

Bringing the College Market to You



About NACA

Established in 1960, the National Association for Campus Activities (NACA) is a membership association for the campus activities field, connecting colleges and universities with talent, programs, vendors, and experiences that enhance student life and campus communities.

Associate Membership

NACA's associate membership is designed for companies and individuals offering entertainment, products, programs, services, and experiences to the college market.

Why Join NACA?

- With hundreds of member schools and 60 years of experience, NACA membership means you have access to one of the **largest campus experience networks to use for lead generation**.
- Increase your brand visibility and **connect in-person with campus decision-makers and buyers** at our events. NACA hosts [four conferences](#) per year, plus our national convention, [NACA Live](#).
- **Promote your offerings** via our member directory, and access showcasing, marketing, exhibiting, and advertising opportunities to expand your reach in the college market.
- NACA's school membership is institution-wide, covering multiple college departments. This means **access to more buyers in one place** looking for your acts, services, products, or experiences.
- Access **year-round resources to help you navigate the college market**, including webinars, member research, a digital resource library, and more.

Membership Options	Single Act	Agency/Company
National Access to all events + national directory	\$865	\$1,145
Regional Access to one conference per membership year (excluding NACA Live) + directory for your region	\$360	\$570

NACA Events

Associate members attend NACA events as exhibitors. For the 2025–26 membership year, we had a total of **485 different campuses**, and **2,420 campus delegates** attend our events to source programming and services for their campuses and students.

2026–27 Events

- NACA Winston-Salem (NC) • Oct. 8–10, 2026
- NACA Hartford (CT) • Nov. 5–7, 2026
- NACA Santa Clara (CA) • Nov. 12–14, 2026
- NACA Live in Columbus (OH) • Feb. 19–22, 2027 – national convention
- NACA St. Paul (MN) • Apr. 8–10, 2027

Pricing and detailed event information for fall and spring events is available here: [2026–27 Conference Associate Guide](#). Information on NACA Live will be available in September. In the meantime, you can see previous NACA Live information here: [2026 NACA Live Associate Guide](#).

What Are School Members Buying?

- Attractions
- Education
- Entertainment
- Excursions (off campus)
- In-Person Interactive Programs
- Live Variety
- Make & Takes
- Novelty
- Promotional Items/Products
- Technology Services
- Turnkey Programming
- ... and more!

Showcase Opportunities for NACA Members

Perform in front of an audience of college campus programmers at NACA events! Members can apply for showcase opportunities, with performers being selected by a Showcase Selection Committee. [Learn more about showcasing](#).

Present an Educational Session

Share your expertise and position yourself as a thought leader by presenting an educational session at a NACA event. [Learn more about presenting opportunities](#).

Ready to Join?

Apply for your associate membership [here](#).

Questions? Contact Us

MemberRelations@naca.org | 803.217.3486 | www.naca.org

Attend a NACA Information Session

[Register here](#)