





NACA®

NATIONAL ASSOCIATION FOR CAMPUS ACTIVITIES

ASSOCIATE CONFERENCE GUIDE

2026 - 2027

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

naca.org

NACA®
WINSTON-SALEM

OCTOBER 8–10, 2026

Benton Convention Center
425 North Cherry Street
Winston-Salem, NC 27101

NACA®
HARTFORD

NOVEMBER 5–7, 2026

Connecticut Convention Center
100 Columbus Blvd
Hartford, CT 06103

NACA®
SANTA CLARA

NOVEMBER 12–14, 2026

Santa Clara Convention Center
5001 Great America Parkway
Santa Clara, CA 95054

NACA®
ST. PAUL

APRIL 8–10, 2027

Saint Paul RiverCentre
175 Kellogg Blvd W.
Saint Paul, MN 55102

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NACA Conferences: What to Expect

NACA conferences bring together the campus activities community for three days of educational sessions, networking, live entertainment showcases, and – the hub of it all – our Campus Activities Marketplace (aka the exhibit hall).

College programmers attend NACA conferences to discover new entertainment, programs, products, services, and experiences to bring back to their campuses.



Campus Activities Marketplace (Exhibit Hall)
All associate members must have a booth in the marketplace. Your booth is your place to promote your offerings and connect with school members in attendance.



Showcases
Showcases are live performance slots on stage that provide a preview of your act to the campus programmers in attendance. Showcases are selected through an application process. Detailed showcase information is available here.



Educational Sessions
Share your knowledge, skills, and expertise by presenting an educational session. Members can submit ed session proposals for consideration – plus, you can attend sessions to gain insights and strengthen your understanding of campus trends and needs. Learn more.



Networking
Conferences include both structured and informal networking opportunities designed to help you make meaningful connections and grow your network.

Who Will I Connect With at NACA Conferences?

Last year, 260 campuses and 1,191 campus delegates attended our in-person conferences. (These numbers do not include attendees for NACA Live.)

NACA Savannah (GA)
October 2025
Number of Campuses: 55
Campus Delegates: 240

NACA Hartford (CT)
November 2025
Number of Campuses: 67
Campus Delegates: 376

NACA Riverside (CA)
November 2025
Number of Campuses: 54
Campus Delegates: 215

NACA Milwaukee (WI)
April 2026
Number of Campuses: 84
Campus Delegates: 360

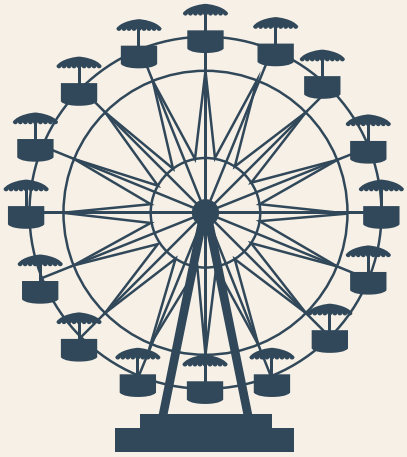
Attendee Roles
You can typically expect:

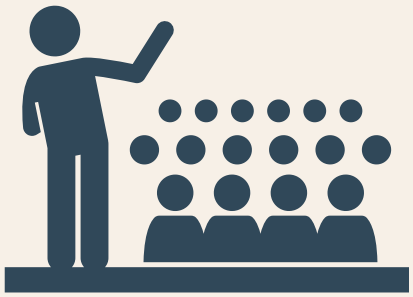
- 70 – 80% student leaders
- 20 – 30% professional staff

The level of authority students have to make booking decisions varies by campus. In some cases, students make the decision; in others, students make recommendations to their advisors.



What Are Schools Buying?





Attractions

Education

Entertainment

Excursions

In-Person Interactive Programs

Live Variety

Make & Takes

Novelty

Promotional Items/Products

Technology Services

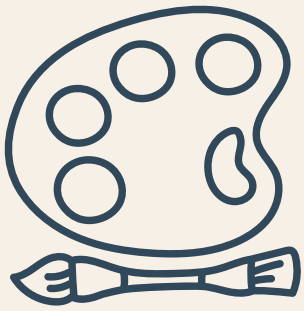
Turnkey Programming

... and more!











Conference Schedule At-A-Glance

You can find the full conference schedule on our website here. All conferences follow the same schedule.

Registration Hours

Thursday	5pm - 8pm
Friday	8am - 5pm
Saturday	8:30am - 5pm

Marketplace Hours

Friday	8am - 4pm	Exhibitor Load-In
Friday	4:30pm - 6:30pm	Campus Activities Marketplace Grand Opening
Saturday	4pm - 4:30pm	Marketplace Set Up - Exhibitors Only
Saturday	4:30pm - 6:15pm	Campus Activities Marketplace Open
Saturday	6:15pm - 9pm	Campus Activities Marketplace Exhibitor Load-Out

Showcases: Main Stage

Friday	12:30pm - 2:15pm	Showcase 1
Saturday	2:15pm - 4:15pm	Showcase 2

Educational Sessions

Friday	11am - 12pm	Ed Block 1 - Featured Sessions & School-Presented Sessions
Friday	2:30pm - 3:30pm	Ed Block 2 - Featured Sessions & School-Presented Sessions
Friday	3:45pm - 4:15pm	Ed Block 3 - Mini Sessions: Student-Led
Saturday	9am - 10am	Ed Block 4 - Associate & School-Presented Sessions
Saturday	10:15am - 11:15am	Ed Block 5 - Associate & School Presented Sessions

Conference Schedule At-A-Glance

★ = Sponsorship opportunity - learn more in the sponsorship prospectus.

Offstage Showcases & Sponsored Events

Thursday	5pm - 8pm	Activations ★
Thursday	5pm - 8pm	Roving Artist Showcase
Thursday	7:30pm - 8:30pm	Offstage Showcase: Immersive Experience ★
Friday	7:30am - 8am	Offstage Showcase: Wellness Session ★
Friday	8am - 8pm	Activations ★
Friday	8am - 8pm	Roving Artist Showcase
Friday	9:30am - 10am	Offstage Showcase: Sound Bites 1 ★
Friday	10:15am - 10:45am	Offstage Showcase: Sound Bites 2 ★
Saturday	7:30am - 8am	Offstage Showcase: Wellness Session ★
Saturday	8:30am - 7pm	Activations ★
Saturday	8:30am - 7pm	Roving Artist Showcase
Saturday	11:30am - 12:30pm	Offstage Showcase: Immersive Experience ★

Networking

Thursday	6:30pm - 7pm	First-Timers Tour for Campus Staff & Associates
Thursday	7pm - 8:30pm	Campus Staff & Associate Reception
Friday	3:30pm - 4:15pm	Associate Orientation
Friday	8pm - 9:30pm	Networking Session: Campus Staff/Associates/Students
Saturday	3:30pm - 4pm	Associate Member Updates
Saturday	6:15pm - 8pm	Closing Dinner & Awards

Want to Attend? Here's How to Get Started

REQUIRED

Associates = companies & individuals offering entertainment, products, programs, services, & experiences to the college market.

NACA Associate Membership

Your agency/company/act must be a current member of NACA to attend a conference. Get started with membership here.

Booth

All associate members attend NACA conferences as exhibitors. You must purchase a booth in the Campus Activities Marketplace (exhibit hall) to participate in the conference. Note that the booth fee does not include a registration. Registrations are sold separately.

Full Conference Registration

In addition to your booth, a minimum of one Full Conference Registration must be purchased for each agency/vendor/act exhibiting in the Campus Activities Marketplace. A Full Conference Registration covers one person for the entire event.

Reserve Hotel

All registered conference attendees are expected to stay inside the contracted hotel block. See page 47 for exceptions to this policy. If you are not staying in the hotel block, you should select the non-discounted registration fee when you register.

MORE THAN ONE PERSON WANTS TO ATTEND?

Purchase a Registration for Each Attendee

Anyone attending the conference – including those staffing your booth – must have their own registration. Options for additional attendees include a Full Conference Registration for all three days, or a Day Pass for a specific day.

OPTIONAL OPPORTUNITIES

Apply to Showcase

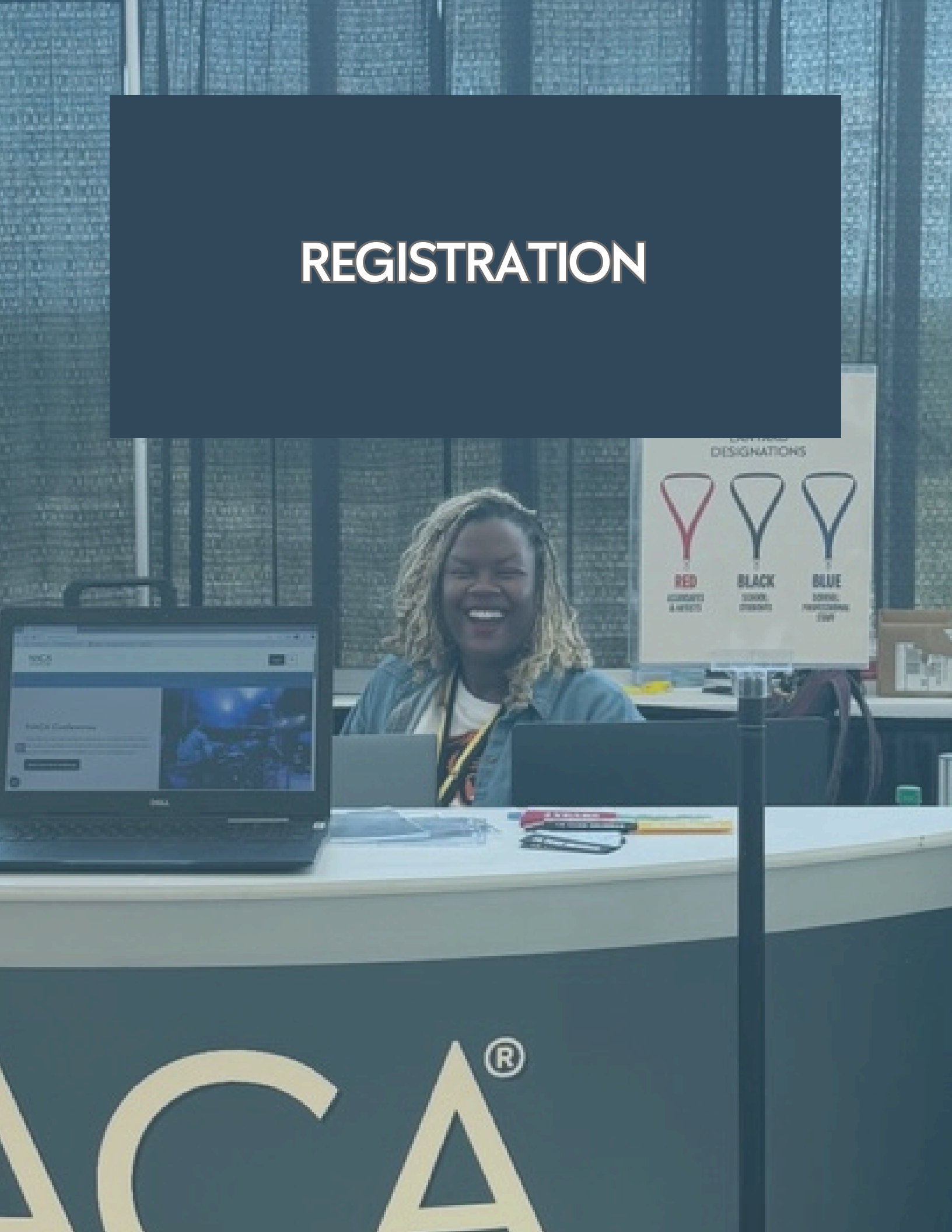
Perform in front of college programmers & talent buyers from all over the country! Showcase spots are selected via an application process. There is a fee to apply, and a production fee if you are selected. See more details about showcases here.

Submit an Educational Session Proposal

Share your expertise and position yourself as a thought leader by presenting an educational session at a NACA event. See more details about ed sessions here.

Explore Sponsorship Opportunities

Broaden your reach and get noticed! Explore our range of sponsorship options designed to help you elevate your presence. Explore sponsorship opportunities here.


REGISTRATION
DESIGNATIONS
RED
BLACK
BLUE

Conference Fees

Associate members attend NACA events as exhibitors. A minimum of one booth and one Full Conference Registration must be purchased to participate.

	WINSTON-SALEM	HARTFORD	SANTA CLARA	ST. PAUL
Full Registration* Early Rate	$345	$355	$355	$345
Full Registration* Regular Rate	$395	$405	$405	$395
Full Registration* Late Rate	$445	$455	$455	$445
Day Pass Early Rate	$190	$195	$195	$190
Day Pass Regular Rate	$210	$215	$215	$210
Day Pass Late Rate	$230	$235	$235	$230
Booth (Booth fee does NOT include a registration)	$420	$435	$435	$420
Attraction Space Fee (Designated area not adjacent to in-line booths or standard aisles)	N/A	$5 per square foot	N/A	N/A
DEADLINES	**WINSTON-SALEM**	**HARTFORD**	**SANTA CLARA**	**ST. PAUL**
Early Rate Ends	08/27/26	09/24/26	10/01/26	02/25/26
Regular Rate Ends	09/10/26	10/08/26	10/15/26	3/11/27

*With hotel discount. If you are not staying in the conference hotel block, you should select the non-discounted registration fee (an additional $100) when you register.

Registration & Ticket Types

Campus Activities Marketplace Booth
Your booth is your dedicated space to highlight your offerings and engage with the school members in attendance. All associates must purchase a booth to attend any NACA conference. You cannot attend without a booth, even if there is a waitlist for booth space. A booth purchase does NOT include a conference registration.

Full Conference Registration
A Full Conference Registration gives you access to the entire three-day conference. Each associate entity must purchase at least one Full Conference Registration prior to the start of the conference.

Full Conference Registration – No Hotel Discount
All registered conference attendees are expected to stay inside the contracted hotel block. See page 47 for exceptions to this policy. If you are not staying in the hotel block, you should select the non-discounted registration fee (an additional $100) when you register.

Day Pass
Designated for artists or persons who are staffing booth attractions/demonstrations represented by associate members exhibiting in the Marketplace. Options include a Thursday/Friday Day Pass (covering both Thursday & Friday) or a Saturday Day Pass. No meals are included with Day Passes.

Campus Activities Marketplace Attraction Space (Hartford Only)
An area in the Marketplace not adjacent to in-line booths or standard aisles set aside for large-scale booth demonstrations such as inflatables. Members purchasing a minimum of 100 square feet of attraction space are not required to purchase a regular booth.

Registration & Ticket Types

Complimentary Showcasing Act Pass
Acts appearing in the onstage showcase receive a complimentary Showcasing Act Pass for the day they are performing only. If showcase performers wish to attend additional days, they may purchase a Day Pass. Note that the showcasing entity must still meet the minimum registration requirement of one Full Conference Registration and one booth, regardless of the Showcasing Act Pass. For example:

- A showcaser's agent purchases a Full Conference Registration and booth; the performer receives a complimentary pass giving them access to the conference for the day of their showcase.
- A showcasing band purchases one booth and one Full Conference Registration, designated to the band member who will attend the full conference and staff the booth. The remaining band members receive complimentary Showcasing Act Passes for the day they perform in the showcase, meaning they can attend the conference on this particular day only unless additional Day Passes are purchased.

Registration Links

NACA Winston-Salem

NACA Hartford

NACA Santa Clara

NACA St. Paul

HOTEL & TRAVEL



Hotel & Travel

All registered delegates of the event are expected to stay inside the conference hotel block. See page 47 for information on and exceptions to this policy. Be sure to use the booking links provided to get the group rate.



NACA WINSTON-SALEM

Marriott Winston-Salem
425 North Cherry Street
Winston-Salem, NC 27101

Booking Link
Reservation Deadline: 09/16/26

- Single/Double: $182
- Triple: $192
- Quad: $202
- + 13% tax

Piedmont Triad International Airport (PTI) • Miles to Hotel: 17 • Estimated Cab Fare: $35



NACA HARTFORD

Hartford Marriott Downtown
200 Columbus Blvd, Hartford, CT 06103

Booking Link
Reservation Deadline: 10/15/26

- Single/Double/Triple/Quad: $214
- + 15% tax

Airport: Bradley International (BDL) • Miles to Hotel: 15 • Estimated Cab Fare: $35–$65



NACA SANTA CLARA

Hyatt Regency Santa Clara
5101 Great America Pkwy
Santa Clara, CA 95054

Booking Link
Reservation Deadline: 10/28/26

- Single/Double: $209
- Triple: $234
- Quad: $259
- + 16% tax + $0.75 per room night

Airport: San Jose International Airport (SJC) • Miles to Hotel: 6 • Estimated Cab Fare: $35

Hotel & Travel



NACA ST. PAUL: HQ HOTEL

Hampton Inn & Suites St. Paul Downtown
200 7th St. W St.
St. Paul, MN 55102

Booking Link
Reservation Deadline: 03/17/27

- Single/Double: $179
- Triple: $189
- Quad: $199
- + 16.9% tax

Airport: Minneapolis-St. Paul Int'l Airport (MSP) • Miles to Hotel: 21 • Estimated Cab Fare: $51–$65



NACA ST. PAUL: OVERFLOW HOTEL

Courtyard St. Paul Downtown
150 Smith Avenue N
St. Paul, MN 55102

Booking Link
Reservation Deadline: 03/17/27

- Single/Double: $179
- Triple: $189
- Quad: $199
- + 16.9% tax

Airport: Minneapolis-St. Paul Int'l Airport (MSP) • Miles to Hotel: 21 • Estimated Cab Fare: $51–$65

Delta Airfare Discount

Delta Air Lines is pleased to offer special discounts for National Association for Campus Activities

Please click here to book your flights.

You may also call Conferences and Events® at 1.800.328.1111* Monday–Friday, 8am – 8pm ET and refer to Meeting Event Code NY4J2

CAMPUS ACTIVITIES MARKETPLACE



Booth Selection & Logistics

Booth Sales
Booth sales will open to all associate members beginning June 1.

Booth Selection

- Members who have maintained NACA membership for 20+ years will be able to select their booth location beginning June 1.
- Members who have maintained NACA membership for 10+ years will be able to select their booth location beginning June 3.
- All other members will be able to select their booth location beginning June 5.

Exhibitor Kit – Electrical & AV Orders
Exhibitors will receive an exhibitor kit with order forms approximately six weeks prior to the conference.

Decorator/General Exposition Services
Additional items for your booth can be ordered through the decorator/General Expositions Services at Winston-Salem and Hartford conferences only. You will receive an exhibitor kit with order forms approximately six weeks prior to the conference.

There is no decorator/General Expositions Services at Santa Clara or St. Paul conferences.

Shipping Materials to the Conference Site
Shipping to Winston-Salem and Hartford conferences may be arranged through the decorator/General Expositions Services.

Shipping to Santa Clara and St. Paul conferences may be arranged through the hotel.

Additional information about shipping will be sent in the exhibitor kit approximately six weeks prior to the conference.

Booth Logistics

	WINSTON-SALEM	HARTFORD	SANTA CLARA	ST. PAUL
Booth Fee	$420	$435	$435	$420
Attraction Space Fee	N/A	$5 per square foot	N/A	N/A
Decorator/General Expositions Services	Hollins	Demers Events & Expo	N/A	N/A
Electrical & AV Order Links	Benton Convention Center Electrical Order Link	Connecticut Convention Center Electrical Order Link	Pinnacle Live | Santa Clara Convention Center - Exhibitor Services	St Paul RiverCentre Electrical Order Link
Marketplace Maps	Link	Link	Link	Link
Union Requirements?	No	Link	No	No
Shipping to Conference Site	Through decorator	Through decorator	Through hotel	Through hotel

NACA Hartford

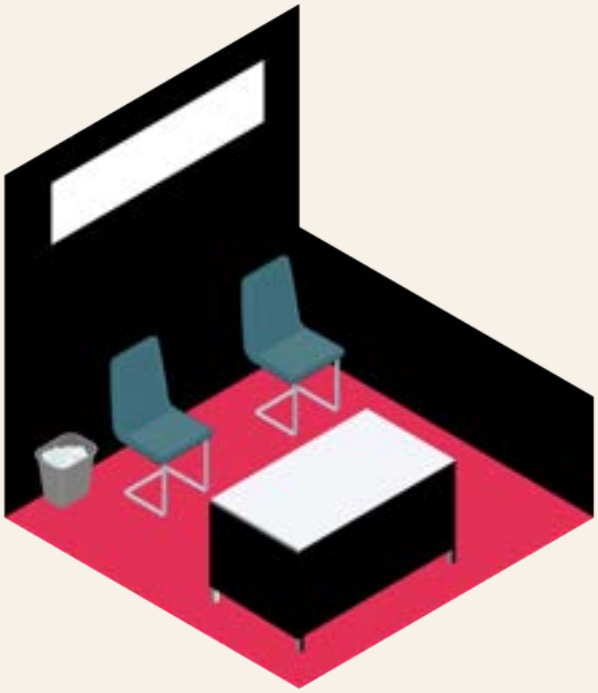
The following additional booth options are available at NACA Hartford only.

- 10x20: $870
- 10x30: $1,750 with 2 Full Conference Registrations
- 20x20: $2,000 with 2 Full Conference Registrations
- 40x40: $3,500 with 3 Full Conference Registrations

What's Included in Your Booth?

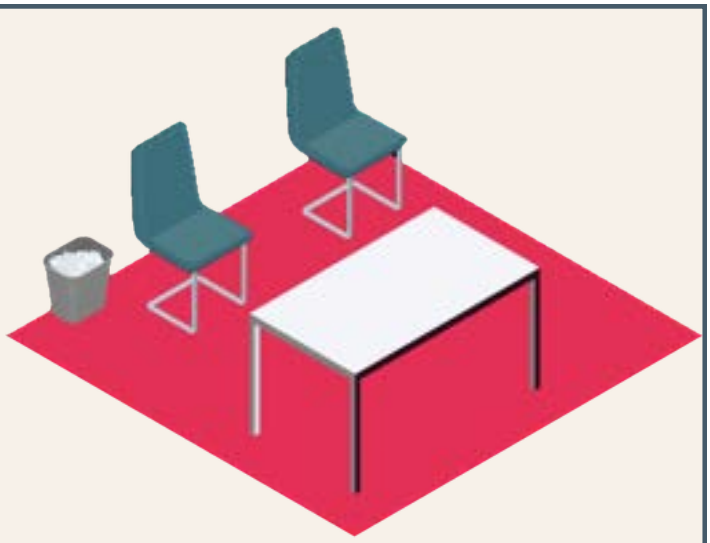
Winston-Salem
Hartford
St. Paul

- 10' x 10' Booth
  (8' back drape and 3' side drape)
- Sign with your name
- Table with skirt
  - Winston-Salem & Hartford: 6' table
  - St. Paul: 8' table
- 2 chairs
- Trash can
  - St. Paul: No trash can – use shared trash can in aisle



Santa Clara

- 10' x 10' Booth
  - No drape
  - No ID sign
- 6' table
- 2 chairs
- Trash can



Marketplace/Exhibit Hall Activities

Before you purchase your booth, please review the information below to determine if you will need additional permissions for your planned activity. Please note, this list is not exhaustive and is subject to change pending facility regulations. Not seeing your intended activity below? Please contact memberrelations@naca.org

ALLOWED

- Arcade, video, board, or carnival games
- Caricatures
- Magic tricks or sleight of hand
- Make & takes (stuff-a-bear, license plate making etc.)
- Photo booths/backdrops
- Playing recorded music or videos
- Raffles & prize giveaways

REQUIRES ADDITIONAL INSURANCE & PERMISSIONS

- Live entertainment performances, such as singing, dancing, comedy, spoken word inside of the marketplace without amplification or instrument use. See page XX for more information
- Any activity in which a delegate has to physically interact
- Any activity involving paint (spin art, t-shirt art, etc.)
- Axe throwing
- Bringing in a car, truck or trailer inside the exhibit hall
- Bungee devices
- Carnival rides
- Enclosures of any kind
- Human claw
- Inflatables/Inflatable amusement devices
- Knockerball/bubble soccer
- Mechanical bucking devices – including multiple ride attachments
- Outside food or beverage distribution
- Pancake art, food decoration
- Rock climbing wall/rock wall structures
- Roller rinks
- Stickers
- Smash/rage rooms
- Temporary tattoos
- Trackless trains
- Trampolines
- Ziplines
- Zippy pets

NOT ALLOWED

- Access to the exhibit hall outside of scheduled Marketplace times
- Access to the loading dock door outside of load-in & load-out times
- Animals for display or interactive purposes
- Any activity that requires partial or full nudity
- Cash giveaways
- Confetti or glitter
- Distributing flyers/promo items outside of the exhibit hall
- Drugs or Alcohol
- Films or presentations of explicit sex
- Guns/firearms/weapons
- Helium balloons
- Live entertainment performances outside of the marketplace/selected showcases
- Retail sales
- Smoke/pyrotechnics/flash paper
- Streaming video or music content on the conference WiFi
- Tackle football

Booth Examples

You can find a photo gallery of the Campus Activities Marketplace and different booth examples from past NACA events here.









Exhibitor Tips & Tricks



Update Your NACA 24/7 Profile
NACA 24/7 is the go-to place for schools looking to learn more about you – so, be sure your profile is accurate and up to date!

Be Thoughtful About Your Booth Setup & Aesthetic
How can you make your booth stand out, be welcoming, and look visually appealing? Think about color, branding, and layout, and consider incorporating interactive elements or swag to help attract and engage attendees.

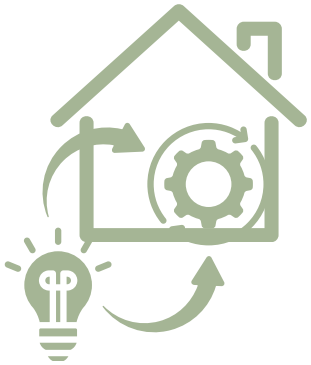




Leverage Your NACA Network
When looking at your marketing needs, don't forget that many of your fellow associates can provide services to help you! Search the NACA 24/7 directory to find what you are looking for.

Format Options
Consider having both hard copy and digital versions of promo materials, such as QR codes.



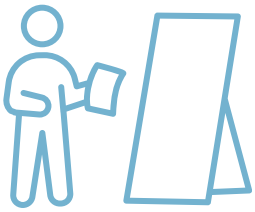


Do a Practice Run
Set up your booth at home to help you identify any issues or tweaks needed before you arrive at the conference. View your practice booth from different angles, see what jumps out, and ask for feedback from family or friends.

Exhibitor Tips & Tricks

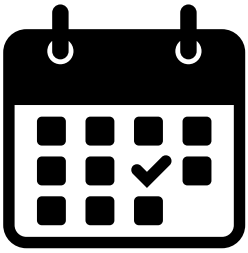
Use the Delegate List
Registrants will receive a copy of the delegate list two weeks before the conference. You may wish to print out the list in advance so that you can take handwritten notes on your interactions during the conference, to support your follow up process.





Perfect Your Pitch
Practice your elevator pitch, and be ready to share information such as pricing, availability, etc.

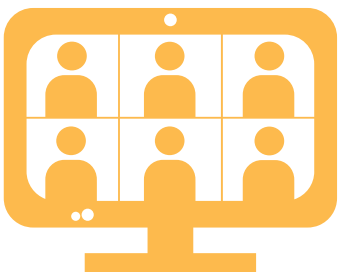
Plan Your Schedule
Review the schedule on the NACA website and make note of the sessions and events you'd like to attend to maximize your networking and learning opportunities.





Master Badge Scanning
Understand how to use the badge scan function in NACA 24/7. You can find instructions here.

Make the Most of NACA Resources
Attend Associate Chat webinars designed to help you prepare – see the webinar schedule here. Plus, explore the NACA Resource Library where you will find useful guidance and best practices to help set you up for success.



Exhibitor FAQs

What's included in my booth fee?

NACA Winston-Salem

- Booth size is 10′ W x 10′ D and includes (1) 8′ high black draped backdrop, (2) 3′ high black draped side rails, (1) 6′ skirted table, (2) chairs, (1) wastebasket, (1) ID sign.
- The exhibit hall is carpeted.
- Electrical is not included but can be ordered via the exhibitor kit.
- Additional equipment for your booth can be ordered via the exhibitor kit.

NACA Hartford

- Standard booth size is 10′ W x 10′ D and includes: (1) 8′ high black draped backdrop, (2) 3′ high black draped side rails, (1) 6′ skirted table, (2) chairs, (1) wastebasket, (1) ID sign.
- Carpet is not included, but can be ordered via the exhibitor kit.
- Electrical is not included, but can be ordered via the exhibitor kit.
- Additional equipment for your booth can be ordered via the exhibitor kit.
- Hartford has alternative booth options available. Learn more here

NACA Santa Clara

- Booth size is 10′ W x 10′ D and includes: (1) 6′ skirted table, (2) chairs, (1) wastebasket, (1) ID sign.
- The exhibit hall is not carpeted, and carpet is not available to order.
- Electrical can be ordered via the exhibitor kit.
- There is not a General Expositions Services provider contracted to order additional equipment from or to send shipments to. Exhibitors will need to arrange shipments through their hotel. NACA will send information on shipping to the conference hotel closer to the event.

NACA St. Paul

- Booth size is 10′ W x10′ D and includes: (1) 8′ High black draped backdrop, (2) 3′ High black draped side rails, (1) 6′ skirted table, (2) Chairs, (1) ID Sign.
- The exhibit hall is carpeted.
- Additional equipment for your booth can be ordered via the exhibitor kit.

Note: Exhibitors will receive the exhibitor kit with order forms and shipping information six weeks prior to the start of the conference.

Exhibitor FAQs

What type of pass do I need?
In addition to your booth, a minimum of one Full Conference Registration must be purchased for each agency/vendor/act exhibiting in the Campus Activities Marketplace. A Full Conference Registration covers one person for the entire event. Additional registrations/Day Passes can be purchased for additional colleagues/artists/booth staff, as needed.

What types of activities are allowed in my booth?
In general, you can use your booth space to meet directly with college buyers and demonstrate talent, services, products in your booth space. For prohibited booth activities and activities that require additional permissions, please refer to page 21 of this guide.

How are booth locations assigned?
Purchase booth space at the registration link. Once purchased, you can select your booth location here. Note that there is a slight sync delay of up to 30 minutes between purchasing your booth and being able to select your booth location.

What if I want to change my booth location?
If you would like to change your booth location after your initial selection, you can do so using the same link up until eight weeks prior to the conference starting. After that date, you will need to contact memberrelations@naca.org to make any changes.

Can I purchase more than one booth?
Yes, you can combine booth spaces as availability permits. You will need to select booths next to each other in order to combine booths to create larger spaces.

Do I need to staff my booth for the entire conference?
No. The Campus Activities Marketplace is open at designated times, as detailed in the conference schedule. You only need to be in your booth during these designated Marketplace hours. Outside of these times, the Marketplace is closed.

Exhibitor FAQs

When is exhibitor load-in and load-out?
Load-in: Friday • 8am – 4pm
Load-out: Saturday • 6:15pm – 9pm

Is WIFI provided?
Basic WIFI is provided by NACA but does not support streaming capabilities. We recommend that you download any video/audio files that are needed to your device if possible. Otherwise, you will need to purchase internet from the building directly (details will be in the exhibitor kit).

Do I need to purchase insurance?
A Certificate of Liability Insurance naming NACA as additionally insured is required from any exhibitor physically interacting with school delegates in a way in which they could get hurt. Please refer to this list to see activities that require insurance.

Is my booth fee refundable if I cannot attend?
Booth fees are 50% refundable up until 30 days before the conference starts. To cancel your booth and request a refund, please contact memberrelations@naca.org. Note that booth fees are not transferable from one event to another, nor are they transferable from one company to another.

Can I give out food or drinks in my booth?
The facility will not allow exhibitors to bring in outside food & beverage without advance permissions. Please send any requests to memberrelations@naca.org. Halloween sized candies/gum/mints are generally the only exceptions to this policy.

What is Marketplace Attraction Space?
Marketplace Attraction Space is square footage without equipment sold at $5/sq ft, meant for large scale attractions that cannot fit in a normal booth space. Contact memberrelations@naca.org for availability and more information. Attraction Space is only available at NACA Hartford.

SHOWCASES



Showcase Categories, Fees, & Number of Slots

Showcase Category	Application Fee	Showcase Fee	Alternate Fee
Emcee Emcees introduce each showcase and entertain the audience between acts. • Performance time: 25 minutes • 2 slots available (per event) 2 alternate slots available (per event)	$180	$720	$360
Spotlight* Traditional entertainment (music, comedy, magic, mentalism, spoken word, dance, performing arts) • Performance time: 10 minutes • 6 slots available (per event) 6 alternate slots available (per event)	$180	$470	$235
Roving Artist Musicians and novelty artists with a setup of less than 60-seconds who perform busker/street-performer style – no amplification or tech – at scheduled times during the conference (see schedule for times). • Performance time: See daily schedule • 2 slots available (per event) 2 alternate slots available (per event)	$180	$470	$235
Variety Traditional entertainment requiring a longer showcase time – e.g. magicians and hypnotists; interactive programs such as game shows, dance lessons, karaoke, lip sync battles, etc. • Performance time: 15 minutes • 4 slots available (per event) 4 alternate slots available (per event)	$180	$565	$285
People's Choice A second-chance showcase opportunity for those who are not initially selected or who miss the application deadline. Must be a low-tech act that has never showcased at NACA. Learn more here. • Performance time: 10 minutes • 1 slot available (per event) 1 alternate slot available (per event)	$0-$50	$470	$235

* The Spotlight category includes Spotlight High (acts whose single date price is above $2,000) and 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.

- Stage, sound, and lights are provided by NACA for all showcase categories except for Roving Artist.
- A showcase "alternate" is backup act selected to step in if a scheduled performer can't appear. Alternates may be called up at any point before or during the event. The alternate showcase fee is 50% of the showcase fee, which will be refunded in full if you are not selected to perform.

Showcase Application Deadlines

	WINSTON-SALEM	HARTFORD	SANTA CLARA	ST. PAUL
Showcase Application Deadline	07/09/26	08/06/26	08/13/26	01/07/27
Showcase Announcements	07/27/26	08/24/26	09/01/26	01/25/27
Showcase Payments Due	08/13/26	09/10/26	09/17/26	02/11/27
People's Choice Application Deadline	08/13/26	09/10/26	09/17/26	02/11/27
People's Choice Round 1 Vote	08/20 - 08/27	09/17 - 09/24	09/24 - 10/01	02/18 - 02/25
People's Choice Round 2 Vote	08/28 - 09/04	09/25 - 10/02	10/02 - 10/09	02/26 - 03/05
People's Choice Winner Announced	09/05/26	10/03/26	10/10/26	03/06/27
Marketplace & Showcase Refund Deadline	09/08/26	10/06/26	10/13/26	03/09/26
People's Choice Showcase Payment Due	09/12/26	10/10/26	10/17/26	03/13/27

Submit Your Showcase Application

Submit your application here

Showcase Schedule

Showcase 1
Friday • 12:30pm – 2:15pm

- 3 x Spotlight acts • 10 minutes each
- 1 x People's Choice act • 10 minutes
- 2 x Variety acts • 15 minutes each
- 1 x Emcee • 25 minutes

Showcase 2
Friday • 2:15pm – 4:15pm

- 3 x Spotlight acts • 10 minutes each
- 2 x Variety acts • 15 minutes each
- 1 x Emcee • 25 minutes

Roving Showcase
See schedule

Showcase FAQs

What is a showcase?
A showcase is a live performance at a NACA event. Campus programmers attend showcases at NACA conferences to find talent and entertainment for their campuses.

What types of acts can showcase?
Performers of all kinds can showcase at NACA. Interactive programs such as game shows, dance lessons, karaoke, etc. can also be showcased at NACA. There are different showcase categories for different types of entertainment/performer. Showcase categories include:

- Emcee: Emcees introduce each showcase and entertain the audience between acts. Emcees have a total showcase time of 25 minutes.
- Spotlight: Traditional entertainment (musicians, singer/songwriters, bands, comedians, magicians, mentalists, spoken word poets, dancers, other performing artists). Spotlight performers have a total showcase time of 10 minutes.
    - The Spotlight category includes Spotlight High (acts whose single date price is above $2,000) and Spotlight Low (acts whose single date price is $2,000 or less).
- Roving Artist: Musicians and novelty artists with a setup of less than 60-seconds who perform busker/street-performer style – i.e. with no amplification or tech - at set times during the conference.
- Variety: Traditional entertainment requiring a longer showcase time, such as magicians and hypnotists; interactive programs such as game shows, dance lessons, karaoke, lip sync battles, etc. Variety performers have a total showcase time of 15 minutes.
- People's Choice Showcase: A second chance showcase opportunity for low tech acts in the Spotlight category who have never showcased at a NACA event. This showcase is selected virtually after the standard showcase selection process, but before the conference starts.

Showcase FAQs

Who can apply for a showcase?

Current associate members of NACA are eligible to apply to showcase.

- Regional members may apply to showcase at one NACA conference (but not NACA Live) per membership year (May 1– April 30)
- National members may apply to showcase at all NACA conferences, as well as NACA Live.

How do I perform, or 'showcase' at a NACA event?

Showcases are selected by an application process. To be considered for a NACA showcase, you must:

- Be a current associate member of NACA
- Submit a showcase application via your NACA 24/7 account by the application deadline. The showcase application includes basic information about your act, a stage plot, and up to three video links.
- Pay the $180 showcase application fee by the application deadline.
- Await notification; we will contact you to let you know whether or not you have been selected to showcase, or if you have been selected as a showcase alternate; a showcase alternate is a backup act selected to step in if a scheduled performer can't appear.

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 (see showcase fees here)
- 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 FAQs

How are showcases selected?

A Showcase Selection Committee of NACA school members (students and professional staff) review and select showcases. The selection process is done in two rounds.

- Round One: The committee will review your application and 1.5 minutes of your first video. You will be able to indicate which section of video the committee should review (e.g. "start at 01:29"). After this review, a vote will be taken. If 50% or more of the committee votes in the affirmative, your application will move to the second round.
- Round Two: Committee members will develop a ranked list of the acts they would select for showcase, each considering the criteria for selection as outlined below. The committee will develop the final list based on the committee's rankings.

The criteria used to review submitted acts include, but are not limited to, the following:

- Originality (both of performance/act and within the pool of acts submitted).
- Talent as compared to other acts submitted.
- Competition with regards to other acts submitted.
- Staging capabilities (full stage vs thrust).
- Anticipated college marketability and audience appeal within the region to which the application was submitted.
- Diversity and/or variety as compared to other acts/artists submitted.
- Distribution of artists among exhibiting associate members.
- Accomplishments/appearances within the college and general entertainment market.

Showcase FAQs

What should I include in my showcase application?
Your basic act information, and up to three video links. (See "How are Showcases Selected" above for further detail on how videos are reviewed.) You can find the showcase application questions here. The application form (to be submitted via the NACA 24/7 platform) also includes a stage plot template which you should complete as part of your application.

What if I am selected as a showcase alternate?
A showcase alternate is backup act selected to step in if a scheduled performer can't appear. Alternates may be called up at any point before or during the event.

To accept your showcase alternate slot, you must:

- Pay the alternate showcase production fee (varies by event and showcase category – learn more) 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 in your notification email.
- 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 FAQs

What happens if I don't get a showcase?
If you don't get a showcase, you can still attend the conference as an exhibitor. This allows you to connect with college decision makers in person and promote yourself to the schools and get your name out there.

Do you have any tips for my showcase video submission?
Your video should be representative of your live performance and provide the committee with a sense of who you are as a performer. You should also be sure that your video aligns with the information you provide in your application. Committee feedback for unsuccessful applications has included:

- Quality of content
- More performance content
- More recent content
- More live content
- Limited content
- Content submitted doesn't match application

For further guidance, check out this Showcase Application Tips & Tricks video.

What is considered to be a low-tech performance?
- Two or less inputs (either microphone or direct input)
- No pianos/keyboards
- Minimal tech needs as defined by the Showcase Production Coordinator
- May be required to perform in the front of the curtain on the thrust

Who should I contact for other showcase questions?
Toire Vince, Director of Events & Experiences: toirev@naca.org

People's Choice Showcase FAQs

What is the People's Choice Showcase?
The People's Choice Showcase is a second chance opportunity for those who were either not selected for the showcase or missed the showcase application deadline.

Who is eligible to apply for the People's Choice Showcase?
Low tech artists who have never showcased at NACA are eligible to apply. All standard showcase requirements – including membership, registration, and showcase restrictions – also apply. Alternates wishing to participate in the People's Choice Showcase process are not required to forfeit their alternate spot in order to participate.

What is the application process for People's Choice?
Immediately following the conclusion of the showcase selection process, associate members can submit artists for consideration here.

What is the application fee for People's Choice?
Artists who paid a showcase application fee through the regular showcase application process and who were not selected may apply for People's Choice for no additional fee.

Artists who did not submit through the regular showcase selection process can submit for consideration by paying a $50 showcase submission fee.

People's Choice Showcase FAQs

What is the selection process for People's Choice?

Round 1

- Artists will be highlighted via NACA's Instagram account (@TheNACA) for one week. The three acts with the most comments will be moved onto Round 2. This will be an open promotion via social media and is not limited to NACA school attendees. Artists are encouraged to share the NACA posts from their accounts to drive engagement. NACA will tag the artist account listed in the application if the account setting is open and not set to private.

Round 2

- Votes for Round 2 will be open for one week, immediately following Round 1 ending and will only be open to registered school attendees for that event.

The act that receives the most votes will perform at the first Spotlight showcase on Friday. The selected act will pay the Spotlight showcase production fee upon notification of selection.

EDUCATIONAL SESSIONS



Present an Educational Session

Contribute to the professional development of attendees while enhancing your reputation as a thought leader! Members have the opportunity to present ed sessions at NACA conferences to the students and/or staff in attendance.

There are two pathways to presenting an ed session:

Featured Ed Sessions (Sponsored Opportunity)
Featured Ed Session sponsorships include 2 x 60-minute sessions to be programmed in Ed Blocks 1 & 2 (Friday). Present on any topic relevant to the NACA community, including technology demonstrations. Speakers are encouraged to present a 45-minute session, with 15 minutes designated for Q&A or as a sales opportunity. Marketing materials can be placed outside the door and/or inside the room. Speakers may choose to present the same session twice, or to present two different sessions. A proposal is required – submit here. See sponsorship pricing and learn more in our sponsorship prospectus.

Traditional Ed Sessions (Selected by Committee)
Submit an ed session proposal for consideration here. Traditional ed sessions are 60 minutes and will be programmed in Ed Blocks 4 & 5 (Saturday).

All ed session proposals should include a session title, session description, target audience (undergraduate students, new professional staff, etc.), session format (workshop, panel, roundtable, etc.), learning outcomes, and presenter details. Learn more here.

Ed Session Submission Deadlines

Conference	Deadline
WINSTON-SALEM	07/30/26
HARTFORD	08/27/26
SANTA CLARA	09/03/26
ST. PAUL	01/28/27

RESOURCES

Informational Webinars

Date	Time	Webinar	Registration Link
Wednesdays	12pm – 12:30pm ET	Learn About Associate Membership	• Register here
06/03/26	2pm – 3pm ET	2026-27 NACA Conferences Launch	• Register for upcoming webinars here • Missed a webinar? Find a recording here
06/17/26	2pm – 3pm ET	Showcase Application Tips	
08/19/26	2pm – 3pm ET	Know Before You Go: Fall Conferences	
09/02/26	2pm – 3pm ET	NACA Winston-Salem Orientation	
10/21/26	2pm – 3pm ET	NACA Hartford Orientation	
11/04/26	2pm – 3pm ET	NACA Santa Clara Orientation	
03/17/27	2pm – 3pm ET	NACA St. Paul Orienation	

Resources

- NACA Conferences: Booth Purchasing & Selection
- Exhibitor Portal
- Hartford union rules
- Five Reasons You Should Apply to Present at a NACA Conference
- The Case for Campus Activities
- Showcase application questions
- Showcase Tips & Tricks Video
- Sponsorship Prospectus

Who to Contact



Toire Vince, CMP, DES (she/her)
Director of Events & Experiences

toirev@naca.org

Contact Toire for Questions About:

- Exhibiting
- Sponsorship
- Showcases



Brittany Johnson (she/her)
Events & Member Services Coordinator

brittanyj@naca.org

Contact Brittany for Questions About:

- Registration



Lucy Taylor (she/her)
Director of Membership & Marketing

lucyt@naca.org

Contact Lucy for Questions About:

- Membership
- Advertising



Sarah Keeling, Ph.D. (she/her)
Director of Education & Research

sarahk@naca.org

Contact Sarah for Questions About:

- Educational sessions

General FAQs

Can I attend the conference without exhibiting?
No. All associate members are required to exhibit. Your booth is your place to promote your offerings and connect with school members in attendance.

Which schedule items should I attend?
Your delegate pass gives you access to everything at the conference. The most important thing to attend is the Campus Activities Marketplace, but we highly recommend that you attend as many things as possible to make the most of your conference experience.

Is there a dress code?
We recommend business casual attire with comfortable shoes. Layers are also helpful. This is not a formal professional-dress conference.

Are there educational sessions for associate members?
Associates are welcome to attend any ed sessions.

Will I receive a list of school attendees?
Yes – your primary contact will receive a delegate list two weeks prior to the event, plus a final attendee list post-conference.

Are any meals included?
Full Conference Registrations include a boxed lunch on Friday, plus a seated Closing Dinner on Saturday. Day Passes do not include any meals.

Do you have sponsorship opportunities?
Yes! We have a range of different sponsorship options to help you maximize your presence – check out the sponsorship prospectus for the details.

EVENT POLICIES



Refunds

- A 50% refund of registration fees will be given to any member when a written request for a refund is received by the NACA office at least 14 days prior to the first day of the event.
- Booths cancelled at least 30 days prior to the first day of the conference 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 the refund request is made 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.
- 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 two weeks after the last day of the conference.
- NACA membership dues and showcase application fees are non-refundable.
- Event fee payments are not transferrable from one event to another or from one institution/company to another. Delegate names can be substituted for no additional fee.
- All refund requests must be made in writing by sending an email to memberrelations@naca.org.
- 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.
- 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 reimburse only those fees paid to NACA; any travel, lodging or other non-NACA fees will not be reimbursed.

ASSOCIATE EVENT POLICIES

The following policies and application forms have been standardized for all events to help simplify the application process. General questions regarding policies for ALL events can be directed to the NACA Office at 803-732-6222 or by emailing memberrelations@naca.org.

1. Who may attend events?

All agencies and/or their subsidiary companies that are:

- Current associate members of NACA. Each national and regional associate member must be a separate legal entity. Regional associate members can only attend one conference per year. 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 (does not appear on a NACA bad debt list).

All registered associate attendees must be 18 years of age or older. This applies to all showcasing artists and exhibitors. An exception may be made by the Executive Director for a parent and their nursing child.

2. What are the required registration fees necessary to attend events?

Associate members must purchase Campus Activities Marketplace booth space and a minimum of one full delegate registration to attend an event.

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 www.naca.org 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. Am I required to stay at the conference hotel, or can I book alternative travel arrangements?

All registered delegates of the event are expected to stay inside the conference hotel block. If you do not stay in the conference hotel, or you choose to book outside of the block, you should choose the non-discounted registration fee, which is $100 more per Full Conference Registration. If the discounted fee is paid and you do not stay in the block, a $100 registration fee will be assessed post-event. If you are not booking a hotel due to your close proximity to the conference site or other unique circumstances, or are not able to secure rooms using the booking link, please email memberrelations@naca.org to avoid being assessed this fee. Hotel reservations should be made using the booking link on the NACA website by the reservation deadline listed.

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, unless specific permissions are granted in advance. This includes live performances outside of the selected showcases anywhere in the conference facilities. 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.

Nudity is not allowed at NACA events. NACA defines nudity as a person who appears in a state of nudity or is seminude; the purposeful exposure, whether complete or partial, of anatomical area; or prosthetic genitalia or breasts.

6. How are violations handled?

Violations of any of the policies may subject the exhibitor to actions and/or sanctions as outlined in these Event Policies.

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.

All exhibitors/showcasers shall arrange for NACA to receive a Certificate of Liability Insurance.

Exhibitors/showcasers that include, but not limited to:

- Inflatable amusement devices
- Carnival rides
- Knockerball/bubble soccer
- Bungee devices
- Fireworks
- Mechanical bucking devices – including multiple ride attachments
- Permanent and mobile rock wall structures

- Security services other than contracted law enforcement officers
- Trampolines
- Ziplines
- Tackle football
- Surfing
- Zippy pets
- Trackless trains

must 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 coverages are as follows:

Commercial General Liability

1. $1,000,000 per occurrence limit
2. $2,000,000 general aggregate limit
3. $2,000,000 products / completed operations aggregate limit

Umbrella or Excess Liability

1. $1,000,000 per occurrence minimum limit

SHOWCASE POLICIES

WHO MAY APPLY

Any firm wishing to submit an act for a conference showcase must:

- Be a current member of NACA. Regional associate members can only submit to showcase and attend one conference per year. (see General Policies for more information).
- Be in good financial standing (not appear on a NACA bad debt list).
- NOTE: Purchase of an exhibit booth is NOT required at the time of showcase submission, however all showcasing acts must purchase at least 1 booth in order to showcase and attend the conference.
- Submit a Showcase Application and a non-refundable application fee.

For a Level 1 national membership and regional agency, no more than three acts and two alternates per agency will be selected for each event.

For a Level 2 national membership, no more than 6 acts and 3 alternates per agency will be selected for each event.

For a Level 3 national membership, no more than 9 acts and 4 alternates per agency will be selected for each event.

This will be inclusive of all showcasing categories.

SHOWCASE CATEGORY DESCRIPTIONS

Master of Ceremonies Showcase

These acts introduce the other acts in showcases and entertain during set changes. This category includes acts that require a minimum setup time and which can perform on the thrust. Emcees will have a total of 25 minutes to showcase their acts exclusive of their introduction time. This should be divided among 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.

Roving Artist

Roving artists will be selected to perform at set times in the conference schedule, in a street performer/busker style. No amplification or electricity will be provided or allowed. Artists are meant to be mobile, with a setup of less than 60 seconds.

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 $2,000 or less, which should be approximately 50% of the acts chosen for the Spotlight Showcase.

Spotlight High encompasses all other pricing above $2,000. Spotlight High acts are interspersed with Spotlight Low acts.

Variety Showcase

Variety showcases are a 15-minute set on the primary stage. These showcases are intended for traditional entertainment acts that need a longer time showcase time such as magicians, hypnotists, illusionists, mind readers, etc. as well as interactive and engaging programs such as game shows, karaoke, lip sync battles, dance lessons, etc. Variety Showcases will be scheduled during the Spotlight Showcases.

MATERIALS FOR SUBMISSION

Showcase submissions will be accepted only through the NACA® 24/7 dashboard.

SHOWCASE POLICIES

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.

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.

CRITERIA FOR REVIEWING SUBMITTED ACTS

1. The Showcase Selection Committee has the sole authority to select acts for the conference showcases.
2. Materials submitted must be an accurate representation of the material and personnel that will actually appear on the showcase and must be complete to be considered
3. An artist/performer may not showcase more than once at the same conference in any given year, regardless of category, either as a member of a group or as a solo artist. If the act is a product/program rather than a person (i.e. a game show or dance party), the host of the product/program may also host other products/programs at the same event.
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. Competition with regards to other acts submitted.
    d. Staging capabilities and technical needs (Full Stage vs Thrust).
    e. Anticipated college marketability and audience appeal within the region to which the application was submitted.
    f. Diversity and/or variety as compared to other acts/artists submitted.
    g. Distribution of artists among exhibiting associate members.
    h. Accomplishments/appearances within the college and general entertainment market.
    i. 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.

SHOWCASE SELECTION PROCEDURES

1. The showcase selection committee meets virtually for all NACA conferences.
2. The Showcase Selection Committee Coordinator will begin the process by reviewing 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. Variety
    b. Roving Artist
    c. Spotlight Low
    d. Spotlight High
    e. 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. The Committee will view 1.5 minutes of the submitted video materials. 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, each individual Committee member will develop a ranked list of the acts they would select for showcase, each considering the criteria for selection as outlined previously. The National Showcase Selection Team and designated Conference Team member will work together to create the final list based on the committee's rankings.
8. After all acts are selected for showcase, alternates will be chosen and ranked accordingly in the following categories:
    a. Variety
    b. Roving Artist
    c. Spotlight Low
    d. Spotlight High
    e. Master of Ceremonies

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.

9. The NACA 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.
10. Associate member agencies representing acts/artists not selected to showcase will be able to see the review round in which their act/artist was eliminated via NACA 24/7; no other feedback will be developed or provided. 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 ranking with regard to placement on final lists.
11. If an in-person event is replaced with a virtual program, virtual showcase performances would be sourced from the selections made for that in-person event.

COMMITTEE COMPOSITION

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

1. Appointment to the committee should be made with consideration of the various demographic characteristics of the NACA member schools. 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.
2. At least 50% of the voting members shall be students, pending application numbers.
3. Members shall be appointed by the Conference Team member, in consultation with the National Showcase Selection Team and NACA Office.
4. Associate members may not serve on the Conference Showcase Selection Committee, nor will they attend the showcase selection committee meeting.
5. Members of the Conference 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 designated NACA official, 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 by the noted deadline or the act will be removed from the showcase and an alternate will be moved onto the showcase.
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.

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: Variety, Spotlight Low, Spotlight High & Roving Artist will be chosen from their individual alternate pools only b. Master of Ceremonies will be chosen from their individual alternate pool. If that pool is exhausted, alternates we will be chosen from the SPOTLIGHT, VARIETY, OR ROVING ARTIST alternate pool at the sole discretion

of the Showcase Production Coordinator, based on who can effectively be placed in a MASTER OF CEREMONIES spot.

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 that was not available to perform when asked will forfeit the previously paid showcase alternate fee.

DURING THE SHOWCASE

1. 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.
2. 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.
3. 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.
4. Acts 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.
5. The representative for all showcasing acts and alternates shall provide a written introduction as part of the showcase application. Introductions will be available for review and edit upon check in at sound check. The act's introduction will be read from the stage immediately prior to their performance.
6. Showcasing Acts will have the following performance times:
    a. Variety: 15minutes
    b. Roving Artist: See daily schedule
    c. Spotlight Low: 10 minutes
    d. Spotlight High: 10 minutes
    e. Master of Ceremonies: 25 minutes

An act's performance time will not begin until after their introduction is read.

7. Acts appearing in the showcase may only 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.
8. All instruments, instrument amplifiers, laptops, keyboards, backline and stage props are the sole responsibility of the attraction or agency. All attractions will perform under general stage lights unless a representative is present to call lights. A standard concert sound system and operator will be provided by NACA.

9. 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. 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 events for the following year's conference season.
10. In showcase acts that include hypnosis, the performer may not conduct any mass/group hypnotic suggestion of the audience as part of the showcase. Hypnotists may induce volunteer participants up to 25 minutes prior to the performer's scheduled showcase start time. An available location for the induction will be communicated to the artist during their sound check. Inductions will not be allowed backstage. It is the responsibility of the hypnotist to secure volunteers for their performance. Following a hypnosis showcase, the performer must be available to debrief anyone who has been hypnotized during the show.
11. Showcase acts that feature or include demonstrations that involve participants physically, through use of equipment, the wearing of devices or apparel provided by the showcaser must meet all insurance requirements outlined in the event Guide and provide NACA with a Certificate of Insurance listing NACA as Additional Insured.
12. In the event a showcase is interrupted due to technical difficulties, the NACA Showcase Production Coordinator and the Executive Director or designee will determine if a re-scheduling of the showcase is appropriate. NACA assumes no liability for technical difficulties beyond its control.
13. Any showcases involving pyrotechnics, glitter, gasoline, fire, confetti, blood, water, etc. on stage/performance area must be approved in advance by the Showcase Production Coordinator. The use of live animals is not allowed. Additionally, the clean-up for any messes made on stage/performance area 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 they may have been awarded for the current conference season as well as the ineligibility to apply to showcase at any 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.
14. 14. All parties of the showcasing attraction and its representative must be backstage and in contact with the showcase production coordinator at the SOUND CHECK ARRIVAL TIME as indicated. The representative must remain at the location designated by the production coordinator until the attraction has completed its sound check and the stage is cleared for the next attraction. Firms failing to comply with this requirement may forfeit the right of their attraction to perform.
15. 15. All parties of the showcasing attraction and its representative must be backstage and in contact with the showcase production coordinator at the PERFORMANCE CHECK-IN TIME indicated above. The representative must remain at the location designated by the showcase coordinator until the attraction has completed its performance and the stage is cleared for the next attraction. Firms failing to comply with this requirement will forfeit the right of their attraction to perform.

PEOPLE'S CHOICE SHOWCASE

1. The People's Choice Showcase artist will be chosen in advance by registered school conference delegates. ONLY acts who have NEVER showcased at a previous NACA event – in any showcase category – and that fall into the Low Tech need category are eligible to apply for The People's Choice Showcase. The act will be selected in either the Spotlight High or Spotlight Low category, with a 10-minute performance time.
2. Immediately following the conclusion of the showcase selection process, associate members can submit artists for consideration. Artists that paid a showcase submission fee and were not selected may submit at no additional fee. Artists that did not submit through the showcase selection process can submit for consideration by paying a $50 showcase submission fee. 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 per their membership category are not allowed to submit artists or programs for the People's Choice Showcase. Alternates wishing to participate in the People's Choice Showcase process are not required to forfeit their alternate spot in order to participate.

   Round 1:

   Artists will be highlighted via NACA's social media accounts for 1 week. The 3 acts with the most likes/shares/comments will be moved onto Round 2. This will be an open promotion via social media and is not limited to NACA school attendees. Artists are encouraged to share the NACA posts from their accounts to drive engagement.

   Round 2:

   Votes for Round 2 will be open for 1 week, immediately following Round 1 ending and will only be open to registered school attendees for that event.

3. The act that receives the most votes will perform at the first showcase on Friday. The selected act will pay the Spotlight Showcase Fee upon notification of selection.
4. While acts are encouraged to promote themselves, 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 is prohibited. Violation of these policies will result in the immediate disqualification of the act from the People's Choice Showcase eligibility and the forfeit of their opportunity to showcase regardless of the voting outcome.

SHOWCASE FEES & REFUNDS

1. Payment of the showcase fee must be submitted by the deadline stated on the Letter of Intent or the act will be removed from the showcase and an alternate will be moved onto the showcase. Showcasing acts and alternates must also electronically sign the Showcase Letter of Intent in NACA 24/7.
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. b. Unable to appear and notifies the NACA Office 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 by the deadline stated on the Letter of Intent. 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.

MARKETPLACE POLICIES

OVERVIEW

Campus Activities Marketplace (NACA's exhibit hall) is the center of all business activity conducted during a conference. Face-to-face live meetings or recordings 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 Virtual exhibit hall is a designated meeting room. Your exhibit booth will display a description and contact information populated from your NACA 24/7 profile. You have the option to upload prerecorded video links or chat live in person.

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 guests 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 under 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. Note that NACA Santa Clara will have a tabletop display option only. 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. Conference WiFi is provided for all delegates in attendance. This will not support exhibitors streaming video in their booths. If using internet in the display, private connections are available through the facility.
6. An exhibitor cannot sell or sublet any or all of the exhibit space or booth.
7. 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.
8. Drawings will be permitted only in the Campus Activities Marketplace. A firm sponsoring a drawing must receive written approval from the NACA Office for both the prize and the drawing, and must announce in advance whether the prize is intended for the school or the individual registering. There may be no payment required to enter a drawing. The nature of the drawing must not be disruptive to the Campus Activities Marketplace. Extravagant prizes are discouraged; cash awards will not be allowed. Any firm/agency doing a drawing is responsible for abiding by all state and local laws.
9. No retail sales of any type will be permitted in the Campus Activities Marketplace.
10. Exhibitors must vacate their booths immediately following the close of the final scheduled Marketplace.
12. 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.
13. 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 & SELECTING 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.

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. Booth sales will open to all associate members starting on June 1 Associate members who have maintained membership for 20+ years will be able to select their booth space starting on June 1; 10+ years will be able to select their booth locations starting on June 3. Booth selections will be opened to all other associate members and non-profit affiliate members starting on June 5.
3. Booths can be requested only by payment in full of all appropriate event and membership fees. Applicable booth fees as determined annually by the Board of Directors and published in the event guide. Associate members will be charged for any space purchased in, or connected via a regular booth to, the defined exhibit area. Booth space dimensions and provided equipment are outlined on the individual conference pages on naca.org.

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.
2. Exhibitors are responsible for their load-in and load-out. No additional assistance or volunteers will be provided by the volunteer staff. The loading dock is not accessible outside of load-in/out times.
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 NACA Office and their decision will be final.

BOOTH OPERATIONS

1. Exhibitors are NOT required to staff their booth and/or attraction space during all Campus Activities Marketplace hours, but are encouraged to do so as much as possible.
2. Exhibitors and artists will be allowed to enter the Campus Activities Marketplace one-half hour before each 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 NACA Office or designee. 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 NACA Office. All booth equipment, banners, etc. cannot be more than 4′ high at the front 4′ of the booth, which should allow clear sight lines to neighboring booths.
    - Equipment and materials brought by exhibitors must allow enough space for all registered associate delegates to be able to stand within the purchased booth space with school members without impeding aisle traffic. Associate members may be asked to move/remove equipment OR purchase additional booth space if this is not possible.
    - 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 are encouraged to 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.
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 22 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.
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 staged showcase setting (examples include but are not limited to: close-up magic, balloon sculpting, stunts 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, performances that use any form of amplification, exceed the performer's designated booth space, involve the use of any items that can injure an attendee or performer, involve hypnosis, the removal of a participant's conscience/free will, and any elements that can cause industrial messes or damage. Eligibility for booth demonstration shall be at the discretion of the NACA Office. The use of musical instruments or a stage, riser or any type of elevation in an exhibit booth for booth demonstration is prohibited. Electronic musical instruments that can be played with all sound run through headphones will be allowed on a case-by-case basis. Please contact memberrelations@naca.org for specific permissions.
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 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.
7. Booth demonstrations and audiences attracted to those demonstrations are restricted to the area occupied by the designated booth spaces purchased. Exhibitors who demonstrate in their booths must purchase adequate booth space to accommodate their agency.
8. If a demonstration cannot fit within the purchased booth space, the demo may be eligible for presentation in 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.
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 $5.00 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 event pending the space available.
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:

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 Showcase Selection and 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 that 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 Showcase Selection and 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 on site 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.

POLICY VIOLATIONS

Violation of NACA's policies may at the discretion of NACA result in discipline, including the suspension, expulsion or termination of a member from the organization, or the expulsion or barring of an artist or volunteer from a NACA-sponsored event. The following is a partial list of grounds for discipline.

The full listing can be found at http://naca.org/resource/naca-process-for-dealing-with-violations-of-association-policy.html

- Written or verbal abuse, which is defined as the expression of demeaning, insulting, or intimidating comments based on sex, race, color, religion, national origin, age, disability, sexual orientation, or other areas given legally protected status;
- Lewd or indecent behavior during a NACA-sponsored event or any of its activities;
- Sexual harassment during a NACA-sponsored event or any of its activities including, but not limited to: suggestions that refusal or willingness to submit to sexual advances will have an effect on membership or participation in or with NACA or any of its activities and/or the unwanted physical conduct or contact of any kind, sexual touching, advances or propositions,
- Possession or use of any weapon during a NACA-sponsored event or its activities;
- Violation of state or local laws governing the use of alcohol, or selling or distributing alcohol to underage delegates or attendees;
- Behavior as a result of consumption of alcohol that causes harm to persons or property;
- The possession, use, sale, or distribution of any drug or other substance illegal under state or federal law;
- Misusing or damaging NACA property by deliberate or reckless acts;
- Theft;
- Sending harassing, threatening, repetitive and/or abusive e-mails to NACA members, volunteers and/or Office staff;
- Arranging activities and/or events that conflict with scheduled NACA activities or events during NACA conferences, the National Convention or other NACA-sponsored programs or activities;
- Inappropriate or unauthorized use of NACA's name and/or logo – or any other Association elements – to imply endorsement, affiliation or for any other non-sanctioned purpose; The Association reserves the right to track infractions and to levy sanctions against parties

NACA®

NATIONAL ASSOCIATION FOR CAMPUS ACTIVITIES

Creating College Communities Where Everyone Belongs

memberrelations@naca.org

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