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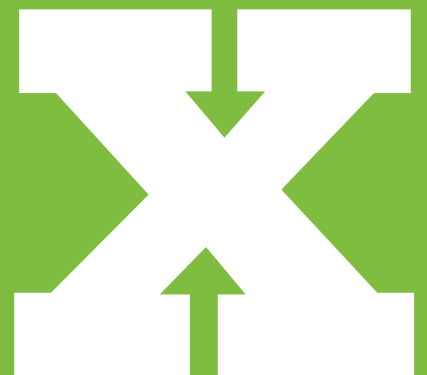
EXHIBITOR BROCHURE  
2017 NACAS ANNUAL CONFERENCE

11/5-8/17  
Colorado Springs, CO

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NACAS  
CULTIVATE  
CAMPUS  
COMMERCE



# WHERE...



## HIGHER EDUCATION BUSINESS IS BORN

This is the conference for the business of higher education: bookstores, dining halls, campus card systems, housing, and more. Called auxiliary services, this where their industry gathers. Here you can network with key decision-makers from over 700 institutions and 200 business partners.



## SOLUTIONS TO CAMPUS PROBLEMS ARE FOUND

The C3X Expo is where auxiliary services and business partners start the process of finding solutions to campus problems. NACAS attendees aren't just walking a floor, they are looking for exhibitors who can partner with them. Network with campus visionaries and solution innovators and set up lasting partnerships.



## LUXURY AND ADVENTURE MEET

Since first opening its doors nearly a century ago, The Broadmoor has offered guests an incredible way to experience the unique beauty of Colorado Springs, CO. Today, that tradition is met with hospitality and an unmatched selection of activities that celebrate the magnificent surroundings.

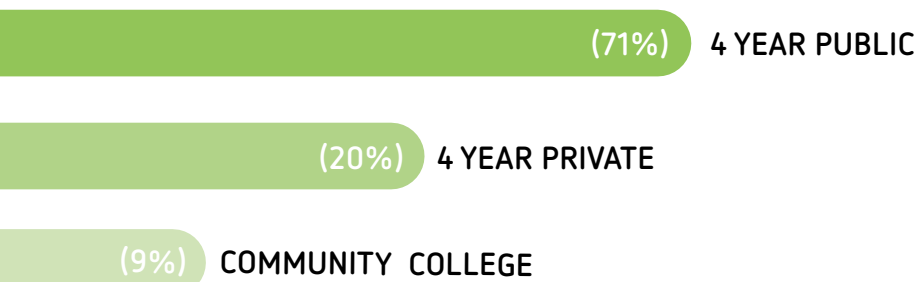
Learn more and register: [nacas.org/exhibit](https://nacas.org/exhibit)

# MEET OUR ATTENDEES.

NACAS attendees are Directors, Vice Presidents, Business Officers, and other key campus auxiliary services decision-makers. They represent a market worth over \$39 billion. By showcasing your products and services at the C3X Annual Conference & Expo, you are making sure the right people see your brand.

## Institution Details

### Institution Breakdown



### Number of Students

20,000+	31%
20,000 - 12,000	19%
12,000 - 7,000	20%
7,000 - 4,000	15%
4,000 - 1	15%



## Individual Details

74%

Attendees who use the C3X Expo as the primary way to contact business partners

85%

Attendees who say face time with exhibitors influences their purchase decision

84%

Attendees who use the C3X Expo to establish new relationships with business partners

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# CONNECTING WITH DECISION MAKERS.

Because NACAS attendees are key campus auxiliary services decision-makers, they represent a market worth over \$39 billion. By showcasing your products and services at the C3X Annual Conference & Expo, you are making sure the right people see your brand.

*Attendees who are either final decision makers or have significant influence on the final decision.*

78%

*Attendees within two reporting levels of their campus president.*

25%

*Attendees within three reporting levels of their campus president.*

35%

## Auxiliary Services Representation

Auxiliary Services, Ancillary Services, Business Services, Campus Services. No matter what a campus calls them, they all have one thing in common: non-academic campus support. Here are just a few of the auxiliary services represented at our conference, and the percentage of attendees who have impact on the decision making process:

64% Bookstores

56% Campus Cards

26% Campus Security

11% Child Care

55% Concessions

54% Conference Services

76% Dining Services

49% Facilities

33% Housing

47% Laundry

47% Mail Services

38% Parking

42% Purchasing

67% Retail Stores

50% Student Unions

47% Technology

36% Transportation

71% Vending

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# EXHIBITING DETAILS.

Our attendees have made it clear, the C3X Expo is their primary way to find their next campus business partner. **You can't afford to miss it!**

## Exhibit Pricing

### Type

10' x 10' Booth

Member: \$3750

Non-Member: \$4,700

\*The non-member rate includes the cost of a NACAS membership.



## What a 10x10 booth includes

- One full registration
- Three booth personnel registrations
- Pre & Post-conference attendee list
- 8' high back & 3' high side drape
- 7" x 44" exhibitor I.D. sign
- One 6' table and two folding chairs
- Listing on NACAS website & mobile app
- WiFi
- Carpet
- Electricity (2 110V outlets)

### Important Details

One company per booth

- All exhibitors must read and agree to the NACAS Exhibit Rules & Regulations
- Booth displays must meet IAEE Rules & Regulations

## Exhibitor Schedule

### Event

Pre-attendee list distributed

Exhibitor move-in

Monday show hours

Monday reception

Tuesday show hours

Exhibitor move-out

Post-attendee list distributed

### Date

October 6, 2017

Nov. 5 - 7:30 am to 5:00 pm

Nov. 6 - 11:30 am to 3:00 pm

Nov. 6 - 5:15 pm to 6:30 pm

Nov. 7 - 8:30 am to 11:00 am

Nov. 7 - 11:00 am to 3:00 pm

November 21, 2017

Learn more and register: [nacas.org/exhibit](http://nacas.org/exhibit)

# TAKING IT TO THE NEXT LEVEL.

It's not enough to just have a booth. You need to drive traffic to that booth. You need to engage with members who are interested in your innovations.



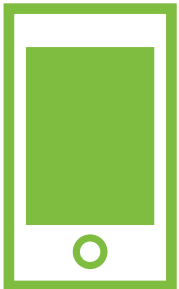
## COLLEGE SERVICES

The publication arm of NACAS includes a magazine, e-newsletter, a daily conference email, and more. Make sure to submit an article and an advertisement featuring your expertise.



## SILENT AUCTION

Held in the C3X Expo, the Silent Auction is where Business Partners can donate items that help support the NACAS Education Foundation. Last year we raised over \$16,000!



## MOBILE APP

This is where 94% of attendees explore schedules, connect with peers, and discover business partners. For \$850, you receive a rotating banner ad, featured listing, and one push message during the event using the NACAS App. Space is limited. Reserve your spot today!

Learn more and register: [nacas.org/exhibit](https://nacas.org/exhibit)

# SPONSORSHIP.

Your brand is larger than just a booth. Sponsorship not only drives traffic to your booth, but also builds goodwill and brand recognition in our industry. At NACAS, we work with you to develop custom solutions that meet your unique needs.

## Sample Sponsorship Opportunities:

- Campus Tours
- Celebration Luncheon
- Conference Wifi
- Conference Giveaways
- Closing Events
- Monday General Session
- Regional Breakfasts
- Staff Shirts
- NACAS TALKS

## Sponsor Benefits

	Partner \$1,000+	Investor \$3,000+	Leader \$5,000+	Director \$10,000+	Chair \$15,000 +	Board \$20,000+	President \$25,000+	Founder \$30,000+
Acknowledgement on all conference materials	X	X	X	X	X	X	X	X
Recognition at exhibit booth with special signage	X	X	X	X	X	X	X	X
Signage at appropriate function	X	X	X	X	X	X	X	X
Special recognition in NACAS magazine, newsletters, and online resources	X	X	X	X	X	X	X	X
Pre- and Post-event mailing lists of attendees	X	X	X	X	X	X	X	X
Announcement of sponsorship at Opening General Session		X	X	X	X	X	X	X
Company representative invited to VIP reception			X	X	X	X	X	X
Special recognition at all major functions				X	X	X	X	X
Hyperlinked logos on NACAS Website					X	X	X	X
Morning or afternoon use of NACAS Suite								X
Evening use of NACAS Suite							X	X
Complimentary conference full registrations						2	3	3

Learn more and register: [nacas.org/exhibit](http://nacas.org/exhibit)

# SO YOU'RE COMING TO COLORADO SPRINGS.

We're excited that you have decided to exhibit at the 2017 C3X Conference & Expo. Use the following information to reserve your space. Don't wait too long, space is limited and filling fast!



## Becoming an Exhibitor

There are two ways to reserve your booth:

1. Visit [nacas.org/exhibit](http://nacas.org/exhibit) and register online with a credit card.
2. If you need to pay by check, call the NACAS National Office at (434) 245-8425

## Adding a Sponsorship

There are three ways to reserve a sponsorship:

1. You can add one while reserving your booth at: [nacas.org/exhibit](http://nacas.org/exhibit)
2. You can add one to your current booth registration at: [nacas.org/exhibitorcenter](http://nacas.org/exhibitorcenter)
3. Contact Kennedy Turner, our Director of Business Development at [kennedy.turner@nacas.org](mailto:kennedy.turner@nacas.org) or (434) 234-8214 to create your customized NACAS sponsorship.

## You're Joining the Industry's Best!

Thank you to the following NACAS Business Partners who have already committed to exhibit and sponsor! Their long-term support of NACAS and our industry is invaluable.



Learn more and register: [nacas.org/exhibit](http://nacas.org/exhibit)