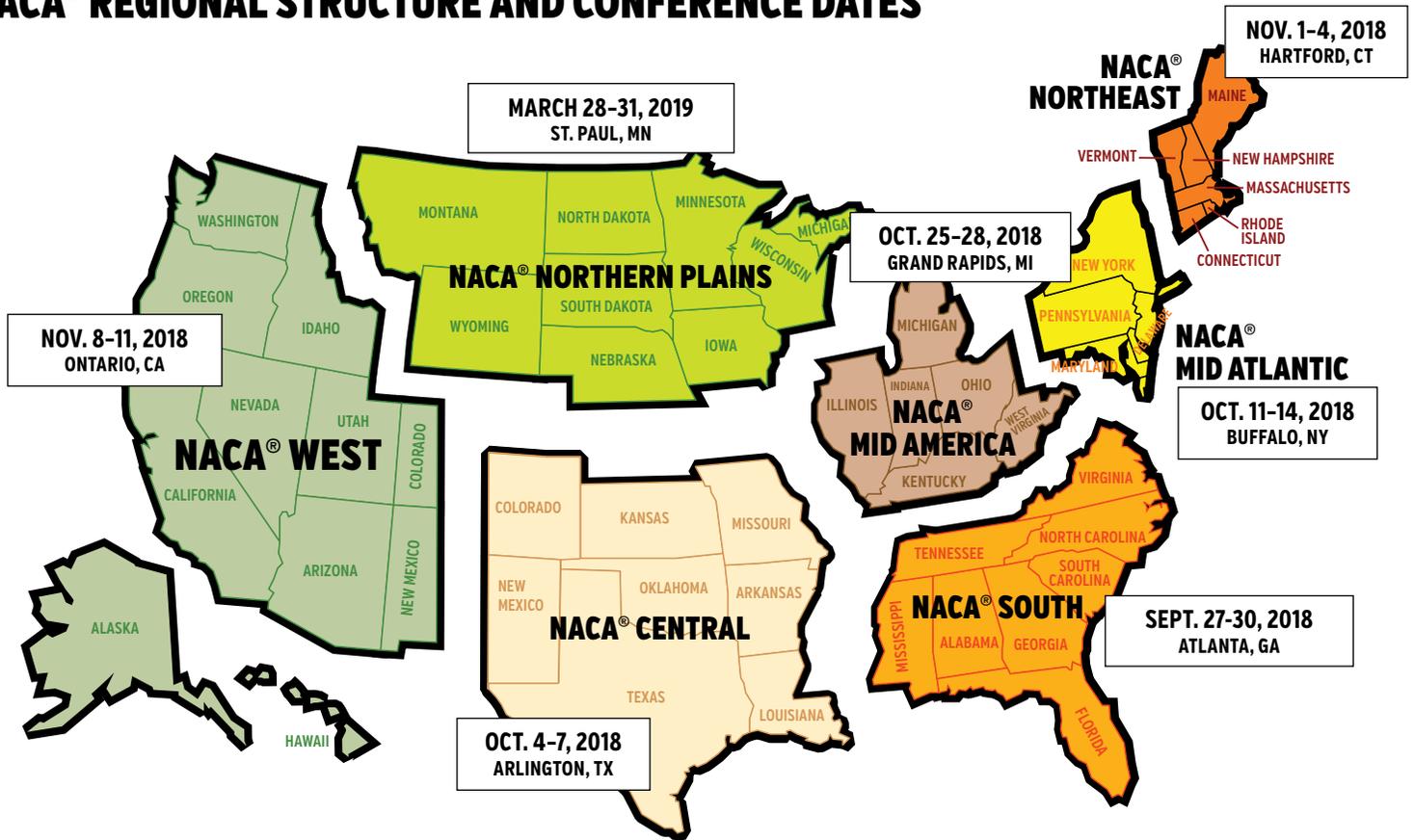


NACA® 2018-19 ASSOCIATE MEMBER REGIONAL CONFERENCES GUIDE



NACA® REGIONAL STRUCTURE AND CONFERENCE DATES



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, Utah and Illinois

NACA® NORTHEAST

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

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® SOUTH

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

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 consists of only 1.5 to 2 minutes (except for the Lecture Showcase category, which will still be three minutes). Full description of the review process can be found on Page 19 of this Guide.

BOOTH DEMONSTRATIONS

Booth demonstrations must be approved and paid for 7 days prior to the event. No booth demonstration request/payment will be accepted less than 7 days prior to the event.

CONFERENCE REGISTRATION NOW EXCLUSIVELY ONLINE

All booth payments and delegate registrations are now submitted through NACA's online registration system. There is no paper registration form in this Guide or on our website. To purchase your booth, please visit www.naca.org/RegionalConferences.

2017-2018 CONFERENCE ATTENDANCE

Region	NACA® South	NACA® Central	NACA® Mid Atlantic	NACA® Mid America	NACA® Northeast	NACA® West	NACA® Northern Plains	Regional Conference Total
School Delegates	527	312	466	554	875	470	674	3,878
Schools	87	54	85	94	119	87	100	626
Associate Delegates	146	106	173	157	222	96	104	1,004
Associate Firms	84	67	103	87	114	78	79	612
Booths	125	79	142	119	166	88	98	817
Showcase Applications Submitted	350	252	425	428	482	353	331	2,621

ADVERTISE!

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.

E-mail advertising@naca.org for more information on print and digital ad options.

TABLE OF CONTENTS

Conference Checklist.....	4	Showcase Policies	12
Conference Schedules.....	4	Fees and Refunds	17
Policies and Procedures.....	5		
CAMP Policies.....	9		

FIRST THINGS FIRST CHECK LIST

DO THIS!

Review these policies carefully.

Email memberrelations@naca.org with any questions.

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 \$647

General Membership for Agencies & Other Companies \$856

• **Regional** membership provides access to one region of your choice and other NACA® services.

Self-Represented Solo Artists \$269

General Membership for Agencies & Other Companies \$427

You may apply for membership at www.naca.org/join

Reserve Your Exhibit Booth

You must have a booth to present an educational session, attend a conference and/or to submit attractions for showcase.

Space is limited, so reserve your booth space early. Booths will be reserved upon payment of the booth fee. 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. Booth space will be assigned on a first-come, first-served basis.

The Marketplace Booth Fee of \$302 does not include any passes for the individuals who will be attending the event. Those must be purchased separately. Please refer to Page 10 for descriptions of all fees.

Apply to Showcase

- Showcase applications have various application deadlines depending on the event - check page 9 for the specific regional deadlines.
- Applications will close at 11:59 pm EST.
- You must be an NACA® associate member and purchase an exhibit booth.

Register Everyone Staffing Your Booth

You must pay a delegate registration fee for each person working your booth at the event. No delegate registrations are included in your primary booth fee. A minimum of one full delegate must be registered for each firm exhibiting in the Marketplace. You may register online at [\(insert link\)](#). Registrations received on or before the early bird registration deadline will be charged the early registration fee. Registrations received after the early bird registration deadline will be charged the regular rate.

Apply for an Educational Session

Associate members submitting educational program proposals must have an active NACA® membership and also must purchase booth space for submissions to be considered. Associate members cannot showcase or be an alternate in any showcase category and present educational sessions marketed to school member professional staff and/or students during the same NACA® event. Educational sessions are a great way to show off your expertise and skills as well as help schools understand how to conduct business with agencies and vendors. The deadline for regional conference education session proposals can be found on page 11.

Attend Associate Orientation

New to NACA or just looking to refresh your knowledge of conference dos and don'ts, then be sure to attend the Associate Orientation! This orientation will also provide insight into how the operations of Block Booking work so you can learn how to do business at the conference and beyond!

REGIONAL CONFERENCE SCHEDULES

Regions may have changes to their schedules based on site or approved initiatives; please refer to the NACA website at the links below.

<https://www.naca.org/SOUTH/Pages/Schedule.aspx>

<https://www.naca.org/CENTRAL/Pages/Schedule.aspx>

<https://www.naca.org/MIDLANTIC/Pages/Schedule.aspx>

<https://www.naca.org/MIDAMERICA/Pages/Schedule.aspx>

<https://www.naca.org/NORTHEAST/Pages/Schedule.aspx>

<https://www.naca.org/WEST/Pages/Schedule.aspx>

<https://www.naca.org/NORTHERNPLAINS/Pages/Schedule.aspx>

GENERAL REGIONAL CONFERENCE INFORMATION

For the latest and most comprehensive information on all regional conferences, visit the NACA website at

<https://www.naca.org/RegionalConferences>

REGIONAL CONFERENCE POLICIES AND PROCEDURES

The following policies and application forms have been standardized for all regions to help simplify the application process. 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, gender identity, 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, gender identity, economic status, sexual orientation, national origin, age, ethnic background or disability in any of their policies, procedures or practices.
- Promote vigorous efforts to enhance, develop and increase a diverse volunteer pool in all areas of the Association.
- Actively promote diversity in its programs and services.
- Expect all volunteers and NACA Office staff to consistently display sensitivity to diversity and the principles of affirmative action.
- 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

Prominent among the values that define the NACA community is civility, which includes mutual respect, fairness, and politeness. Membership in any community requires a concern for the common good for all who belong to that community. Each individual may possess different ideas, as well as different ways of communicating those ideas, particularly in a community as varied and diverse as an association. Because of these differences, respect and civility are integral to maintaining the quality of the association environment. Respect and civility should therefore be afforded to all individuals regardless of role within the association. This includes treating people with courtesy and consideration, acting and speaking judiciously and behaving professionally.

All members of the association community are called upon to promote and value this ethic of common respect and civility. We will encourage discussion with a goal of instilling an appreciation for the importance of fair-mindedness, personal responsibility, and respect for differing opinions. At such occasions, members will always be strongly encouraged to observe common standards of decorum and to display a respectful tenor. We will also consider appropriate steps to be taken when members of our community do not respect these standards.

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.

FINANCIAL PARAMETERS

PAST DUE ACCOUNTS: Past due accounts in excess of 30 days will be subject to a service charge of 1.5 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 summer institute 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.
- Suspend its Convention, summer institute and all regional conference privileges until the debt is satisfied.
- 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.

REGIONAL CONFERENCE POLICIES AND PROCEDURES

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.

1. Who may attend regional conferences?

All agencies and/or their subsidiary companies that are:

- Current national associate members of NACA or current regional associate members in the region to which they are submitting an application. Each national and regional 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.
- In good financial standing (do not appear on an NACA® national or regional bad debt list).

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

Submit a registration application online and the appropriate fees to the NACA Office. Associate members must purchase Campus Activities Marketplace booth space and a minimum of one full delegate registration to attend a regional conference. Associate firms purchasing a minimum of 100 square feet of Campus Activities Marketplace attraction space are not required to purchase an exhibit booth. See Page 15 for a full description of what is allowed to be submitted as a Campus Activities Marketplace attraction. Campus Activities Marketplace attraction space is sold on a first-come, first-served basis and must be approved by the NACA Office in advance.

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

All persons attending the conference in any capacity must register. Passes may not be shared between two or more people. See Page 10 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. Badges are required for access.

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

See Page 10 for all refund policies.

5. What other important information should I know?

- Associate members may not provide any demonstration to school delegates of an act, 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, act, 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 Executive Director or designee.
- The firm representing a showcasing act must be the only booking contact for that act during the conference. If the representation of that act is in dispute and the dispute cannot be settled prior to the beginning of the conference, the act will not be allowed to perform on the showcase, and the firms in dispute regarding the representation of the act 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.

6. How are violations handled?

- Violations of any of the policies may subject the exhibitor to actions and/or sanctions as outlined on Page 15 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.

7. 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 arrival and late departure dates. Certificates of liability should be mailed directly to the NACA Office and may cover more than one event.
- Minimum coverage's are as follows: bodily injury and property damage at: \$1,000,000 each occurrence and aggregate.

8. 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 website. 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:

- Professional crews will not be allowed.
- On-stage filming or placement will not be allowed. Recording must occur from the show floor.
- Access to the soundboard will not be allowed.
- Audience views cannot be obstructed.
- Power must be self-contained (i.e., battery packs). Access to the event power supply will not be allowed.
- Use of supplemental lighting will not be allowed.

REGIONAL CONFERENCE POLICIES AND PROCEDURES

- Some forms of recording/taping may not be available at specific venues due to union or other facility regulations.
- 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.

9. 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.

10. 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.

Personal Safety and Security

NACA works diligently to provide a safe and secure environment at its meetings and events by working with venue staff to make sure meeting participants are safe. We ask that all attendees report any questionable or concerning activity to NACA staff so that they can take immediate action. No concern is too small—if you see something, say something.

- Be aware of your surroundings at all times.
- Use the buddy system when walking to and from the event venue, networking event locations during early or late hours.
- Don't wear your meeting badge on the street. Take it off as soon as you leave the building/venue.
- Don't carry a lot of cash or credit cards. Keep them in your hotel room safe.
- Don't leave personal property unattended anywhere, anytime.

If it is an emergency or if you need immediate assistance, first call 911 then ask any NACA® staff member or the on-site security personnel to help you.

Unacceptable Behavior

- Harassment, intimidation, or discrimination in any form.
- Physical or verbal abuse of any attendee, speaker, volunteer, exhibitor, NACA staff member, service provider, or other meeting guest.
- Examples of unacceptable behavior include, but are not limited to, verbal comments related to gender, sexual orientation, disability, physical appearance, body size, race, religion, national origin, inappropriate use of nudity and/or sexual images in public spaces or in presentations, or

threatening or stalking any attendee, speaker, volunteer, exhibitor, NACA staff member, service provider, or other meeting guest.

- Disruption of presentations at sessions, in the exhibit hall, or at other events organized by NACA at the meeting venue, hotels, or other NACA-contracted facilities.

NACA has zero tolerance for any form of discrimination or harassment, including, but not limited to, sexual harassment by participants or our staff at our meetings. If you experience harassment or hear of any incidents of unacceptable behavior, NACA asks that you contact Executive Director Toby Cummings at tobyc@naca.org so that we can take appropriate action if necessary.

NACA reserves the right to take any action deemed necessary and appropriate, including immediate removal from the meeting without warning or refund, in response to any incident of unacceptable behavior, and NACA reserves the right to prohibit attendance at any future meeting.

SHOWCASE APPLICATIONS

DO THIS!

DO

Pay attention to the deadlines!

Each regional conference has its own showcase application deadline! Each regional showcase application will close at 11:59 PM EST on their respective deadline. Late submissions will not be accepted! Be sure to plan ahead!

Pay your membership dues!

Only active Associate Members are eligible to apply to showcase at NACA® Events. Be sure your dues payment are up to date! Be sure to keep in mind - Regional members can only apply for the conference in their region!

Be available for the entire event!

All acts submitting to showcase are expected to be available all of the days of the conference. Preferred performance dates are not requested in the showcase application. All acts will be slotted by each region's Showcase Production Coordinator based on act type, stage set up, tech requirements, agency diversity, etc.

NOT THAT!

DON'T

Forget to purchase your booth!

All acts submitting to showcase are required to have their booth purchased by the showcase application deadline. Booths can be purchased via the NACA website here: [\[INSERT LINK\]](#)

Submit private video files!

Please make sure to check all video files that are submitted for review. If the showcase selection committees cannot view the links provided in the applications, they will be forced to review the applicants based on the other information provided in the showcase application.

Forget to pay!

Only applicants that have paid the showcase application fee (\$95/region) will be reviewed by the Showcase Selection Committees. The application will prompt for payment at the end of the form. If you have any issues, please contact NACA Member Services at 803-732-6222.

REGIONAL SHOWCASE FEE TABLE

SHOWCASE CATEGORY	Spotlight Low/High	Emcee	Lecture	Sampler	Roving	Variety	Special Event
Type of Attractions Featured on Showcase	Musical acts, comics, and other established up-and-coming artists. Spotlight Low pricing must be \$1,250 or less.	Emcees introduce each spotlight showcase and entertain the audience between acts.	Lectures are chosen to cover a diverse number of topics including social awareness and current political issues. Performer must tour as a lecturer.	Any solo artist or group that can perform on the stage thrust with minimal tech needs.	Any novelty/variety talent, including acts similar to vaudeville, carnival, and circus attractions, as well as magicians, escape artists and mimes.	These showcases are intended for novelty acts, limited but not equal to magicians, hypnotists, illusionists, mind readers, etc.	Performed on auxiliary stage. These types of showcase provide opportunities for events and performers who do not fit into the traditional spotlight showcase performance model, such as hypnotists, mentalist, DJ Dance Parties, Casino Nights, etc.
Sound, Lights, Stage	Provided by NACA	Provided by NACA	Provided by NACA	Provided by NACA	No staging, lighting, or amplification is allowed	Provided by NACA	Responsibility of performer
Available Slots (per region)	30	6	5	5	6	4	Varies
Alternate Slots (per region)	35	8	7	0	5	3	Varies
Performance Time	10 minutes	25 minutes	15 minutes	5 minutes	Varies	20 minutes	60 minutes
Application Fee	\$95	\$95	\$95	\$95	\$95	\$95	\$95
Showcase Fee	\$312	\$312	\$312	\$120	\$312	\$450	\$312
Alternate Fee	\$115	\$115	\$115	\$115	\$115	\$115	\$115

REGIONAL SHOWCASE FEE DEADLINES

Regional Conference	Showcase Application Deadline	Showcase Fee Deadline	Showcase Fee 25% Refund & Booth 50% Refund	Showcase Alternate Fee 100% Refund
South	May 30, 2018	July 18, 2018	August 28, 2018	September 20, 2018
Central	June 6, 2018	July 25, 2018	September 4, 2018	September 27, 2018
Mid Atlantic	June 13, 2018	August 1, 2018	September 11, 2018	October 4, 2018
Mid America	June 27, 2018	August 15, 2018	September 25, 2018	October 18, 2018
Northeast	July 5, 2018	August 22, 2018	October 2, 2018	October 25, 2018
West	July 11, 2018	August 29, 2018	October 9, 2018	November 1, 2018
Northern Plains	December 5, 2018	February 13, 2019	February 26, 2019	March 21, 2019

Showcase Performance Fee Refund Policy

If a showcase is cancelled and NACA is notified in writing, 25% refund will be given.

Showcase Alternates Refund Policy

1. Full refund will be provided to alternates not selected to perform.
2. Alternates who do not appear when asked to perform will forfeit their fee.
3. Alternates may withdraw for a full refund up to seven (7) days prior to the first day of the conference.

REGIONAL CONFERENCE FEES AND REFUNDS

NACA® Fees

Associate Delegate Full Registration Fee—varies by region

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 generally three weeks prior to the start of the conference.

Booth Demonstration Fee—\$234 per agency per region

This 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 14 of this Guide for more information regarding booth demonstrations.

Day Pass—\$56 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. No meals will be included. Passes may be purchased for multiple days.

Campus Activities Marketplace Fee—\$302 per booth

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 13 of this Guide for all Campus Activities Marketplace policies. The booth does NOT include a registration.

Marketplace Attraction Fee—\$4 per square foot

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. Attraction space may be purchased independently from a Campus Activities Marketplace booth.

Membership Fee—varies by category, see Page 4

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® website, www.naca.org.

Showcase Application Fee—\$95 per act, per regional conference

Fee charged for every act an associate submits to showcase. The submission fee is \$95 per act, per regional conference. This fee is non-refundable once the act is submitted.

Showcase Performance Fee—varies by showcase category

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 the NACA® website 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.]. Submission for a refund does not guarantee a refund.

- Booths cancelled at least 30 days prior to the first day of the conference will receive a 50% refund.
- Booths cancelled before assigned numbers are emailed to exhibitors will receive a 50% refund.
- Booths that are assigned a wait list number are eligible for a 100% refund while on the wait list if they request a refund up to two days prior to the first day of the conference. Exhibitors who remain on the wait list after this deadline and do not accept a booth when offered will forfeit their booth fee.
- Delegate registration fees cancelled at least 14 days prior to the first day of the conference will receive a 50% refund.
- Showcases cancelled at least 30 days prior to the first day of the conference will receive a 25% refund unless there has been a violation of policy.
- Showcase alternates cancelled at least 7 days prior to the first day of the conference will receive a 100% refund.
- Showcase alternates who keep their spot and are not offered a showcase before or during the conference will automatically receive a 100% refund within 2 weeks after the end of the conference.

All refund requests must be made in writing by sending an email to payment@naca.org.

Questions? Contact memberrelations@naca.org.

EDUCATIONAL SESSION PROPOSALS

Want a great way to raise your visibility at a NACA event?

NACA® associate members are encouraged to submit educational program proposals. The opportunity is a great way to help schools understand how to conduct business with agencies and vendors.

Associate members submitting educational program proposals **must have an active NACA® membership** and also **must purchase booth space** for submissions to be considered.

Associate members cannot, however, showcase or be an alternate in any showcase category and present educational sessions marketed to school member professional staff and/or students during the same NACA® event.

Upon notification of acceptance of both a showcase and educational session for that event, the presenter must choose the preferred format and notify the NACA® Office accordingly within 10 days of the announcement of showcase selection or educational session acceptance, whichever comes later in the timeline. Associate members WILL be allowed to showcase and present an educational session if the latter is designed and intended for associate members only.

NACA requests proposals for educational programs at the 2019 NACA® National Convention, all 2018-19 NACA® Regional Conferences and the 2018-19 NACA® Webinar Series. Submit your proposals for multiple events with just one online form! Educational session submissions open March 31, 2018. Visit <https://www.naca.org/EdSessions> for more information.

DEADLINES

Fall Regional Conferences

South.....	June 28, 2018
Central	July 5, 2018
Mid America	July 12, 2018
Mid Atlantic	July 26, 2018
Northeast.....	Aug. 2, 2018
West	Aug. 9, 2018
NACA® National Convention.....	Sept. 6, 2018
NACA® Northern Plains Regional Conference	Dec. 28, 2018
Webinar Series	Open Submission

Presenting is a great opportunity both professionally and personally. Present to students or professionals on nuts and bolts, new ideas or scholarship in the field. 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
- Campus Engagement
- Leadership Development
- Marketing/Communications/Building Attendance
- Late-Night/Weekend Programming
- Career Development
- The Economy and its Impact on the Institution and Students
- Student Retention and Success Initiatives
- Community Colleges
- Diversity and Inclusion
- Collaborations/Partnerships/Co-Sponsorship
- Booking Acts/Block Booking/Contracts/Riders
- Homecoming
- Fundraising/Corporate Sponsorship/Grant Writing

- Mentoring/Advising
- 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/Social Media and Marketing
- Volunteer Recruitment/Training/Recognition
- Or identify your own!

The themes for upcoming NACA® events are:

- NACA® South: ATL
- NACA® Central: TBA
- NACA® Mid Atlantic: #nofilter: Be Your Best Self[ie]
- NACA® Mid America: NACA-Con: Unmask Your Potential!
- NACA® Northeast: TBA
- NACA® West:
- 2019 NACA® National Convention: #NACA19
- 2019 NACA® Northern Plains: TBA

Submitting an educational program proposal is easier than ever! No hassle of submitting separate forms for two different events! Visit www.naca.org/EdSessions to complete the form.

If you do not receive a confirmation after submitting your proposal, please contact Kayla Brennan at kaylab@naca.org.

CAMPUS ACTIVITIES MARKETPLACE

DO THIS!

DO

Be On Time!

Exhibitors will be allowed in the Marketplace from the start of load in until the opening of the first Marketplace. Exhibitors and artists will be allowed to enter the Marketplace one-half hour prior to the start of each additional Marketplace. Exhibitors may not arrive/set up after the start of the first Marketplace without prior approval from the NACA Office. Violations of this policy will be address as outline under Campus Activities Marketplace Policy Violations on Page 15 of this Guide.

Know Campus Activities Marketplace Attraction Policies

Check out Page 13 for more information.

Attend the “No Demo” Campus Activities Marketplace

During each regional conference, Marketplace 2 will serve as a “No Demo” Marketplace, when associate members will be halting their normal in-booth activities and giveaways to have a dedicated time for conversations with professional staff and students. Marketplace 3 will immediately follow the “No Demo” Marketplace with normal Marketplace operations.

Staff Your Booth(s)

Exhibitors are required to staff their booths and/or attraction spaces during all Marketplace hours. Exhibitors not staffing their space during the required hours will have their spaced closed for the remainder of the conference and will not be entitled to any refunds. All exhibitors are responsible for all of their registered delegates following the policies within this guide.

Check Exhibitor Kit for Add-ons to Your Booth

If you are interested in addition electricity, additional tables, seating, and more to our booth, be sure to review the Exhibitor Kit to purchase additional booth add-ons from the conference decorator. Exhibitor kits will be emailed by the conference decorator to all exhibitors six weeks prior to the start of the conference.

Engage!

Think of a creative approaches to getting school members excited about visiting your booth! Their first impression should be positive! Also, your neighbors will really appreciate your help in creating “good traffic” in your aisle!

NOT THAT!

DON'T

Use Stickers

The distribution of adhesive-backed stickers is prohibited at all NACA® Events.

Say You’re Solo, But You’re Not!

Associate members that have joined NACA under self-represented/solo artist category cannot distribute materials promoting artists or programs other than themselves. Violations of this policy will be address as outline under Campus Activities Marketplace Policy Violations on Page 15 of this Guide.

Leave Early!

The last thing you want is for schools to be looking for you after you left. Make sure you stay the duration of the entire conference so schools can know where and when to find you during the appropriate times throughout the event.

Forget Your Neighbors!

Do not make it hard for your neighbors to conduct business. You may even find that being cordial and helpful to other makes you look better!

Overwhelm the Students!

Do not run out into the aisle and grab a school member/drag someone into your booth, especially if they are talking with another associate.

CAMPUS ACTIVITIES MARKETPLACE POLICIES

OVERVIEW

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 and 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 Campus Activities 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
 - a. Exhibitors may not purchase associate member delegate passes (day or full registration) for a school member
 - b. Exhibiting firms are fully responsible for any guests they purchase a registration for, and their guest are held to the same policies as an exhibiting firm.
 - c. Any person who is an exhibitor's guest or not an official exhibitor of the event who engages in any form of product or talent solicitation will be removed from the event.
3. An exhibitor may advertise, display, exhibit, or sell only the talent, products or services of its company. Associate members that have joined NACA under the SELF-REPRESENTED/SOLO ARTIST category that are found to be distributing materials promoting artist(s) or program(s) other than themselves will be in violation of policy. Such violations will be addressed as outlined on Page 15, Membership Category Violations.
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 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 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. Exhibitors must vacate their booths immediately following the close of the final scheduled Marketplace.
10. 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.

Defining Campus Activities Marketplace

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

- a. **Booth Space**—A standard booth within the Campus Activities Marketplace.
- b. **Exhibit Area**—Area in the Campus Activities Marketplace where booths are in-line and accessed via standard aisles.
- c. **Attraction Space**—Area in the Campus Activities Marketplace not adjacent to in-line booths or standard aisles.

Purchasing 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 booth space to attend an event. Firms purchasing a minimum of 100 square feet of Campus Activities Marketplace attraction space are not required to purchase additional exhibit space. See Page 15 for full description of what is allowed to be submitted as a Campus Activities Marketplace attraction. Attraction space is sold on a first-come, first-served basis and must be approved in advance by the NACA Office. Payment of booth fee does not guarantee a booth will be assigned.
2. Associate members who attended the NACA® National Convention were able to submit payment for booth space for the upcoming regional conferences. Members submitting payment for booth space during this 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 according to that company's length of NACA® membership, based on the recorded "join date" in the NACA® membership database.
3. Booth sales will be opened to all other associate members and non-profit affiliate members when the event Guide is available.
4. Booths can only be requested by payment in full of all appropriate event and membership fees and upon receipt of Campus Activities Marketplace Application.

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.

Assigning Booth Space

1. Booth assignment will be at the discretion of that event's 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 Campus Activities Marketplace Application.
 - Distribution of agencies representing showcasing acts/alternates throughout the Campus Activities Marketplace.
 - Distribution of agencies offering similar products/programs throughout the Campus Activities Marketplace.
3. Booth space will be assigned in the following manner:
 - Campus Activities Marketplace space will be assigned in the order in which applications and payment are received, beginning with space purchased by associate members attending the prior National Convention in order based on their recorded NACA® member join date. Members submitting booth payment/paperwork that has the same join date will have their booth placement assigned in the order that payment/paperwork was received.
 - 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.

- 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.
 - 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.
 - Any additional booths for agencies on the wait list, or requests for additional booths that are made after the Campus Activities Marketplace 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.
 - Agencies placed from the wait list may not necessarily fill the booth space vacated.

Booth Setup

1. Exhibitors may begin setting up their displays **only after they have checked in and picked up registration materials and name badges** at the event. You must have a badge to access NACA® functions. Badge reprints will only be done during regular registration hours.
2. Exhibitors are responsible for their load-in and load-out. No additional assistance or volunteers will be provided by the volunteer staff.
3. If an exhibitor is aware that they will be arriving late due to an emergency prior to the start of the conference, they must contact the NACA Office. At this point, it is at the discretion of the NACA office to determine whether or not to allow exhibitors to arrive late and still participate in the event.
4. Booths must be completely set up and open by the beginning of the first scheduled Campus Activities Marketplace. Exhibitors who fail to occupy their booths by the start of the first scheduled Campus Activities 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.
5. On-site decisions regarding late exhibitors will be made by the Campus Activities Marketplace Coordinator and Business Networks Coordinator in consultation with the NACA Office and their decision will be final.
6. 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 15 of this Guide.

Booth Operations

1. Exhibitors are required to staff their booth and/or attraction space during all Campus Activities Marketplace hours. Exhibitors not staffing their space during the required hours will have their space closed for the remainder of the conference, will not be entitled to any refunds, and will be subject to penalties described on Page 15 of this Guide.
2. Exhibitors will be allowed in the Campus Activities 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. Exhibit(s):

- May not block sight lines to adjacent booths based on the sole discretion of the Campus Activities Marketplace Coordinator.
 - That are large may be allowed but must be approved by the NACA Office in advance and will be restricted to specific locations so that lines of sight will not be blocked.
 - Height will be restricted by facility policy.
 - May not have any corporate logo, name or other identifier on the reverse side of their back wall, drape or other surface that extends above the back drape that is visible from the rear of the booth space.
5. Exhibitors will be restricted from distributing or posting promotional materials outside their Campus Activities Marketplace booth without prior written approval of the NACA Office. Materials that are not approved will constitute a violation of event policies.
 6. Firms must have at least one representative present at the event and at its booth or Campus Activities Marketplace attraction space 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 Campus Activities Marketplace will be permitted to display and distribute promotional materials for the act 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 Campus Activities Marketplace or begin to break down any elements of their booth or attraction space until the close of the final Campus Activities Marketplace on the last day of the conference. Exhibitors that violate this policy will be subject to penalties as described on Page 15 of this Guide.

Booth Demonstrations

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 6 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 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 Campus Activities Marketplace unless otherwise specified in the event schedule.
6. All food, animals, and potentially dangerous or hazardous components to booths must be submitted to the NACA® Office in writing at least 30 days prior to the event and may require venue approval and additional permitting at the expense of the exhibitor. Animals may not be left in the booth overnight.
7. A booth demonstration fee 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. The demonstration must be approved and paid for 7 days prior to the event. Under no circumstances will demonstrations be accepted after the deadline.
8. 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.
9. Any performer with booth demonstration privileges must not perform in transit to their exhibit booth.
10. If a demonstration cannot fit within the purchased booth space, the demo may be eligible for presentation as an attraction space.

Attraction Space

1. Attraction space allows 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.
2. Live musical/vocal performance, juggling and/or hypnosis are not eligible to be considered for attraction space.
3. Campus Activities Marketplace attractions 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 6 of this Guide.
4. Agencies presenting in attraction space will be subject to comply with all standard Campus Activities Marketplace policies regarding size or space restrictions and crowd control. Location of and permission to present in attraction space must be approved in writing by the NACA Office at least two weeks prior to the first day of the event.
5. Space in the defined attraction area will be assessed a fee of \$4.00 per square foot. Attraction space 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.
6. Attraction space 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.

Campus Activities Marketplace Policy Violations

1. Action by exhibitors that violate NACA® policy includes:
 - Failing to show up at an event without first notifying the NACA Office in writing of the intent to cancel.
 - Arriving late to the event without expressed written permission.
 - Breaking down any element of their display, booth demonstration or attraction space prior to the close of the final Campus Activities Marketplace.
 - Loading out prior to the close of the final Campus Activities Marketplace unless early departure is required as a result of medical or other emergency and permission is received on site from the designated event officials.
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 the 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/ departed 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.

Membership Category Violations

Associate members that have joined NACA under the SELF-REPRESENTED/ SOLO ARTIST category that are found to be distributing materials promoting artist(s) or program(s) other than themselves will be in violation of policy. Such violations will be addressed as follows:

- **First Offense:** Exhibitor shall receive verbal warning from the Campus Activities Marketplace Coordinator and be required to either remove the materials that constitute the violation or pay the difference in the fee for a GENERAL MEMBERSHIP [either regional or national] before the opening of the next scheduled Campus Activities Marketplace. The violation will be recorded in the Campus Activities Marketplace Coordinator's report that is given to the NACA Office.
- **Second Offense:** Exhibitor shall be given a written warning which outlines the policy violation, the required actions on their part and the penalty of booth closure if an additional violation occurs. This shall be communicated to them by the Campus Activities Marketplace Coordinator and the NACA Office. Exhibitor will be required to sign a copy of the written warning acknowledging their understanding of the policy violation and next steps. The exhibitor will be required to either remove the materials that constitute the violation or pay the difference in the fee for a GENERAL MEMBERSHIP [either regional or national] immediately. The violation will be recorded in the Campus Activities Marketplace Coordinator's report that is given to the NACA Office. The written warning will include the clarification that any additional violation of the policy will result in booth closure with no refund of any fees paid being available.
- **Third Offense:** The Campus Activities Marketplace Coordinator and Board of Directors representative onsite at the event will give the exhibitor a letter outlining the policy violation and previous steps that had been taken. The exhibitor shall be required to close their booth and vacate the event immediately. No refund of any membership or event fees will be available to the exhibitor and any scheduled showcase for the member at the event will be cancelled and replaced with an alternate. The violation will be recorded in the Campus Activities Marketplace Coordinator's report.

Policy violations will be tracked and will accumulate for a period of five years. During the five year span if a First Offense occurs at any subsequent NACA® event, the exhibitor shall be required to close their booth and vacate the event immediately and their NACA® membership will be terminated immediately. No refund of any membership or event fees will be available to the exhibitor and any scheduled showcase for the member at the event will be cancelled and replaced with an alternate.

SHOWCASING

DO THIS!

DO

Consider On-Site Selected Showcases

Any act who has NEVER showcased at a particular conference – in any category – is eligible to apply for that event's On-Site Selected Showcase. See Page 17 for full details.

Submit Media Invitation for Approval

Showcasing acts cannot invite media to attend their showcases without the prior permission of the NACA Executive Director or designee. It is preferred that requests are received at least two weeks prior to the conference. Once approved, the agency representing the showcasing act must provide NACA with a complete list of credentialed reporters and/or photographers prior to the event. If media are arriving during stated registration hours, an appropriate agency representative must be at the registration desk to meet them. If media are arriving after the stated registration hours, the agency must make arrangements to have appropriate agency representatives greet and monitor press. Contact NACA Marketing and Communications for further information.

Remember Your Stage Plots!

All showcasing acts and alternates must submit their stage plots and input lists to the production team. Stage plot and input list templates will be sent to all acts and alternates with their letter of intent.

Complete your Stage Plot/Input List!

All selected showcasing acts and alternates must complete and submit a stage plot and input list to the Regional Production Coordinator by the showcase fee deadline. Even if you just need a microphone for your performance, please take the time to submit your paperwork to the production team!

Get Insurance!

Exhibitors and/or showcasing acts that feature or include demonstrations that involve participates physically, through the use of equipment, the wearing of devices or apparel provided by the exhibit/showcase, and that may place the participant at risk, must meeting the insurance requirements outlined under the Insurance and Indemnity section on Page 6 of this guide.

NOT THAT!

DON'T

Miss Your Sound Check!

To ensure that all showcasing artists are on site and available as needed, an act's agent or representative will not be allowed to perform a line check for the act. The entire act must be physically present for the sound check. If an act fails to be present for a line check, the act will be replaced with an alternate.

Hypnotize Your Audience!

NACA policy prohibits mass/group hypnosis of audience members and limits hypnotic induction to only the volunteers on stage. See Page 21 for full details.

SHOWCASE POLICIES

Who May Apply

- Any firm wishing to submit an act 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 6 of this Guide for more information].
 - Be in good financial standing (not appear on an NACA® bad debt list).
 - Submit a Campus Activities Marketplace Booth payment.
 - Submit a Showcase Application and a non-refundable application fee.

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 CATEGORY DESCRIPTIONS

Spotlight Showcase (High and Low)

This category features both established and up-and-coming artists performing for 10 minutes each. **Spotlight Low** encompasses acts with single date prices of \$1,250 or less, which should be approximately 40% of the acts chosen for the Spotlight Showcase. Isolated dates for Spotlight Low can be exclusive of travel, but block prices must include travel.

Spotlight High encompasses all other pricing above \$1,250. Spotlight High acts are interspersed with Spotlight Low acts. NACA will provide a keyboard for Spotlight Acts if request is submitted on the Showcase Application and/or stage plot.

Master of Ceremonies Showcase

These acts introduce the other acts in Spotlight Showcases and entertain during set changes. This category includes acts that require a minimum of set-up time and which can perform on the thrust. Keyboards will not be provided nor allowed for Master of Ceremonies Showcase. Emcees will have a total of 25 minutes to showcase their acts exclusive of their introduction time. This should be divided amongst multiple sets. The final breakdown of time between each act must be coordinated day of with Showcase Production Coordinator as these “sets” are necessary to complete turnover between acts.

Lecture Showcase

Lecture acts are those that cover topics such as social awareness, political issues, health and environmental concerns, the arts, etc. This category is primarily non-musical and educational. Lecture acts have 15 minutes to present. An act may take questions from the audience or conduct a question and answer session within their 15-minute period. Keyboards will not be provided nor allowed for Lecture Showcase. A projector and screen will be provided for acts to use. Acts should come prepared with a laptop to connect to the projector via a VGA or HDMI cable in the event there is not a laptop onsite.

Sampler Showcase

These brief showcase opportunities will take place on the main stage thrust, unless the Showcase Production Coordinator sees otherwise. The showcase order will be determined by the Showcase Production 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). Keyboards will not be provided by NACA for Sampler Showcase. There is no opportunity for a sound/light check.

Roving Artist Showcase

This free-form category 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. NACA does not provide nor allow any equipment, sound or lighting for this category. The following guidelines will apply to this showcase category:

- 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 amplified sound - without receiving prior permission from the NACA Office.. The Roving Artists 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, Variety, or Sampler Showcase.
- The Roving Artist may perform during meal functions (at the discretion of the regional planning committee), 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 acts will be introduced at the beginning of a Spotlight Showcase on the act's assigned showcase day and the Showcase Production Coordinator will inform the act what time it will take place.

Variety Showcase

NEW CATEGORY! Variety showcases are a 20 minute set on the primary stage. There will be four variety showcases at each regional conference (two during the orientation/welcome showcase and two built into spotlight showcases). These showcases are intended for acts such as magicians, hypnotists, illusionists, mind readers, etc.

Special Event Showcase

The Special Events Showcase is a showcase opportunity that is not performed in the on the primary stage. 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. 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, labor, electricity and/or staging costs. Sound or technical checks must be arranged by the associate member firm. A maximum time of 2 hours will be available for load-in and load-out. Performance times are 60 minutes each and the quantity may vary by region.

On-Site Selected Showcase

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 pre-registered for this category. ONLY acts who have NEVER showcased in a given region – in any showcase category – are eligible to apply for On-Site Selected Showcase in that region. All other eligibility criteria remain the same. Artists or their representatives must register for this category at Associate 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 are not required to forfeit their alternate spot in order to participate:

- If an alternate on the ballot for On-Site Selected Showcase consideration is offered and accepts a showcase spot once the On-Site Selected Showcase ballot is created and distributed to conference delegates, every reasonable effort will be made to communicate to conference delegates via the existing methods being used for conference updates that this act/performer is no longer eligible to be chosen as the On-Site Selected Showcase.
- A revised On-Site Selected Showcase Ballot will not be created once distributed.
- Any votes the showcasing act may receive will be removed from the final count which determines the On-Site Selected Showcase winner.

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 on-site showcase applicants will be posted in the Campus Activities Marketplace beginning with the start of the second Campus Activities 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 acts to review promotional materials, bio, pricing and other information to help them decide for whom to vote. While acts are encouraged to promote themselves through placement of ads in the conference Program and through social media, any physical promotion of an act on the On-Site Selected Ballot during the actual dates of the conference may ONLY take place from the firm's booth in Campus Activities Marketplace. Examples of prohibited physical promotion are, but not limited to:

- Distribution of flyers, promotional items or other physical materials to delegates outside of the Campus Activities Marketplace, either inside or outside of the conference venue[s].
- Announcements from the stage by other showcasing acts which encourage voting for one or more specific acts.
- Distribution of cash or prizes to a delegate in exchange for a vote for a particular act or in exchange for proof that a delegate has voted in general. This does not include normal promotional items.

If you are questioning if your marketing technique will or will not be prohibited under this policy please consult with the NACA Office beforehand.

Violation of these policies will result in the immediate disqualification of the act from On-Site Selected Showcase eligibility and the forfeit of their opportunity to showcase regardless of the voting outcome. Any acts which utilize this policy to disqualify another act in malice will result in the offending act's/firm's booth being closed for the remainder of the conference and any additional showcases that firm may have will be forfeited with no refund available. These policies shall be interpreted and enforced by the Showcase Selection Coordinator and the Regional Business Networks Coordinator in coordination with the NACA Office and their decision will be final.

Each school delegate is allowed one vote. Ballots will be available beginning at the first Campus Activities Marketplace on the second day of the conference and voting ends at the close of the final Campus Activities 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 showcase fee must be paid in full no later than 10 AM on Saturday of the event. The winner will not be allowed to sound check or perform without receipt of payment. The Regional Business Networks 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 Marketplace at the first Marketplace which follows the performance of the On-Site Selected Showcase recipient.

Materials for Submission

Showcase submissions will only be accepted through the online platform provided by NACA at www.naca.ws/2018-19RegShowApp.

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 act to be considered for a showcase, submissions must be received by the published deadline.

Artist pricing cannot be increased once the committee has reviewed the application. Artists will have the opportunity to edit their pricing, biography, and other program details if selected to showcase.

Criteria for Reviewing Submitted Acts

1. The Showcase Selection Committee has the sole authority to select acts for the regional conference showcases.
2. Materials submitted must be an accurate representation of the material and personnel that will actually appear on the showcase.
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. The criteria utilized to review submitted acts will include but are not limited to (not necessarily in priority order):
 - a. Originality (both of performance/act and within the pool of acts submitted.)
 - b. Talent as compared to other acts submitted.
 - c. Block Booking prices that are competitive (High/Low) with other acts submitted.
 - d. Competition with regard to other acts submitted
 - e. Staging capabilities (Full Stage vs Thrust)
 - f. Anticipated college marketability and audience appeal within the region to which the application was submitted.
 - g. Diversity and/or variety as compared to other acts/artists submitted.
 - h. Distribution of artists among exhibiting associate members.
 - i. Accomplishments/appearances within the college and general entertainment market.
 - j. Degree of completeness of the information submitted.
5. Acts 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 act would be better suited to that category, the firm will be informed of the move upon selection.
6. 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.

SHOWCASE SELECTION PROCEDURES

1. A recorder will be selected to keep an official record of the deliberations.
2. The Showcase Selection Committee Coordinator will begin the process by reviewing the schedule, all showcase policies, the selection procedures and criteria, the number of acts that must be reviewed, and the confidentiality of the Committee's discussions. The Coordinator 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. The Committee will review submissions in the following order:
 - a. Roving Artist
 - b. Sampler
 - c. Variety
 - d. Special Event
 - e. Lecture
 - f. Spotlight Low
 - g. Spotlight High
 - h. Master of Ceremonies
5. 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 Coordinator immediately prior to the start of the first round. Subsequent rounds of review will pick a different random starting letter.
6. For Spotlight, Master of Ceremonies, Roving Artist, Sampler, Variety, and Special Event, the Committee will view 1.5 to 2 minutes of the submitted materials. For Lecture, the committee will review 3 minutes of the submitted materials. The committee will 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.
7. In the second round, the Coordinator 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.
8. 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.
9. After all acts are selected for showcase, alternates will be chosen and ranked accordingly in the following categories:
 - a. THRUST ACTS (minimal number of inputs [either microphone or direct input]; no pianos or keyboards allowed, and MINIMAL other tech needs as defined by the Showcase Production Coordinator from what is submitted to NACA on the showcase application, input list and stage plot.) Acts are required to perform in front of the curtain on the thrust.
 - b. FULL STAGE (Any act that does not fit into the above description.)
 - c. Master of Ceremonies
 - d. Lecture
 - e. Roving Artist
 - f. Variety
 - g. Special Event
 - h. 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 as needed to finalize the alternate lists.

10. The Showcase Selection Committee Coordinator will forward via e-mail the list of showcasing acts to the event contact at the NACA Office within one business day of the conclusion of the selection process. The Office will notify associate members of selection by posting this information on the NACA® website as soon as possible following its receipt and no later than the notification date listed in this Guide.
11. Upon request, the Showcase Selection Committee Coordinator will notify the appropriate associate member agency(cies) 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:
 - a. Round One: Overall quality of the materials/performance;
 - b. Round Two: Performance as compared to other submitted performances; and
 - c. Round Three: Ranking with regard to placement on final lists.

Committee Composition

The composition of the Regional Showcase Selection Committee will be at the discretion of the National Showcase Selection Team or designee with the following considerations:

1. The Coordinator of the Regional Showcase Selection Committee shall vote only in the case of a tie.
2. The Coordinator must have served on a Regional Showcase Selection Committee at least one time. The Coordinator 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 Coordinator is solely responsible for making changes, determining ties, etc. Policy interpretation will also be the sole province of the Coordinator, in consultation with the National Showcase Selection Team and the NACA Office.
4. In addition to the Coordinator of the Committee, other non-voting members of the Committee shall be selected and approved by the National Showcase Selection Team.
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:
 - a. Diversity, which is defined as ethnic identification/race, gender, gender identity, disability, sexual orientation, age, and religion.
 - b. Geographic location.
 - c. Size and type of institution.
 - d. Commuter vs. resident student populations.
 - e. Awareness of current trends in campus activities.
6. At least 50% of the voting members shall be students.
7. Members shall be appointed by the Regional Showcase Selection Coordinator.
8. Associate members may not serve on the Regional Showcase Selection Committee, nor will they attend the showcase selection committee meeting.
9. Members of the Regional Showcase Selection Committee may 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.

SHOWCASE SCHEDULING

1. The performance time slot assigned to each act will be determined by the Showcase Production Coordinator, who 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, acts must be available to appear on any of the showcases listed.
3. All acts selected to appear for a showcase must submit a signed letter of intent regarding their appearance on the showcase and payment of the showcase fee within 10 days 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 to NACA in their showcase acceptance submission:
 - a. Stage Plot - Full stage vs Thrust
 - b. Soundboard Input List - Excel Document
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, Variety, 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. Please note: This is not a rehearsal time but a sound check. The setting up of equipment is not part of the 15 minutes allotted for the sound check.
6. If an act fails to be present at the appointed showcase sound check arrival time, the Showcase Production Coordinator will replace the act with an alternate. The act's agent or representative will not be allowed to perform a sound check for the act. The act must be physically present for the sound check.
7. Spotlight, Variety, and Lecture Showcases will be presented unopposed in the conference schedule. Other showcase categories, such as Roving Artist, Sampler and/or Special Event, 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].
8. No live Lecture or Spotlight Showcases may be scheduled during student-focused educational session blocks during regional conferences.

SHOWCASE ALTERNATES

1. An alternate will appear during the same showcase block in which the vacancy occurred (i.e. Showcase 1, Showcase 2, etc.) but may not necessarily perform in the same order as originally occupied by the act they are replacing. The Showcase Production Coordinator has the authority to change the order of acts in the showcase block as they deem necessary.
2. Alternates will be approached as follows:
 - a. Lectures (chosen from Lecture Alternate pool)
 - b. Variety (chosen from the Variety pool)
 - c. Special Events (chosen from Special Event Alternate pool)
 - d. Roving Artists (chosen from Roving Artist Alternate pool)
 - e. Master of Ceremonies (chosen from the Master of Ceremonies Alternate pool with additional considerations outlined in item 3 below)

- f. If there are no more MASTER OF CEREMONIES Alternates we will go to THRUST Alternates that, at the sole discretion of the Showcase Production Coordinator, can effectively be placed in an MASTER OF CEREMONIES spot.
 - g. Alternates will be selected from the THRUST alternate pool when a Sampler or THRUST performer cancels.
 - h. Alternates will be selected from the FULL STAGE alternate pool when a FULL STAGE performer cancels.
3. In the event of a cancellation where no alternate in the original alternate pool is available, the Showcase Production Coordinator shall attempt to fill the spot to the best of their abilities.
 - a. If all attempts to fill a cancellation with an alternate fails, the slot will be left open.
 - b. At the end of the conference, any alternate offered a showcase opportunity one or more times that was not eligible to perform when asked will forfeit the previously paid showcase alternate fee.

DURING THE SHOWCASE

1. Exhibitors and/or showcasing 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 in 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 Production Coordinator in coordination with the student stage crew. All questions should be directed to this official.
3. The firm representing a showcasing act must be present for the duration of the conference unless prior written permission has been granted by the NACA Office. This agency must be the only booking contact for that act during the conference. If the representation of the act is in dispute, and the dispute cannot be settled prior to the beginning of the conference, the act will not be allowed to perform on the showcase, and the firms in dispute regarding the representation of the act 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 equipment, instruments or personnel within the act that do not alter the concept or talent as presented by the act to the Showcase Selection Committee in the showcase and as will be presented by the act on the road may be permitted at the sole discretion of the Showcase Production Coordinator. Changes in personnel in single artist acts are not allowed.
5. The showcasing act and its representative must be backstage and in contact with the Showcase Production 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 act has completed its performance and the stage is cleared for the next act. Firms failing to comply with this requirement may forfeit the right of their act to perform.
 - a. The representative for all showcasing acts and alternates shall provide a written introduction prior to the start of the act's sound check. Written introductions will be limited to 50 words in length. If a custom introduction is not provided by this deadline, a generic introduction stating the act's name, agency and booth number will be read. The act's introduction will be read from the stage immediately prior to their performance.
 - b. For Roving Artists, the introduction will be read at the beginning of the designated Spotlight showcase on the act's assigned showcase day. The Showcase Production Coordinator will inform the act of which showcase they will be introduced when they notify the act of their assigned day.

- c. Sampler showcase acts will have their introductions read by a member of the production crew or a conference designee.
6. Mainstage Acts will have the following performance times:
 - a. Master of Ceremonies - 25 minutes (over the entire showcase)
 - b. Spotlight - 10 minutes
 - c. Variety - 20 minutes
 - d. Sampler - 5 minutes
 - e. Lecture - 15 minutes

An act's performance time will not begin until after their introduction is read; however, if an act chooses to start their performance with a video and/or the act chooses to play a video during their performance, this will count against their performance time.

7. Acts appearing in 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 of choice. If a showcasing act or alternate wishes to attend on days not covered by their showcasing act pass, they may purchase a Day Pass. Day Passes may be purchased for multiple days.

8. All instruments, instrument amplifiers, stage props and/or special lighting effects are the sole responsibility of the act or agency. Unless noted otherwise under "Showcase Descriptions" on Page 17 of this Guide, all acts 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 keyboard will also be provided if requested in advance on the act's Showcase Application. Keyboards will not be provided by NACA for Master of Ceremonies, Sampler, Roving or Lecture Showcase. Master of Ceremonies will not be allowed to perform with keyboards (electric or acoustic).

9. 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.

10. Any performance that exceeds the defined showcase time limit will have its lights and sound cut off. Each performer's time allotment will begin immediately following their introduction. All stage equipment set-up time is not included in the showcase time limit. Any showcase act who exceeds their time limit may forfeit any remaining showcases they may have been awarded for the current conference season and will not be eligible to apply to showcase at any regional conferences for the following year's conference season.

11. In showcase acts that include hypnosis, the performer may not conduct any mass/group hypnotic suggestion of the audience as part of the showcase. To ensure this, the following showcase stipulations will apply:

- a. Only volunteers ON STAGE may be used.
- b. Performer may NOT use the microphone during induction.

Any showcase act performing hypnosis who violates either of these two policies will forfeit any remaining showcases they may have been awarded for the current conference season and will not be eligible to apply to showcase at any regional conferences for the following year's conference season.

Following a hypnosis showcase, the performer must be available to debrief anyone who has been hypnotized during the show.

12. Any and all showcases involving live animals, drones, glitter, gasoline, fire, confetti, blood, water, etc. on stage must be approved at least 30 days in advance by the Showcase Production Coordinator. Additionally, the clean-up for any messes made on stage or in the showcase hall are the responsibility of the showcasing act and should be taken care of immediately following the conclusion of the act or showcase depending on the determination of the Production Coordinator. Failure to provide notice of such aspects of your performance prior to a showcase and/or clean up immediately following may result in the retraction of any remaining showcases the act may have been awarded for the current conference season as well as the ineligibility to apply to showcase at any regional conferences for the following year's conference season. If artist actions cause

any additional cleaning fees, work overage charges, venue charges, or damage to production equipment, the representing agency will be charged. SPECIAL NOTE: Showcasing acts using live animals may not leave their animals in the showcase hall overnight.

SHOWCASE FEES & REFUNDS

1. Payment of the showcase fee must be submitted within 10 days 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 with payment.
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 if the act is:
 - a. Eliminated from the showcase due to violation of conference policies.
 - b. Unable to appear and notifies the region less than 30 days prior to the start of the conference.
4. No substitution of acts by associate members will be allowed.
5. Alternate acts must pay 50% of their showcase performance fee within 10 days 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.

ELIMINATION FROM THE SHOWCASE

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

- No longer represents the act.
- Is not the only booking contact for that act during the event.
- 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.
- Is under legal restraint from presenting the act.
- Does not have the right to present the act.
- Violates the terms of the signed letter of intent.
- Showcase fees will not be refunded if the act is eliminated from the showcase or showcase alternate list resulting from violation of event policies.

BLOCK BOOKING

DO THIS!

DO

Attending Block Booking Orientation

Though the orientations are geared towards the schools learning the policies and procedures of the Block Booking meetings, attending the orientation is a great way to also learn how things work as an Associate Member! Learn how the meetings are conducted, how schools submit forms, and strategizes for securing dates.

Update Act Roster on Your NACA Profile

Before you attend the conference, make sure your act rosters are up to date on your NACA Profile. The Block Booking Team and school participants will pull from your list for their interested acts. Make sure your information is as accurate as possible!

Remember Your Calendar!

Planning to take a vacation later in the year? Have a doctors appointment you can't miss? Make sure you come to the Block Booking meeting with your personal calendar in order to be aware of all date conflicts you have so that you can provide schools with your most accurate availability.

Get a Refresher!

First time Block Booking? Need a reminder of how things work since the last NACA Conference? Log onto the Block Booking Portal to review videos and guides of how to make the most out of your Block Booking experience!

NOT THAT!

DON'T

Assume Block Booking is Just for Showcasing Acts!

The Block Booking process helps illustrate the strength and importance of the college market in the entertainment industry and serves both showcasing and non-showcasing associate members as agents in the Marketplace represent thousands of acts on-site. Additionally, Block Booking helps increase communication and cooperation between schools and associate members.

Change Your Pricing from what is Printed in the Program!

All selected showcasing acts and alternates will be sent a proof of their artist bio/pricing that will be printed in the conference program. This is your last chance to make changes to your pricing. Do not confuse school members by promoting a price that is different than what is printed!

Solicit Schools in the Block Booking Meeting Room

The Block Booking Meeting is not the time to be passing out demos or business cards with perspective school members - it is the time to solidify business. Save the connections and introductions for the Campus Activities Marketplace.

Miss a Block Booking Meeting

Schools can submit interest forms at any point during the conference! 24/7! You will be able to monitor all form submissions for you and your acts on the Block Booking Portal throughout the conference. Stay on top of your forms and the Block Booking Meetings to ensure you get all the interest you can while at the conference!

Doing Business. Your way.

NACA is thrilled to announce the launch of NACA® 24/7, a platform that gives you the freedom to book entertainers, events and services anytime, anywhere.

Need to fill in the gaps after Block Booking at convention? Had a last-minute schedule change? Searching for the perfect promotional item? NACA® 24/7 has got you covered.

This one-stop shop matches you with the vendors and talent you're seeking, and puts NACA's resources right at your fingertips including:

- Calls for acts/services
- Ability to search for acts performing near you
- Artist reviews
- Video and audio files

And much more!

NACA® 24/7 makes doing business easier and faster than ever before.

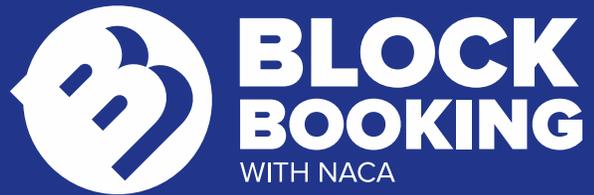
To learn more about NACA® 24/7 visit NACA.org/NACA247.

Think outside the box. Go beyond the blocks.

naca
National Association for Campus Activities

First NACA® Regional Conference? New to Block Booking? It's easy!

BLOCK BOOKING (*noun*)—when three or more geographically close schools work with NACA® associate members in the booking process to coordinate dates and times, maximizing routing for a given act or performer.



BLOCK BOOKING GLOSSARY

BLOCK

3 or more schools geographically close to one another working together to coordinate times when an artist can perform.

FORM

The digital avenue to alert an artist or their agent that a school has interest.

3/5 or 3 OF 5

3 performances in a 5-day span by the same artist with schools geographically close to one another.

5/7 or 5 OF 7

5 performances in a 7-day span by the same artist with schools geographically close to one another.

SI: STRONG INTEREST

Lowest level of interest, can be a **range of dates** not to exceed 1 month. Schools can upgrade at any time.

SD: SINGLE DATE

Low level of interest, should be a **specific date**. Schools can upgrade at any time.

CB: CONTRACT IF BLOCK FORMS

School commits to a contract if a block forms within 45 days of the event. Valid only if there is a block, cannot be downgraded after block forms.

CR: CONTRACT REQUESTED ON SITE

Highest level of commitment, no block needed, contract will be sent to school within 45 days of the event.

CP: CONTRACTED PERFORMANCE

Indicates that the artist is unavailable due to another performance. Schools and associates are encouraged to upgrade all business to CP after schools return to their campuses and finalize their schedules.

Anyone can participate in Block Booking! Schools can use low levels to notify Associates to stay in touch after the Convention.

Single Date Price:\$1,000 + SLRMT
 3 Dates in 5 Days (Block Price): ...\$900 + SLR
 5 Dates in 7 Days (Block Price): ...\$700 + SLR
 Contract On-Site Discount:\$75

WHAT DO THOSE LETTERS AFTER THE SHOWCASE ARTIST'S PRICE MEAN?
 The artist's price may or may not include the following: Sound (**S**), Lights (**L**), Rooms/Lodging (**R**), Meals (**M**) and Travel (**T**). For example, a price with "+ T" indicates that you will be responsible for the artist's travel. Plan your Block Booking accordingly.

Want to know more? Attend a meeting on site or visit blockbooking.naca.org any time.