



## EXHIBITOR PROSPECTUS

### Who attends NACCU?

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

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

The marketplace is vibrant and open to new possibilities! If you are interested in reaching NACCU members, there is no better place to do so than in the exhibit hall at the NACCU 2024 Annual Conference.

### The NACCU Exhibit Hall

NACCU exhibitors say that our attendees are very engaged and interested in what is available to them in our exhibit hall. There are 77 booth spaces available in the exhibit hall for 2024.

### About NACCU

As the only association that exclusively serves the campus card community, NACCU is dedicated to offering high quality educational programs, resources, services, and events. Join us at NACCU 2024, and enhance the power of the campus credential. Learn more at [www.naccu.org](http://www.naccu.org).

### Conference Venue

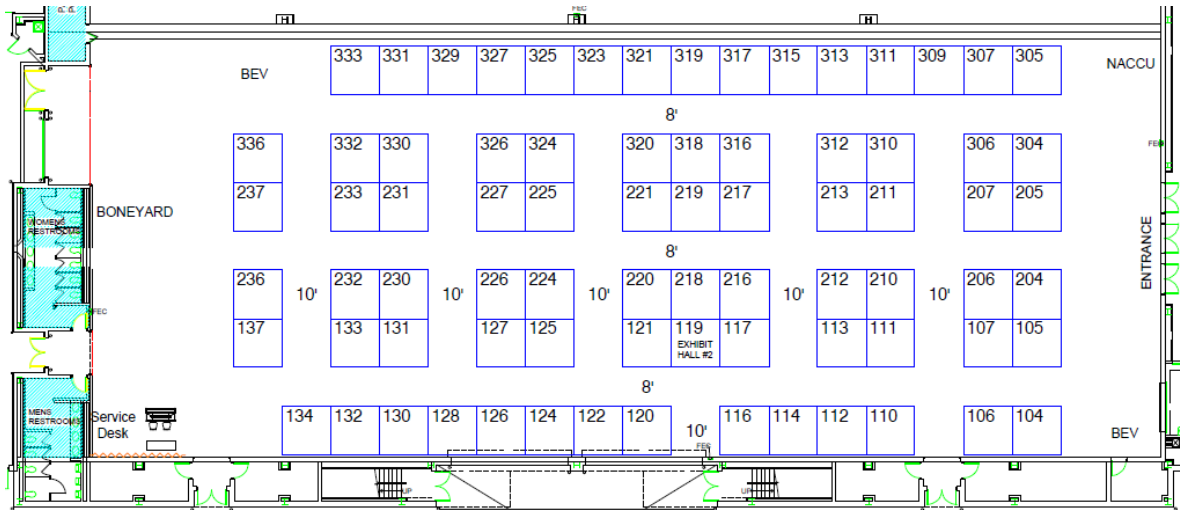
**Northern Kentucky Convention Center**  
1 W Rivercenter Blvd, Covington, KY 41011

**Read the Exhibitor Policies /  
Terms and Conditions at:**

[naccu.org/exhibitor-policies-and-terms-and-conditions](http://naccu.org/exhibitor-policies-and-terms-and-conditions)



# Exhibit Hall Floorplan



## Booth Space Registration

Register for exhibit space at [naccu.org/exhibit-at-naccu-2024](http://naccu.org/exhibit-at-naccu-2024)

Booth reservation opportunities are offered to NACCU sponsors in priority order, then opened to corporate members, and finally to the public.

For assistance in completing your exhibit booth selection, please contact John Ogle at [john@naccu.org](mailto:john@naccu.org).

Fern Expo will email registered exhibitors the decorator kit by **January 5, 2024**.

## Exhibitor Schedule\*

### MONDAY, APRIL 15, 2024

12:00PM – 6:00PM Exhibitor Move-In

### TUESDAY, APRIL 16, 2024

8:00AM – 1:00PM Exhibitor Move-In

2:00PM – 5:00PM Exhibit Hall Opening with Break

### WEDNESDAY, APRIL 17, 2024

8:00AM – 9:00AM Corporate Breakfast

9:15AM – 12:00PM Dedicated Exhibit Hall; Break/Drawings

12:00PM - 5:00PM Exhibit Hall Move Out

\*Subject to change.

## Booth Rental Fee (per booth)

NACCU Member	\$2,000
Non-Member	\$3,000

## Exhibitor Badges

Complimentary exhibit hall-only access for one company representative to work your exhibit booth is included with each 10X10 booth purchased. Additional booth staff passes are available at **\$200** per person. Exhibitor badges grant access to the exhibit hall, but do not include conference meals and breaks, educational sessions, or opening and closing events.

## All booth rentals include:

- 10' x 10' space with sides and back wall drape
- 7" x 44" company identification sign
- 24-hour security from move-in through breakdown
- Participant registration list one month before conference
- Exhibitor company listing in mobile event app and on website
- **One exhibit hall only pass (does not include access to meals, receptions, or educational programming)**
- Final participant list one week after end of conference

## Exhibitor Visibility

- Exhibitors are listed in the printed schedule
- Logo, company name, and URL of exhibitors are published in the NACCU 2024 mobile app
- Exhibitors are listed on the exhibit hall map at exhibit hall entrance unit
- One month prior to the conference, exhibitors will receive an electronic file containing contact information for conference registrants to be used for pre-conference mailings. (Attendees have the option to opt-out of inclusion in this file.)
- Space is available to advertise on the NACCU website. Contact Crystal at [crystal@naccu.org](mailto:crystal@naccu.org) for more information.

## Hotel Reservations

Hotel rooms are limited. Make plans early to reserve rooms. Learn more at [naccu.org/hotel---naccu-2024](https://naccu.org/hotel---naccu-2024).

## Shipping

NACCU 2024 exhibition setup begins on **Monday, April 15, 2024**. Exhibitors should make plans early to ship materials to the exhibit hall contractor, Fern Expo.

## Booth Material Orders

Fern Expo will email the decorator kit to all registered exhibitors by January 5, 2024.

## Exhibitor Meal Package

Exhibitors may purchase a meal package which includes breakfast, lunch, and breaks on Monday, April 15, Tuesday, April 16, and Wednesday, April 17. The meal package does NOT include meals or events on Sunday, April 14, and it does NOT include the NACCU closing event on Wednesday, April 17. The cost of the meal package is **\$475** per person.

## Event Tickets Available

For exhibitors who have an Exhibit Hall Only registration, individual tickets to the following events are available. Event tickets may be purchased prior to the conference or at the registration desk at the conference before Monday, April 15.

Opening reception - **\$75** per person  
NACCU closing event - **\$75** per person

## Full Conference Registration

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

The Early Bird member registration fee is **\$875** through **January 31, 2024**. The regular registration rate is **\$975** and begins on **February 1**.

The non-member registration fee is **\$1,175**. Day Passes are offered at a member rate of **\$399** and non-member rate of **\$499**.

Full registration includes:

- Keynote and general session presentations
- Educational sessions
- Breakfasts on Monday, Tuesday, and Wednesday
- Lunches on Monday, Tuesday, and Wednesday
- Breaks
- Conference events, including the opening reception (Sunday) and NACCU closing event (Wednesday)
- The unique perspective of seeing the conference from the eyes of your current and potential customers
- The ability to engage and network with conference attendees during educational sessions and meals

Exhibitors **must have a full conference registration** to submit to **present an educational session** at the annual conference.



# Exhibitor Policies / Terms and Conditions

Corporate members **must exhibit** to attend the conference.

**NACCU Sponsors** in good standing are given **priority booth selection** for the Annual Conference, with the highest sponsor level given priority, followed by the next highest sponsor level, etc. Priority selection will occur before attendee online registration opens. Booth sales for all non-sponsor corporate members will commence when sponsor priority selection days are completed. After non-sponsor corporate member booth selection, booth sales will open to the public.

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

Exhibit booths must be paid in full by **February 29, 2024** to be included in publication materials or promotions. If a booth is requested after February 29, it must be paid immediately during registration.

Full refunds will be given for cancellations received by **February 17, 2024**. NO REFUNDS will be given after this date or for no-shows. See Terms and Conditions for more details regarding cancellations.

NACCU conforms to **IAEE guidelines** for exhibit display specifications. Review these guidelines [here](#).

**No sharing** of a single booth is allowed at a NACCU conference or event. Only one member-brand may be promoted from a single booth. If multiple booths are purchased by a corporate member, **only that member's branding** may appear in the booth.

Only employees that work for the company/companies of record may staff a booth. Company credentials may be requested prior to registration and during the event.

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

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

You must be an exhibitor at the conference and have a full conference registration to submit to **present an educational session** at the annual conference. Attendees with Exhibit Hall Only Passes may not present sessions.

## IMPORTANT:

Exhibitor policies and Terms and Conditions **have been updated for 2024**. It is important that you read and understand these terms before applying to exhibit at NACCU 2024. You will be prompted to agree to the Terms and Conditions during the booth space registration process. By registering for a booth, you are agreeing to NACCU's exhibitor policies and Terms and Conditions.

**Read the Exhibitor Policies/  
Terms and Conditions at:**  
[naccu.org/exhibitor-policies  
-and-terms-and-conditions](https://naccu.org/exhibitor-policies-and-terms-and-conditions)

## NACCU Membership

Reach prospective and current clients beyond the conference!

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

- Booth space discounts
- Access to institutional member Campus Profile data
- Access to The Vault online member resource libraries
- Company profile and link listed in Vendor Xchange on NACCU member website
- Company press releases and news posted on the NACCU website and shared via social media
- Sign up for NACCU webinars and workshops at member rates. Many are free for members!



Visit <https://www.naccu.org/naccu-membership> to learn more and join NACCU today!