

NACA[®]

NATIONAL ASSOCIATION
FOR CAMPUS ACTIVITIES

**ASSOCIATE CHAT:
SHOWCASE APPLICATION TIPS**

JUNE 17, 2026

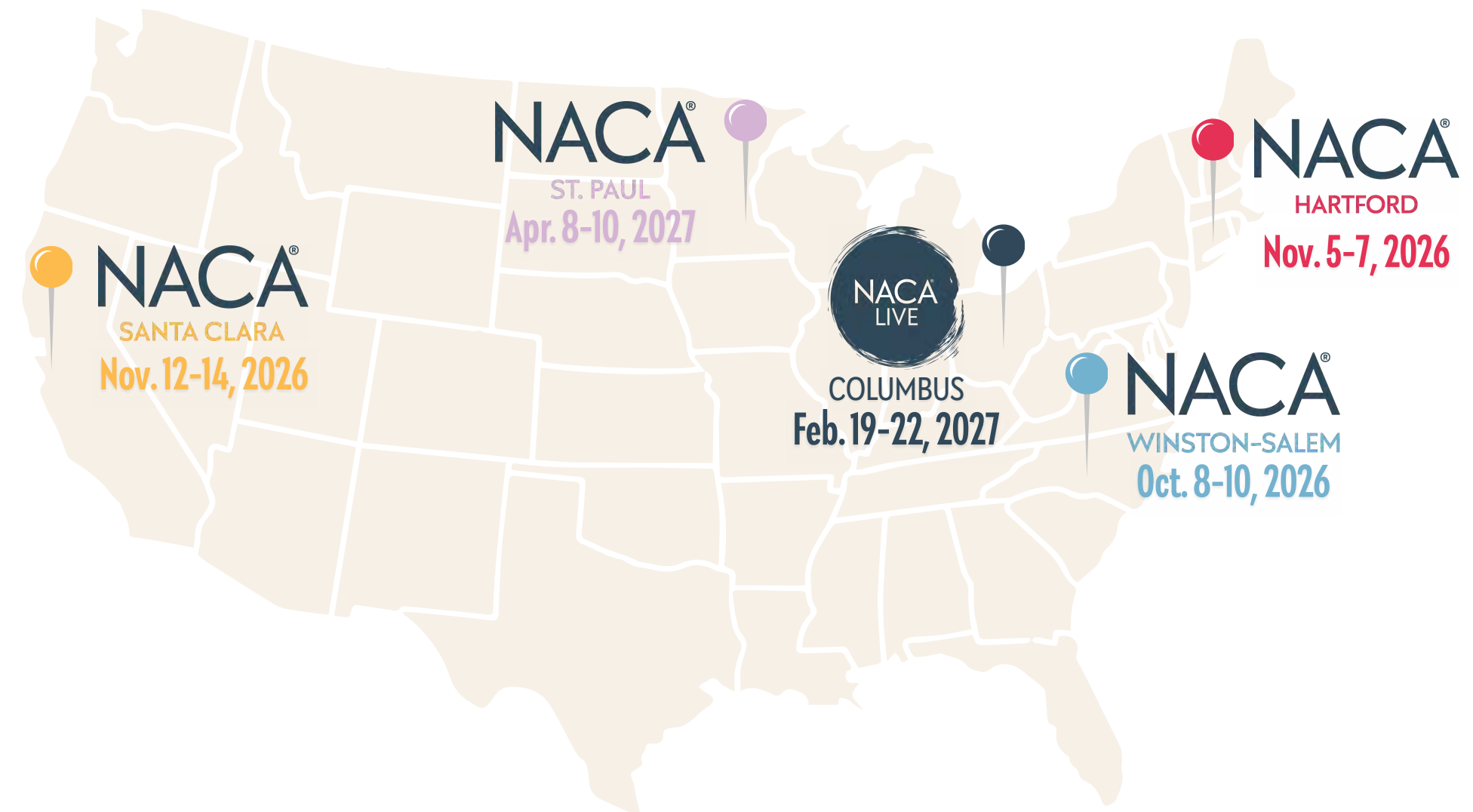


2026 – 27 EVENTS: SHOWCASE OPPORTUNITIES



CONFERENCES

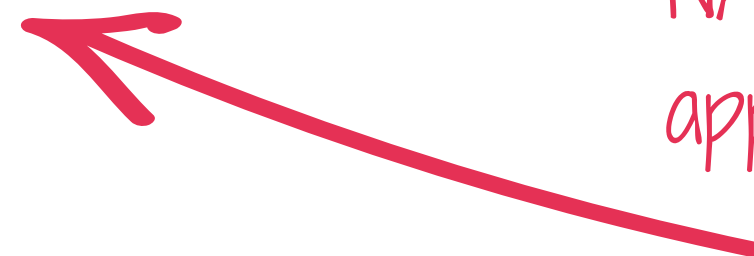
- NACA Winston-Salem (NC) Oct. 8-10, 2026
- NACA Hartford (CT) Nov. 5-7, 2026
- NACA Santa Clara (CA) Nov. 12-14, 2026
- NACA St. Paul (MN) Apr. 8-10, 2027



NATIONAL CONVENTION

- NACA Live: Columbus (OH) Feb. 19-22, 2027

NACA Live showcase
applications open in September



ASSOCIATE CONFERENCE GUIDE

The image shows a screenshot of the NACA (National Association for Campus Activities) website. The top navigation bar includes links for 'About NACA', 'Join', 'Events & Programs', 'Resources', 'Get Involved', and 'News & Publications'. The 'Resources' link is circled in red. Below the navigation bar, there is a section titled 'NACA Conferences' with a description: 'Get ready for the latest in Campus Activities! Attend a NACA Conference for successful learning, meaningful connection, and amazing entertainment! Join us...'. A red arrow points from this section to the search results on the right. The search results page shows a search bar with the text '2026-27 Conference Associate Guide'. Below the search bar, it says 'Displaying 20 of 610 results'. Two search results are visible: '2026 NACA Live Associate Guide' (dated 12 Sep 2025) and '2026-27 Conference Associate Guide' (dated 29 May 2026). A red arrow points from the search bar to the search results.

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My account

About NACA Join Events & Programs Resources Get Involved News & Publications

HELLO, FUN!

The Case for Campus Activities

Search the Resource Library

NACA 24/7

NACA Connect

Diversity, Equity, Inclusion, & Accessibility

Employability Skills Assessment

NACA Conferences

Get ready for the latest in Campus Activities! Attend a NACA Conference for successful learning, meaningful connection, and amazing entertainment! Join us...

2026-27 Conference Associate Guide

Displaying 20 of 610 results

FEB. 13-16, 2026 NACA LIVE COLUMBUS, OH

Associate Information

12 Sep 2025

2026 NACA Live Associate Guide

ASSOCIATE CONFERENCE GUIDE 2026 - 2027

29 May 2026

2026-27 Conference Associate Guide

APPLICATION & SELECTION PROCESS



Membership Requirement

- National associate members may apply to showcase at all conferences
- Regional members may apply to one conference per membership year, excluding NACA Live

Application

- Apply through your NACA 24/7 account by the deadline
- Find application questions in the Associate Guide > Resources Page
- \$180 application fee

Selection

- Showcase Selection Committee is comprised of six – eight staff and students from member school institutions.
- The committee selects all showcasing acts and alternates.

NEXT STEPS

What happens if I am selected to showcase?

If you are selected to showcase, you must complete the following by the deadline stated in your notification mail:

- Pay the showcase production fee
- Sign and return your letter of intent
- Purchase an exhibit booth for the conference at which you are showcasing
- Purchase at least one Full Conference Registration for the conference at which you are showcasing
 - Showcase performers receive a comp pass for the day of their showcase only; additional Day Passes may be purchased

NEXT STEPS

What happens if I am selected as an alternate?

To accept your showcase alternate slot, you must:

- Pay the alternate showcase production fee by the deadline stated in the notification email. The alternate showcase fee is 50% of the showcase fee, which will be refunded in full if you are not selected to perform.
- Sign and return your letter of intent by the deadline stated in the notification email.
- Purchase an exhibit booth for the conference by the deadline stated Purchase at least one Full Conference Registration for the conference by the deadline stated in your notification email.
- If you are selected to appear, the balance of the showcase production fee must be paid.

SHOWCASE CATEGORIES

Spotlight

Traditional Entertainment

Music, comedy, magic, mentalism, spoken word poets, dance, performing arts – almost any type of performance we can produce

- Performance time: 10 minutes
- Production fee: \$470
- 6 slots available (per event)
- 6 alternate slots available (per event)
- Spotlight High = acts whose single date price is above \$2,000
- Spotlight Low = acts whose single date price is \$2,000 or less
 - This distinction simply gives schools an indication of your pricing and ensures the showcase includes a range of budget options.

SHOWCASE CATEGORIES

Emcee

Introduces each showcase and entertain the audience between acts.

May include magicians, mentalists singers, musicians, comedians, spoken word poets, etc.

- Performance time: 25 minutes
- Production fee: \$720
- 2 slots available (per event)
- 2 alternate slots available (per event)

SHOWCASE CATEGORIES

Variety

Traditional entertainment acts that need a longer showcase time – e.g. interactive & participatory programs

May include game shows, magicians, hypnotists, illusionists, mind readers, dance lessons, lip sync battles/karaoke

- Performance time: 15 minutes
- Production fee: \$565
- 4 slots available (per event)
- 4 alternate slots available (per event)

SHOWCASE CATEGORIES

Roving Artist

Street performer/busker style

- No amplification or electrical will be provided or allowed
- Mobile artists with a set-up time of less than 60 seconds.
- Same two artists for entire conference at scheduled times

- Performance time: Per daily schedule
- Production fee: \$470
- 2 slots available (per event)
- 2 alternate slots available (per event)

SHOWCASE CATEGORIES

People's Choice

Low tech artist, new to NACA

- Second-chance opportunity for those who are not initially selected or who miss the deadline
- Two rounds of voting
- Free to submit as second chance, or \$50 for new applicant

- Performance time: 10 minutes
- Production fee: \$470
- 1 slot available (per event)
- 1 alternate slot available (per event)

SHOWCASE APPLICATION DEADLINES



Each associate company/act must purchase a minimum of:

- One booth (booth does not include a registration)
- One full conference registration

You may add on additional registrations, including Day Passes, as needed. Every person attending the event must have their own registration (whether a Full Conference Registration or a Day Pass).

	NACA Winston-Salem	NACA Hartford	NACA Santa Clara	NACA St. Paul
Showcase Application Deadline	July 9	August 6	August 13	January 7
Showcase Announcements	July 27	August 24	September 1	January 25
Showcase Payments Due	August 14	September 11	September 18	February 12

POLICIES TO REMEMBER

- Acts that are performing cannot include any other guests or performers that were not included in the submission materials, nor can they include acts that are already showcasing separately.
 - If the showcase product is an event and not an act, this would not apply, assuming that the event may have multiple different hosts, like a game show
- Please communicate your performance needs to the showcase production coordinator in advance, especially if it includes anything that could create a mess on the stage.

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QUESTIONS?

MemberRelations@naca.org

www.naca.org