



# 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 2026 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 2026.

## 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 2026, and enhance the power of the campus credential. Learn more at [www.naccu.org](http://www.naccu.org).

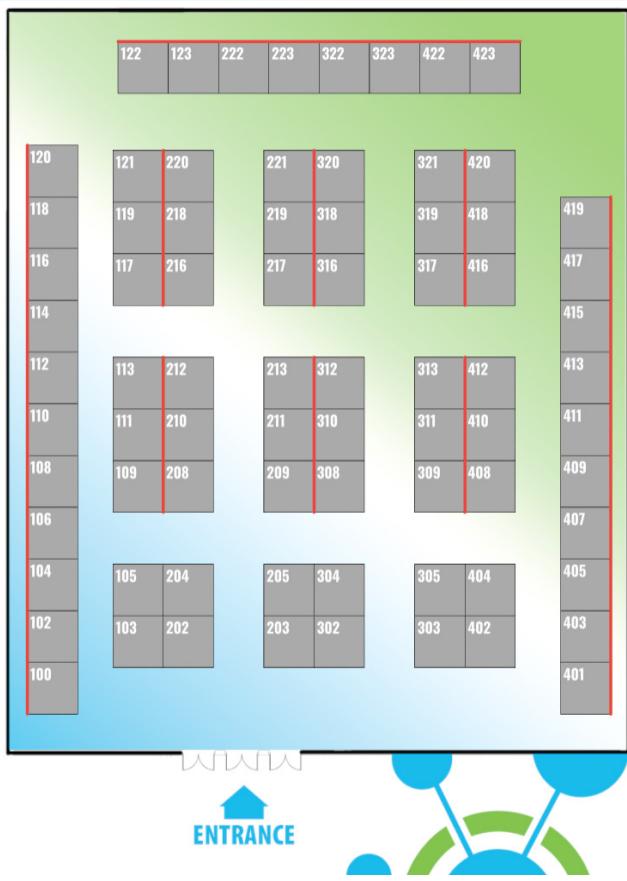
## Conference Venue

**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



### All booth rentals include:

- 10' x 10' space with sides & 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

### Booth Rental Fee (per booth)

NACCU Member	\$2,100
Non-Member	\$3,100

## Booth Space Registration

Register for exhibit space at

<https://www.naccu.org/events/naccu-2026-exhibit-hall-booth>

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).

## Hotel Reservations

Hotel rooms are limited. Make reservations early. The deadline to reserve your room is March 1. Learn more at <https://www.naccu.org/events/2026#hoteltravel>

## Shipping

NACCU 2026 exhibition setup begins on **Monday, April 20, 2026**. Exhibitors should make plans early to ship materials to the advance warehouse through Fern Expo.

## Booth Material Orders

Fern Expo will email the decorator kit to all registered exhibitors by **January 20, 2026**.

### Exhibitor Schedule\*

#### MONDAY, APRIL 20, 2026

12:00PM – 5:00PM Exhibitor Move-In

#### TUESDAY, APRIL 21, 2026

8:00AM – 1:00PM Exhibitor Final Move-In

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

#### WEDNESDAY, APRIL 22, 2026

9:00AM – 11:45AM Dedicated Exhibit Hall; Break/Drawings

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

\*Subject to change.

Review the **full conference schedule** [here](#).

## Exhibit Hall Only Passes

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 **\$250** per person if purchased by **April 18, 2026**. Passes purchased on-site will be \$300 each.

Exhibit Hall Only Passes grant access to the exhibit hall, but do not include access to conference meals and breaks, educational sessions, or opening and closing events.

## 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 **\$915** through **January 30, 2026**. The regular registration rate is **\$1,015** and begins on **January 31**. On-site registration is **\$1,200** and begins **April 18**.

The non-member registration fee is **\$1,215**. Day Passes are offered at a member rate of **\$425** and non-member rate of **\$525**.

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 customers
- The ability to engage and network with conference attendees during educational sessions and meals

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



## Exhibitor Meal Package

Exhibitors with an Exhibit Hall Only Pass may purchase a meal package which includes breakfast, lunch, and breaks on Monday, April 20, Tuesday, April 21, and Wednesday, April 22.

The meal package does NOT include meals or events on Sunday, April 19, and it does NOT include the NACCU closing event on Wednesday, April 22. The cost of the meal package is **\$680** per person.

## Event Tickets Available

Exhibitors with an Exhibit Hall Only Pass may purchase individual tickets to the following events. Event tickets may be purchased prior to the conference or at the conference registration desk.

Opening reception - **\$90** per person

NACCU closing event - **\$90** per person

## Exhibitor Visibility

- Exhibitors are listed in the printed schedule
- Logo, company name, and URL of exhibitors are published in the NACCU 2026 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.

## NACCU Sponsors

- Additional opportunities for visibility at the conference are included for sponsors. Please refer to your sponsorship agreement for details.



# 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 **January 30, 2026** to be included in publication materials or promotions. If a booth is requested after January 31, it must be paid immediately during registration.

Full refunds will be given for cancellations received by 30 days out from the event. 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 at <https://assets.noviams.com/novi-file-uploads/naccu/Documents/iaee-guidelines-for-display.pdf>

**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 2026**. It is important that you read and understand these terms before applying to exhibit at NACCU 2026. 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 Full Exhibitor Policies/  
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