

**NEW EXHIBITOR APPLICATION**  
**2021 NACAC NATIONAL CONFERENCE**  
**SEPTEMBER 23-25**

Information provided below will be used to approve your request to exhibit and set up your online account. Once account is created, you will log in to purchase your booth, as well as provide additional contact information, company profile, and logos for inclusion in the mobile app digital Program Book and web site. Information received after Friday, August 13, 2021 cannot be guaranteed to be included in the program book and may instead be included in the conference addendum.

**Company Information**

Official Business Name: \_\_\_\_\_  
 Address: \_\_\_\_\_  
 City: \_\_\_\_\_  
 State: \_\_\_\_\_ Zip: \_\_\_\_\_  
 Country: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Website: \_\_\_\_\_  
 Target Audience: Secondary Postsecondary Both

**Booth Contact Information**

Primary Name: \_\_\_\_\_  
 Phone: \_\_\_\_\_  
 Alternate Phone: \_\_\_\_\_  
 Email Address: \_\_\_\_\_

**New Exhibitor Company Information**

Exhibiting as (company name)? \_\_\_\_\_  
 How long has your company been in business? \_\_\_\_\_  
 Who is the main contact for representing your company as an exhibitor? \_\_\_\_\_  
 What student program/s is your company offering? \_\_\_\_\_  
 \_\_\_\_\_  
 What is your focus/purpose for exhibiting in our conference? \_\_\_\_\_  
 \_\_\_\_\_  
 What is/are the goal(s) your company wants to attain from exhibiting? \_\_\_\_\_  
 \_\_\_\_\_  
 What products will your company be offering? \_\_\_\_\_  
 \_\_\_\_\_  
 What are the names and affiliations for all your company's executive or managing board members? \_\_\_\_\_  
 \_\_\_\_\_

**Booth Selection**

NACAC will work with you to find the best booth space for you. The price of each 10' x 10' booth is as follows and as marked on the online floorplan. Price is based on location:

Type of 10' x 10' booth	Standard	Upgrade	Premium
Price	\$1700	\$1900	\$2100

**Booth Enhancements**

The following can be added while purchasing your booth online or can be added later. No refunds will be offered after July 1, 2021.

- Program Book Advertisement** *(Includes one-time use conference mailing list or discount on a single email broadcast)*
  - Half Page - \$1000
  - Full Page - \$1500
  - Front or Back Cover - \$2000
  - Half Page with Email Broadcast Upgrade - \$2000
  - Full Page with Email Broadcast Upgrade - \$2500
  - Cover with Email Broadcast Upgrade - \$3000
- Exhibitor Presentation – \$2750**
- Conference Mailing List\* – \$1000**
- Email Broadcast\* – \$2000**

\*Additional form and samples required; you will be contacted in July 2021 to complete these forms.

**Payment and Booth Cancellation Policies**

Payments must be provided while selecting a booth online. All requests for cancellation of booth space and/or booth enhancements must be received in writing. If the cancellation request is received before June 30, 2021, the exhibitor will receive a refund less the cancellation fee of \$100 per 10' x 10' booth space. Booth downsizing is treated as booth cancellation. In addition, Priority Points are cumulative and all Priority Points will be lost at the time of cancellation. **THERE ARE NO REFUNDS AFTER JULY 1, 2021.**

**Company Contact Signature\*\*:** \_\_\_\_\_

**Date:** \_\_\_\_\_

\*\*Additional signature required on page two

*All representatives of the company listed on this form understand and agree that this application is subject to the conditions on **page two** of the NACAC Exhibitor Information and Regulations Agreement and all other Rules and Regulations listed online at [www.nacacconference.org](http://www.nacacconference.org).*

# NACAC 2021 EXHIBIT SPACE APPLICATION - EXHIBITOR INFORMATION AND REGULATIONS

## 77TH NATIONAL CONFERENCE SEATTLE, WA SEPTEMBER 23-25

### APPLICATION FOR EXHIBIT SPACE

The Application for Exhibit Space contains discounts for advertising and conference mailing lists as part of the Special Exhibitor Advertising Packages. If you prefer to purchase these separately, you may contact the National Association for College Admission Counseling's (NACAC) Conference Department at 703-299-6839 or visit [www.nacacconference.org](http://www.nacacconference.org) to receive pricing. NACAC reserves the right to refuse any Application for Exhibit Space for any reason and/or to remove any exhibit that might detract from the general character of the national conference. The contract for exhibit space, when properly executed by the exhibitor and accepted and confirmed in writing by NACAC, shall be considered a binding agreement between the two parties, henceforth to become subject to the rules and regulations stated herein. (Please note: Exhibit space purchased for the national conference is done so by a company or organization, as opposed to a division of such. NACAC will include the name of the parent company on signage, mobile app, and in the online Program Book. The company description may list division and affiliate names.)

### ASSIGNMENT OF SPACE

NACAC retains complete authority over the assignment of all booth space on the floor. NACAC will attempt to honor spaces requested by exhibitors; however, final booth assignment will be confirmed in writing with a copy of the countersigned contract. There will be no combination of booths if requested booth sizes remain on the original floor. Exhibit space will be assigned in the order in which applications and payment is received. Exhibit space will not be confirmed until a deposit is received. Confirmation of final booth assignment(s) will be sent to the exhibitor. It is strongly recommended that exhibitors refrain from producing any promotional material or advertisements that indicate a specific booth assignment until written confirmation is received from NACAC.

### CANCELATION – JULY 1, 2021

No refunds will be made if the exhibitor cancels the contracted space after July 1, 2021 or if the exhibitor fails to occupy the exhibit booth space on-site. Payment for booth rental will be refunded in full, less a \$100.00 per 10' x 10' space processing fee if a written request for cancellation is received by NACAC no later than July 1, 2021. If, after the cancellation date, unforeseen circumstances force NACAC to replace the hybrid national conference (in-person and digital) with an all virtual event, you may elect to participate in the virtual expo, request a full refund, or use your booth payment as credit towards NACAC 2022.

### DECORATOR SERVICES

NACAC's official service contractor for the 2021 National Conference is The Expo Group. Exhibitors paid in full by June 30, 2021, will receive an official Exhibitor Service Kit online in early July 2021 from the NACAC decorator containing information regarding booth requirements/restrictions and materials and furnishings included in your booth fee, such as back and side wall height, pipe and drape and signage. You will also receive information about those materials, furnishings and services not included in your booth fee, such as carpeting (required), telecom and electrical hookups, utilities, furniture rental (tables, chairs and wastebasket), material handling and labor charges, etc. Please note that carpeting is required in all exhibit booths. It is strongly recommended that exhibitors refrain from printing materials and signage and ordering booth supplies until the exhibitor service kit is emailed to ensure you are utilizing the correct vendor. Furnishings: Each 10' x 10' booth comes with pipe and drape. Carpeting and furniture are not included; however, carpeting is required. Exhibitors may order these items from the exhibitor service kit sent to all fully paid exhibitors in early July 2021.

### EXHIBIT BOOTH STAFFING

NACAC requires that each organization open its exhibit booth on time each day and that all booths be staffed throughout the day until closing announcements have been made. Failure to comply with this rule will result in NACAC deducting exhibitor priority points from a company's total and/or barring of the company's exhibit from the following year's NACAC national conference.

### EXHIBITOR RECEPTIONS AND MEETINGS

Exhibitors interested in holding a reception, meeting, or event in conjunction with the national conference are required to complete and submit an Auxiliary Meeting form to the NACAC national conference team for approval before booking the event. No events may be scheduled during times that conflict with conference sessions or events.

### FIRE REGULATIONS AND TRAFFIC MANAGEMENT

Fire regulations and traffic management require that exhibit floor aisles be open at all times. Each exhibitor is solely responsible for keeping the aisles near its booth free of congestion caused by demonstrations or other promotions. Booth personnel must remain in the booth space during conversations (overflow into aisles may not occur).

### FLOOR PLAN

NACAC retains the right to modify the floor plan to the extent necessary for the best interest of NACAC and the exposition.

### MAILING LIST

Half-page and full-page advertisements in the online Program Book include a one-time use direct mail list, which is provided approximately 5 weeks prior to the conference; or can be exchanged for a discounted email list.

### LIABILITY

Neither NACAC, nor its agents or representatives, will be responsible for any injury, loss or damage that may occur to the exhibitor's employees, property, or business. In no event will NACAC, its agents or representatives be liable for any consequential damage from any cause whatsoever. The exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. NACAC shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, war, acts of terrorism, acts of God, or any other cause beyond its control. NACAC shall not be liable for any injury whatsoever to property of the exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees of the exhibitor. Anyone visiting, viewing, or otherwise participating in the exhibitor's exhibit is deemed to be the invitee of licensee of the exhibitor, rather than the invitee or licensee of NACAC. The exhibitor agrees to abide by the existing agreements and regulations covering the use of services or labor in the conference and exhibit facility. The exhibitor assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to hold harmless NACAC and the Exhibit Hall from responsibility and liability resulting directly or indirectly, or jointly, from other causes that arise because of the actions or omissions of the exhibitor's agents, employees or independent contractors, whether acting within or without the scope of their authority. There is no other agreement or warranty between the exhibitor and NACAC except as set forth in this contract. The rights of NACAC under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of the National Association for College Admission Counseling.

### NATURE OF EXHIBITS

All exhibits planned for the 2021 NACAC National Conference must be in keeping with the intent of the conference and must be clearly related to the admission counseling profession or student transition to educational opportunities.

### REGISTRATION

Registration opens late April 2021. Each exhibiting company receives two complimentary registrations per 10' x 10' booth space purchased. Additional personnel may register for the conference at the exhibitor registration rates based on the day they register. Please note, even those who are complimentary must register as an attendee to receive a badge.

### REQUIREMENTS FOR EXHIBITING

Exhibitors must be companies incorporated and in business for no less than one year. Exhibiting companies must also have an active and fully functioning website available for review prior to submitting an Application for Exhibit Space. NACAC reserves the right to determine the eligibility of any company or product to exhibit in the conference.

### RESTRICTIONS OF SELLING

It is agreed that the sole purpose of contracting for exhibit space is to display and/or demonstrate equipment, supplies and/or services. Sales within the confines of the Exhibit Hall are prohibited. Displaying prices is also prohibited.

### RULES AND REGULATIONS

Visit [www.nacacconference.org](http://www.nacacconference.org) for the complete list of rules and regulations for exhibitors. These rules and regulations should be reviewed as they will be enforced. Lack of knowledge of these rules will not be accepted as a defense. Any activity that deviates from the rules will have to be rectified, or NACAC reserves the right to take action as set out in the rules.

### SECURITY

NACAC will provide security guards during set up, exhibit hours and when the Exhibit Hall is closed, but the furnishing of such service shall not be construed to be an assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall, at all times, remain in the sole possession and custody of each exhibitor. It is recommended that exhibitors take precautionary measures of their own, such as the securing of small or easily portable articles of value and the removal of them to a place of safekeeping after the exhibit hours. Access to the hall is restricted to times determined by NACAC based on security schedules each day. Neither booth personnel nor guests of an exhibitor may access the hall outside the posted hours.

### USE OF SPACE

All demonstrations or other promotional activities must be confined to the limits of the exhibit booth. Exhibitors may not construct or arrange any walls, partitions or signs or use decorations, etc., that may obstruct the general view of any other exhibitor. Displaying of any promotional materials, products or information within the conference venues, except in the purchased booth space, is strictly prohibited. No exhibitor shall assign or sublet its space. Only confirmed exhibitors will be permitted to solicit business in any way within the exhibit area. NACAC reserves the right to restrict or remove exhibits, which because of noise, method of operation, materials, or for any other reason, become objectionable. Also, NACAC may prohibit or remove any exhibit that, in the opinion of NACAC, may detract from the general character of the exposition as a whole. Dismantling of exhibits may not begin before 2:00 p.m. ET on the final day of the national conference (September 25, 2021).

Signature: \_\_\_\_\_

Submit completed form to:  
[exhibits@nacacnet.org](mailto:exhibits@nacacnet.org)