times will be determined by each region.
3. All attractions selected to appear on a showcase must submit a signed letter of intent regarding their appearance on the showcase and payment of the showcase fee within two weeks after notification of selection or the act will be removed from the showcase and an alternate will be moved onto the showcase. Showcasing acts and alternates must also submit the following via web link provided by NACA:
  - stage plot
  - soundboard input list
  - JPEG photo for publication (300 DPI resolution preferred)
  - bio for publication
4. Once the performance schedule is finalized and Showcase Letters of Intent have been sent, no requests from acts or associate member firms to change performance times will be honored. If an act cannot perform at the time assigned the act will be removed from the showcase and an alternate will be moved onto the

showcase. Changes in showcase performance times due to technical limitations, labor issues or any other reason that may be deemed necessary by the showcase production coordinator in coordination with the NACA Office will be permitted.

5. Each Spotlight and Lecture Showcase act will have a sound check the day of its performance. The showcase coordinator will assign the time for the sound check. An act will be allowed a total of 15 minutes for its sound check and is responsible for setting up and taking down its own equipment for the check.
6. If an act fails to be present at the appointed showcase sound check time, the designated conference officials will replace the act with an alternate. The act's agent or representative will not be allowed to perform a soundcheck for the act. The act must be physically present for the soundcheck.
7. Any alternate on site at a regional conference should check in with the Showcase Coordinator at least two hours prior to the beginning of the appropriate showcase(s), and should not leave the designated showcase areas until instructed to do so by the Showcase Coordinator.
8. Spotlight and Lecture Showcases will be presented unopposed in the conference schedule. Other showcase categories, such as Roving Artists, performance samplers and/or special events, may be presented at the same time as each other or may have multiple artists/programs showcasing simultaneously within the same showcase slot for that category in the conference schedule. (note: policies for location, timing and other logistical items regarding showcases, which are located throughout this publication, apply).
9. No live Lecture or Spotlight Showcases may be scheduled during student-focused educational session blocks during regional conferences.
10. An alternate will appear during the same showcase block in which the vacancy occurred (i.e. Spotlight 1, Spotlight 2, etc.) but may not necessarily perform in the same order as originally occupied by the act they are replacing. The Showcase Coordinator has the authority to change the order of acts in the showcase block as they deem necessary.
11. In the event of a cancellation where no alternate in the same showcasing category is available, the showcase coordinator shall attempt to fill the spot as follows:
  - Showcase coordinator will go through alternates in rank order for Spotlight High then going to Spotlight Low, and finally considering Emcee alternates.
  - If no one from these three categories is available in the priority order stated above the spot shall remain open and performance times shall be adjusted accordingly.
  - If the showcase coordinator has already placed an alternate from a different category and another vacancy occurs, the original category's ranked alternates will be considered again and the same priority order will be followed if there is a need to move to different categories again.
  - Any alternate offered a showcase opportunity one or more times and is not eligible to perform when asked will forfeit the previously paid showcase alternate fee.
  - Alternates for the Roving Artist, Sampler, Special Event or Lecture categories will not be eligible for consideration to perform in any category other than the categories to which they were selected as alternates.

## During the Showcase

1. Exhibitors and/or showcase acts that feature or include demonstrations that involve participants physically, through use of equipment, the wearing of devices or apparel provided by the exhibitor/showcaser, and that may place the participant at risk, must meet the insurance requirements outlined under the Insurance and Indemnity section on page 24 of this Guide.
2. Technical control of all showcase performances including the power supply for lights and sound, sound levels and lighting direction, and all stage and equipment

setup will at all times be under the control and direction of the showcase coordinator. All questions should be directed to this official.

3. The firm representing a showcasing attraction must be present for the duration of the conference unless prior written permission has been granted by the Regional Conference Program Chair or their designee. This agency must be the only booking contact for that attraction during the conference. If the representation of the attraction is in dispute, and the dispute cannot be settled prior to the beginning of the conference, the attraction will not be allowed to perform on the showcase, and the firms in dispute regarding the representation of the attraction will forfeit their booth spaces and any subsequent showcases, and will no longer be able to participate in and/or attend the conference.
4. Changes of personnel within the attraction that do not alter the concept or talent as presented by the attraction to the showcase selection committee in the showcase and as will be presented by the attraction on the road may be permitted at the discretion of the Showcase Selection Coordinator. Changes in personnel in single artist acts are not allowed.
5. The showcasing attraction and its representative must be backstage and in contact with the showcase coordinator 30 minutes prior to the start of the showcase performance period. The representative must remain at the location designated by the showcase coordinator until the attraction has completed its performance and the stage is cleared for the next attraction. Firms failing to comply with this requirement may forfeit the right of their attraction to perform.
6. The showcasing attraction's representative shall provide a written introduction of the attraction to the showcase coordinator 30 minutes prior to the start of the scheduled showcase. For Roving Artists, a written introduction should be provided to the core conference committee Showcase Coordinator no later than 30 minutes prior to the designated Spotlight showcase on the attraction's assigned showcase day. The attraction will be introduced at the beginning of a Spotlight showcase on that day. The core conference committee Showcase Coordinator will inform the attraction of which showcase their introduction will be made at when they notify the attraction of their assigned day.
7. Attractions appearing on the showcase may attend the conference the day they are appearing unless they are registered as delegates. Showcase alternates may attend the conference on one day designated by the region. If a showcasing artist or alternate wishes to attend only the CAMP on days not covered by their showcasing artist pass, they may purchase a CAMP-ONLY pass. CAMP-ONLY passes may be purchased for multiple days. If a showcasing artist or alternate wishes to attend conference functions other than CAMP on the days not covered by their showcasing artist pass, they must purchase a full registration. Exceptions must be approved by the designated conference official and forwarded to the NACA Office. Violations may result in loss of exhibit space and forfeiture of all fees.
8. All instruments, instrument amplifiers, stage props and/or special lighting effects are the sole responsibility of the attraction or agency. Unless noted otherwise under "Showcase Descriptions" on page 32 of this Guide, all attractions will perform under general stage lights unless a representative is present to call lights. A standard concert sound system and operator will be provided by NACA. A tuned piano will also be provided if requested in advance on the act's Showcase Application. Pianos will not be provided by NACA for Sampler Showcases or Lecture Showcases.
9. The following regulations apply to specific showcase categories:
  - a showcase performance for Spotlight and Lecture will consist of a 15-minute performance time
  - due to the unique nature of the Master of Ceremonies showcase structure, specific times and pacing will be determined by each region
  - due to the need for flexibility in the categories of the Roving Artist and Additional Showcasing Opportunities, structure, specific times, location and pacing

will be determined by each region

- a specified showcase for a Sampler will be five minutes
10. Decibel levels will not be permitted to exceed 100dB average level and 105dB peak, measured at the sound mixing console. Any sound company providing equipment and services for a showcase will be required to provide dB meters for the purpose of monitoring dB levels.
  11. In showcase attractions that include hypnosis, the performer may not conduct any mass/group hypnotic suggestion of the audience as part of the showcase. Only volunteers ON STAGE may be used. Following a hypnosis showcase, the performer must be available to debrief anyone who has been hypnotized during the show. In addition, the showcase coordinator is responsible for advising the audience prior to any showcase including a hypnotist of the potential side effects of the showcase and that participation is voluntary.

### **Elimination from the Showcase**

An attraction selected for showcase will be eliminated if the agency submitting it:

- no longer represents the attraction
- is not the only booking contact for that attraction during the conference
- withdraws from the conference
- fails to attend the conference, leaves the conference after it arrives or is not staffing its booth during the required hours
- has its membership withdrawn from NACA
- is no longer in business
- is under legal restraint from presenting the attraction
- does not have an ongoing contract to present the attraction (unless the attraction is a free agent or is representing itself)
- violates the terms of the signed letter of intent

### **Showcase Selection Procedures**

1. A recorder will be selected to keep an official record of the deliberations.
2. The Showcase Selection Committee Chair will begin the process by reviewing the schedule, all showcase policies, the selection procedures and criteria, the number of attractions that must be reviewed, and the confidentiality of the Committee's discussions. The Chair should also answer any questions from the Committee at this time.
3. All deliberations and discussions during the showcase selection process are confidential. Any breaches of confidentiality could result in sanctions from the Association.
4. Attractions will be considered for the category for which they applied. If an individual act has indicated that they would be willing to move to another showcase category, and the Committee feels the attraction/act would be better suited to a different showcase category, the firm will be informed of the move upon selection. The Committee will begin its review with Lecture Showcase submissions. The Committee will then split into two subgroups to complete the first round of review for the Spotlight Showcase, first reviewing Spotlight applicants with prices at \$1,000 or less, then those in the category with prices greater than \$1,000. The Committee will come together again to complete subsequent rounds of review for Spotlight Showcases, and shall finish the meeting by reviewing Master of Ceremonies submissions, Roving Artist Showcase submissions, Sampler submissions (if applicable), and Special Events/Additional Showcasing Opportunities submissions (note: Special Events/Additional Showcasing Opportunities may also be chosen in another manner, as outlined in policy).
5. For Lecture Showcases, Master of Ceremonies, Roving Artists, Samplers and Special Events:
  - A. Submissions will be reviewed in alphabetical order by performer name in ascending order (A-Z), with the starting letter determined by random drawing

- by the Showcase Selection Committee Chair immediately prior to the start of the first round. Subsequent rounds of review will utilize the same starting letter as initially selected for that category's first round of review.
- B. For Master of Ceremonies, Roving Artists, Samplers and Special Events, the Committee will view 1.5 minutes of the submitted materials. For Lecture, the committee will review 3 minutes of the submitted materials. The committee should follow the instructions indicated by the applicant. At this time, the committee will also review the written materials provided by the act, utilizing the criteria for selection as outlined previously. After this review, a vote will be taken. If 50% or more of the Committee members vote in the affirmative, the act will move to the second round.
  - C. In the second round, the Chair will ask if the Committee would like to review any or all of the audio/video material provided. If yes, the Committee will review the audio/video materials and may also review the written materials provided by the act as needed, utilizing the criteria for selection as outlined previously. After this review and discussion, a vote will be taken. If 75% or more of the Committee votes to move the act forward, it will move to the next round.
  - D. In the third round, each individual Committee member will develop his/her list of the acts he/she would select for showcase, each considering the criteria for selection as outlined previously; the Committee will then discuss these acts and will move those with the highest number of votes to the final list.
  - E. After all attractions are selected for the showcase, alternates will be chosen from those attractions obtaining next highest votes and ranked accordingly. When a vacancy occurs, an act will be chosen from the alternate list by rank order. The alternate will not necessarily fill the slot vacated but will appear on the showcase at a day and time designated by the Showcase Coordinator. In the event of a cancellation where no alternate in the same showcasing category is available, the showcase space shall remain open.
  - F. The Committee reserves the right to revisit eliminated acts and/or to move acts indicating they would accept such a move into any other category if this is needed.
6. For Spotlight Showcases:
- A. Spotlight Showcase applications will be divided into two groups, those that are at \$1,000 or less, and those that are more than \$1,000. These will be viewed separately as described below, but will be presented together on site in a combined format on the showcase stage. At least 13 of the acts selected for the Spotlight Showcase must be acts with prices of \$1,000 or less, including travel.
  - B. The Committee will divide into two subgroups, each facilitated by either the Showcase Selection Committee Chair or the AMRC or designee. The facilitators shall only vote in case of ties. There will be a minimum of four members on each subgroup, at least 50% of which must be students.
  - C. Submissions will be reviewed in alphabetical order by performer name in ascending order (A-Z), with the starting letter determined by random drawing by the Showcase Selection Committee Chair immediately prior to the start of the first round. One letter will be drawn for the group of applicants that are \$1,000 or less, and another letter will be drawn for those that are more than \$1,000. Subsequent rounds of review will utilize the same starting letter as initially selected for the first round of review. The subgroups will then divide the alphabet/submissions between them, resulting in each subgroup reviewing approximately the same number of applications (e.g., if the starting letter drawn is M, the submissions might be divided from M-V for one group, and W-L for the other, depending on the number of applications beginning with each letter). Each subgroup will adjourn to a separate room to begin the first round of review.
  - D. The facilitator will introduce each act, noting the agency name and reviewing the submitted pricing. The subgroup will review the first 1.5 minutes of the audio/visual material submitted. After this review, a vote will be taken. If at least 50% of the subgroup indicates it would like see more, the review will continue for the remaining 1.5 minutes. If less than 50% reply in the affirmative, the review will be completed. Once the review is completed, the Facilitator will call for a vote. If at least 50% of the subgroup votes in the affirmative, the act will move forward to round two. If the act has continued forward for additional review, a vote will be called at the completion of three minutes of review. If at least 50% of the subgroup answers in the affirmative, the act will move forward to round two.
  - E. Round two will be conducted by the full Committee, and will consist of review of those acts that received at least 50% affirmative responses from one of the subgroups, initially viewing the applicants that are at \$1,000 and less and then those that are more than \$1,000. The entire Committee will review three minutes of the audio/video material submitted. The Committee should follow the instructions indicated by the applicant, also reviewing written materials submitted, utilizing the criteria for selection as outlined previously. After review and discussion, a vote will be taken. If 75% or more of the Committee vote to move the act forward, it will move to the next round.
  - F. In the third round, each individual Committee member will develop his/her list of the acts he/she would select for showcase, each considering the criteria for selection as outlined previously. In addition, a minimum of 13 of the acts selected for the Spotlight Showcase must be acts with prices of \$1,000 or less, including travel. Individual Committee member lists will outline their choices for the \$1,000 or less acts separate from their other choices. The Committee will then discuss these acts and will move those with the highest number of votes to the final list. If not enough acts with prices of \$1,000 or less are forwarded to the preliminary showcase listing, the Committee will revisit the Round Two choices in this category, utilizing voting sheets maintained by the Showcase Selection Committee Chair.
  - G. After all attractions are selected for the showcase, alternates will be chosen from those attractions obtaining next highest votes and ranked accordingly. Two alternates lists—one for acts with prices of \$1,000 or less (including travel) and one for acts with prices of more than \$1,000 (including travel)—will be developed. When a vacancy occurs, an act will be chosen from the appropriate price-based alternate list by rank order. The alternate will not necessarily fill the slot vacated but will appear on the Spotlight Showcase at a day and time designated by the Showcase Coordinator. If all alternates on one of the price-based alternate lists are exhausted, alternates from the remaining price-based list will be taken in rank order. If no alternates remain on either price-based list, the showcase slot will remain open.
  - H. The Committee also reserves the right to revisit eliminated acts and/or to move acts indicating they would accept such a move into any other category if this is needed.
7. The Showcase Selection Committee Chair will forward via e-mail the list of showcasing acts to the Executive Director or designee at the NACA Office within two business days of the conclusion of the selection process. The Office will notify associate members of selection by posting this information on the NACA Web site as soon as possible following its receipt and no later than the notification date listed on the Grid accompanying this Guide.
  8. Upon request, the Showcase Selection Committee Chair will notify the appropriate associate member agency(ies) representing acts/artists not selected to showcase of the review round in which their act/artist was eliminated; no other feedback will be developed. This information will be available no sooner than seven days following the meeting and will be sent via e-mail. In general,

the review rounds will focus on the following main discussion areas:

- Round One: the overall quality of the materials/performance;
- Round Two: the performance as compared to other submitted performances;
- Round Three: ranking with regard to placement on final lists.

## **Selection Procedures for Special Events/ Additional Showcasing Opportunities**

Conference Special Events showcases may be chosen by the Showcase Selection Committee, or by a group of conference volunteers designated by the Regional Conference Program Chairperson.

### **Showcase Selection Committee Composition**

The composition of the showcase selection committee will be at the discretion of the Regional Conference Program Chair or designee with the following considerations:

1. The Chair of the showcase selection committee shall vote only in the case of a tie.
2. The Chair must have served on a regional conference showcase selection committee at least one time, and should preferably be the same person as receives the showcase applications. The Chair must also be a full-time staff member at a current NACA member school.
3. Within the parameters of the policies outlined by NACA, the Chair is solely responsible for making changes, determining ties, etc. Policy interpretation will also be the sole province of the Chair, in consultation with the Vice Chair for Programs and/or the NACA Office, as appropriate.
4. In addition to the Chair of the Committee, other non-voting members of the Committee shall include the Business Networks Coordinator or a designee from the Regional Conference Program Committee (RCPC), the Regional Conference Program Chairperson or a designee from the RCPC, and the Showcase Production Coordinator or designee. These non-voting members will help facilitate the review and selection process, in roles determined by the Chair of the Committee. Other RCPC members may be called to replace any of the individuals outlined above, if needed.
5. Appointment to the committee should be made with consideration to the various demographic characteristics of the NACA member schools within the region. These considerations should include, but are not limited to:
  - diversity, which is defined as ethnic identification/race, gender, disability, sexual orientation, age, and religion
  - geographic location
  - size and type of institution
  - commuter vs. resident student populations
  - awareness of current trends in campus activities
6. At least 50% of the voting members shall be students. The minimum number of voting members will be eight.
7. Members shall be appointed by the Regional Conference Program Chairperson or designee.
8. Associate members may not serve on the Showcase Selection Committee, nor will they attend the showcase selection committee meeting.
9. Members of the showcase selection committee must not be a current or former employee or intern of an NACA associate member firm or agency, or plan to be employed by or be an intern for an NACA associate member firm or agency within the next NACA fiscal year.

## **Checklist of Printed Materials to be Submitted**

**The application is not complete and will not be considered unless the following items are enclosed with this application and the showcase application fee has been submitted to the NACA Office.**

- NACA Regional Conference Showcase Application form (12 copies);**
- ONE** copy of compact disc or DVD for each act. Only one type of media (compact disc or DVD) will be viewed for each act. All video and audio material must be adequately marked to identify attraction, agency, and cut(s) to review. If the agency desires, all acts in one showcase category may be submitted on one CD or DVD, with a different CD or DVD being submitted for each showcase category in which a firm is submitting act(s). If combining all acts for one showcase category on the same CD or DVD, TWO copies of the CD or DVD must be submitted. If the agency submits multiple acts on the same CD or DVD, two copies of the track listing—one printed on or attached to the CD/DVD and one hard copy—must be provided. In addition, the menu must be clear and easily navigated. All submitted materials become the property of NACA, and will not be returned. NACA will not be responsible for loss or damage to any materials submitted to the showcase selection committee.
- Payment to NACA Office:**
  - Current NACA membership
  - Campus Activities Marketplace Fee
  - Showcase Application Fee(s)
- OPTIONAL:** additional press/marketing materials and other materials that the firm feels may aid the committee with its consideration. This might include a list of any articles/academic writings for a lecture candidate, press clips, etc.

**NOTICE: Failure to provide a complete submission packet as outlined above may result in removal of the act from consideration. The decision to remove an act will be at the sole discretion of the designated regional conference official. No refunds will be made for disqualifications due to incomplete submissions. Applications will not be considered complete unless the showcase application is signed.**



**Applications will also be accepted online via Sonicbids. If submitting via Sonicbids, audio and video material must be provided online. Separate audio/video material submitted to the committee will not be reviewed.**

# NACA Regional Conference Showcase Application

You can also submit online at [www.sonicbids.com](http://www.sonicbids.com)!

Submit **12** copies of this form to the appropriate Regional Showcase Selection Coordinator.

**NOTE: conference exhibit fees, showcase application fees and current year NACA membership fees must be paid to the NACA Office before this showcase application will be considered.**

Type or print all information and return application with supporting material to the DESIGNATED REGIONAL CONTACT PERSON LISTED IN THE REGIONAL CONFERENCE INFORMATION ON PAGES 7-20. **DO NOT SEND THIS FORM TO THE NACA OFFICE!** Specific contact information may change during the course of the year. Please check the NACA Web site at [www.naca.org](http://www.naca.org) for the most current contact information before sending any materials. This application and all supporting documents must be received by the showcase application deadline indicated below. Use separate showcase applications for each act and for each region to which you are applying.

## Region where applying (check only one):

- NACA South:** Due May 24     
  **NACA Central:** Due June 7     
  **NACA Mid Atlantic:** Due June 14  
 **NACA West:** Due June 21     
  **NACA Mid America:** Due June 28     
  **NACA Northeast:** Due July 6  
 **NACA Northern Plains:** Due Dec. 13

Act Name: \_\_\_\_\_

NACA Membership Firm or Company Name: \_\_\_\_\_

## A. SHOWCASE CATEGORY (See Page 32 for category descriptions.)

Please indicate the showcase category you would like the artist to be considered for (Pick **ONLY** one):

- Spotlight High Showcase     
  Master of Ceremonies Showcase     
  Lecture Showcase  
 Spotlight Low Showcase     
  Sampler Showcase     
  Special Event Showcase  
 Roving Artist Showcase

*(Acts cannot use any electrical outlets, lighting, staging, portable music players, or anything else using batteries or an electrical outlet that produces sound.)*

*(Sampler not available at NACA Central. Act must be able to perform with a MAXIMUM of four inputs [microphone or direct]).*

*(Act is responsible for ALL productions costs; ie: sound, lights, labor, electric, staging, etc.)*

**If NOT selected to showcase in the preferred category above, I would accept being moved into and will adhere to any applicable equipment and pricing limitations of the following other showcase categories (may select more than one):**

- Spotlight High Showcase     
  Master of Ceremonies Showcase     
  Lecture Showcase  
 Spotlight Low Showcase     
  Sampler Showcase     
  Special Event Showcase  
 Roving Artist Showcase

*(Acts cannot use any electrical outlets, lighting, staging, portable music players, or anything else using batteries or an electrical outlet that produces sound.)*

*(Sampler not available at NACA Central. Act must be able to perform with a MAXIMUM of four inputs [microphone or direct]).*

*(Act is responsible for ALL productions costs; ie: sound, lights, labor, electric, staging, etc.)*

## B. MATERIALS TO REVIEW

Please list in the text boxes below the songs and/or video you would like NACA to review.

Materials have been submitted on:       CD       DVD

First Selection:      Chapter/Track #: \_\_\_\_\_      Track Name: \_\_\_\_\_

Second Selection:      Chapter/Track #: \_\_\_\_\_      Track Name: \_\_\_\_\_

Third Selection:      Chapter/Track #: \_\_\_\_\_      Track Name: \_\_\_\_\_

I acknowledge that no materials being submitted to NACA for review infringe any third party's copyright, patent, trademark, trade secret, or other proprietary rights or rights of publicity or privacy and that all materials are being submitted with the copyright owner's permission, or with a legitimate "fair use" justification.

## C. PERFORMANCE SPECS

**NOTE: Other than sound, lighting and normal staging equipment, NACA will not be responsible for any backline, special equipment or staging required by act. Acts may be eliminated from consideration if stage or technical requirements exceed the capabilities of the showcase facility or production time limits. NACA will not permit the use of pyrotechnics, haze and/or fog brought by the showcasing act.**

1. Number of people on stage during performance: \_\_\_\_\_

2. Will you need more than one vocal microphone & stand onstage to perform?       Yes       No

If YES:

\_\_\_\_\_ Number of vocal mics      \_\_\_\_\_ Number of instrument mics      \_\_\_\_\_ Number of direct inputs

3. Will attraction need a piano provided by NACA?       Yes       No *(NOTE: Piano is not available for Lecture or Sampler Showcase)*

4. Remaining equipment brought by attraction (list all instruments, props and sound equipment. Attach separate sheet if necessary):

\_\_\_\_\_

5. Please describe any special notes or instructions about your stage plot/stage set-up:

\_\_\_\_\_

\_\_\_\_\_

Act Name: \_\_\_\_\_ Region: \_\_\_\_\_

**D. PRICING INFORMATION (please fill out completely):**

Also include all things purchaser will be responsible for in ADDITION to stated price. Check all that apply.

Note: for Spotlight Low pricing, block prices cannot exceed \$1,000 and must INCLUDE travel. Price for single performance may be exclusive of travel.

1. Attraction's Present Price	\$ _____	<input type="checkbox"/> + SOUND	<input type="checkbox"/> + LIGHTS	<input type="checkbox"/> + ROOM	<input type="checkbox"/> + MEALS	<input type="checkbox"/> + TRAVEL
2. Attraction's special conference price for a single performance	\$ _____	<input type="checkbox"/> + SOUND	<input type="checkbox"/> + LIGHTS	<input type="checkbox"/> + ROOM	<input type="checkbox"/> + MEALS	<input type="checkbox"/> + TRAVEL
3. Block Booking price for 3 of 5 (i.e. per performance price for three performances in a five-day period)	\$ _____	<input type="checkbox"/> + SOUND	<input type="checkbox"/> + LIGHTS	<input type="checkbox"/> + ROOM	<input type="checkbox"/> + MEALS	<input type="checkbox"/> + TRAVEL
4. Block Booking price for 5 of 7 (i.e. per performance price for five performances in a seven-day period)	\$ _____	<input type="checkbox"/> + SOUND	<input type="checkbox"/> + LIGHTS	<input type="checkbox"/> + ROOM	<input type="checkbox"/> + MEALS	<input type="checkbox"/> + TRAVEL
5. Contract On-Site Discount (Optional) Please list specific DOLLAR AMOUNT, not a percentage.	\$ _____	<b>Block Booking prices listed must be valid for offers received during the conference and received within 45 calendar days following the conference, for fall 2011 and spring and fall 2012.</b>				

**E. PERFORMANCE HISTORY**

How many college dates has this act played IN THIS REGION in the past two years? \_\_\_\_\_

How many additional college dates NOT in this region has this act played in the past two years? \_\_\_\_\_

**F. ARTIST BIOGRAPHY**

Please limit the biography to 150 words. Think of this as your 15-second elevator pitch.

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**ACKNOWLEDGEMENT OF FEES TO BE PAID**

By checking this box, I acknowledge my understanding that NACA associate members submitting artists to showcase must reserve an exhibit booth and submit an exhibit booth fee of \$260 in order for the application to be considered. The registration form to purchase a booth is available on Page 26 of the Regional Conferences Guide.

**ACKNOWLEDGEMENT OF PERFORMANCE RESPONSIBILITY**

By checking this box I understand that, NACA will not be financially responsible for any backline, special equipment or staging required by attraction and that acts may be eliminated from consideration if stage or technical requirements exceed the capabilities of the showcase facility or production time limits.

**ACKNOWLEDGEMENT OF WHAT HAPPENS IF YOU ARE SELECTED**

I understand that within two weeks of notification, selected artists must submit a \$280\* showcase performance fee, a bio for publication (150 word maximum), a high-quality JPEG photo for publication, a stage plot and a soundboard input list. (NACA will provide a web link to you or your agent to submit this information.)

*\*This is the showcase fee for all categories except Sampler which is \$110.*

**Please enter information about your NACA agent or representative (your information if you are self-represented):**

Name: \_\_\_\_\_

Telephone: \_\_\_\_\_

Email: \_\_\_\_\_

# NACA Regional Conference Fee Descriptions

Here's a list of the fees that apply to your participation in NACA's regional conferences.

**Associate Delegate Full Registration Fee**—for the person/people working the booth the entire length of the conference. Associates MUST purchase at least one full registration prior to the start of the conference. The Early Delegate Registration deadline for each region is indicated on the Grid (fold-out poster), and is generally three weeks prior to the start of the conference. If your payment is received by the deadline, you will pay the Associate Delegate Early Registration Fee. After that deadline, you pay the Associate Delegate Regular Registration Fee.

**Associate Day Pass**—an all-access day pass to the conference. You can only buy one per person per event. If you want to attend all conference events for more than one day, you have to buy a full delegate registration. The Associate Day Pass includes any provided meals for that day if it is purchased by the Delegate Early Registration Deadline. Refer to the Grid for deadlines and fees for each region. Refer to CAMP-ONLY Pass below for further details.

**Booth Demonstration Fee**—for a booth demonstration, which is defined in the Guide as “an interactive display of talent or product to conference delegates in the Campus Activities Marketplace that normally cannot be offered in a showcase setting (examples include but are not limited to: close up magic, balloon sculpting and merchandise production). The fee is \$200 per agency per region and covers as many booths as you have and as many demonstrations as you want to do. If the demonstration cannot fit or an agency/artist has multiple booth demonstrations taking place, purchase of an additional booth may be required at the discretion of the Campus Activities Marketplace Coordinator. Refer to Page 30 of this Guide for more information regarding booth demos.

**CAMP-ONLY Pass**—\$45 per person per day. Designated for artists or persons who are staffing novelty attractions or booth demonstrations represented by associate members exhibiting in the Marketplace. Access is limited to the Marketplace only and no meals will be included. Passes may be purchased for multiple days. Any artist/attraction wishing to attend conference functions other than the Marketplace for one day only must purchase an associate day pass; associate day passes are available for one day only. Any person wishing to attend all conference functions for more than one day must purchase a full registration.

**Campus Activities Marketplace Fee**—the booth fee. All associates must purchase a booth to attend any of the conferences. You cannot attend without one, even if there is a wait list for booth space (see below for refund policies). Booths must be purchased in order to submit showcases. Refer to Page 29 of this Guide for all Marketplace policies.

**Marketplace Attraction Fee**—an area in the Campus Activities Marketplace set aside for large-scale booth demonstrations, usually inflatable events. Not all regional conferences offer this. Please refer to the region-specific pages in this Guide for availability.

**Membership Fee**—In order to attend a regional conference, an agency must be a current national associate member of NACA or current regional associate member in the region to which they are submitting an application or whose conference they are wishing to attend. Applications can be found on the NACA Web site, [www.naca.org](http://www.naca.org).

**Showcase Application Fee**—fee charged for every act an associate submits to showcase. The electronic submission fee is \$65 per act, per regional conference. The traditional submission fee is \$75 per act, per regional conference. This fee is non-refundable once the act is submitted.

**Showcase Performance Fee**—if an act is selected to showcase and they accept the showcase, they pay a showcase performance fee. Acts cannot showcase unless this showcase fee is paid. The fee varies, depending on the showcase category. Please refer to page 7 for a listing of fees.

## NACA Refund Policies

Refund policies for showcase fees, Campus Activities Marketplace fees and registration fees are outlined below. Any request for refunds that include special circumstances making it impossible to adhere to the guidelines outlined in the individual refund policies should be forwarded in writing to the NACA Office within 30 days of the event for which the refund is being requested. Any request received after this timeline will not be approved. Any special circumstance refund requests must include supporting material documenting the circumstances necessitating the request (e.g., a note from a physician for illness, information from local media regarding weather-related problems, etc.).

- A 100% Campus Activities Marketplace refund shall be made to associates who were placed on a wait list and were never offered a booth. In addition, a 100% Campus Activities Marketplace refund shall be made to associates who remove themselves from the wait list **if the NACA Office receives a written request at least two business days prior to the first day of the conference**. Associates who remain on the wait list that do not accept a booth when offered will forfeit their Campus Activities Marketplace fee.
- A 25% refund will be given to associates who request a showcase refund when the NACA Office receives a written request at least 30 days prior to the first day of the conference unless there has been a violation of policy.
- A 100% refund shall be made to associates who were chosen as alternates and were not selected to showcase. Alternates who are selected to appear and do not showcase when asked will forfeit their showcase fee. Alternates may withdraw for a 100% refund when the NACA Office receives a written cancellation notice at least seven days prior to the first day of the conference.
- A 50% Campus Activities Marketplace refund will be given to associates who request a refund when the NACA Office receives a written request at least 30 days prior to the first day of the conference.
- A 50% refund of registration fees will be given to any school or associate member when a written request for a refund is received by the NACA Office at least 14 days prior to the first day of the conference.