



The Premier Career Services &
College Recruiting Experience

NACE²⁰
25

Conference + Expo Philly • June 9 - 11
Virtual • June 25 - 26

Prospectus

naceweb.org/NACE25



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Who is NACE?

Who is NACE?

Established in 1956, the National Association of Colleges and Employers (NACE) is a professional association that connects more than 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.



NACE Membership

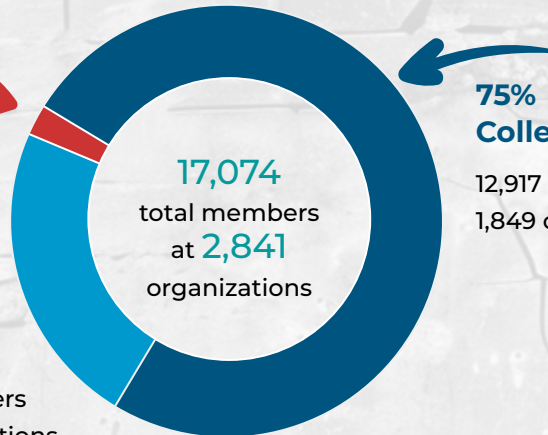
As of September 2024

2%
**Business
Affiliate**

419 members
183 organizations

2%
Employer

3,738 members
809 organizations



75%
College

12,917 members
1,849 colleges/universities

Social Media Followers

As of September 2024



42,633 followers



14,000 followers



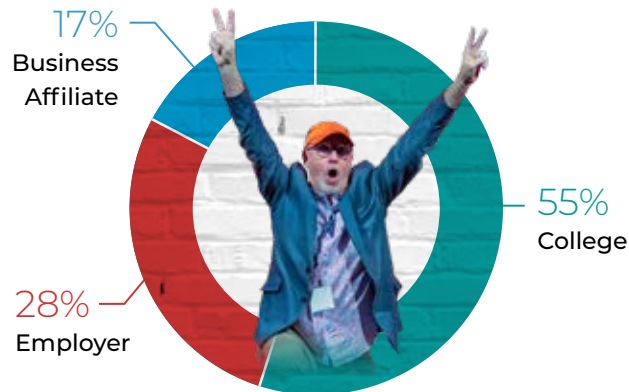
9,139 followers



1,571 followers

NACE24 Attendee Highlights

A Look Back at NACE24 Phoenix & Virtual



NACE24 Phoenix
2,281 Total Attendees



“My first time at NACE was more than what I had expended. It had provided a fresh perspective and sparked my love for campus recruiting all over again. It's easy to lose focus in a cyclical role but NACE reminded me that this role is always changing and there are always new ideas to be explored.”

— NACE24 Attendee

“As a long time NACE member and attendee I am never disappointed in the NACE Conference. I always meet new practitioners that are passionate about students, outcomes, and collaboration. This year I picked up several new ideas that our team can quickly implement on campus to help our students succeed.”

— Kelly H.

“The 2024 NACE Conference was phenomenal! I learned a ton of new, relevant information, added people to my professional network who I've only ever seen online, and took advantage of as many unique opportunities (like the smoothie bikes!) as I possibly could. It's clear to me that NACE goes above and beyond to serve its community, and I was really floored to see the number of talented people who made the event possible. I am so privileged to be a member! I especially love the southwest so being in Phoenix for my first NACE conference was a real treat.”

— Samantha K.

“The NACE Conference is an excellent event. You have the opportunity to network with some of the best in the profession; learn new information that you can use as soon as you return to work; and access great information that will assist you in your job whether you are career services or talent acquisition. If you are the only one attending from your office, no worries, as soon as you walk onto the conference site, you will meet great people and develop life long friends!”

— Vanessa S.

NACE24 Sponsors

Thank You to Our Sponsors!



Virtual Sponsors



NACE25 Philly

A Look Ahead to
NACE25 Philly & Virtual



**Pennsylvania
Convention Center**
Philadelphia, PA



A Look Ahead to NACE25 Philly & Virtual

We're excited to bring NACE25 to Philadelphia, Pennsylvania! Located near the Lehigh Valley and the former brick-and-mortar home of NACE HQ, we're proud to consider this our homecoming year.

Philadelphia is the birthplace of American democracy, featuring iconic landmarks like the Liberty Bell and Independence Hall. This vibrant city offers a wealth of cultural experiences, including a dynamic arts scene, culinary delights, and a strong sense of creativity and community, all highlighted by its stunning murals. Don't forget to take selfies in LOVE Park and with the Rocky statue at the Philadelphia Museum of Art! Its centralized location in the Northeast ensures easy access to transportation along the East Coast.

Attendees can look forward to exploring the best of Philly while enjoying improved accessibility for our members, partners, and supporters. With 1,772 organizations and 6,392 individuals in the NACE community within a 100-mile radius, we're eager to unite and share this experience together!

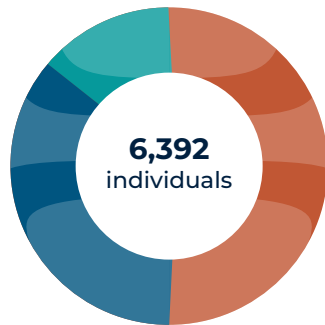
We expect to see larger crowds in Philly this year, with more commuters taking advantage of public transportation and our new commuter lounge.

Photo courtesy of the Pennsylvania Convention Center

NACE Members within a 100-mile radius



806 employers
486 colleges
480 business affiliates



3,219 colleges
2,293 employers
880 business affiliates

Why Sponsor

Why Sponsor at NACE25?

Unlock opportunities at NACE25 and connect with industry leaders in career services and early talent recruiting.

As a NACE25 partner, you'll gain direct access to decision-makers and strengthen your presence in this evolving space.

- **ACCESS:** Connect with influential professionals in the field. NACE25 provides a platform for face-to-face meetings with top leaders.
- **AMPLIFY:** Expand brand awareness, grow your client base, and build lasting relationships. Showcase your products and reinforce your standing as a trusted industry provider.
- **PARTNER:** Align with the association driving innovation in early talent development. Share your expertise, build credibility, and connect with a forward-thinking audience.

Join us at NACE25 and engage with professionals shaping the future of higher-ed and talent recruitment.



NACE25 Sponsorship Levels

Levels are based on the total combined spend on sponsorship for NACE25 Philly and Virtual.

- Titanium: \$25,000+ **New**
- Diamond: \$20,000 to \$24,999
- Platinum: \$15,000 to \$19,999
- Gold: \$10,000 to \$14,999
- Silver: \$5,000 to \$9,999



Sponsor Benefits

March 3, 2025

Booth Sales Early-Bird Rate Ends

April 18, 2025

Sponsorship Sales Close

May 2, 2025

Exhibitor Sales Close



	Titanium	Diamond	Platinum	Gold	Silver
	\$25,000+	\$20,000 - \$24,999	\$15,000 - \$19,999	\$10,000 - \$14,999	\$5,000 - \$9,999
NACE25 Philly Full-Conference Registrations (Value: \$1,899 Per Person)	5	4	3	2	1
Exhibit Booth Discount on 10' x 10' Booth	Complimentary	\$2,000 Off	\$500 Off	\$200 Off	N/A
Sponsor Recognition for Sponsored Event/Item in Event Marketing	X	X	X	X	X
Sponsor Recognition at General Sessions	X	X	X	X	X
Sponsor Recognition on Prime Onsite Signage	X	X	X	X	X
Sponsor Logo on NACE25 Microsite Homepage	X	X	X	X	X
Branded Item Giveaway at Your Sponsored Event, if Applicable (Sponsor Provided)	X	X	X	X	X
NACE25 Custom Social Media Assets	X	X	X	X	X
First Right of Refusal for Sponsorship for NACE26	X	X	X	X	X
Early Access for NACE26 Exhibit Booth Selection	X	X	X	X	X
Tickets to the VIP Reception with the NACE Board of Directors and Other VIPs	6	4	3	2	
Sponsor Logo in the NACE25 Mobile App	X	X	X	X	
Featured Sponsor Logo on NACE25 Microsite Homepage	X	X	X		
NACE25 Virtual Registrations (Value: \$299 Per Person)	4	2			
Sponsored Passes for Guests (Value: \$1,899 Per Person)	2				
Sponsor Recognition at the 2025 Management Leadership Institute in Chicago	X				



Sponsorship Opportunities

\$25,000

- **Sunset Social at Reading Terminal Market *Expanded***: Enjoy exclusive sponsor rights for the closing celebration at the Reading Terminal Market, where history, culture, and flavor collide. This special NACE25 event invites you to explore the best of Philly's culinary scene with live entertainment, delicious cuisine from award-winning chefs, and the chance to sample the finest local fare. For this event, NACE has exclusive, private access to the entire Reading Terminal Market, conveniently located steps away from the Philadelphia Convention Center. Attendees will enjoy live entertainment and choose from more than 20 food and drink vendors with specialty menus just for them. The package includes sponsor recognition on all closing celebration promotions, prominent onsite signage, branded cups, a branded specialty cocktail, and access to an invite-only VIP lounge.
- **Wi-Fi *New***: Be a hero! Sponsor this year's complimentary Wi-Fi access throughout the conference space and Expo Hall and enjoy constant brand exposure by naming the Wi-Fi network password after your organization.
- **Main Registration & Hotel Registration *New***: Make a lasting first impression by sponsoring the Main Registration area and the new Hotel Registration Kiosk at the Philadelphia Downtown Marriott, our headquarters' hotel, on Monday, June 9, and Tuesday, June 10. This package includes brand exposure on registration signage, a designated table for company swag, and two representatives from your team to engage with attendees. It also features sponsor recognition in all registration promotions; your logo in confirmation emails and on attendee badges for more than 2,200 attendees; a banner ad in the NACE25 Mobile App; and a coveted slot in the NACE Prize Wheel, which includes sponsor-provided and branded prizes valued at \$25 or more.

The Duce
in Phoenix



Reading
Terminal Market



\$20,000

- **Main Stage and Featured Speaker (Monday):** Sponsor our general session speaker and gain prominent exposure on the main stage! You'll have a two-minute speaking opportunity to engage the audience before our speaker is introduced. Your sponsor logo will be on the featured speaker page on the conference microsite, in all promotions for that event, and includes prominent onsite signage on the main stage and throughout the conference space.
- **Main Stage and Featured Speaker (Tuesday):** Sponsor our general session speaker and gain prominent exposure on the main stage! You'll have a two-minute speaking opportunity to engage the audience before our speaker is introduced. Your sponsor logo will be featured on the featured speaker page on the conference microsite, in all promotions for that event, and includes prominent onsite signage on the main stage and throughout the conference space.
- **Mobile App:** Every attendee will rely on the NACE25 Mobile App to access the schedule, navigate the conference, connect with peers, and explore the Expo Hall. This sponsorship offers prime exposure, including features in pre-event attendee newsletters, visibility on the Attendee Resources landing page, and prominent placement on both printed and digital signage throughout the conference space, showcasing the Mobile App download link. Your logo will appear on the app's splash screen at every login, along with a banner ad within the Mobile App, ensuring maximum brand visibility.
- **Locations & Travel *New*:** The Metro Philly area is home to 486 schools, 806 employers, and 480 business solutions providers. That's 6,390+ people within a 100-mile radius. This opportunity includes brand recognition on all travel-related promotions, prime logo placement on the Locations & Travel page featuring a new commuter section with local attractions, and visibility on the Schedule page. Also included this year is a new onsite Luggage Check sponsorship. This package features branded luggage check signage, luggage tags included in the welcome swag bag, a banner ad in the NACE25 Mobile App, and sponsor recognition in our video highlighting hotel accommodations and local attractions.



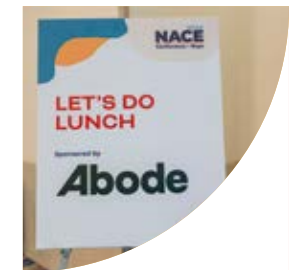
\$15,000

- **Main Stage and Featured Speaker (Wednesday):** Sponsor our general session speaker and gain prominent exposure on the main stage! You'll have a two-minute speaking opportunity to engage the audience before our speaker is introduced. Your sponsor logo will be showcased on the featured speaker page on the conference microsite, in all promotions for that event, and includes prominent onsite signage on the main stage and throughout the conference space.
- **Photo Booth:** Our attendees love the photo booth! It's a fun way for them to snap and share digital photos on social media, extending your brand's reach beyond Philly. Positioned in a high-traffic area, the photo booth features a large backdrop showcasing both your logo and the NACE25 logo for maximum visibility.
- **Headshot Lounge:** The buzz around new professional headshots in the Expo Hall is electric! Each year, our attendees are excited to step into the spotlight. This package offers prime sponsor recognition in a dedicated Headshot Lounge, where attendees can pose for free digital headshots for their LinkedIn profiles and more.
- **Attendee Swag Bags:** Swag bags are a hit at conferences! Showcase your brand to over 2,200 attendees both onsite and beyond. Each bag will proudly display your logo alongside the NACE25 logo. This is a NACE-provided product.
- **Experiential Learning Hub *NEW*:** Get ready for something exciting! We're launching a new interactive Experiential Learning Hub in the Expo Hall, right next to the interactive playground area. This dynamic space will include booths and an amphitheater-style presentation stage. Secure the 20' x 20' booth space to become the lead hub exhibitor. Your package includes exclusive naming rights for this area, a speaking session at the learning studio in the learning hub, prominent brand visibility in all pre-event marketing, eye-catching onsite signage, and valuable connections with attendees seeking experiential learning resources.
- **Welcome Reception:** This special evening event is the perfect kickoff to the conference! Set in the Expo Hall, it offers everyone the chance to reconnect with friends and make new connections. Attendees can savor delicious bites and enjoy a selection of cocktails (or mocktails) as they explore the Expo Hall. This sponsorship package includes full branding, featuring your logo in all promotions for the event, as well as prominent signage and cocktail napkins throughout the Expo Hall that evening.



\$12,500

- **Let's Do Lunch:** Host a catered meal for up to 75 attendees during the conference-wide lunch break in this engaging hour-long session. This unique opportunity lets you connect personally with attendees while sharing your insights. You can tailor the Lunch and Learn presentation to any topic of your choice. Plus, NACE will send special invitations to attendees on your behalf, ensuring a great turnout. Select from these choices:
 - Career Services (Tuesday)
 - Career Services (Wednesday)
 - University Relations & Recruiting (Tuesday)
 - University Relations & Recruiting (Wednesday)
- **Wellness Challenge:** This is a crowd favorite! Inspire healthy competition and keep attendees active while boosting your brand visibility. As a sponsor, your branding will shine in the Wellness Challenge Mobile App, featured in promotional materials before and during the conference, displayed on leaderboard monitors, and included in the NACE25 Mobile App. NACE will provide prizes.
- **Scavenger Hunt *New*:** The scavenger hunt was a huge hit last year! Attendees earn points by scanning QR codes placed throughout the convention center, providing a great reason to discover every aspect of the conference. Your brand will gain valuable exposure through signage near the scavenger hunt and in all related promotions. NACE will provide prizes.



\$10,000

- **Attendee Lunches:** Every year, attendees look forward to a delicious selection of hot lunch options! As our Attendee Lunch Sponsor, you'll receive prominent recognition at the buffet stations, along the buffet lines, and on table tents throughout the seating area in the Expo Hall. Select from:
 - Attendee Lunch (Tuesday)
 - Attendee Lunch (Wednesday)
- **First-Timers' Sessions:** This session is one of the most popular events at the conference, organized by the NACE25 Conference Planning Committee to warmly welcome first-time attendees. Engaging icebreakers, introductions to tablemates, and insights from the conference committee and NACE Board members have made past sessions unforgettable. This high-energy session includes fun opportunities to get involved at the conference and beyond. Due to high demand, we now offer two sessions. Your package includes brand recognition for these events before the conference, a speaking opportunity at the start of each session, prominent branding outside the room, and table tents to show your support.

- **Badge Holders:** What better way to boost your brand visibility than by featuring your logo on the colorful lanyards that attendees wear throughout the conference? It's a fantastic opportunity to ensure your brand stands out!



- **Broad Street Playground *NEW*:** This year, we're embracing the vibrant Philly community spirit! Attendees will come together in outdoor spaces to connect, share stories, and unwind. Our expansive community space in the Expo Hall features a full-sized pickleball court, basketball hoops, a putting green, a giant chess set, hopscotch, chalk art, and much more. Enjoy exclusive naming rights for this area, high-profile branding in promotions for this new featured spot, with bright and colorful signage onsite, your logo in the Mobile App, and more.
- **Morning Beverage Breaks:** Eager to kick things off but need coffee first? Sponsor the morning beverage break and enjoy prominent branding at all coffee stations, with coffee sleeves featuring your company logo.
- **Refillable Water Bottles:** Keep our attendees refreshed by sponsoring a refillable water bottles! Your branded product will be prominently featured in the attendee swag bag. This is a NACE-provided product.

\$7,500

- **Power Up Lounge:** Everyone needs to power up their devices and boost their energy—be their ultimate energy source! Sponsor this space in a high traffic area and showcase your brand with prominent logo placement on device charging tables in this bustling area. Plus, enjoy onsite signage surrounding the lounge to maximize your visibility and engagement.
- **NACE Award Winners Recognition:** Join us in celebrating the remarkable achievements of our 2025 NACE Award winners! As a sponsor, your brand will receive recognition in all promotions for our awards celebration at the conference, verbal recognition on the main stage during the awards recognition, in the featured article in the *NACE Journal*, and on the awards program cover and landing page.
- **NACE Affinity Group Meet-Ups:** Show your support for 18 NACE Affinity Groups by sponsoring their meet-ups at the conference! Your sponsorship includes prominent onsite branding, ensuring your commitment is seen and appreciated.
- **College & Employer Mix & Mingle Event:** Join us for an exciting networking event designed to connect colleges and employers. As a sponsor, you'll play a vital role in facilitating these essential connections, helping bridge the gap between higher education and industry. Your sponsorship includes prominent hosting responsibilities and a table for showcasing your information and swag. This is a unique opportunity to enhance your brand visibility while fostering valuable relationships—help drive the power of these connections and be a key player in shaping the future!
- **Expo Hall Entertainment:** Each year, we partner with local businesses to introduce fresh and exciting attractions in our Expo Hall. Attendees in the past have enjoyed pedaling a bicycle to power a smoothie blender or having a portrait drawn by a caricature artist. If you're interested in becoming a sponsor for our Expo Hall fun, reach out for more information.



\$7,500 *continued*

- **Concurrent Tracks:** Support a cornerstone of our conference by sponsoring a concurrent session track within our robust education program, which includes over 90 peer-to-peer educational sessions! Your sponsorship will prominently feature your name in the conference schedule, alongside each session within the track on the Mobile App, and branding within each education session. You'll also have the opportunity for a 2-minute speaking engagement at the beginning of 2 sessions of your choice, within your sponsored track. Select from:
 - Experiential Learning **NEW**
 - Executive Leadership **NEW**
 - Inclusion and Belonging
 - Career Services Strategies
 - Personal and Professional Development
 - Preparing a Career-Ready Workforce
 - Talent Acquisition Strategies
- **Afternoon Snack Break:** Everyone appreciates a salty or sweet treat break. It's the perfect pick-me-up after an action-packed day. You will receive sponsor recognition in the break area, ensuring a deliciously fun experience for all. Select from:
 - Afternoon Snack Break (Tuesday)
 - Afternoon Snack Break (Wednesday)
- **Hand Sanitizer (NACE Provided):** Support our attendees' well-being by sponsoring hand sanitizer! Your contribution will help promote a healthy environment and will be prominently featured in the attendee swag bag. This is a NACE-provided product.
- **Notebooks (NACE Provided):** Attendees may need to jot down notes, ideas that inspire them, or the name of someone they'd like to meet. No problem! Your branded product will be prominently featured in the attendee swag bag. This is a NACE-provided product.



\$5,000

- **Sip & Socialize – VIP Gathering:** Treat NACE executive leaders, board members, partners, and other special guests to an evening out at a swanky offsite location. This invitation-only event features cocktails, mocktails, delectable hors d'oeuvres, and ample opportunities for conversation and networking. Sponsor recognition includes prominent signage welcoming guests and table tents. Take advantage of the networking opportunity and connect with industry VIPs in a relaxed and engaging atmosphere!
- **An Evening of Thanks – Volunteer & Leader Celebration:** Join us for a night of celebration as we recognize NACE's dedicated volunteer leaders and their outstanding contributions over the past year! Enjoy an unforgettable evening at a chic offsite venue, featuring a lively DJ, refreshing cocktails, and delectable hors d'oeuvres. Sponsor recognition includes prominent signage welcoming guests and table tents. Engage in meaningful conversations and network with industry leaders in a vibrant atmosphere that fosters connection and collaboration. Don't miss this incredible opportunity to honor our community and build lasting relationships!
- **SMARTtalks:** SMARTtalks are 20-minute TEDx-style presentations featuring thought-provoking content that explores trends, hot topics, innovative ideas, and experimentation. Sponsor recognition includes prominent signage outside the session. Position your brand alongside cutting-edge content, enhance visibility among a targeted audience, and demonstrate a commitment to fostering knowledge and innovation in the industry.
- **Conference Evaluations:** Attendee feedback is crucial for shaping next year's conference, and this sponsorship opportunity ensures your brand is front and center! Your company logo will be featured on conference evaluations for both NACE25 Philly and Virtual, within the Mobile App, on all onsite reminders, and in post-event emails to attendees.
- **Wellness Activity:** Help attendees start the day off right with a morning wellness activity. Sponsor recognition includes branded signage at the event, in the schedule and Mobile App, and all event promotions.
- **NACE Booth Prize Wheel Slot *NEW*:** The NACE Prize Wheel was a standout attraction last year! Located in the bustling center of the Expo Hall at the spacious NACE Booth, attendees flocked to spin the wheel for a chance to win exciting prizes like Yeti tumblers, lunch bags, lidded cups, and more. Now, you can be part of the action by becoming a premium product sponsor! NACE will provide 50 promotional products valued at \$25 or more. Recognition includes signage near the prize wheel and in all mentions of the prize wheel. Products include:
 - Bluetooth Speakers
 - Wireless Earbuds
 - Stanley or Yeti Tumblers,
 - Camelbak Products



\$5,000 *continued*

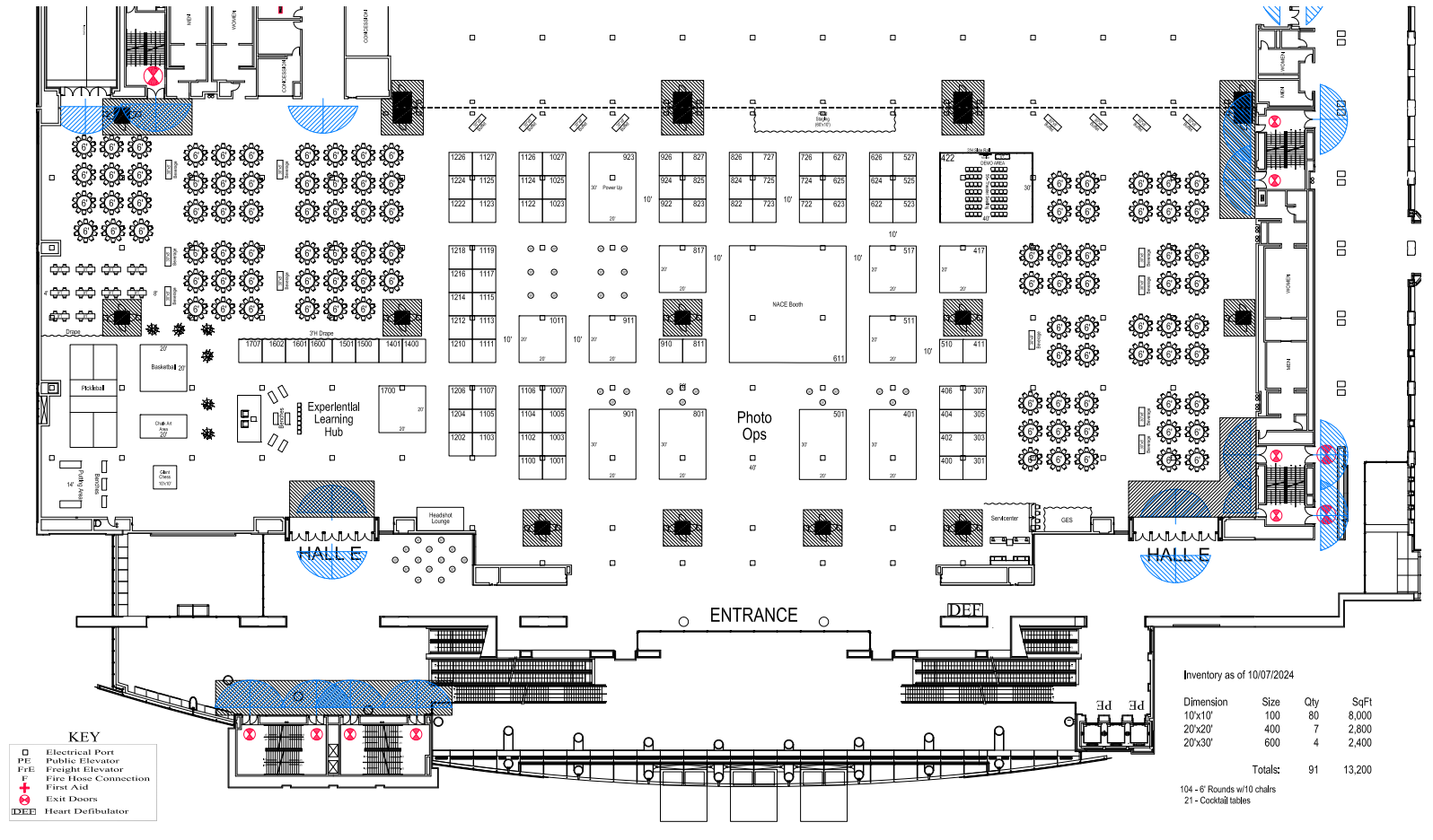
- **Attendee Swag Bag Item (NACE Provided):** Sponsor one of these essentials. Your branded product will be prominently featured in the attendee swag bag. This is a NACE-provided product. Select one:
 - Pens
 - Lip Balms
 - Chip Clips
 - Phone Wallets
- **Attendee Swag Bag Item (Sponsor Provided) *NEW*:** Pitch your own idea for our attendee giveaways. Your branded product will be prominently featured in attendee swag bags. The sponsor must provide 3,000 of the selected product and it must not conflict with other sponsored promotional products. Have a product in mind? Reach out fast!



Exhibit

Why Exhibit at NACE25?

NACE25 connects you directly with leaders in university relations and recruiting and career services practitioners and decision-makers eager for solutions to make their jobs easier, faster, and more impactful. Stand out as a thought leader, drive brand recognition, and build relationships that convert to qualified leads.



Expo Hall Booths

Booth Registration	Early-Bird Rate Ends March 3, 2025		Standard Rate Begins March 4, 2025	
	Member	Nonmember	Member	Nonmember
Standard Inline 10' x 10' Booth	\$2,795	\$3,295	\$2,995	\$3,495
Premium Corner 10' x 10' Booth	\$3,195	\$3,695	\$3,395	\$3,895
Premiere Islands 20' x 20' (4x)	\$12,780	\$14,780	\$13,580	\$15,580
Premiere Islands 20' x 30' (5x)	\$15,975	\$18,475	\$16,975	\$19,475

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**
- **Professional, 24-hour 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**

10' x 10' booth includes:

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

Audiovisual, electric, internet, additional tables and chairs, and other services are provided for an additional charge. Exhibitors may view available options in the NACE25 Exhibitor Kit in December 2024. It is the exhibitor's responsibility to place their orders directly with GES, the official decorator of NACE25.

Early-Bird Incentive

Register by March 3, 2025, to appear in the Exhibitor Showcase in the Spring 2025 issue of the *NACE Journal*.



Exhibitor Traffic Drivers

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

Rates

Exhibitor Enhancements	Member	Nonmember
Mobile App Banner Ad	\$500	\$750
Digital Screen Ad	\$1,250	\$1,750

Mobile App Banner Ad: Get prime exposure with a rotating banner ad in the NACE25 Mobile App.

Digital Signage: Buy a digital sign to promote your booth number and increase your brand exposure. Specification 1920w x 1080h. Artwork must be submitted in JPEG format.



NACE25 Philadelphia Speaking Engagements

Rates

Speaking Engagements	Member	Nonmember
Marketplace Solutions (45 minutes)	\$4,500	\$5,500
Product Showcase (20 minutes)	\$1,500	\$2,000

Marketplace Solutions: Looking to lead a session of your own? Marketplace Solutions are 45-minute presentations held during our in-person 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.

Product Showcase: Promote your business solutions or share exciting updates about your product or service during this 20-minute session! These in-person product showcases will be hosted in a prime location near the exhibit hall, allowing you to actively engage with an open-minded and engaged audience.

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.

The image features a laptop screen displaying the NACE 2025 logo. The background of the entire image is a dark blue wall with large, colorful, overlapping circular patterns in shades of yellow, green, blue, red, and white. The laptop screen itself has a white brick wall texture. The logo on the screen consists of the word "NACE" in a large, bold, blue sans-serif font. To the right of "NACE", the number "20" is stacked above the number "25". The "20" is in blue, and the "25" is in red. Below the "NACE" text, the words "Conference+Expo" are written in red, followed by "Virtual" in blue with a thin blue underline, and "June 25-26" in blue. The laptop's silver bezel is visible at the bottom of the screen.

NACE²⁰₂₅

Conference+Expo Virtual · June 25-26

NACE²⁰₂₅

Conference+Expo Virtual · June 25-26

Don't miss out on an opportunity to expand your reach to a larger NACE member base. The NACE Virtual Conference is packed with educational content, spanning over 2 full days. These affordable sponsorships and speaking engagements are a great way to capture NACE member's attention.

A Look Back at NACE24 Virtual



NACE24 Virtual
1,070 Total Attendees



Virtual Sponsorship Opportunities

\$10,000 – Lead Sponsor

- Two-minute speaking engagement during our NACE25 Virtual kickoff.
- Prominent sponsor recognition in virtual conference platform.
- Sponsor logo and link in marketing emails for NACE25 Virtual.
- Includes a complimentary Marketplace Solution or Product Showcase (sponsor choice)

\$7,500 – Keynote Sponsor

- Two-minute speaking engagement during the NACE25 Virtual keynote.
- Prominent sponsor recognition in virtual conference platform.
- Verbal recognition by NACE at beginning and end of the sponsored session
- Sponsor logo on session image on program schedule.
- Sponsor logo included on marketing emails mentioning keynote session.

\$5,000 – Morning Brew Sponsor

- Two-minute speaking engagement during the Opening Morning Brew
- Prominent sponsor recognition in virtual conference platform.
- Sponsor logo on session image on program schedule.
- Verbal recognition by NACE at beginning and end of the sponsored session



NACE25 Virtual Speaking Engagements

Rates

Speaking Engagements	Member	Nonmember
Marketplace Solutions (45 minutes)	\$2,500	\$3,000
Product Showcase (20 minutes)	\$1,000	\$1,500

Marketplace Solutions: Want to lead your own session? Our Marketplace Solutions are 45-minute sessions presented as educational, concurrent sessions in our virtual program. These sponsorships provide a fantastic opportunity to showcase how your product works and the benefits it can bring to attendees' businesses. Attendees appreciate hearing and seeing real-life success stories from satisfied customers who have implemented your solution and have seen significant improvements in their operations.

Product Showcase: Promote your business solutions or share exciting updates about your product or service during this 20-minute session!

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.

Revised Nov 2024

Questions?

We'd love to discuss your goals and explore the best options for you!



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National Association of Colleges and Employers
The Premier Career Services & College Recruiting Experience
naceweb.org/NACE25

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 more than 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 www.naceweb.org/membership.

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