



Conference & Expo

June 7–10, 2016 • Chicago

LIMITLESS

POSSIBILITIES



National Association of
Colleges and Employers

62 Highland Avenue 610.868.1421
Bethlehem, PA 18017 naceweb.org



Conference & Expo

June 7–10, 2016 • Chicago

The NACE Conference & Expo is the premier professional development and networking event of the year!

- ▶ Reach your target audience.
- ▶ Meet with key decision-makers face-to-face.
- ▶ Make valuable contacts.
- ▶ Build your brand and name recognition.
- ▶ Demonstrate your products and services.

This Exhibitor Prospectus offers details about your attendees, your booth options, and new opportunities to brand your organization among 2016 Conference & Expo attendees!



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▶ Learn More About
Expo Opportunities!

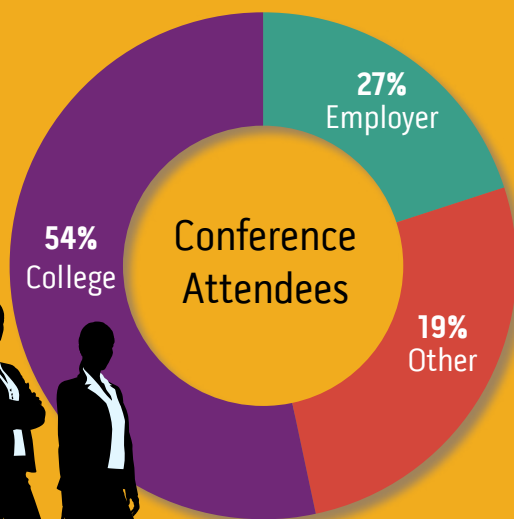
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Who Attends the Conference?

NACE 2015
Conference & Expo
Total Attendance

2,166



1,160 Career Services Professionals representing four-year public and private colleges and universities, two-year public and private colleges, public and private graduate schools, online colleges, and other types of colleges.

419 » presidents, directors, deans, executive directors, senior directors, vice presidents

167 » assistant deans, assistant directors, senior assistant directors

180 » associate directors, associate vice presidents, associate provosts

76 » managers, program managers, senior managers, managers of career services

313 » coordinators, counselors, advisors, and other staff



578 University Relations & Recruiting Professionals representing a wide variety of industries, including chemical manufacturing, computer and electronics manufacturing, engineering services, finance, insurance, and real estate, food and beverage manufacturing, government, oil and gas extraction, recreation and hospitality, information management, and utilities.

83 » directors, vice presidents, partners, associate directors

232 » managers, leads

233 » recruiters, specialists, analysts, etc.

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Why Do Attendees Visit the Expo Hall?

Nearly

95%



visited the Expo Hall to

- Learn about new products/services that streamlined their work.
- Connect with a specific exhibitor.
- Learn from exhibitor demonstrations of products/services.
- Look for a variety of solutions to issues, so they can compare products/services.
- Find tools and resources to aid/supplement limited staff.
- Have face-to-face interaction with exhibitors so that they can get to know you and your organization.
- Network with colleagues and to get product recommendations.
- Find tools to help with regular events (i.e., career fairs, on-campus interviewing, career assessment).

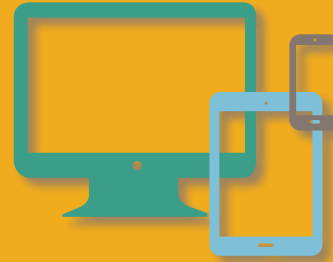
Of those

50%

said that they were likely to contact an exhibitor in the next 90 days.

Source: NACE 2015 Conference Evaluations

What Do Attendees Want?



TECHNOLOGY

- Applicant and data tracking systems
- Online portfolios
- Scheduling software
- Webinar providers
- Event management
- Online career counseling tools
- Virtual recruiting
- Project management software
- Assessment tools
- Analytic tools
- Internal survey tools

RESOURCES

- Consultants to university relations and recruiting programs
- Books/curriculum for career courses
- Organizations representing potential keynote/motivating speakers for events
- Book vendors, publishers, authors
- Assessment tools
- Marketing/promotional vendors
- Professional development and certification programs/providers
- Resources for students, (i.e., interviewing and job-search tips)
- Professional organizations, including national organizations with student chapters, student organizations, and organizations focused on diversity



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Facts You Can Use!

FACT 1: 90% of career services offices offer career fairs; 52% offer specialized career fairs.

WHAT IT MEANS TO YOU

Career services attendees are looking for demonstrations of effective scheduling and event management tools — and analytic tools for after-fair assessment.

FACT 2: Career fairs and on-campus recruiting comprise 75% of an employer's recruiting budget. Career fairs and on-campus recruiting are rated highest in effectiveness for recruiting interns and co-ops.

WHAT IT MEANS TO YOU

Employers come to your table seeking new ideas for on-campus branding and inbound marketing and survey tools to help them analyze their recruiting campaigns.



FACT 3: 98% of career services offices support an online job posting system.

WHAT IT MEANS TO YOU

Career services staff want to compare job posting systems. They want to see what's new on the market and get a demonstration of your system.

FACT 4: Career assessment tools are commonly offered in the career center.

WHAT IT MEANS TO YOU

Career services practitioners are looking for quality career assessment tools that will allow them to work with students to help them in their career development goals.

FACT 5: 25% of employers use video interviewing and that number is growing.

WHAT IT MEANS TO YOU

Employers want to compare their present video interviewing system with the newest technology in the market and with the systems their competitors are using.



FACT 6: Students cite employers' websites as the top resource for gathering information on potential employers.

WHAT IT MEANS TO YOU

Employers will come to you looking for the latest information and ideas on inbound marketing in order to lead potential candidates to seek out their websites and follow through by submitting applications. Recruiters want applicant tracking and data systems that will help them follow up with promising leads and help them contact potential new recruits.

FACT 7: 75% of employers have a university relations and recruiting department.

WHAT IT MEANS TO YOU

University relations and recruiting attendees are looking for a wide variety of solutions to everyday issues and tasks. They're looking at scheduling software, applicant tracking software, apps that help them stay in touch with new hires, and inbound marketing programs that recruit interns and full-time employees. This is your chance to sell solutions that streamline tasks for busy recruiting staff.

FACT 8: Students outnumber career services staff 2,370 to 1.

WHAT IT MEANS TO YOU

Career services staff need help to balance staff time with demand for services. They talk among themselves — and they want to talk to you — about webinar providers, scheduling software, online career counseling tools, curriculum for career courses, connections with professional/student organizations, and assessment tools to help meet the demands on the career services office.

FACT 9: 75% of employers have active diversity recruitment programs; 67% of diversity-oriented employers are focusing on military veterans.

WHAT IT MEANS TO YOU

An increasing number of employers are making diversity, including the recruitment of former military personnel, part of their recruiting program. Products and services geared to recruiting specific populations, professional organizations and schools representing these populations, and organizations focused on diversity will be top of the list of attendee needs.



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Important Dates

PRECONFERENCE DATES & DEADLINES

NOVEMBER 2015

- ▶ Booth Registration Opens

JANUARY 18, 2016

- ▶ Last Day for Discounted Rates on Booths!

MARCH 2016

- ▶ Deadline for Submitting Company Description and Links for Inclusion in the Program and Online Listing
- ▶ Exhibitor Kit Is Sent Via E-mail

APRIL 2016

- ▶ Register Your Staff!

MAY 2016

- ▶ Expo Preview Is Distributed to All Conference Registrants
- ▶ GES Orders Due
- ▶ App Available

RESERVE YOUR BOOTH BY
JANUARY 18, 2016 & SAVE!



EXHIBITOR CONFERENCE SCHEDULE

TUESDAY, JUNE 7, 2016

- Noon – 6 p.m. Exhibitor Registration/Move In
- 7:30 – 9 p.m. Opening Networking Reception in Expo Hall

WEDNESDAY, JUNE 8, 2016

- 8 a.m. – 4 p.m. Expo Hall Open
- 8 – 9:15 a.m. Breakfast in the Expo Hall
- 10 – 10:45 a.m. Morning Break in the Expo Hall
- 11:30 a.m. – 1:30 p.m. Lunch in the Expo Hall
- 2:30 – 3:15 p.m. Afternoon Break in the Expo Hall

THURSDAY, JUNE 9, 2016

- 8 a.m. – 2 p.m. Expo Hall Open
- 7:30 – 8:15 a.m. Breakfast in the Expo Hall
- 9:45 – 10:45 a.m. Morning Break in the Expo Hall
- 11:45 a.m. – 1:30 p.m. Lunch in the Expo Hall
- 2 p.m. Expo Hall Closes
- 2 – 6 p.m. Exhibitor Move Out

Schedule subject to change.

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Location, Location, Location!

FACE-TO-FACE

NACE drives traffic to your booth by strategically scheduling key events in the **Expo Hall**. Meet, greet, and mingle with your customers at the **Opening Night Reception**, held in the Expo Hall, and connect with your target audience during breakfast, breaks, and lunch.

PRINT & DIGITAL

NACE also ensures your customers and potential clients are aware of your presence by including a list of exhibitors in key conference communications – **Registration Brochure, Conference Program, Conference App, Web Listings, and more!**

Plus, exhibiting NACE members enjoy a highlighted listing in the **NACE Buyers Guide!**

REGISTER YOUR BOOTH NOW!

Register for your booth by **January 18, 2016**, and **Save \$200** off the regular booth rate!

You'll also be eligible to choose prime spots, and ensure you are listed in early conference communications.

Expo Booth Information

	Member	Nonmember
Standard Inline 10' x 10' Booth		
Through 1/18/2016	\$2,195	\$2,395
After 1/18/2016	\$2,395	\$2,595
Premium Corner 10' x 10' Booth		
Through 1/18/2016	\$2,395	\$2,595
After 1/18/2016	\$2,595	\$2,795



10' x 10' Booth Includes:

- One complimentary full-conference registration. (Includes conference materials, 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, breaks, and breakfasts served in the Expo Hall.)
- An 8' back drape; 3' side drapes; one 6' draped table; two chairs; and one trash can.

All Exhibitors Receive:

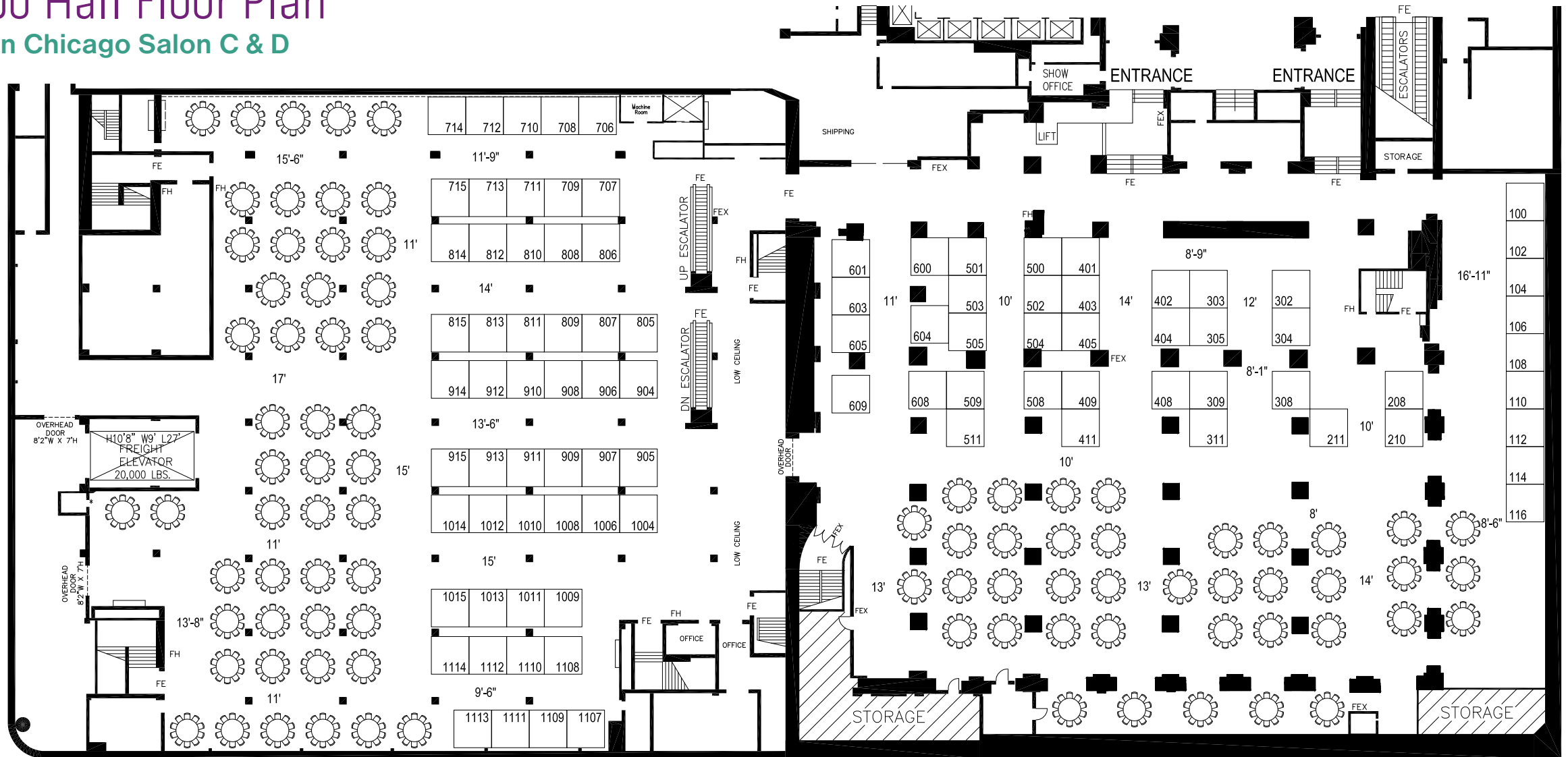
- One 7" x 44" identification sign.
- Professional, 24-hour security of the exhibit area. (Individual booths and materials contained within exhibit booths are the responsibility of the exhibitor.)
- Complimentary listing on the NACE 2016 Conference & Expo website and in the conference program.
- Complimentary listing in the NACE Expo Preview.

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Expo Hall Floor Plan

Hilton Chicago Salon C & D



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Booth Reservation Form

CONTACT INFORMATION (All information is required.)

Organization: _____

Street Address: _____

City: _____ State: _____ Zip _____

Contact Person*: _____ Title: _____

Organization (if different): _____ Phone: _____

E-mail: _____

*Contact person is responsible for submitting all required information and will receive all communications from NACE regarding the exhibit.

BOOTH SPACE

Standard Inline 10' x 10' Booth

Through 1/18/2016: \$2,195 (member) / \$2,395 (nonmember)

After 1/18/2016: \$2,395 (member) / \$2,595 (nonmember) \$ _____

Premium Corner 10' x 10' Booth

Through 1/18/2016: \$2,395 (member) / \$2,595 (nonmember)

After 1/18/2016: \$2,595 (member) / \$2,795 (nonmember) \$ _____

Total: \$ _____

BOOTH LOCATION

Fill in desired booth number(s):

1: _____ 2: _____ 3: _____

Booths are reserved on a first-come, first-served basis. If your selections have already been taken, NACE will contact you with additional choices available. (Please check [the conference website](#) for most current listing of available booth locations.)

PAYMENT OPTIONS

Payment must accompany registration.
(NACE FEIN #23-1270546)

Check enclosed (Payable to *National Association of Colleges and Employers*. U.S. funds drawn only on a U.S. bank.)

Total Enclosed: \$ _____

Charge to: VISA MasterCard AMEX Discover

Card No.: _____

CVV Code* _____ Expiration Date: _____

*For Visa, MasterCard, and Discover cards, the card code is the last 3 digit number located on the back of your card or above your signature line. For an American Express card, it is the 4 digits on the FRONT above the end of your card number.

Name as it appears on card: _____

Signature: _____ Total Charged: \$ _____

By my signature, I authorize the use of my credit card to pay the total charge listed above.

RETURN CONTRACT AND PAYMENT TO:

MAIL: NACE, 62 Highland Ave.,
Bethlehem, PA 18017
ATTN: Maria Kaczmar
FAX: 610.868.0208, ATTN: Maria Kaczmar

QUESTIONS?

Contact Maria Kaczmar at 610.625.1055 or
e-mail mkaczmar@nacdeweb.org.



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CONTRACT AGREEMENT

It is understood that this application will become a binding contract for space and services at the NACE 2016 Conference & Expo, scheduled June 7–10, 2016, at the Hilton Chicago, Chicago, Illinois, upon acceptance of the application by NACE. The Exhibitor agrees to the terms, conditions, rules, and regulations contained herein, as well as within the Exhibitor Prospectus. The application will be returned if not properly signed.

Authorized Signature

Title

Date

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Terms & Conditions

Eligible Exhibits

The National Association of Colleges and Employers (NACE) reserves the sole right to determine the eligibility of any company, product, or service to exhibit in the exposition, and further reserves the right to reject any application.

Limitation of Exhibits

NACE reserves the right to stop or remove from the exposition any exhibitor (or any agent, employee, or representative thereof) performing an act or practices, including but not limited to any displays, presentations, or demonstrations, which NACE finds objectionable, violates the Terms and Conditions, or detracts from the dignity of the event. In the event NACE removes or stops an exhibit or demonstration, exhibitor shall not be entitled to a refund of exhibit fees or any other cost incurred by the exhibitor. A company's participation in the exposition does not reflect a product endorsement by NACE. The exhibitor may not make any statements in print, orally, or electronically that state or imply such endorsement.

Booth Specifications

Booths consisting of 10' x 10' inline or corner space must not exceed a height of 8 feet. Exceptions may be granted where the booth(s) are located along perimeter walls. No walls, partitions, paintings, decorations, or other obstructions may be erected which will in any way interfere with the view of any other exhibitor. Exhibitors are required to submit their plan to NACE in writing thirty (30) days in advance of the exhibition for approval by NACE if such plans include the use of unusual effects or methods of production presentation. Exhibitors are required to ensure that their displays do not have a negative impact on the show environment through excessive noise, heat, light, etc.

Payment Terms

All applications for exhibit space must be accompanied by full payment. All requests for cancellations must be in writing and sent to NACE, 62 Highland Ave., Bethlehem, PA 18017, ATTN: Maria Kaczmar. Fifty percent of the total booth cost will be refunded for all cancellations received on or before February 29, 2016. No refunds will be provided by NACE after that date. NACE reserves the right to deny exhibit space to companies that have overdue account balances with NACE. Exhibit space assignments are made on a first-come, first-served basis after sponsor and past exhibitors have made their selections. NACE reserves the right to alter an exhibitor's assigned space if it is deemed necessary in the best interests of the exposition.

Limitation of Liability

Exhibitor shall make no claim of any kind against NACE, its agents, or employees; the hotel, or city and/or state wherein the exposition is held for any loss, damage, theft, or destruction of goods; nor for any injury that may occur to itself or its employees while in the Exhibit Hall; nor any damage of any nature or character whatsoever, and without limiting the foregoing, including any damage to its business by reason of the failure to provide space for an exhibit or removal of the exhibit or for any action of NACE or its participants, agents, or employees in relation to the exhibit or exhibitor.

Indemnification by Exhibitor

Exhibitor shall be solely responsible to its agents and employees and to all third persons, including invitees and the public for all claims, liabilities, actions, costs, damages, and expenses arising out of or relating to the custody, possession, operation, maintenance, or control of the leased space or exhibit, for negligence or otherwise relating there to. Exhibitor shall indemnify, defend, and hold harmless NACE and the Hilton Chicago for all liability related to exhibitors' exhibit or any act or omission of exhibitor or any of its employees or agents; including accident or injury to invitees, guests, exhibitors, their agents, and employees and including loss or damage to personal property. Exhibitor agrees to keep harmless NACE, and the Exhibit Hall and/or hotel, from any and all costs arising from fees incurred under the copyright law regarding the liabilities of playing recorded and/or live music in the exhibit area at any time during the NACE Conference.

Insurance

Exhibitors must make provisions for safeguarding their display and property at all times. Exhibitor acknowledges that NACE and the Hilton Chicago do not maintain insurance covering the exhibitor's property and that it is the sole responsibility of the exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. All exhibitors are required to carry commercial general liability insurance with a combined single limit for personal injury and property damage of \$1,000,000 per occurrence and \$2,000,000 in the aggregate. A copy of the exhibitor certificate of insurance confirming these amounts and naming NACE as an additional insured on the insurance certificate is required and must be provided to NACE upon request.

Fire Department and Other Regulations

Fire department and other regulations must be observed. Display and packing material must be flame retardant. Electrical equipment must be UL approved and must be wired by a licensed electrician.

Photography and Videotaping

The taking of photographs or video, other than by the official NACE photographer/videographer, is expressly forbidden.

Listing and Promotional Materials

By exhibiting at the exposition, exhibitor grants NACE a full paid, perpetual, nonexclusive license to use, display, and reproduce the name of the exhibitor in any directory or list of the conference exhibitors and to use such names in promotional materials. NACE shall not be liable for any errors in any listing or for omitting exhibitor from any directory or listing pertaining to the conference.

Use of the Association Name, Logo, or Acronym

Exhibitors may state in advertising promotions that they will be exhibiting at the NACE 2016 Conference & Expo solely with the prior written approval of NACE. Any additional use of the NACE name, logo, or acronym is strictly prohibited. Exhibitors not complying with this policy will be asked to remove any mention of NACE from their materials; failure to do so could be considered an infringement on NACE's trademarked name. If you have any questions about using NACE copyrighted or trademarked materials, contact Claudia Allen at callen@naceweb.org for a determination.

Music

Live music will not be permitted in the Exhibit Hall by exhibitor during the course of this conference. Each Exhibitor assumes sole responsibility for reporting to Broadcast Music, Inc. (BMI) any recorded music which is used for background or foreground music, or as part of audio presentations, etc., which includes, but is not limited to, records, tapes, CDs, broadcasts, satellite signals, and/or cablecasts. This responsibility extends to the payment to BMI by exhibitor of any applicable fees resulting from such presentations.

Exhibit Space

Subleasing and sharing of exhibit space is strictly prohibited. All signs, displays, and products in a booth must be related to the exhibitor's company. Sales of products or samples is strictly prohibited on the show floor. Contracts and orders may be written for future delivery of products and services.

Damage to Property

Any damage, including but not limited to damage to the hotel, exhibit hall or exhibit area, caused by an exhibitor will be paid for by that exhibitor. Exhibitors are prohibited from painting, taping, nailing, screwing, drilling, or tacking anything to the walls, columns, floor, or ceiling of the building; adjoining displays; or the official contractor's display material.

Food and Beverages

Food and beverages must be purchased from the official concessionaire, unless incident to exhibitor's product line with written approval of the official concessionaire. All arrangements for food and beverage for special needs over and above the planned functions must be made with the catering department.

Labor and Contractors

Exhibitors that plan to use outside contractors must notify NACE in writing 60 days prior to the exposition. NACE reserves the right to contact such contractors and deny an Exhibitor entrance based upon the use of an outside contractor. Outside contractors are required to supply verification of liability insurance coverage. All labor must have local union clearance.

Exposition Location Rules

Exhibitor shall adhere to and not cause any violation of the rules and regulations of the exposition property owner. Soliciting outside the confines of the Exhibitor's assigned space is prohibited. NACE reserves the right to distribute any conference materials and NACE information to all attendees and exhibitors in the exhibit hall.

Prize Drawings

Exhibitors may hold drawings for prizes in their individual booths, except if they conflict in any way with the conference, exhibit, or local laws. If exhibitor intends to use a drawing, it must notify NACE in writing thirty (30) days prior to the event. NACE reserves the right to deny the use of such drawings. Competitive events including but not limited to meetings, social functions, forums, sessions, off site events, or scheduling attendee transportation which overlap or conflict with any scheduled conference or exposition event is strictly prohibited. Violation of this clause may result in expulsion from the exhibit hall and/or exclusion of the organization from exhibiting at future conferences at the discretion of NACE.

Exhibitor Registration

The total number of exhibiting company's staff in one 10' x 10' booth is limited to four. Installation, show, and dismantling hours and dates shall be those specified by NACE. Packing of exhibits prior to the close of the exposition is prohibited. Exhibitor shall be liable for all storage and handling charges for failure to remove exhibits by specified time and date.

Cancellation of Exposition

If NACE should be prevented from holding the exposition for any reason beyond NACE's control (such as, but not limited to, damage to building, riots, strikes breached by exposition location, acts of government, or acts of God), then NACE has the right to cancel the exposition or any part thereof, with no further liability to the Exhibitor other than a refund of exhibit fees less a proportionate share of the exposition cost incurred.

Not Assignable by Exhibitor

This Agreement may not be assigned by exhibitor without the written consent of NACE.

Governing Law and Jurisdiction

This Agreement shall be governed by, construed, and enforced in accordance with the laws of the Commonwealth of Pennsylvania. The parties recognize and accept that Northampton County, Pennsylvania and the United States District Court for the Eastern District of Pennsylvania shall have jurisdiction and venue for any disputes under this Agreement.

Merger Clause

The parties agree that this Agreement (and, any other Agreement referred to herein), contain the complete agreement between the parties and supersede any prior understandings, agreements, or representations by or between the parties, written or oral, which may have related to the subject matter hereof in any way.

Attorney's Fees

In the event of any dispute concerning this Agreement, the prevailing parties shall be entitled to reasonable attorney's fees.

Amendments to Terms and Conditions

NACE, at its discretion, may make reasonable changes, amendments, or additions to these Terms and Conditions. Any changes, amendments, or additions shall be binding on exhibitor.

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You'll Be in Good Company!

Special thanks to the organizations that exhibited at NACE 2015 Conference & Expo!

12Twenty
ACT, Inc.
AfterCollege, Inc.
American Institute for Economic Research (AIER)
American Institute of Certified Public Accountants
American Public University System
American Student Assistance
Athlete Network
Avature
Big Frey Promotional Products
Bloomberg Institute
Brazen Careerist
Bureau of Labor Statistics
Buzzfile
CPP, Inc.
CSO Research, Inc.
CampusTap
Campus Job
Candid Career Videos
Career Fair Plus
Career Opportunities for Students with Disabilities (COSD)
CareerBeam
CareerBuilder
CareerEco Virtual Events

CareerShift, LLC
CareerSpots
College Pro
College Recruiter
College Recruitment Media, Inc.
CollegeCareerSpeaker.com
CollegeNET
Colorado State University & CSU Ventures
Disney Campus Recruitment
Dream Careers Inc.
Evisors Inc.
Federal Aviation Administration
FirstJob.com
FOCUS 2
Forte Foundation
Fullbridge
Gapingvoid
Geographic Solutions
GiftedHire
Global Experiential Education City (GEEC)
GoinGlobal
GradConnections
Handshake
HireCanvas

IEEE Media Recruitment Services
internhousing.com
InternshipDesk
InterviewStream, Inc.
JayminSpeaks.com
JIST Career Solutions
Koru
LookSharp
MBA Focus
Montage
Mountbatten Institute
Mounza
Multi-Health Systems (MHS)
MyNetwork
Mytasca
NACElink CSM by Symplicity
National Retail Federation
OneStop by Symplicity
Onward
OptimalResume
Orbis Communications Inc.
Passport Career - Global Career Resources
PathSource
PayScale
PCI, LLC

Peace Corps
ProSky
Proximity Networks, LLC
Purple Briefcase, Inc.
Purposely
pymetrics
RECSOLU
Reflect by GMAC
Snagajob
SourceCast, Inc.
Southworth by Neenah Paper
TMP Worldwide
Transportation Security Administration (TSA/DHS)
TuaPath
U.S. Intelligence Community
uConnect
University Photo
Universum Global
UrbanBound
Vault
VMock, Inc.
WCN
WePow
Woofound Compass
Wynbi, Inc.

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National Association of Colleges and Employers

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Bethlehem, PA 18017

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The National Association of Colleges and Employers (NACE) connects campus recruiting and career services professionals, and provides best practices, trends, research, professional development, and conferences.

Established in 1956, NACE is the leading source of information on the employment of the college educated. The professional association connects more than 6,700 college career services professionals at nearly 2,000 colleges and universities nationwide, and more than 2,900 HR/staffing professionals focused on university relations and recruiting.

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