About NACCU

NACCU provides members with a network of campus identification and transaction system resources to integrate and streamline campus operations, and enhance the student experience.

Visit NACCU online at www.naccu.org.

Conference Venue

Renaissance Austin Hotel
9721 Arboretum Blvd
Austin, Texas 78759

Who attends NACCU?

Our attendees are individuals at higher education institutions who manage campus identification and transaction systems.

Traditionally, this identification has been an ID card, and there are still many attendees who use magstripe cards. However, the landscape of our industry is continually evolving as many schools are moving to new and emerging technologies, and are expanding related services on and off campus.

The marketplace is vibrant and open to new possibilities! If you are interested in reaching this market, there is no better place to do so than in the exhibit hall at the 27th Annual NACCU Conference.

The NACCU Exhibit Hall

The exhibit hall will be open for nearly six hours of exclusive, dedicated time, offering a good flow of attendee traffic.

NACCU exhibitors say that our attendees are very engaged and interested in what is available to them in our exhibit hall.

There are 70 booth spaces available in the exhibit hall for 2020. We will be holding breaks and prize drawings during exhibit hall hours to keep attendees in the exhibit hall to meet with you during open hours.

Average operating budget (not including salaries) of a NACCU member school:

$207,900

Range of reported budgets:

$7,500-$656,000

Median (and mode) operating budget:

$175,000

WOW!

Using the median budget to estimate potential buying power of NACCU members would mean

$75,250,000

among the 430 schools that were members last year.

* Source: NACCU Speedy Benchmark survey of NACCU members, August 2017
Updated October 2018
Booth Space Registration

Register for exhibit space at www.naccu.org/2020exhibitors

Initial booth reservation opportunities are offered to NACCU Corporate Members in priority order by membership level.

For assistance in completing your exhibit booth selection, please contact John Ogle at john@naccu.org.

Exhibitor Schedule*

MONDAY, APRIL 20, 2020
12:00PM – 6:00PM Exhibitor Move-In

TUESDAY, APRIL 21, 2020
8:00AM – 1:00PM Exhibitor Move-In
2:30PM – 5:30PM Exhibit Hall Opening with Break

WEDNESDAY, APRIL 22, 2020
8:00AM – 9:00AM Corporate Breakfast
9:15AM – 12:00PM Dedicated Exhibit Hall; Break/Drawings
12:00PM - 5:00PM Exhibit Hall Move Out

*Subject to change. Visit www.naccu.org/2020exhibitors for latest schedule information

Booth Rental Fee (per booth)

Gold Member $1,600
Silver Member $1,885
Bronze Member $1,960
Non-Member $2,895

All booth rentals include:

• 10’ x 10’ space with sides and back wall drape
• 7” x 44” company identification sign
• 24-hour security from move-in through breakdown
• Participant registration list one month before conference
• Conference program listing
• Two exhibit hall only passes (no access to meals, receptions, or educational programming)
• Final participant list one week after end of conference
Promotional Opportunities

Participation in our 27th Annual Conference is one of the most cost-effective methods for your company to connect with current and prospective customers.

Take advantage of this special opportunity to reach a group of professionals who manage areas related to identification and transactions at higher education institutions, including ID card production, campus banking, access control, parking, vending, laundry, off-campus merchant programs, printing, POS systems, event access, security, and more!

Advertise in the Conference Program

Exhibitors may purchase ad space in the conference program. As a membership benefit, Gold level members receive a complimentary full-page ad, and Silver level members receive a complimentary half-page ad.

Payment and artwork for advertisements are due by February 14, 2020. Contact Crystal at crystal@naccu.org for artwork specs and fees.

NACCU Website Advertising

Space is available to advertise on the NACCU website. Contact Crystal at crystal@naccu.org for more information.

Conference Sponsorship

There are many sponsorship opportunities in 2020 as well as our exciting Diamond Level sponsorship with expanded benefits!

Sponsorship is the most powerful tool available to you for maximizing visibility, and allows your company to help support the NACCU conference, programs, and new initiatives for our members.

Sponsors receive the following:

- Logo/URL link on the conference website
- Logo in the conference program
- Logo/URL link in mobile event app
- Logo displayed on the front of exhibit hall entrance
- Logo/company name included on sponsored event signage or on item sponsored
- Some sponsorships include speaking opportunities
- ...and more depending on specific sponsorship!

For more information regarding available sponsorships, please contact Dawn Thomas, Executive Director, at (602) 395-8989 or dawn@naccu.org.

NACCU Exhibit Hall Prize Giveaway

Create buzz for your company. Donate a prize to the NACCU exhibit hall giveaway! Prizes may be shipped to the NACCU Office or picked up from your booth in Austin. Contact Crystal at crystal@naccu.org to make arrangements by March 6, 2020.

In addition to our prize giveaway, you are welcome to hold prize drawings and special offers at your booth. Please review exhibitor policies and terms and conditions to ensure that your plans comply. Contact Crystal for assistance in promotion to attendees.

Exhibitor Visibility

- Exhibitors are listed in the conference program
- Logo, company name, and URL of exhibitors are published in the NACCU 2020 mobile app
- Exhibitors are listed on exhibit hall map sign at exhibit hall entrance.
- One month prior to the conference, exhibitors will receive an electronic file containing contact information for conference registrants to be used for pre-conference mailings. (Attendees have the option to opt-out of inclusion in this file.)
- Exhibitors are invited to submit articles, press releases, and case studies for publication on the NACCU website and social media channels prior to the conference. Contact Crystal at crystal@naccu.org for more details.

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NACCU in Austin

We are excited to bring the NACCU Annual Conference to Austin. The 27th Annual Conference will be held at the Renaissance Austin Hotel. Exhibit space, all events, and all educational sessions will be held on the property.

NACCU will be sending invitations to institutions and companies in the region. Encourage your clients to attend!

Hotel Reservations

Reserve rooms at https://naccu.org/page/2020hotel

General Services Contractor

The official service contractor for NACCU 2020 is appointed to oversee installation and removal of exhibits.

Travel and Shipping

NACCU 2020 exhibition setup begins on Monday, April 20, 2020. Exhibitors should make plans early to reserve hotel rooms and ship materials to the general services contractor. Additional information will be available in the packet sent to those who purchase booth space.

Exhibitor Meal Package

Exhibitors may purchase a meal package which includes breakfast, lunch, and beverage breaks on Monday, April 20, Tuesday, April 21, and Wednesday, April 22. The meal package does NOT include meals or events on Sunday, April 19, and it does NOT include the NACCU Closing Event on Wednesday, April 22. The cost of the meal package is $350 per person.

Event Tickets Available

For exhibitors who do not take advantage of full conference registration, individual guest tickets to the following events are available.

- Opening Reception - $50 per person
- Awards Luncheon - $50 per person
- NACCU Closing Event - $50 per person

Event tickets may be purchased prior to the conference or at the registration desk during the conference.

Exhibitor Badges

Complimentary exhibit hall-only access for two (2) company representatives to work your exhibit booth is included with each 10X10 booth purchased. Additional booth staff passes are available at $150 per person. Exhibitor badges grant access to the exhibit hall, but do not include conference meals and breaks, or opening and closing events.

Full Conference Registration

We encourage at least one person from each company to register and attend the full conference. This enables you to learn what is happening on campuses today and helps you prepare to meet the needs of this constantly changing marketplace.

Full conference registration is included in NACCU corporate membership:

- Gold level NACCU corporate membership includes FIVE full conference registrations
- Silver level NACCU corporate membership includes TWO full conference registrations
- Bronze level NACCU corporate membership includes ONE full conference registration

NACCU Business Manager Janice Weston will reach out with information on setting up these registrations.

For additional conference registrations, the Early Bird member registration fee is $825 through February 4, 2020. The regular registration rate is $925 and begins on February 5th.

The non-member registration fee is $1,125. Day Passes are offered at a member rate of $395 and non-member rate of $495.

Full registration includes:

- Keynote and general session presentations
- Educational sessions
- Breakfasts on Monday, Tuesday, and Wednesday
- Lunches on Monday, Tuesday, and Wednesday
- Beverage breaks
- Conference events, including the Opening Reception (Sunday), the Exhibit Hall Grand Opening (Tuesday), NACCU Fun Walk/Run, and NACCU Closing Event (Wednesday)
- A registration packet, which includes a conference program, and other materials
- The unique perspective of seeing the conference from the eyes of your current and potential customers
- The ability to engage and network with conference attendees during educational sessions and meals
Exhibitor Processes and Policies

Gold, Silver and Bronze Corporate Members are given **priority booth selection** (in that order) for the Annual Conference. Priority selection will occur before attendee online registration opens. General booth sales will commence when priority selection days are completed.

NACCU reserves the right to change a **space assignment** if it becomes necessary, in which case you will be notified immediately.

Full refunds will be given for cancellations received by **March 31, 2020**. NO REFUNDS will be given after this date or for no-shows. See Terms and Conditions for more details regarding cancellations.

Exhibit booths must be paid in full by **February 28, 2020** to be included in publication materials or promotions.


To be eligible for the member booth space rate, **attendees must be a member** in good standing at the time of the registration as well as at the time of attendance.

**No sharing** of a single booth is allowed at a NACCU conference or event. Only one member-brand may be promoted from a single booth. At least **two booths** must be purchased if more than one company is exhibiting/partnering/demonstrating products.

A corporate member may not provide any demonstration to school attendees of a product **outside the exhibit hall**.

Exhibitors may not schedule **other events** such as meetings, breakfasts, luncheons, dinners or receptions during **official NACCU program hours** or while the exhibits are open.

**Photography** (including any image collection process) or videotape of any product, material, or booth other than the exhibitor’s own is not permitted. Any photography in the exhibit hall must be pre-authorized by NACCU.

Terms and Conditions

**Exhibitor Terms and Conditions have been updated** for 2020. It is important that you read and understand these terms before applying to exhibit at NACCU 2020.

**Read the Terms and Conditions at:** [http://naccu.org/page/2020exhibitortandc](http://naccu.org/page/2020exhibitortandc)

You will be prompted to agree to the Terms and Conditions during the booth space registration process.

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**NACCU Membership**

Membership gives your company the opportunity to reach prospective and current clients beyond the conference!

The conference registration discount provided for members goes a long way toward offsetting the cost of a one-year membership in NACCU.

Join NACCU and receive all of the benefits of membership, including:

- Discounts and priority booth location choice at the conference
- Subscription(s) to CR80News and CARDtalk
- Access to institutional member Campus Profile data
- Access to The Vault online member resource libraries
- Company profile and link on NACCU member website
- Company press releases and news posted on the NACCU website and shared via social media

Visit [http://naccu.org/page/corpmembership](http://naccu.org/page/corpmembership) for a complete listing of benefits at each level of membership.