



Please save all questions until that time.

Associate Membership

National Associate Membership is required to attend NACA events

Last year, over **226** campuses and more than **1,100** campus delegates attended NACA Live.

DEPARTMENTS/RESPONSIBILITY AREAS OF ATTENDEES AT NACA LIVE 2026

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

42 STATES REPRESENTED AT NACA LIVE 2026 + CANADA

SCHOOL ATTENDEE ROLES AT NACA LIVE

Typically:

70% – 80% students

20% – 30% professional staff



START TIME	END TIME	EVENT
9:00 AM	10:00 AM	Registration Open (Sponsors Only)
10:00 AM	12:00 PM	Registration Open (All Associates)
10:00 AM	5:00 PM	Campus Activities Marketplace Exhibitor Load In
12:00 PM	7:00 PM	Registration & Welcome Lounge Open
1:00 PM	5:00 PM	Pre-Conference Sessions
4:00 PM	5:00 PM	First Timers Tour (Campus Staff & Associate Members only)
5:00 PM	7:00 PM	Dinner on Your Own
7:00 PM	9:00 PM	Welcome Reception

START TIME	END TIME	EVENT
8:00 AM	5:30 PM	Registration & Welcome Lounge Open
8:00 AM	10:00 AM	Campus Activities Marketplace Exhibitor Set Up
9:15 AM	9:30 AM	Associate Member Welcome & Networking Session
9:15 AM	9:55 AM	NACA Live Kickoff
10:00 AM	1:00 PM	Campus Activities Marketplace Grand Opening
12:00 PM	2:00 PM	Lunch on Your Own

START TIME	END TIME	EVENT
2:00 PM	3:00 PM	EDUCATION: Keynote
3:15 PM	4:00 PM	EDUCATION: Block 1
4:15 PM	5:00 PM	EDUCATION: Block 2
4:15 PM	5:00 PM	NACA Now (Annual business meeting)
4:15 PM	5:30 PM	Speed Networking with Associates (Pro Staff & Grads only)
5:30 PM	7:30PM	Dinner on Your Own
7:30PM	9:30 PM	SHOWCASE: Spotlight Showcase 1 (1 Emcee @ 25 mins, 5 acts @ 10 mins, 2 Variety @ 15 mins)
9:30 PM	10:00 PM	Showcase 1 Artist Meet & Greet

Schedule – Sunday morning

START TIME	END TIME	EVENT
8:30 AM	5:00 PM	Registration & Welcome Lounge Open
9:00 AM	9:00 PM	Professional Development Hub Open
9:00 AM	9:45 AM	EDUCATION: Block 3 & Featured Sessions (45 min sessions)
9:00 AM	10:00 AM	Exhibitors Only in Marketplace
10:00 AM	1:00 PM	Campus Activities Marketplace 2 Open
12:00 PM	2:00 PM	Lunch on Your Own

Schedule – Sunday afternoon

START TIME	END TIME	EVENT
2:00 PM	2:45 PM	EDUCATION: Block 4 & Featured Sessions (45 min sessions)
3:00 PM	4:00 PM	Associate Member Updates
3:00 PM	5:00 PM	Tech Demonstrations
3:00 PM	5:00 PM	SHOWCASE: Spotlight Showcase 2 (1 Emcee @ 25 mins, 4 acts @ 10 mins, 2 Variety @ 15 mins)
5:00 PM	5:30 PM	Showcase 2 Artist Meet & Greet
5:00 PM	7:00 PM	Dinner on Your Own
7:00 PM	9:00 PM	The Ohio State University Union Takeover
7:00 PM	8:00 PM	Recognition Celebration
8:00 PM	9:00 PM	NACA Foundation Fundraising Event

Schedule – Monday morning

START TIME	END TIME	EVENT
8:30 AM	3:00 PM	Registration & Welcome Lounge Open
9:00 AM	9:00 PM	Professional Development Hub Open
9:00 AM	9:45 AM	EDUCATION: Block 5
9:00 AM	10:00 AM	Poster Session Presentations
9:00 AM	10:00 AM	Exhibitors Only in Marketplace
10:00 AM	1:00 PM	Campus Activities Marketplace 3 Open
12:00 PM	2:00 PM	Lunch on Your Own

Schedule – Monday afternoon

START TIME	END TIME	EVENT
2:00 PM	2:45 PM	EDUCATION: Block 6
3:00 PM	5:00 PM	SHOWCASE: Spotlight Showcase 3(1 Emcee @ 25 mins, 4 acts @ 10 mins, 2 Variety @ 15 mins)
3:00 PM	8:00 PM	Campus Activities Marketplace Exhibitor Load-Out
5:00 PM	5:30 PM	Showcase 3 Artist Meet & Greet
5:00 PM	7:00 PM	Dinner on Your Own
5:00 PM	6:00 PM	Leadership Fellows & Friends Reception
7:00 PM	9:00 PM	NACA Live After Party

Travel



Hotel Policy

DISCOUNTED REGISTRATION available for attendees staying at the NACA hotels (-\$100)

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

Delegate Fees

Day Passes

- Early – \$225 per day
- Regular – \$245 per day
- Late – \$265

Full Registration

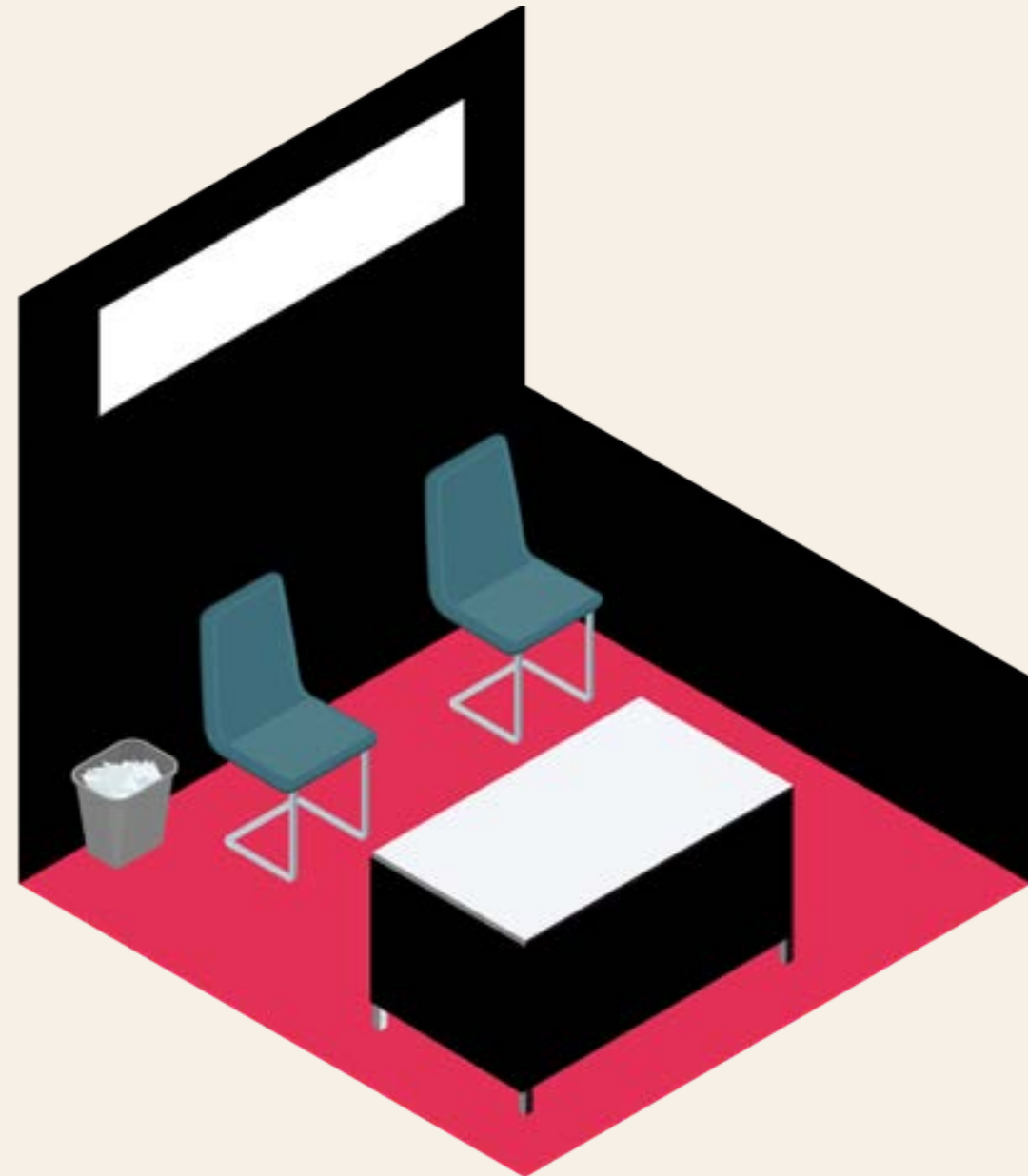
- Early – \$555
- Regular – \$635
- Late – \$715

EARLY Deadline – January 8

REGULAR Deadline – January 22

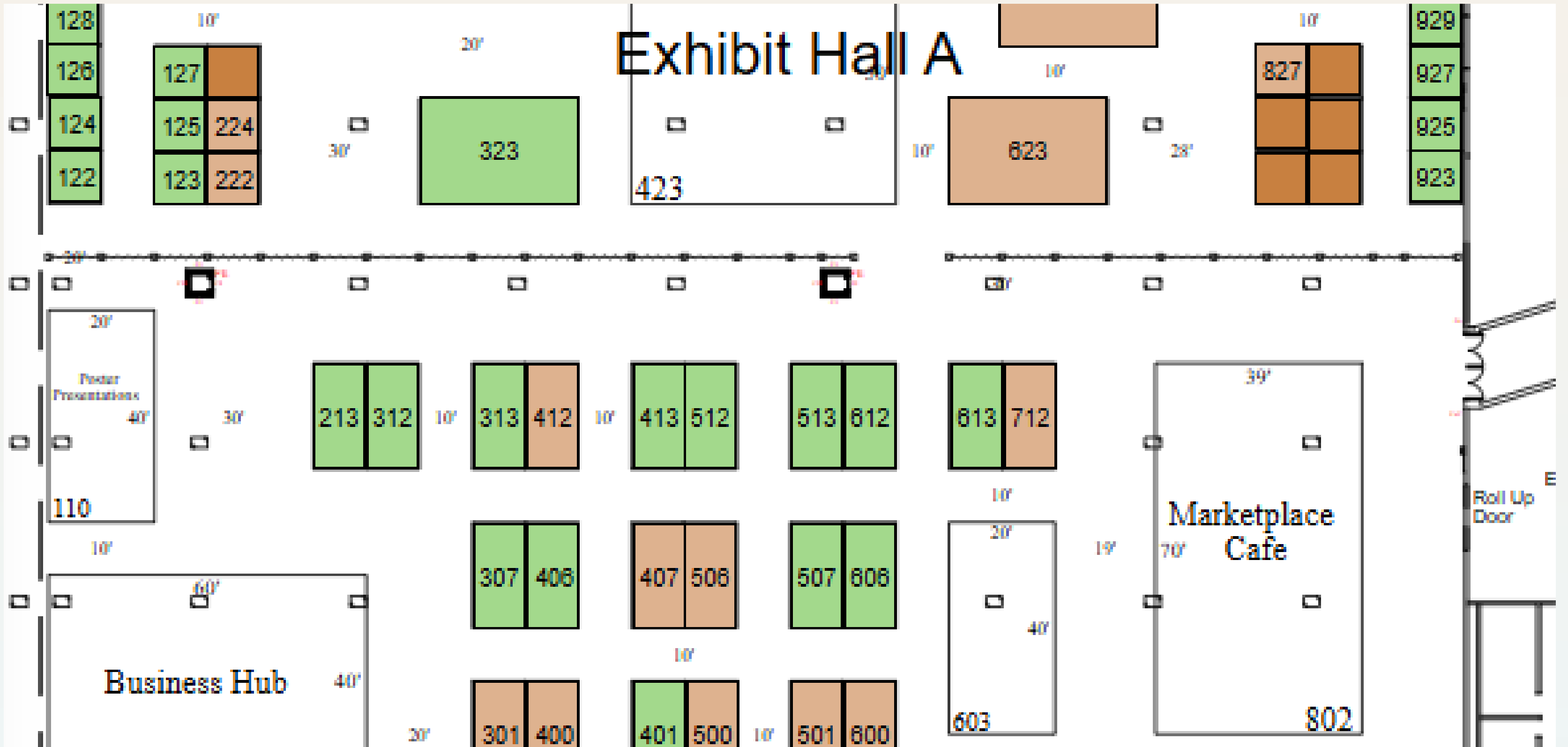
Please register in advance to avoid wait times!

Exhibiting

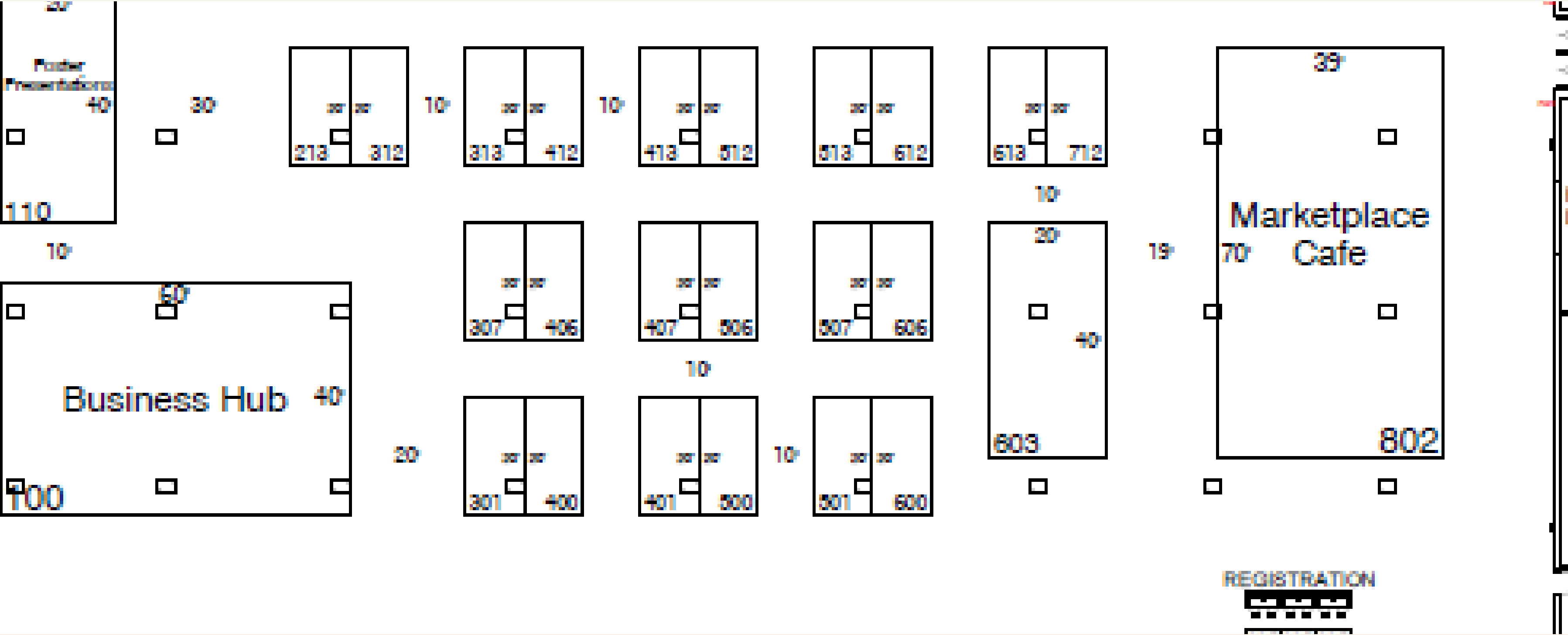


- 10' x 10' Booth
(8' back drape and 3' side drape)
- Sign with your name
- 6' Table with skirt
- 2 chairs
- Trash can

Booth Reservation Process



The NACA Live Welcome Lounge



Marketplace Attraction Space

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

NACA Exhibit Fees

Booth Fee – \$1,430

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

Booth Demo – FREE

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

Showcasing



Showcase Selection Process

Submissions are through your NACA 24/7 dashboard.



Showcase Selection Committee

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

The committee selects all showcasing acts and alternates.

Showcase Categories: Emcee

\$2,325 | 3 spots | 25 mins

**Introduce each showcase
and entertain the audience
between acts.**

One per showcase slot

May include:

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

Showcase Categories: Variety

\$1,400 | 6 spots | 15 mins

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

May include:

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

Showcase Categories: Spotlight Low & High

\$930 | 12 spots | 10 mins

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

**Spotlight low still has
price max of \$2000**

May include:

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

Showcase Categories: Roving Artists

\$500 | 2 spots | See Welcome Lounge Schedule

**Traditional
Entertainment
that can perform
stationary, coffeehouse
style**

May include:

- **Singer/Songwriters**

Showcase Policies to Remember

Acts that showcased at NACA Live 2026 are NOT eligible to showcase until 2028

Acts that are performing cannot include any other guests or performers that were not included in the submission materials, nor can they include acts that are already showcasing separately.

****If the showcase product is an event and not an act, this would not apply, assuming that the event may have multiple different hosts, like a game show****

Please communicate your performance needs to the showcase production coordinator in advance, especially if it includes anything that could create a mess on the stage.

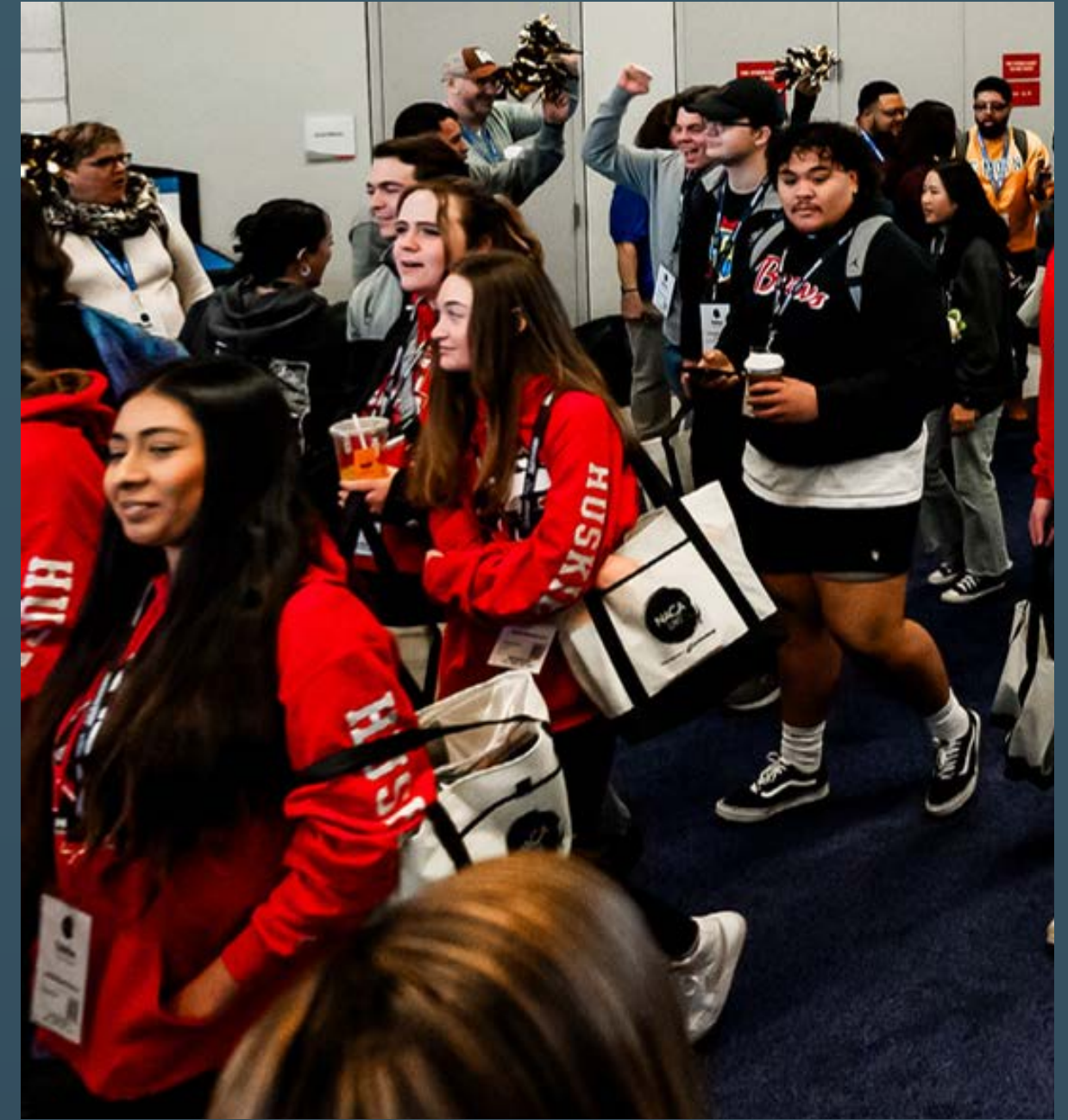
Important Deadlines

November 2: Showcase Application Deadline

November 16: Showcase Line-Up Announced

November 30: Letters of Intent Sent

December 7: Showcase Production Fees and e-signed Letters of Intent Due



Sponsorships

Sponsorship Highlights

Most sponsorships include:

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

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

Event Sponsorship Opportunities

- **Welcome Reception**
- **Ohio State Union Takeover**
- **Morning & Evening Reception**

Returning Sponsorship Opportunities

Gold, Silver, Bronze

Programming Activations

Featured Workshops

Technology Demonstrations
*note new format

Swag Giveaways

Snack Breaks





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

Advertising Opportunities

Printed Program Guide

- Full & Half Page Ads



Showcase Table/Chair Drops

- Your flyer/catalog/swag item placed on attendee seats/tables
- \$1,000
- 3 available per event





Questions?