



Welcome

Current NACA Associate Members and Potential Members

**We will have a designated
Q&A portion at the end.**

Please save all questions until that time.

Associate Membership

Membership is required to attend NACA events

Types of membership

- National or Regional Membership
- Non-profit Affiliate
- Standard Affiliate



2025-26 CONFERENCE LOCATIONS

Who Attends?

Last year, over **250** campuses and more than **1,400** campus delegates attended NACA Live.

DEPARTMENTS/RESPONSIBILITY AREAS OF ATTENDEES AT NACA LIVE 2025

Campus/Student Activities, Community Service, Counseling Services, Diversity & Inclusion Programs, Family/Parent Programs, LGBTQ+ Programs, Graduate Student Services, Greek Life, Health & Wellness Programs, Housing & Residence Life, International Student Services, Leadership Education & Programs, Multicultural Student Affairs, Orientation/First Year Experience, Sports & Campus Recreation, Student Conduct, Student Financial Services, Student Government, Student Organizations, Student Programming, Student Union Operations, Study Abroad Programs, Title IX Programs, Veteran Services

STATES REPRESENTED AT NACA LIVE 2025

Alabama, Arizona, Arkansas, California, Colorado, Connecticut, Delaware, Florida, Georgia, Hawaii, Illinois, Indiana, Iowa, Kansas, Kentucky, Louisiana, Maine, Maryland, Massachusetts, Michigan, Mississippi, Missouri, Nebraska, Nevada, New Hampshire, New Jersey, New York, North Carolina, Ohio, Oklahoma, Oregon, Pennsylvania, Rhode Island, South Carolina, Tennessee, Texas, Utah, Virginia, Washington, West Virginia, Wisconsin, Wyoming. International: Canada

SCHOOL ATTENDEE ROLES AT NACA LIVE

Typically:

70% - 80% students

20% - 30% professional staff

Changes & Updates to Note

1. NEW NACA Live Welcome Lounge, combining registration and sponsor activations inside the exhibit hall
2. Purchase your booth AFTER showcase selection if desired
3. Educational Session presenters are eligible to showcase, if chosen for both.
4. There is now a third-tier registration deadline to help you save more by registering early!
5. All registered conference attendees are expected to stay inside the contracted hotel block.

Schedule - Friday

9:00 AM	10:00 AM	Registration Open (Sponsors Only)
10:00 AM	12:00 PM	Registration Open (All Associates)
10:00 AM	5:00 PM	Campus Activities Marketplace Exhibitor Load In
12:00 PM	7:30 PM	Registration Open (All Attendees)
12:00 PM	7:30 PM	Sponsor Promenade & Activation Space Open
1:00 PM	6:00 PM	Pre-Conference Sessions
4:00 PM	5:00 PM	First Timers Tour
5:00 PM	7:00 PM	Dinner on Your Own
7:00 PM	9:00 PM	Welcome Reception
7:00 PM	8:00 PM	Campus Staff and Associate Member Reception
8:00 PM	9:00 PM	Recognition Celebration
9:30 PM	11:00 PM	NACA Foundation Trivia Tournament

Schedule – Saturday morning

8:00 AM	5:30 PM	Registration Open
8:00 AM	5:30 PM	Sponsor Promenade & Activation Space Open
8:00 AM	10:00 AM	Campus Activities Marketplace Exhibitor Set Up
9:00 AM	9:30 AM	Mascot Meet & Greet
9:15 AM	9:30 AM	Associate Member Welcome & Networking Session
9:30 AM	9:55 AM	Convention Kickoff & Mascot Parade
10:00 AM	1:00 PM	Campus Activities Marketplace Grand Opening

Schedule – Saturday afternoon

10:00 AM	1:00 PM	Campus Activities Marketplace Grand Opening
12:00 PM	2:00 PM	Lunch on Your Own
2:00 PM	3:00 PM	Saturday Keynote
3:15 PM	4:30 PM	Keynote Connections
4:45 PM	5:30 PM	Networking Sessions
5:30 PM	7:30PM	Dinner on Your Own
7:30PM	9:00 PM	Showcase 1: Spotlight (1 Emcee @ 25 mins, 4 acts @ 10 mins, 2 Variety @ 15 mins)

Schedule – Sunday morning

8:30 AM	5:00 PM	Registration Open
8:30 AM	10:30 PM	Sponsor Promenade & Activation Space Open
9:00 AM	9:50 AM	Sunday Keynote
10:00 AM	10:50 AM	Education Block 1 & Featured Workshops (50 min sessions)
11:00 AM	11:50 AM	Education Block 2
12:00 PM	2:00 PM	Lunch on Your Own

Schedule – Sunday afternoon

1:30 PM	2:00 PM	Exhibitors Only in Marketplace
2:00 PM	3:50 PM	Showcase 2: Spotlight (1 Emcee @ 25 mins, 4 acts @ 10 mins, 2 Variety @ 15 mins)
2:00 PM	6:00 PM	Campus Activities Marketplace 2 Open
6:00 PM	7:00 PM	Friends of Bill W. Meeting
6:00 PM	8:00 PM	Dinner on Your Own
8:00 PM	10:00 PM	NACA Live Game Show Night
8:00 PM	10:00 PM	Foundation Bowling Fundraiser

Schedule – Monday morning

8:30 AM	5:00 PM	Registration Open
8:30 AM	10:30 PM	Sponsor Promenade & Activation Space Open
9:00 AM	9:50 AM	NACA Now (Annual business meeting)
9:00 AM	9:50 AM	Education Block 3 & Featured Workshops (50 min sessions)
10:00 AM	10:50 AM	Education Block 4 (50 min sessions)
10:00 AM	11:50 AM	Professional Development Brunch
11:00 AM	11:50 AM	Roundtables

Schedule – Monday afternoon

1:00 PM	1:30 PM	Associate Member Updates
2:00 PM	2:50 PM	Education Block 5 (50 min sessions)
3:00 PM	4:45 PM	Showcase 3: Spotlight (1 DJ @ 15 mins, 1 Emcee @ 25 mins, 3 spotlight acts @ 10 mins, 2 variety acts @ 15 mins)
2:30 PM	3:00 PM	Exhibitors Only in Marketplace
3:00 PM	6:00 PM	Campus Activities Marketplace 3 Open
6:00 PM	8:00 PM	Dinner on Your Own
6:00 PM	7:00 PM	Leadership Fellows & Friends Reception
6:00 PM	10:00 PM	Campus Activities Marketplace Exhibitor Load-Out
8:00 PM	10:00 PM	NACA Live After Party Sponsored by TBD

Travel



Hotel Policy

All registered delegates of the event are expected to stay inside the conference hotel block or pay a fee of \$100 per delegate

Special circumstance waivers may be given due to location, etc.

Delegate Fees

Day Passes

- Early - \$215 per day
- Regular - \$235 per day
- Late - \$250

Full Registration

- Early - \$535
- Regular - \$615
- Late - \$665

EARLY Deadline – January 2

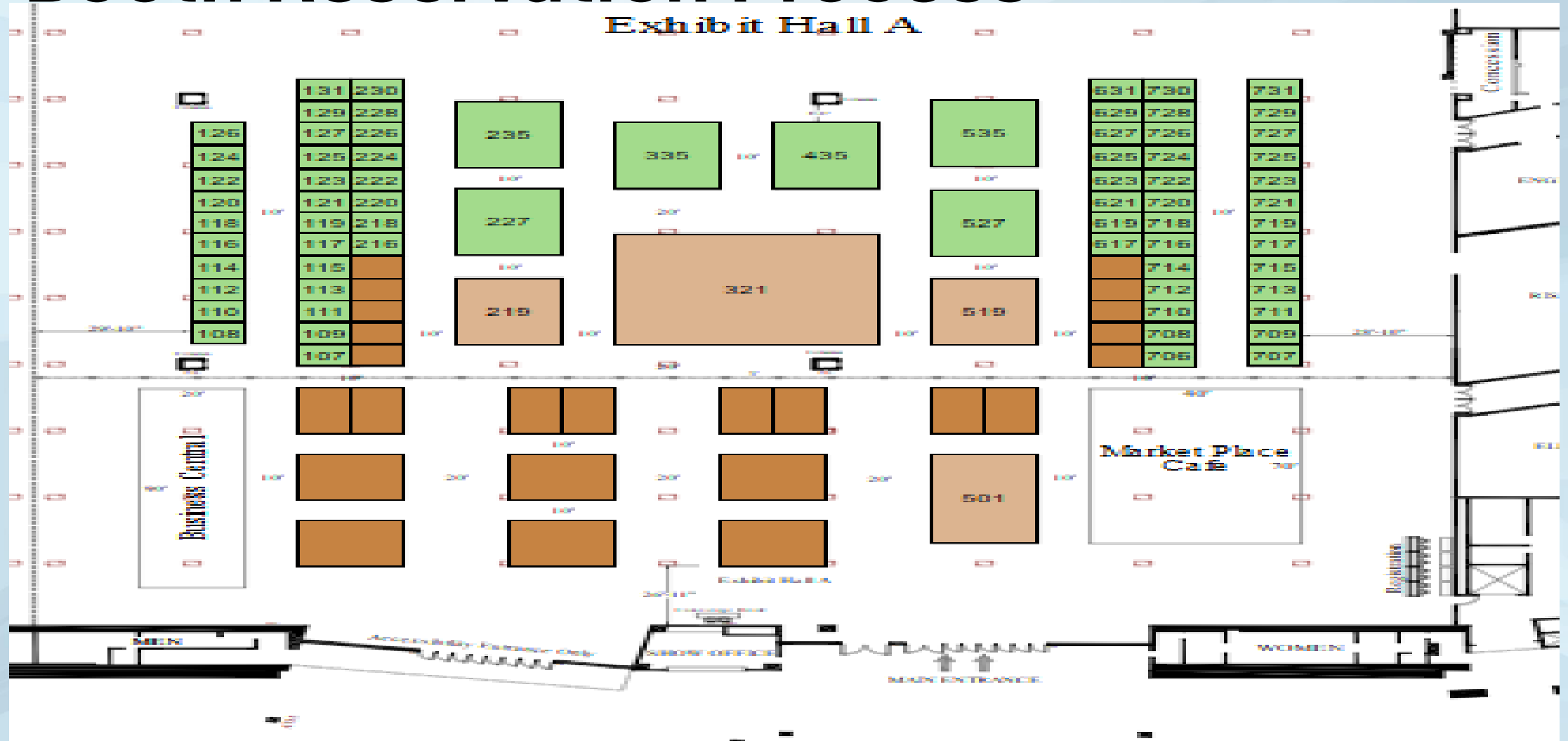
REGULAR Deadline – January 16

Please register in advance to avoid wait times!

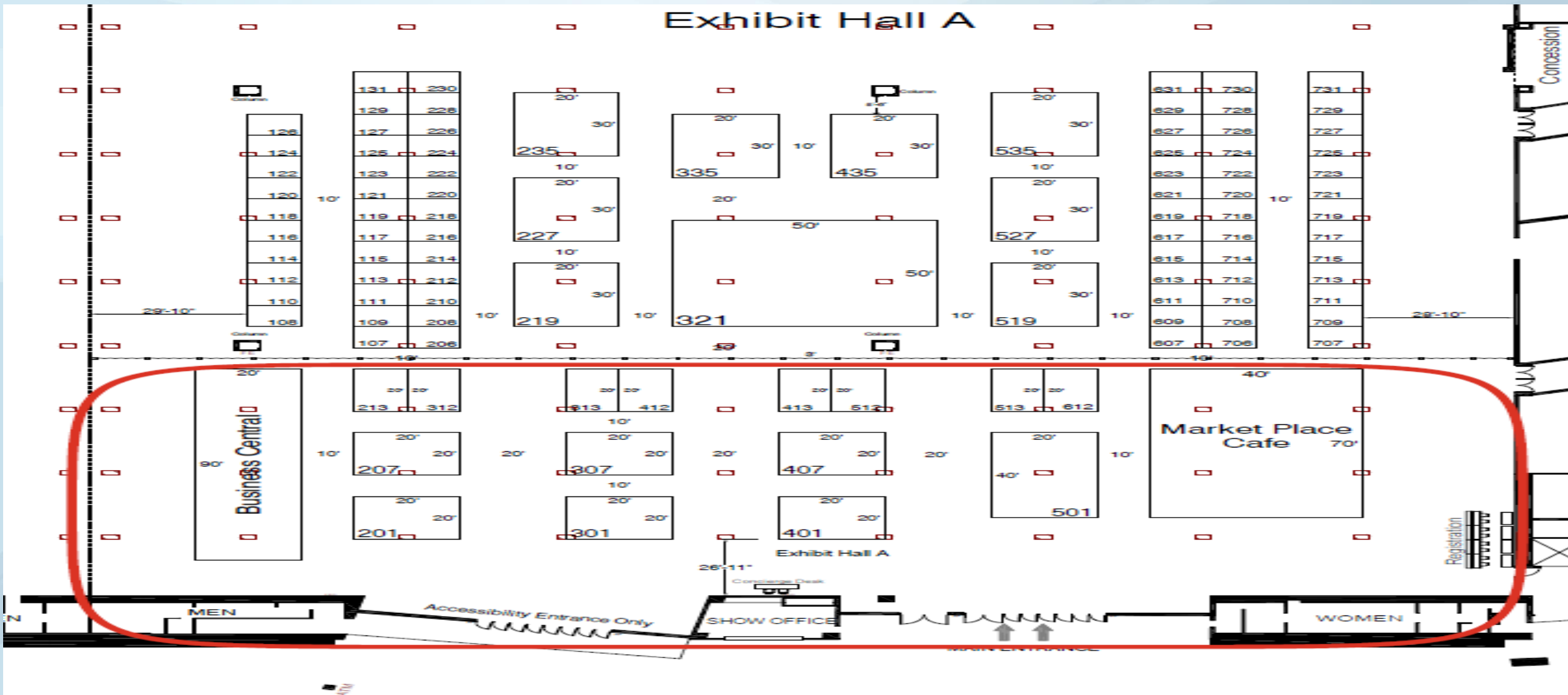
Exhibiting



Booth Reservation Process



The NACA Live Welcome Lounge



Marketplace Attraction Space

- A section of the exhibit hall reserved for large scale attractions, inflatables, etc. usually in the back of the hall
- Attraction space is charged @ \$6.00 square foot
- Availability is based on location, first come, first served
- Contact us if you are interested in purchasing space

NACA Exhibit Fees

Booth Fee - \$1345

You must be a current member **AND** have a booth at the designated conference.

Booth Demo - FREE

- Allows for demos to take place in your company's booth
- Make sure you submit a certificate of insurance if needed (due 30 days prior)

A stylized graphic featuring the words "FLASH SALE" in a bold, red, comic-style font with black outlines and white highlights. The text is set against a white, jagged, starburst-like background. Several black lines radiate outwards from the top and bottom of the starburst, and three white stars are positioned above and below the text.

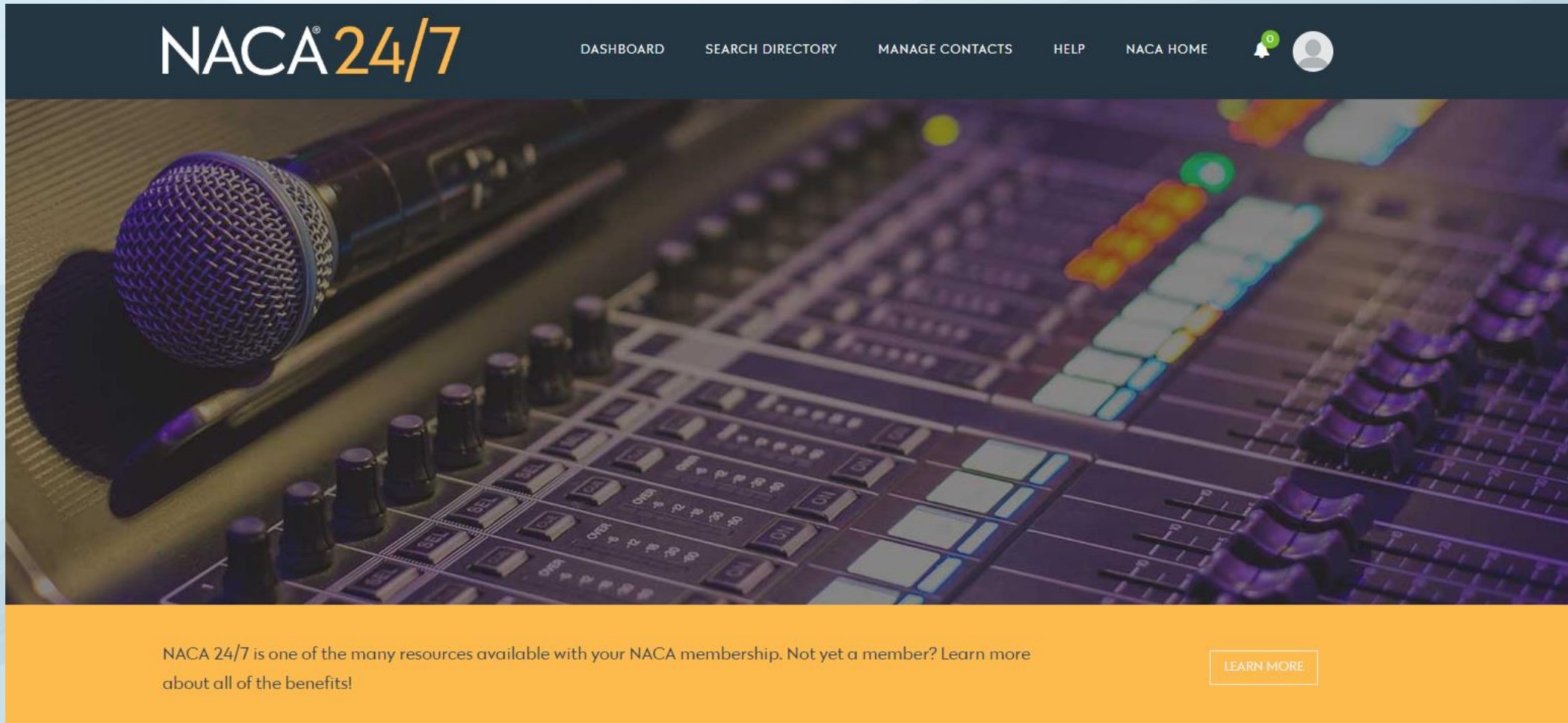
**FLASH
SALE**

Showcasing



Showcase Selection Process

Submissions are through your NACA 24/7 dashboard.

A screenshot of the NACA 24/7 dashboard. The top navigation bar is dark blue with the NACA 24/7 logo on the left and links for DASHBOARD, SEARCH DIRECTORY, MANAGE CONTACTS, HELP, and NACA HOME on the right. There is also a notification bell icon and a user profile icon. Below the navigation bar is a large image of a microphone on a mixing console. At the bottom of the dashboard is an orange banner with text and a button.

NACA 24/7

DASHBOARD SEARCH DIRECTORY MANAGE CONTACTS HELP NACA HOME

NACA 24/7 is one of the many resources available with your NACA membership. Not yet a member? Learn more about all of the benefits!

LEARN MORE

Showcase Selection Committee

NACA showcases are selected by our Showcase Selection Committee comprised of 6-8 professional staff, graduate and undergraduate students from our member school institutions.

The committee selects all showcasing acts and alternates.

Showcase Categories: Emcee

\$2,190 | 3 spots | 25 mins

Introduce each showcase
and entertain the audience
between acts.

One per showcase slot,
including the Speaker
showcase

May include:

- Magicians
- Mentalists
- Singers
- Musicians
- Comedians
- Spoken word poets, etc.

Showcase Categories: Variety

\$1,315 | 6 spots | 15 mins

Traditional Entertainment acts that need a longer showcase time (ie: interactive & engaging programs)

May include:

- Game Shows
- Magicians/Hypnotists/Illusionists
- Mind Readers
- Dance Lessons
- Lip Sync Battles/Karaoke
- Murder Mystery
- Dance Lessons/Troupes

Showcase Categories: Spotlight Low & High

\$875 | 11 spots | 10 mins

**Traditional
Entertainment - OPEN**
/ almost any type of
performance we can
produce

Spotlight low still has
price max of \$2000

May include:

- Singer/Songwriters
- Bands
- Comedians
- Spoken word poets
- Dance troupes
- Other performing artists

Showcase 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.

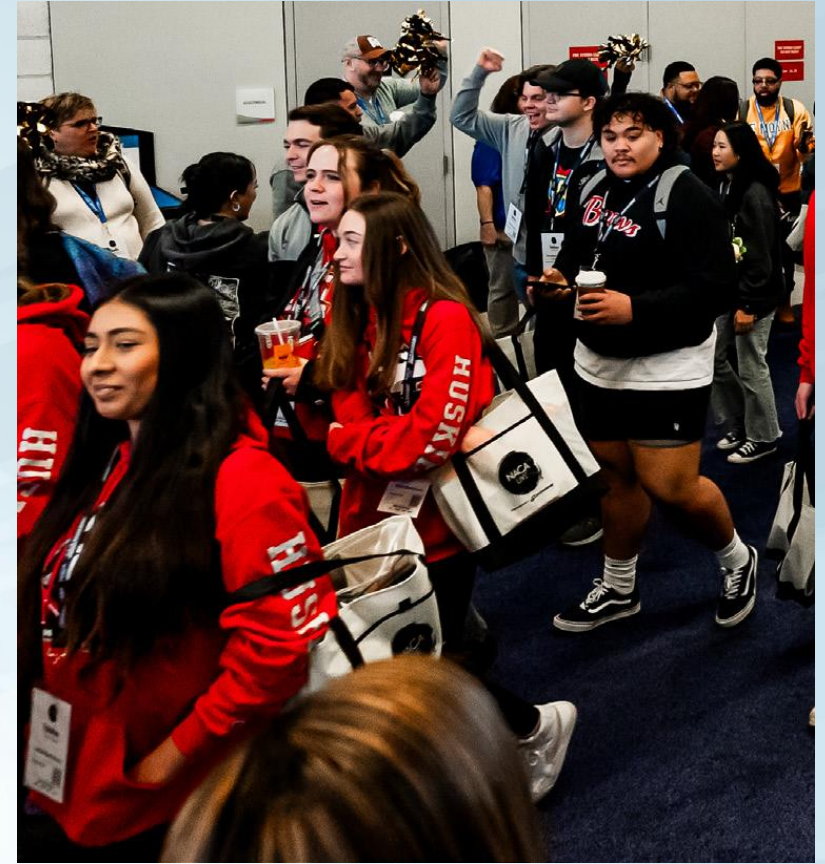
Important Deadlines

October 29: Showcase Application Deadline

November 17: Showcase Line-Up Announced

November 28: Letters of Intent Sent

December 8: Showcase Production Fees and e-signed Letters of Intent Due



Sponsorships

Sponsorship Highlights

Most sponsorships include:

- Registration(s)
- Booth(s)
- Marketing (Print and/or Digital)
- Specialized & intentional opportunities to get in front of the campus attendees

Please check the Sponsorship Prospectus for specific details on what a sponsorship includes.

Event Sponsorship Opportunities

- Welcome Reception
- Game Show Showcase
- Morning & Evening Reception

Returning Sponsorship Opportunities

Gold, Silver, Bronze

Programming Activations

**Featured Workshops/
Technology Demonstrations**

Swag Giveaways

Snack Breaks





Looking for something a little different to meet your specific needs at an upcoming in-person conference? We here at NACA are happy to connect with you about creating a custom sponsorship to ensure you maximize your presence at one of our events.

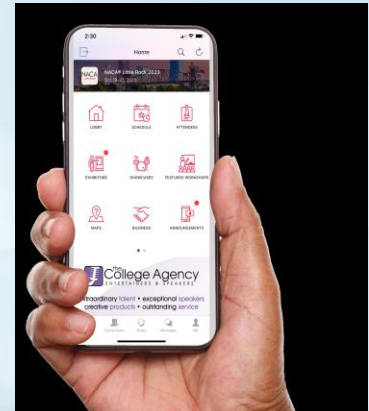
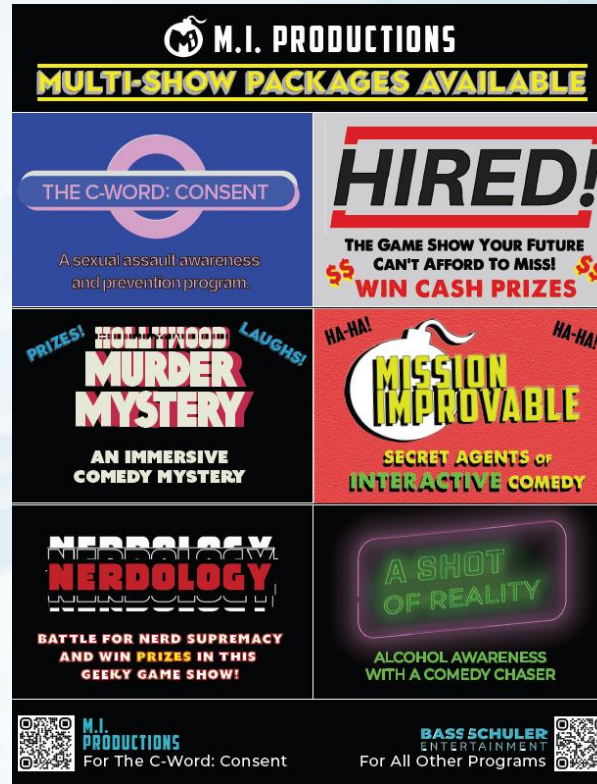
Advertising Opportunities

NACA Event App

- Push Notification
- Banner Ads

Printed Program Guide

- Full & Half Page Ads





Questions?