

**JUNE 3-5
PHOENIX, AZ**

VIRTUAL
JUNE 26-27

2024 NACE

NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS

Conference + Expo

**The Premier Career Services
& College Recruiting Experience**



PROSPECTUS naceweb.org/NACE24

2024
NACE
NATIONAL ASSOCIATION OF COLLEGES AND EMPLOYERS
Conference + Expo



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Who is NACE?

Established in 1956, the **National Association of Colleges and Employers (NACE)** is a professional association that connects nearly 17,000 college career services professionals, university relations and recruiting professionals, and the business solution providers that serve this community.

NACE is the leading source of information on the employment of the college educated, and forecasts hiring and trends in the job market; tracks starting salaries, recruiting and hiring practices, and student attitudes and outcomes; and identifies best practices and benchmarks.

NACE is the only national association that brings together professionals focused on early talent recruitment and higher education career outcomes.



38 Countries

50 States, the District of Columbia, Puerto Rico, and the U.S. Virgin Islands

NACE Membership

16,697 Membership

at 2,876 Organizations

College

12,159 Members
at 1,837 Colleges/Universities

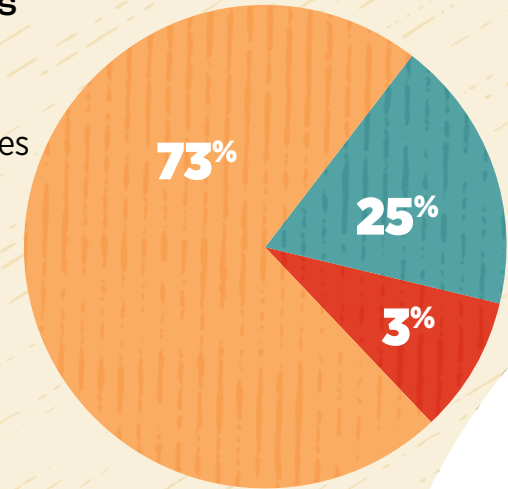
Employer

4,119 Members
at 866 Organizations

Business Affiliate

419 Members
at 173 Organizations

As of September 2023



Social Media Followers



8,630



32,588



1,359



14,497

NACE23 Attendee Highlights

NACE23 In Person

3 days

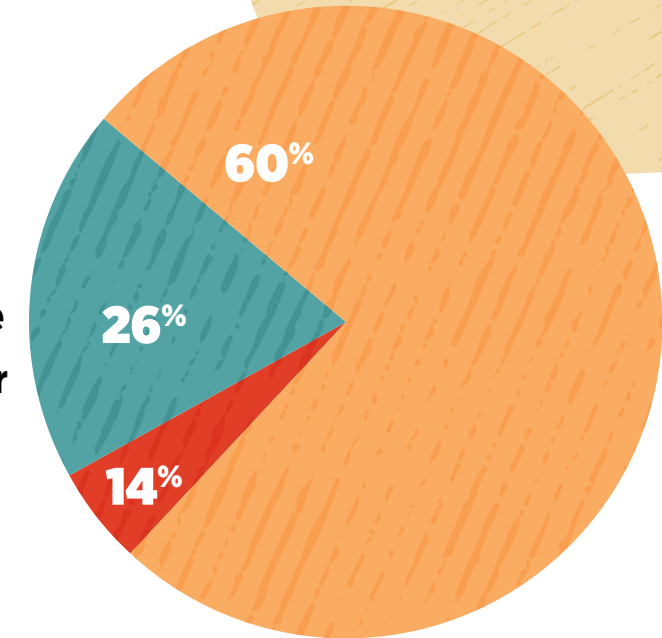
100+
Concurrent
Sessions

2,355:
Total Attendees

“**NACE never disappoints.** The connections, relationships, and best practices have been integral to the success of our business career programs.”

NACE23 Attendees

- 1,405 College
- 622 Employer
- 328 Other



90% of attendees would recommend the NACE Conference & Expo to colleagues

“I came to NACE for the first time in 2023. **This was the best experience of my career.** Networking, education, and an expo all in one.”

Thank You To Our NACE23 Sponsors!



Why Sponsor at NACE24?

NACE24 is uniquely poised to give you access to director level professionals in the higher education and early talent recruiting industry.

Gain access to key decision makers in the higher-ed and early talent recruiting industry.

- **ACCESS**

the right individuals working in higher education and the corporate sector. You'll gain access to professionals working as: Directors of Career Services, University Recruiting Relations, and other key decision makers in higher education and corporate recruiting. NACE24 provides the platform to engage with your target audience and meet face to face with key decision makers.

- **STRENGTHEN**

your brand awareness and name recognition, your ability to make new meaningful connections, and your relationship with current clients. Reinforce your position in the market by demonstrating product solutions and services.

- **ALIGN**

with the association driving the conversation on diverse and inclusive hiring practices. NACE24 provides your organization with an opportunity to showcase your product and solutions and gain credibility with our attendees, while also providing premier professional development for your staff.

44% of NACE23 Attendees were Director-level or above.

NACE24 Sponsorship Levels

	Diamond	Platinum	Gold	Silver
Benefits by Level	\$20,000 or more	\$15,000 to \$19,999	\$10,000 to \$14,999	\$5,000 to \$9,999
Complimentary, full-conference registrations	4	3	2	1
Discount on 10' x 10' Exhibit Booth	Complimentary	\$500 discount	\$200 discount	
Exclusive Tickets to the VIP Leadership Reception with NACE Board Members	✓	✓		
Logo on NACE24 Mobile App	✓	✓	✓	
Featured Sponsor Logo on NACE24 homepage	✓	✓		
Logo on NACE24 sponsor page of website	✓	✓	✓	✓
Logo recognition during all conference general sessions	✓	✓	✓	✓
Give away a branded item at your sponsored event (sponsor provided)	✓	✓	✓	✓
Use of the NACE24 Sponsor Logo	✓	✓	✓	✓
Social Media Assets Kit	✓	✓	✓	✓

**If applicable to your sponsorship package*

Important Dates

February 23, 2024.....Early-bird for exhibit booth registration ends

March 1, 2024Early-bird for attendee registration ends

April 12, 2024 Sponsorship sales close

May 3, 2024 Exhibitor sales close

NACE24 Sponsorship Opportunities

\$20,000
or more

- **Evening Reception** Exclusive sponsor of the closing celebration hosted at **The Duce, Phoenix** warehouse district's most unique event and entertainment venue. This is the most anticipated social and networking event of the conference!

Includes sponsor logo on all closing reception promotions, onsite signage, branded napkins, branded specialty cocktail, your choice of game (Ping-Pong, Shuffleboard, Corn-Hole, Foosball, or Connect Four) and an invite-only VIP lounge.

\$15,000
to \$19,999

- **Main Stage and Featured Speaker (Monday)** Includes sponsor logo on the featured speaker page, all session promotions, onsite signage, and a speaking opportunity or video at the start of the general session on the main stage.
- **Main Stage Mega Session (Tuesday)** Includes sponsor logo on all session promotions, onsite signage, and a speaking opportunity or video at the start of the general session on the main stage.
- **Opening Reception** Includes full branding at our well-attended, conference kickoff celebration with logo on onsite signage and cocktail napkins.
- **NACE24 Mobile App** Includes sponsor logo on the splash screen and banner ad within the Mobile App and onsite signage reminding attendees to download the app to navigate their week.
- **Photo Booth** Includes the photo booth in a highly trafficked area with a large backdrop with sponsor and NACE24 logos.
- **Attendee Bags** Includes sponsor and NACE24 logos on attendee tote bag.
- **Keycards** Includes designed keycard with sponsor logo and NACE24 design for the two main conference hotels (3,500 keycards for approximately 1,750 attendees).



NACE24 Sponsorship Opportunities continued

\$12,500

- **Main Stage and Featured Speaker (Wednesday)** Includes sponsor logo on the featured speaker page, all session promotions, onsite signage, and a speaking opportunity or video at the start of the general session.
- **Let's Do Lunch—Career Services Leaders** Includes a lunch and learn style presentation by your organization for up to 50 career services professionals. NACE will promote this event on your behalf to registered attendees.
- **Let's Do Lunch—University Relations Recruiting** Includes a lunch and learn style presentation by your organization for up to 50 university relations professionals. NACE will promote this event on your behalf to registered attendees.
- **Let's Do Lunch—Who's Your Target Audience?** Includes a lunch and learn style presentation by your organization for up to 50 professionals from your specific targeted audience. NACE will promote this event on your behalf to registered attendees. Contact us to discuss your options.
- **NACE24+ On-Demand: New for this year!** The NACE24 concurrent sessions will be available on-demand after the live meeting in Phoenix. Includes sponsor logo for all product promotions and on the product within the NACE Learning Platform, as well as a special discount code named after the sponsor's organization (character limits apply) for NACE24 attendees.
- **Device Charging Lounge** Includes sponsor logo on device charging tables located in the busy Expo Hall and onsite signage surrounding the lounge.
- **Headshot Station** Includes sponsor logo on onsite signage at the headshot station where attendees can receive a free professional headshot.
- **Coffee Mug** Includes sponsor and NACE24 logos on attendee coffee mug.

\$10,000

- **First Timers' Session** Sponsor one of the most well-attended sessions of the conference! Includes speaking opportunity at the start of the session, branding outside the room, and table tents.
- **Attendee Lunch (Tuesday)** Includes company branding at all buffets and table tents throughout the seating area. It also includes signage near the buffet lines.
- **Attendee Lunch (Wednesday)** Includes company branding at all buffets and table tents throughout the seating area. It also includes signage near the buffet lines.
- **Kickoff Networking Celebration** Help welcome our attendees after they register. Includes company signage at the event, DJ, and snacks for guests. Opportunity to have representatives at event and to give away sponsor-provided branded products.
- **Wellness Challenge App** Includes sponsor logo on app, Wellness Challenge leaderboard, and signage throughout the conference. Opportunity to provide a branded item or prizes to encourage attendees to stay active.
- **Notebook with Pen** Includes sponsor and NACE24 logos on attendee notebook.
- **USB Flash Drive** Includes sponsor and NACE24 logos on attendee USB flash drive.

NACE24 Sponsorship Opportunities continued

\$7,500

- **Yoga** Includes sponsor branding at the event and an opportunity to provide sponsor-branded items to attendees. Sponsor name included in schedule and in mobile app. Verbal recognition at the beginning of yoga session.
- **Speed Networking** Includes branding outside of the room and a brief introduction from the sponsor. Opportunity to help facilitate the event.
- **Concurrent Session Tracks** Includes branding outside the rooms at all concurrent sessions within the track. Opportunity to select track:
 - *Advancing Inclusion and Belonging*
 - *Advancing the Professions*
 - *Developing a Career-Ready Workforce*
 - *Developing, Supporting, and Recruiting a Diverse Workforce*
 - *Measuring Impact and Outcomes Through Data Analytics and Assessment*
 - *Strategies for Career Services*
 - *Strategies for Talent Acquisition*
- **Morning Beverage Breaks** Sponsor the afternoon pick-me-up! Includes company branding at all coffee stations and coffee sleeves with sponsor logo.
- **NACE Award Winners Recognition** Includes verbal thank you and company logo on screen during NACE Award presentations during general sessions. Company logo on digital NACE Awards Program and sponsor recognition in the NACE Journal.
- **NACE Affinity Group Meet-Ups** Includes branding on session signage outside of all meet-up rooms (17 Affinity Groups).
- **Badge Holders** Includes sponsor logo on all attendee badge holders.
- **Lip Balm** Includes sponsor logo on lip balms for attendees.
- **Hand Sanitizers** Includes sponsor logo on attendee hand sanitizers.

\$5,000

- **VIP Leadership Reception** Includes branding on signage at entrance of the event and cocktail bars. Attendees include board members, NACE senior leadership, and key volunteers.
- **Messages from NACE24** Attendees will share their expectations and goals for NACE24 on meter boards around the convention center. Includes sponsor logo on six meter boards as well as branded sharpies.
- **SMARTtalks** Includes company branding on signage at one hour worth of sessions (3 in total). SMARTtalks are 20-minute TEDx presentation-style sessions for thought-provoking content focused on trends, hot topics, new ideas, and/or experimentation.
- **Conference Evaluations** Includes company logo on conference evaluations for the in-person and virtual conference. Also includes company logo in the NACE24 Mobile App, evaluation communications in general sessions and onsite, and a post-event email reminding attendees to participate in the survey.
- **Luggage Check and Tags** Includes sponsor logo on signage near baggage check and on luggage tags.
- **Pens** Includes sponsor logo on attendee pens.
- **Chip Clip** Includes sponsor logo on attendee chip clip.

NACE24 Exhibit

Top 3 Reasons Attendees Visit the Expo Hall:

1. To learn about new products or services
2. To connect with a vendor whose product you currently use
3. To compare products or services of interest

93% of the Attendees Visted the Expo Hall

Expo Hall Booths	Early-Bird Rate <i>Ends on Ends February 23, 2024</i>		Standard Rate <i>Begins February 24, 2024</i>	
	Member	Nonmember	Member	Nonmember
Standard Inline 10' X 10' Booth	\$2,595	\$3,095	\$2,795	\$3,295
Premium Corner 10' X 10' Booth	\$2,995	\$3,495	\$3,195	\$3,695

Exhibitor Benefits:

- **One complimentary, full-conference registration** includes access to all concurrent, general, and networking sessions; and all food functions.
- **Two booth-personnel registrations** includes access to the Expo Hall only. Booth personnel are welcome at the opening reception, beverage breaks, and lunches served in the Expo Hall.
- **Complimentary listing** on the NACE24 Website and Mobile App, Expo Hall Preview, and Attendee Custom Exhibitor list
- **24-hour professional security** of the exhibit area. Individual booths and materials contained within exhibit booths are the responsibility of the exhibitor.
- **One 7' x 44'** identification sign

[View Floor Plan](#)

10' x 10' booth includes:

- One 8' back drape
 - Two 3' side drapes
 - One 6' draped table
 - Two chairs
 - One trash can

Audiovisual, electric, internet, additional tables and chairs, and other services are provided for an additional charge. Exhibitors may view available options in the NACE24 Exhibitor Kit in March 2024. It is the exhibitor's responsibility to place their orders directly with GES, the official decorator of NACE24.

NACE24 Exhibit continued

Your buyers are here. You should be too!

NACE24 will attract more than **2,500** highly engaged, career services and recruiting professionals.

Marketplace Solutions Looking to lead a session of your own? Marketplace Solutions are 60-minute presentations held during conference concurrent sessions. These sponsorships give you the opportunity to give attendees an in-depth look at how your product works and how it can benefit their business. Attendees love it when our Marketplace Solutions offer real-life success stories from satisfied customers who have implemented your solution and experienced significant improvements in their work.

Live Product Showcases Highlight your business solutions or update attendees on what is new with your brand during a 20-minute session. Product showcases will be held in a prime location near the exhibit hall and allow you to actively engage with a captive audience.

Drink Tickets A great way to thank potential leads is with a drink on you! Attract attendees and strengthen relationships by offering drink tickets to the Opening or Closing receptions. By visiting your booth, attendees will receive a ticket for a drink at either the Opening or Closing reception (exhibitors' choice). Includes 100 drink tickets and a push notification in the NACE24 Mobile App.

Digital Signage Don't leave attendees guessing how to find you! Add on a digital sign to promote your booth number and increase your brand exposure. Specification 1920w x 1080h. *Artwork must be submitted in JPEG format.*

NACE cannot guarantee the number of attendees and does not imply an endorsement of your product or service. Speaking engagements are available on a first-come, first-served basis. Schedule subject to change.

Exhibitor Traffic Drivers

Add these enhancements to your exhibit booth. NACE will promote all these events prior to the conference and onsite.

Exhibitor Enhancements	Member	Nonmember	Spots Available
Marketplace Solutions (60 minute sessions)	\$4,000	\$4,500	6
Live Product Showcase (20 minutes)	\$1,000	\$1,500	12
Drink Tickets (100 tickets)	\$4,000	\$4,500	3
Digital Signage (per sign, per day)	\$500	\$750	14
Digital Signage (multi day)	\$1,250	\$1,500	•

NACE24 Virtual Opportunities

2 days

20+ Concurrent Sessions

Marketplace Solutions Looking to lead a session of your own? Marketplace Solutions are 60-minute presentations held during conference concurrent sessions. These sponsorships give you the opportunity to give attendees an in-depth look at how your product works and how it can benefit their business.

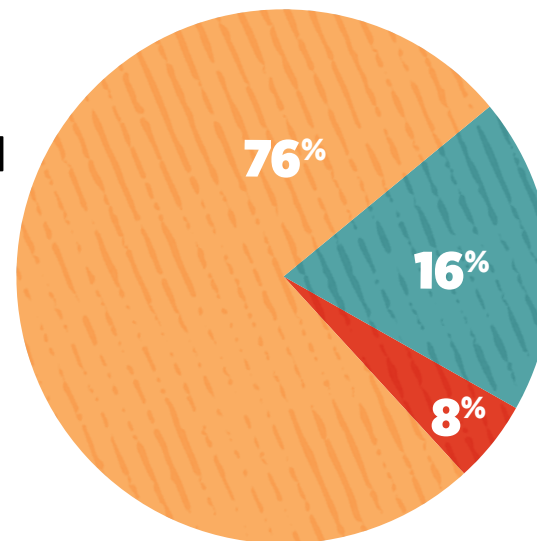
Live Product Showcases Highlight your business solutions or update attendees on what is new with your brand during a 20-minute session.

Exhibitor Speaking Engagements

Engagements	Member	Nonmember
Marketplace Solutions (60 minute sessions)	\$1,500	\$2,000
Live Product Showcase (20 minutes)	\$750	\$1,000

NACE23 Virtual Attendees

- 1,026 College
- 199 Employer
- 110 Other



Digital Advertising

\$5,000

Attendee Package Logo in the confirmation email and banner ads on the Attendee News landing page and in the attendee newsletters.

Spots available: 1

Plan Your Trip Package Banner ads on the Locations & Travel, Schedule, and FAQ microsite pages.

Spots available: 1

\$500 (per sign, per day)

Digital Signage Rotating digital ad in the Phoenix Convention Center runs from Monday through Wednesday.

Spots available: 14

The **National Association of Colleges and Employers (NACE)** believes in a world that is inclusive in approach and where equal opportunities and equitable outcomes exist for all. Read NACE's Diversity, Equity, and Inclusion Statement at naceweb.org/dei-statement.

NACE is uniquely focused on the career readiness of college graduates, is the leading source of information on the employment of the college educated and regularly tapped by national media for information and insight on related topics.

Our members include nearly 17,000 college career services professionals, college recruiting professionals, and business solution providers who serve the higher education and campus recruiting community.

Learn more at naceweb.org/membership.

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