

**2017**  
**EXHIBITOR, SPONSORSHIP,**  
**ADVERTISING PROSPECTUS**

**2017**  
**NACE**  
conference+expo

**JUNE 6 – 9 • LAS VEGAS**

[naceweb.org/NACE17](http://naceweb.org/NACE17)



National Association  
of Colleges & Employers

62 Highland Avenue  
Bethlehem, PA 18017

610.868.1421  
[naceweb.org](http://naceweb.org)

# 2017 **NACE** conference+expo JUNE 6 – 9 • LAS VEGAS

The NACE Conference & Expo is the 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 prospectus offers details about conference attendees; exhibit hall, sponsorship, and advertising options; and new opportunities to brand your organization among 2017 NACE Conference & Expo attendees!



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## QUESTIONS?

Contact Ashley Kuback  
Business Development & Outreach Manager  
akuback@naceweb.org  
610.625.1020

# WHO ATTENDS THE CONFERENCE?

## TOTAL ATTENDANCE

NACE 2016  
Conference & Expo  
Total Attendance

# 2,337



### COLLEGES

**1,443 Career Services Professionals, Including:**

- 514 presidents, directors, deans, executive directors, senior directors, vice presidents
- 248 assistant deans, assistant directors, senior assistant directors
- 230 associate directors, associate vice presidents, associate provosts
- 87 managers, program managers, senior managers, managers of career services
- 363 coordinators, counselors, advisers, and other staff

### COLLEGE ATTENDEES BY TYPE OF SCHOOL

**1,443 Total College Attendees From 773 Organizations**

### COLLEGE ATTENDEES BY REGION

- Midwest—489 Attendees from 233 schools
- Northeast—282 Attendees from 164 schools
- South—383 Attendees from 212 schools
- West—242 Attendees from 131 schools



### EMPLOYERS

**690 University Relations & Recruiting Professionals, Including:**

- 127 directors, vice presidents, partners, associate directors
- 241 managers, leads
- 302 recruiters, specialists, analysts, etc.

### EMPLOYER ATTENDEES BY TYPE OF ORGANIZATION

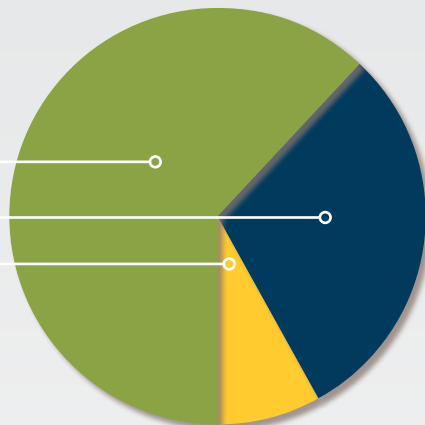
**690 Total Employer Attendees From 326 Organizations**

### EMPLOYER ATTENDEES BY REGION

- Midwest—187 Attendees from 104 organizations
- Northeast—139 Attendees from 78 organizations
- South—216 Attendees from 131 organizations
- West—142 Attendees from 75 organizations

## Conference Attendees

- 62% College
- 30% Employer
- 8% Other



## QUESTIONS?

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## WHY DO ATTENDEES VISIT THE EXPO HALL?

**95%** VISITED THE EXPO HALL TO:

- Learn about new products/services that streamlined their work.
- Learn from exhibitor demonstrations of products/services.
- Find tools and resources to aid/supplement limited staff.
- Have face-to-face interactions to know you and your organization.
- Network with colleagues and to get product recommendations.

Of those, **48%** said that they were likely to contact an exhibitor within the next 90 days.

Source: NACE 2016 Conference Evaluations

## YOUR AUDIENCE, YOUR PRODUCTS

### CAREER CENTERS

- 98%** have an online job posting system
- 95%** offer career workshops
- 90%** use career assessment tools
- 90%** offer career fairs
- 86%** have a career resource library
- 82%** collect first-destination graduate outcomes

### UNIVERSITY RELATIONS & RECRUITING

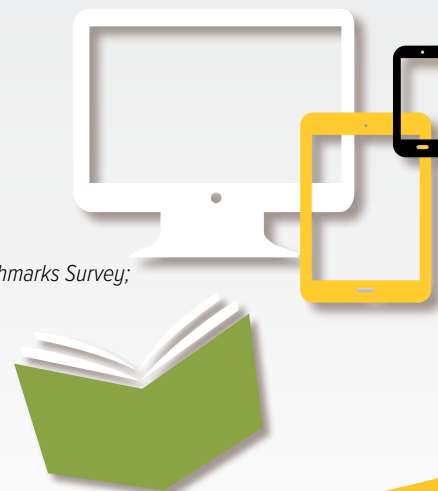
- 96%** recruit new college graduates through on-campus activities
- 92%** cite branding as very or extremely important to their URR program
- 77%** target military veterans
- 71%** have active diversity recruiting programs
- 32%** use video interviewing

## PRODUCTS & SERVICES

Career center and university relations and recruiting staff are in the market for products and services, including:

- Applicant tracking systems
- Branding/marketing tools
- Career assessment tools
- Consulting services
- Scheduling/event management tools
- Video interviewing
- Webinar providers

Source: NACE 2015-16 Career Services Benchmarks Survey;  
NACE 2015 Recruiting Benchmarks Survey



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## PRECONFERENCE DATES & DEADLINES

### December 2016

- Booth registration opens

### January 18, 2017

- Last day for discounted rates on booths!

RESERVE YOUR BOOTH BY  
JANUARY 18 & SAVE!

### March 2017

- Deadline for submitting company description and links for the program and online listing
- Exhibitor Kit will be sent via e-mail

### April 2017

- Register your staff!

### May 2017

- Expo Hall Preview will be distributed to all conference registrants
- GES orders due
- Mobile app available

## EXHIBITOR CONFERENCE SCHEDULE

### Tuesday, June 6, 2017

- Exhibitor Registration/Move In
- Expo Hall Open
- Opening Networking Reception in Expo Hall

### Wednesday, June 7, 2017

- Expo Hall Open
- Breakfast in the Expo Hall
- Morning Break in the Expo Hall
- Lunch in the Expo Hall
- Afternoon Break in the Expo Hall

### Thursday, June 8, 2017

- Expo Hall Open
- Breakfast in the Expo Hall
- Morning Break in the Expo Hall
- Lunch in the Expo Hall
- Expo Hall Closes at 2 p.m.
- Exhibitor Move Out from 2 – 6 p.m.



Visit [naceweb.org/NACE17](http://naceweb.org/NACE17) for exact dates and times.

*NOTE: Schedules subject to change.*

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# 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 Mobile 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, 2017**, 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.

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# EXPO BOOTH INFORMATION

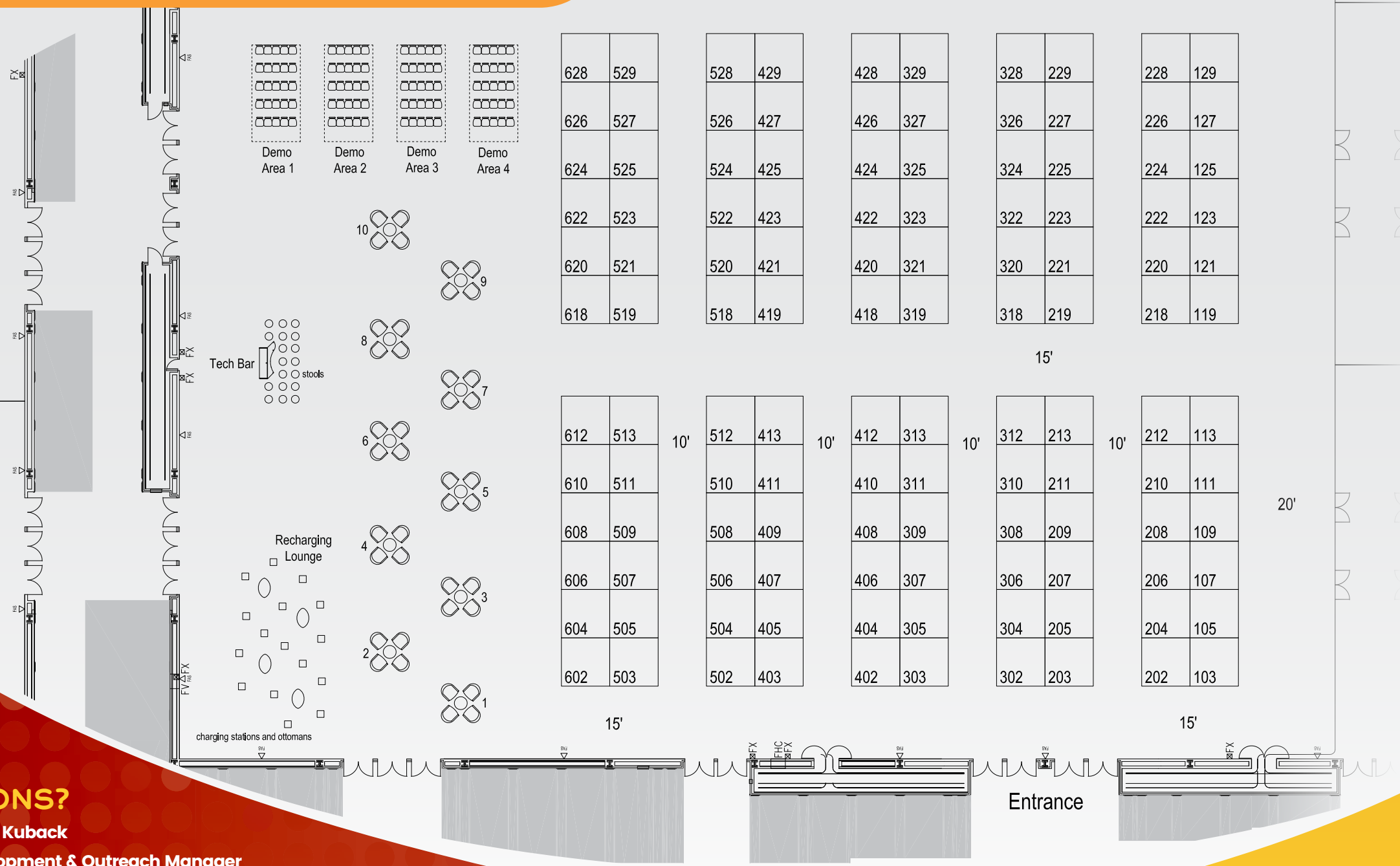
	Early-Bird Rate <i>through January 18, 2017</i>		Standard Rate <i>beginning January 19, 2017</i>	
Booth Registration	Member	Nonmember	Member	Nonmember
Standard Inline 10' x 10' Booth	\$2,395	\$2,595	\$2,595	\$2,795
Premium Corner 10' x 10' Booth	\$2,595	\$2,795	\$2,795	\$2,995

## 10' X 10' BOOTH INCLUDES:

- **An 8' back drape; 3' side drapes; one 6' draped table; two chairs; and one trash can.**

## ALL EXHIBITORS RECEIVE:

- **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.)
- **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 2017 Conference & Expo website and in the conference program.**
- **Complimentary listing in the NACE Expo Hall Preview.**



**QUESTIONS?**  
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**You'll Be in Good Company!**  
Special thanks to the organizations  
that exhibited at NACE 2016  
Conference & Expo!



- 12Twenty
- 5stepCareers
- ACT, Inc.
- AfterCollege, Inc.
- American Institute of Certified Public Accountants
- American Student Assistance
- AmeriCorps VISTA
- AtoZdatabases
- Avature
- Big Frey Promotional Products
- Brazen Technologies
- Bureau of Labor Statistics
- CampusKudos
- CampusTap
- Candid Career
- Career Fair Plus
- Career Tools – Colorado State University
- Career [RE]Search Group
- careerandtalenthub.com
- CareerBuilder
- CareerEco Virtual Career Fairs
- CareerOneStop
- CareerPath
- CareerShift, LLC
- CareerSpots Videos
- College Recruiter
- College Recruitment Media, Inc.
- CollegeNET
- CPP, Inc.
- CSM by Symplicity

- DirectEmployers Association
- EVENTUS
- The Fairs App
- Federal Aviation Administration
- Firsthand
- FirstJob, Inc.
- FOCUS 2
- Forte Foundation
- Geographic Solutions
- GiftedHire, Inc.
- GoInGlobal
- GradLeaders
- Great River Learning
- Handshake
- HBX - Harvard Business School
- iCIMS
- IES Internships, A Unit of IES Abroad
- internhousing.com
- InterviewStream
- JayminSpeaks.com
- Jobtreks
- Knopman Marks Financial Training
- Looksharp
- Montage
- Mytasca
- National Apartment Association Education Institute
- National Organization on Disability
- NC3
- National Retail Federation Foundation
- OneStop by Symplicity

- OptimalResume.com
- (PAN) Performance Assessment Network
- Passport Career
- PayScale
- Peace Corps
- Purple Briefcase
- Purposely, Inc.
- QuadJobs
- Quinncia
- Rakuna
- Southern Illinois University–Carbondale–College of Business
- TMP Worldwide Advertising & Communications, LLC
- TalentSonar
- U.S. Intelligence Community
- uConnect
- Uncubed
- University of Guelph
- University of Waterloo
- Universum
- UrbanBound
- Vault
- VineUp
- VMock Inc.
- The Walt Disney Company
- WCN Campus
- WayUp
- The WORK Book Series
- Xinspire Mentoring Software

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# SO MANY OPPORTUNITIES! SO MANY WAYS!

Visit [nacweb.org/NACE17](http://nacweb.org/NACE17) > **Sponsor**  
 for a current list of available sponsorship opportunities.

NACE17 Sponsorship provides you with multiple opportunities to put your brand directly in front of career services and university recruiting professionals attending this annual conference. There's a sponsorship opportunity to match your brand, goals, and budget.



## ENTIRE EVENT

• Attendee Bags .....	\$25,000
• Conference WiFi & Recharging Lounge in Expo Hall.....	\$25,000 <i>at NACE Connect</i>
• NACE17 Mobile App .....	\$20,000
• Tech Bar in Expo Hall.....	\$15,000
• Inflatable Travel Pillow .....	\$15,000
• Multi Chargers.....	\$15,000
• Attendee Badge Holders.....	<b>SOLD</b>
• Keycards .....	<b>SOLD</b>
• Attendee Notebook.....	\$15,000
• Water Bottles.....	\$15,000
• Smartphone Silicone Cling Wallet .....	\$10,000
• Hand Sanitizer.....	\$7,500
• Microfiber Cleaning Cloths .....	\$7,500
• Conference Pens.....	<b>SOLD</b>
• Sticky Notes .....	\$5,000
• Sticky Flag Set.....	\$5,000
• Magnetic Clips.....	\$5,000
• Branded Candy .....	\$2,500
• Conference Evaluations.....	\$2,500

## TUESDAY, JUNE 6, 2017

- Opening General Session ..... \$15,000
- Opening Reception ..... \$15,000

## WEDNESDAY, JUNE 7, 2017

- First-Timers Breakfast ..... \$7,500
- General Session..... \$15,000
- Expo Hall Break a.m. .... \$4,000
- Lunch..... \$10,000
- Expo Hall Break p.m. .... \$4,000
- Campfire Conversations ..... \$10,000

## THURSDAY, JUNE 8, 2017

- UR&R Benchmarking Best Practice Breakfast..... **SOLD**
- CS Challenge & Solutions Breakfast ..... \$5,000
- Expo Hall Break a.m. .... **SOLD**
- Lunch ..... \$10,000
- Afternoon Break ..... \$4,000 *at NACE Connect*
- Innovation Showcase ..... **SOLD**

## FRIDAY, JUNE 9, 2017

- Breakfast..... \$4,000 *at NACE Connect*
- Closing General Session..... \$10,000

## QUESTIONS?

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 610.625.1020

# SPONSORSHIPS BY LEVEL

## DIAMOND

- Attendee Bags .....\$25,000
- Conference WiFi & Recharging Lounge in Expo Hall.....\$25,000 *at NACE Connect*

## PLATINUM

- NACE17 Mobile App .....\$20,000
- Opening General Session—Tuesday .....\$15,000
- Opening Reception—Tuesday .....\$15,000
- General Session—Wednesday .....\$15,000
- Tech Bar in Expo Hall .....\$15,000
- Attendee Badge Holders..... **SOLD**
- Keycards ..... **SOLD**
- Inflatable Travel Pillow .....\$15,000
- Multi Chargers.....\$15,000
- Water Bottles.....\$15,000
- Attendee Notebook.....\$15,000

## GOLD

- Smartphone Silicone Cling Wallet .....\$10,000
- Campfire Conversations .....\$10,000
- Lunch—Wednesday .....\$10,000
- Lunch—Thursday.....\$10,000
- Innovation Showcase ..... **SOLD**
- Closing General Session—Friday .....\$10,000

## SILVER

- Microfiber Cleaning Cloths .....\$7,500
- Hand Sanitizers .....\$7,500
- UR&R Benchmarking Best Practice Breakfast—Thursday ..... **SOLD**
- CS Challenge & Solutions Breakfast—Thursday .....\$5,000
- First-Timers Breakfast—Wednesday .....\$7,500
- Sticky Notes .....\$5,000
- Conference Pens..... **SOLD**
- Sticky Flag Set.....\$5,000
- Magnetic Clips.....\$5,000

## BRONZE

- Expo Hall Break a.m.—Wednesday .....\$4,000
- Expo Hall Break p.m.—Wednesday .....\$4,000
- Expo Hall Break a.m.—Thursday ..... **SOLD**
- Afternoon Break—Thursday.....\$4,000 *at NACE Connect*
- Breakfast—Friday .....\$4,000 *at NACE Connect*
- Branded Candy .....\$2,500
- Conference Evaluations.....\$2,500



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# SPONSORSHIPS BENEFITS

## DIAMOND

### More than \$25,000

- Four (4) complimentary NACE 2017 Conference & Expo registrations
- One complimentary, 10'x10' inline exhibit booth *(if available)*
- Logo on the NACE 2017 Conference & Expo website with a link to your website
- Recognition during all conference general sessions and in the *NACE 2017 Conference & Expo Program*
- Opportunity to give away a sponsor-provided branded item at your sponsored event *(if applicable)*
- Custom signage, including corporate logo, at sponsored event *(if applicable)*
- Sponsor ribbons for your team
- Recognition in *NACE Journal*

## PLATINUM

### \$15,000 to \$24,999

- Three (3) complimentary NACE 2017 Conference & Expo registrations
- \$500 discount on exhibit booth pricing *(if available)*
- Logo on the NACE 2017 Conference & Expo website with a link to your website
- Recognition during all conference general sessions and in the *NACE 2017 Conference & Expo Program*
- Opportunity to give away a sponsor-provided branded item at your sponsored event *(if applicable)*
- Custom signage, including corporate logo, at sponsored events *(if applicable)*
- Sponsor ribbons for your team
- Recognition in *NACE Journal*



## GOLD

### \$10,000 to \$14,999

- Two (2) complimentary NACE 2017 Conference & Expo registrations
- \$200 discount on exhibit booth pricing *(if available)*
- Logo on the NACE 2017 Conference & Expo website with a link to your website
- Recognition during all conference general sessions and in the *NACE 2017 Conference & Expo Program*
- Opportunity to give away a sponsor-provided branded item at your sponsored event *(if applicable)*
- Custom signage, including corporate logo, at sponsored events *(if available)*
- Sponsor ribbons for your team
- Recognition in *NACE Journal*

## SILVER

### \$5,000 to \$9,999

- One (1) complimentary NACE 2017 Conference & Expo registration
- Logo on the NACE 2017 Conference & Expo website with a link to your website
- Recognition during all conference general sessions and in the *NACE 2017 Conference & Expo Program*
- Opportunity to give away a sponsor-provided branded item at your sponsored event *(if applicable)*
- Custom signage, including corporate logo, at sponsored events *(if available)*
- Sponsor ribbons for your team
- Recognition in *NACE Journal*

## BRONZE

### \$2,500 to \$4,999

- Logo on the NACE 2017 Conference & Expo website with a link to your website
- Recognition during all conference general sessions and in the *NACE 2017 Conference & Expo Program*
- Opportunity to give away a sponsor-provided branded item at your sponsored event *(if applicable)*
- Custom signage, including corporate logo, at sponsored events *(if available)*
- Sponsor ribbons for your team
- Recognition in *NACE Journal*

## PATRON

### Up to \$2,500

- Logo on the NACE 2017 Conference & Expo website with a link to your website
- Recognition during all conference general sessions and in the *NACE 2017 Conference & Expo Program*
- Sponsor ribbons for your team
- Recognition in *NACE Journal*

## QUESTIONS?

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# MARKET YOUR PRODUCTS & SERVICES

Visit [naceweb.org/NACE17](http://naceweb.org/NACE17) > **Advertise**  
 for a current list of available advertising opportunities.

## CONFERENCE WEB ADVERTISING

Advertise with **300x250** banners on the most popular **NACE17** microsite pages.

Webpage	Page Views/Year	Member	Nonmember
Schedule	24,000	\$1,750	\$2,150
FAQ	20,000	\$1,400	\$1,800
Hotel & Travel	15,000	\$1,250	\$1,650

Limited to two advertisers per page.

## NACE17 ATTENDEE PACKAGE

The exclusive **NACE17** attendee package includes two **530x100** banners:

- One banner in the attendee registration confirmation e-mail
- One banner in the attendee e-newsletter

Banner Ads	Member	Nonmember
Attendee Package	\$5,000	\$6,250

Limited to one advertiser.

### E-mail Sent Volume:

Approximately **2,300**, sent based on registration date

### E-Newsletter Sent Volume:

Approximately **2,300**, sent in May 2017



## 2017 CONFERENCE REGISTRATION BROCHURE

Promote early in the **NACE17** Conference Registration Brochure.

Full Page Ad	Member	Nonmember
Conference Registration Brochure	\$4,000	\$4,750

Limited to one advertiser.

### Print Circulation:

Approximately **11,000**, mailed in February 2017

### E-mail Sent Volume:

Approximately **13,000**, sent in February 2017

## QUESTIONS?

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# FURTHER WAYS TO MARKET YOUR PRODUCTS & SERVICES

Visit [naceweb.org/NACE17](http://naceweb.org/NACE17) > **Advertise**  
 for a current list of available advertising opportunities.

## 2017 CONFERENCE PROGRAM

**Purchase a full-page print ad in the conference program to build awareness at and after NACE17.**

Full-Page Ad	Member	Nonmember
Inside Front Cover	\$3,375	\$4,390
Inside Back Cover	\$3,125	\$4,050
Back Cover	\$3,750	\$4,875
Interior	\$2,500	\$3,250

### Print Circulation:

Approximately **2,300**, distributed on-site in June 2017

### E-mail Sent Volume:

Approximately **2,300**, sent prior to conference in June 2017

## ATTENDEE MAILING LIST (postal only)

**Connect with your target audience through direct mail before or after NACE17.**

Mailing List Description	Member	Nonmember
Conference Registrants (includes exhibitors/vendors)	\$400	\$600
Conference Registrants (excludes exhibitors/vendors)	\$400	\$600
Conference Registrants (colleges only)	\$250	\$450
Conference Registrants (employers only)	\$250	\$450
Add a Post Conference List to Your Order	\$100	\$200

*Lists available pre- and post-conference. Pre-conference counts will vary based on registration date and requested list pull date.*

### Sort Options: (select one)

- Zip code order
- Alphabetical by organization name
- Alphabetical by person
- Alphabetical by state

## INFORMATION KIOSK

**Generate new interest with printed materials located near the highly trafficked registration area.**

Printed Promotion	Member	Nonmember
8½" x 11" or Smaller	\$500	\$625

### Total Attendees:

Approximately **2,300**, available on-site

## QUESTIONS?

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Special thanks to the organizations that sponsored or advertised at NACE 2016 Conference & Expo!



## PAST SPONSORS

### DIAMOND

- randrr
- TMP Worldwide Advertising & Communications, LLC

### PLATINUM

- Altria Family of Companies
- Avature
- Chevron Corporation
- DirectEmployers Association, Inc.
- Enterprise
- EY
- IES Internships, A Unit of IES Abroad
- KPMG
- Macy's, Inc.
- VMock, Inc.

### GOLD

- American Institute of Certified Public Accountants
- Northrop Grumman Corporation

### SILVER

- ARAMARK
- Case Western Reserve University
- IBM Corporation
- Johnson & Johnson
- Maximus
- National Retail Federation
- New York University–The Wasserman Center for Career Development
- Raytheon Company
- University of Illinois at Urbana–Champaign

### BRONZE

- Binghamton University–Fleishman Center for Career & Professional Development
- DeVry University
- Intuit, Inc.
- Jobtreks
- Kaplan University
- Liberty Mutual Insurance Company
- Turner Construction Company

### PATRON

- University of Rochester–Gwen M. Greene Career & Internship Center

## PAST ADVERTISERS

- Avature
- CareerEco Virtual Career Fairs
- CareerOneStop
- Case Western Reserve University–Case Career Center
- CPP, Inc.
- Northeastern University–Department of Co-op Education & Career Development
- Pursuits
- United Healthcare Insurance Company
- University of California, Irvine–The Paul Merage School of Business (Undergraduate)
- University of Denver–Daniels College of Business
- VMock, Inc.
- WCN

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of Colleges & Employers**

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Bethlehem, PA 18017      naceweb.org

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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 7,300 college career services professionals at nearly 2,000 colleges and universities nationwide, and more than 3,000 HR/staffing professionals focused on university relations and recruiting.

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