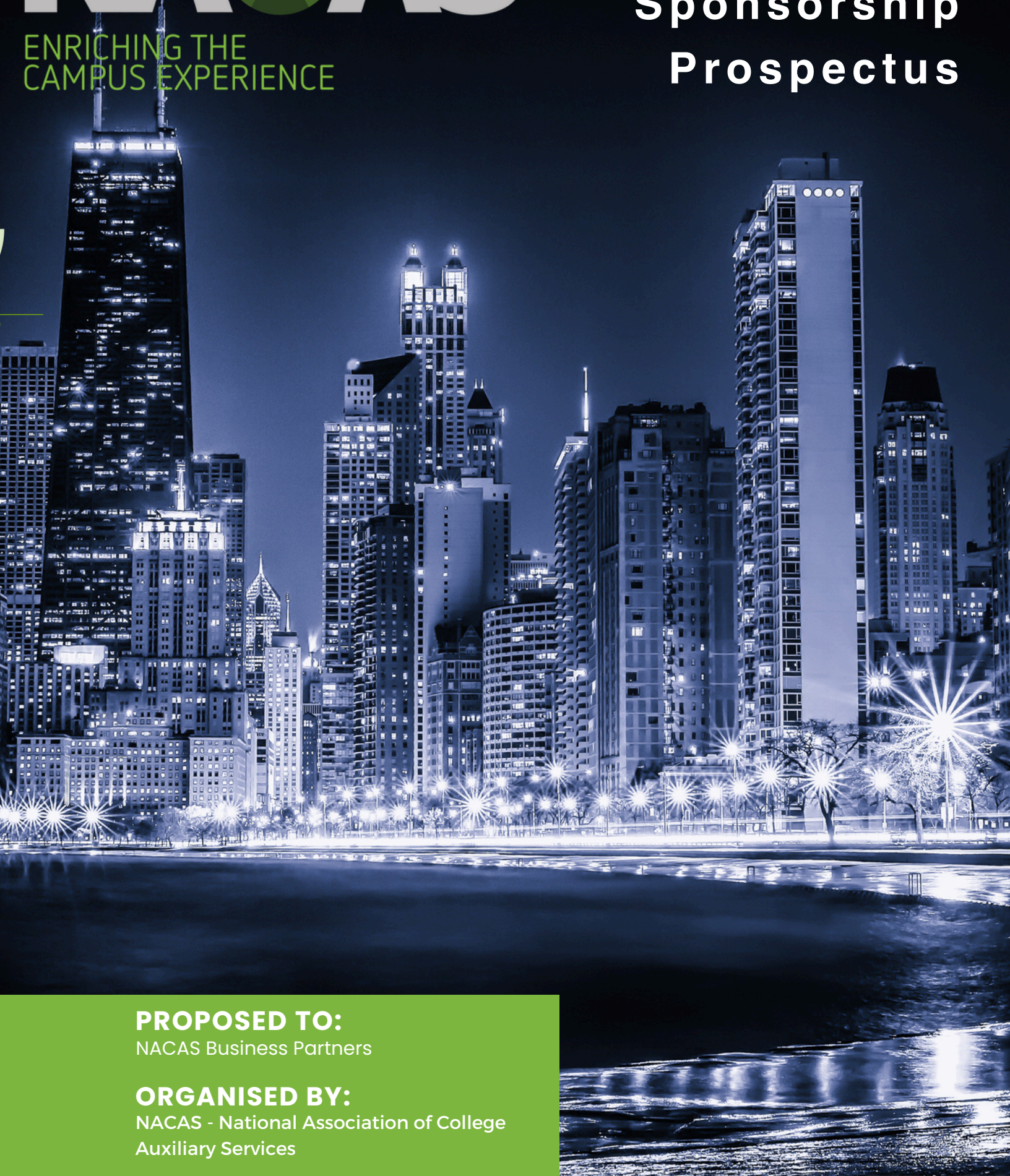




ENRICHING THE  
CAMPUS EXPERIENCE

# NACAS 2026 Sponsorship Prospectus



## **PROPOSED TO:**

NACAS Business Partners

## **ORGANISED BY:**

NACAS - National Association of College  
Auxiliary Services





## ENRICHING THE CAMPUS EXPERIENCE

Founded in 1969 as the National Association of College Auxiliary Services, NACAS is a professional trade association that supports the non-academic segment of higher education responsible for generating business through a diverse array of campus services that students need and value – such as food services, bookstores, housing, and transportation. As the leading organization supporting all campus services, NACAS is the community-of-choice for strategic leaders who advance campus environments to improve the quality of life for students.

## OUR MISSION | OUR VALUES

To advance campus experiences that enrich the quality of life for students, and that provide sustainable institutional resources to support student success and the academic mission of our members' institutions.

- Integrity
- Leadership
- Adaptability
- Excellence
- Inclusiveness
- Respect
- Community

# WHY SPONSOR



Business Partners are essential to the fabric of NACAS and offer a wide range of solutions that meet the needs and desires of our institutional members and their students. Every day, thousands of NACAS members and Business Partners collaborate to create customized campus services that are unique and meaningful to each school's community. Let NACAS serve as your gateway to hundreds of schools and facilitate introductions to higher education leaders seeking the right solutions to enrich campus experiences.

# NACAS 2026 C3X ANNUAL CONFERENCE AND EXPO



The C3X Annual Conference & Expo convenes more than 1,100 leaders from higher education institutions and NACAS Business Partners to exchange the knowledge and connections that are paramount to their work. This is your opportunity to come together with your professional peers to talk about the future of the industry.

## OUR ATTENDEES

C3X attracts a diverse audience of professionals from the auxiliary services sector in higher education. This includes leaders and decision-makers from various departments such as dining services, campus stores, facilities management, student housing, transportation, and more.



**ASSOCIATE VICE  
PRESIDENTS**



**SENIOR DIRECTORS**



**CHANCELLORS**



**EXECUTIVE  
DIRECTORS**



**EXECUTIVE VICE  
PRESIDENTS**



**DIRECTORS**

# WHY EXHIBIT?



## EXHIBITING AT C3X



### EXTENSIVE NETWORKING

Engage in extensive networking opportunities throughout the conference, including designated networking sessions, receptions, and social events, allowing you to forge valuable connections and partnerships with industry professionals.



### DEDICATED EXHIBIT TIME

Take advantage of dedicated exhibit time, providing uninterrupted opportunities to showcase your products and services directly to decision-makers and influencers in the higher education auxiliary services sector.



### BRAND VISIBILITY

Maximize brand visibility and recognition by showcasing your company's offerings to a targeted audience of leaders and influencers in the higher education community, establishing your brand as a trusted and innovative partner in the industry.

Exhibiting at NACAS C3X provides a prime platform for companies to engage with industry leaders, expand networks, and enhance brand visibility in the higher education sector. With dedicated exhibit time, extensive networking opportunities, and exposure to influential stakeholders, exhibitors can showcase their offerings and establish valuable connections, positioning themselves as leaders in the field.



# 2024 INSTITUTIONS REPRESENTED

ACPA: College Student Educators International	California State University - Long Beach	Florida International University
Adelphi University	California State University - San Marcos	Florida Polytechnic University
AE Works	California State University Bakersfield	Florida State University
Alabama A&M University	Campus Services, Carleton University	Follett Higher Education   Harvard University Extension Studies ALM Sustainability (Student)
Albany State University	Carleton University	Fort Lewis College
Algonquin College	Carnegie Mellon University	Franklin & Marshall College
American Campus Communities	Case Western Reserve University	Frederick Community College Bookstore
American University	Center for Transformative Leadership	Furman University
American University of Beirut	Central Michigan University	Gannon University
Appalachian State University	Central Washington University	Gates Manufacturing
Arizona State University - Tempe	Coastal Carolina University	George Mason University
Auburn University	Colgate University	Georgetown University
Auraria Higher Education Center	College of Southern Nevada	George Washington University
Auxiliary Services - SUNYCO	College of Southern Nevada - North Las Vegas	Georgia College & State University
Ayers Saint Gross	College of William and Mary	Georgia Gwinnett College
Ball State University	Colorado School of Mines	Georgia Highlands College
Baylor University	Concordia University Texas	Georgia Institute of Technology
Bergmeyer	Coppin State University	Georgia Military College
Boise State University	Cornell University	Gettysburg College Dining Services
Boston University	DePaul University	Gonzaga University
Bow Valley College	Duquesne University	Grand Canyon University
Brandon University	East Tennessee State University	Grand Valley State University
Brigham Young University	Emory University	Grinnell College
Brock University	Ethical Culture Fieldston School	Holy Cross
Broward College	Faculty Student Association	Howard University
Brown University	Fairleigh Dickinson University	Humber College
Cal Poly Humboldt	Fanshawe College	Indian River State College
Cal Poly Pomona Enterprises	Ferris State University	Ithaca College
Cal State Monterey Bay	Fleming College	Jackson State University
California State Polytechnic University - San Luis Obispo	Florida A&M University	Johns Hopkins University
California State University - Dominguez Hills	Florida Atlantic University	Kaizen Foodservice Planning & Design Inc.

Kanen Wealth Management	Ohio State University (The) - Columbus	Sonoma State University
Kennesaw State University	Oklahoma State University	Southeastern Louisiana University
Kent State University	Oklahoma State University - Stillwater	Southern Illinois University
Lehigh University	Palm Beach State College	Stephen M. Ross School of Business, University of Michigan
Lone Star College	Penn State	Stephens College
Lone Star College System	Pennsylvania State University	SUNY - Albany University
Louisiana State University - Baton Rouge	Pioneer College Caterers	SUNY - Cobleskill/College of Agriculture and Technology
Louisiana Tech University	Pomona College	SUNY - Delhi
Loyola Marymount University	Prairie View A&M	SUNY - Geneseo College
Maryville University	Prairie View A&M University	SUNY - Stony Brook University
McGill University	Princeton University	SUNY at Albany
McMaster University	Protection Pro	Swarthmore College
Memorial University of Newfoundland	Purdue University	Syracuse University
Mercer University	Purdue University Northwest	Texas A&M University
Michigan Dining	Red Deer Polytechnic	Texas A&M University-Commerce
Montclair State University	Red River College Polytech	Texas A&M University-Corpus Christi
Montgomery College - Rockville	Rider University	Texas A&M-Corpus Christi
Morgan State University	Rider University-Gourmet Dining	Texas State University
Mount Allison University	Rochester Institute of Technology	Texas Tech University
NAMA	Rollins College	Texas Tech University - Lubbock
Naval Academy Business Services Division	RRC Polytech	Texas Woman's University
NFUCA	Saginaw Valley State University	The Citadel Military College of South Carolina
Norfolk State University	Saint Joseph's University	The George Washington University
North Carolina A&T State University	Saint Louis University	The University of New Mexico - Albuquerque
North Carolina Central University	Sam Houston State University	The University of Tennessee at Chattanooga
Northern Arizona University	San Juan College	The University of Texas at El Paso
Northern Essex Community College	Santa Clara University	The Vollrath Company
Northern Marianas College	Santa Fe College	Toronto Metropolitan University
Northern Michigan University	SCUP: Society for College and University Planning	Towson University
Northwestern University	Seattle Pacific University	Transdev NA
Nova Scotia Community College	Shepherd University	Trent University
Oakland University	Sheridan College - Canada	Trinity University
Occidental College	Simon Fraser University	Tufts University
	Sinclair Community College	

Tulane University	University of Illinois Urbana-Champaign	University of Texas - San Antonio
UC Riverside	University of Iowa	University of Texas Southwestern Medical Center
UCOM: Business Association of University Cooperatives	University of Louisiana at Lafayette	University of the Incarnate Word
UNC Charlotte	University of Lynchburg	University of the West Indies, Mona, Jamaica
UNC Greensboro	University of Maine	University of Toronto - Scarborough
United States Military Academy-West Point	University of Manitoba	University of Utah - Salt Lake City
United States Naval Academy	University of Massachusetts - Amherst	University of Victoria
Université Laval	University of Miami	University of Virginia - Charlottesville
University	University of Michigan	University of West Florida
University at Albany	University of Minnesota	University of Wisconsin - Milwaukee
University at Albany Auxiliary Services	University of Minnesota - Duluth	University of Wisconsin - Whitewater
University at Auxiliary Services	University of Missouri - Columbia	University of Wisconsin Whitewater
University at Buffalo	University of Nebraska - Lincoln	University of Wisconsin Green Bay
University Corporation at Monterey Bay	University of Nebraska Lincoln	Valencia College
University of Alaska - Fairbanks	University of New Hampshire	Vanderbilt University
University of Arizona	University of North Carolina - Chapel Hill	Villanova University
University of British Columbia - Okanagan	University of North Carolina - Charlotte	Virginia Commonwealth University
University of California - Riverside	University of North Carolina Wilmington	Virginia State University
University of California - San Diego	University of North Georgia	Virginia Tech
University of Central Florida	University of North Texas	Washington University - St. Louis
University of Cincinnati	University of North Texas - Denton	Wayne County Community College District
University of Cincinnati Main Campus	University of North Texas System - Denton	Weber State University
University of Colorado - Colorado Springs	University of Pennsylvania - Philadelphia	West Virginia University
University of Florida	University of Pittsburgh - Bradford	Western University, Canada
University of Florida, Business Services	University of Pittsburgh - Pittsburgh	Widener University
University of Georgia - Athens	University of Richmond	Wilfrid Laurier University
University of Guelph	University of Rochester	Winona State University
University of Hawai'i at Manoa	University of Saskatchewan - Saskatoon	Xavier University
University of Houston	University of South Carolina - Columbia	Yale University
University of Houston - Central	University of South Florida - Tampa	York University
University of Idaho	University of South Florida St. Petersburg	
University of Illinois	University of St. Michael's College	
	University of Tennessee	
	University of Texas - Arlington	



# EXHIBIT OPTIONS



## Exhibit Booth Pricing

Booth Size

10x10

Premium Booth - \$4,600

Standard Booth - \$4,200

## Standard Booth & Premium Booth (Prime Show Location)

- One (1) full registration to C3X 2026 in Chicago, IL
- Each additional 10 x 10 will include One (1) additional registration (i.e., 10x20 booth will include two(2) registrations)
- One (1) booth personnel to Chicago, IL (the booth staff registrations can be upgraded for \$600 to a full conference registration)
- Additional booth passes can be purchased for \$600
- Pre & Post-conference attendee list for both Attendees and Business partners Listing on the C3X website and mobile app

Each 10' x 10' booth includes the following standard equipment:

- 8' High Draped Backwall – Colors: Black
- 3' High Draped Side rails – Color: Black
- One (1) 6' Draped Table – Color: Black Two (2) Side Chairs
- One (1) Wastebasket
- One (1) 7" x 44" Identification Sign with Company Name & Booth Number

\*\*\* CARPET, INTERNET and ELECTRICAL ARE NOT INCLUDED

# 2026 Floor Plan



Breakfast/Lunch



# Sponsorship Opportunities

## Booth Add-ons

### Gold Sponsor

- Two (2) additional booth personnel (the booth staff registrations can be upgraded for \$600 each to a full conference registration)
- Two (2) additional full conference registrations to Chicago
- Marketing Collateral Distribution Post Conference Digitally
- App push notifications - Scripted and sent by NACAS
- Company logo on signage, mobile app and conference website with hyperlink
- Company profile on the conference mobile app
- Acknowledgement in Opening Remarks

\$2500

### Silver Sponsor

- One (1) additional booth personnel to Las Vegas (the booth staff registrations can be upgraded for \$600 to a full conference registration)
- One (1) additional full conference registrations to Chicago
- Marketing Collateral Distribution Post Conference Digitally
- Company logo on signage, mobile app and conference website with hyperlink
- Company profile on the conference mobile app
- Acknowledgement in Opening Remark

\$1000





# Sponsorship Opportunities

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## Conference Mobile App - 1 Available

**\$20,000**

- The Conference Mobile App provides real time access to an agenda with the schedule of events and sessions, speaker profiles and bios, maps and directions to the conference venue, information about exhibitors and sponsors, and a social networking platform that allows attendees to connect with each other.
- One full conference delegate registration
- Splash screen featuring sponsor on mobile app landing page
- Company logo on signage, mobile app, conference website with link
- Company profile on the conference mobile app
- On screen recognition
- One message sent via the Conference Mobile App post-conference thanking the sponsor
- App help desk table

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## Keynote and Session Sponsor

**\$15,000**

- Opening General Session/Keynote - 2 Minute Introduction and 1 Minute BP Video
- Closing General Session/Keynote - 2 Minute Introduction and 1 Minute BP Video

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## A La Carte Sponsorship Opportunities

**\$10,000 Hotel Key Cards with Business Partner Logo**

- 1 Available

**\$5,000 Regional Breakfasts**

- 4 Available

**\$5,000 Sponsored Workshops**

- 4 Available

**\$5,000 Conference Breakfast**

- 1 Available

**\$6,000 Conference Lunch**

- 1 Available

**\$5,000 Late Night Hospitality Suite**

- + F&B Costs
- 1 Available

**\$8,000 Flip-a-Coin Sponsorship**

- 1 Available

**Additional Options - TBD**

# 2026 REGIONAL CX CONFERENCES

NACAS CENTRAL  
CONNECT & EXCHANGE



26 | Annual Regional  
Conference  
ST. LOUIS, MO  
April 2026

NACAS EAST  
CONNECT & EXCHANGE



26 | Annual Regional  
Conference  
RICHMOND, VA  
June 2026

NACAS WEST  
CONNECT & EXCHANGE



26 | Annual Regional  
Conference  
LONGBEACH, CA  
June 2026

NACAS SOUTH  
CONNECT & EXCHANGE



26 | Annual Regional  
Conference  
CHARLOTTE, NC  
April 26-29, 2026

Attending regional NACAS CX conferences offers significant benefits to business partners looking to expand their impact in the higher education auxiliary services market. These events provide direct access to decision-makers and influencers from colleges and universities, offering unique networking opportunities that can lead to lasting professional relationships. By participating, business partners gain valuable insights into the latest trends, challenges, and needs of institutions, allowing them to tailor their products and services more effectively. The intimate setting of regional conferences also enables personalized engagement, fostering meaningful collaborations and increasing brand visibility within the academic community.

## SPONSORSHIP OPPORTUNITIES

### CENTRAL

Diamond \$5,000

Platinum \$3,000

Gold \$2,000

Silver \$1,000

See page 14 for details.

### EAST

Diamond \$10,000

Platinum \$6,000

Gold \$4,000

Silver \$3,000

See page 15 for details.

### WEST

Diamond \$10,000 and Above

Platinum \$5,500 - \$9,999

Gold \$4,500 - \$5,499

Silver \$3,000 - \$4,499

Non- Exhibiting Partner - \$1150

See page 17 for details.

### SOUTH

Diamond \$10,000

Platinum \$6,000 - \$9,999

Gold \$4,000 - \$5,999

Silver \$3,000 - \$3,999

See page 19 for details.

# NACAS Central Sponsorship Opportunities

## Exhibitor Opportunities

Sign up to be included in the Business Partner Showcase at NACAS Central CX. Registration includes space on the showcase floor, admittance to all educational sessions and events, including the Opening Reception, NACAS Town Hall, Hospitality events, and Closing Celebration. You are also invited to Breakfast and Lunch on Monday and Tuesday, which includes the Networking Lunch on Monday prior to the Business Partner Showcase.

### Entry Level \$750

Includes:

- One (1) registration
- Booth size:
  - Minimum 6' wide x 8' deep
- Standard Equipment:
  - High top table (30" or 36", TBD on location)
  - One (1) stool

### Standard \$1,500

Includes:

- Two (2) registrations
- Booth size:
  - Minimum 10' wide x 8' deep
- Standard Equipment:
  - Table (6' or 8', TBD on location)
  - Two (2) chairs

Option to purchase second booth; additional booth includes one (1) additional registration.



# NACAS Central Sponsorship Opportunities

## Sponsorship Opportunities

In addition to the Business Partner Showcase, NACAS Central has four sponsorship packages available. Business Partners do not need to take part in the showcase to sponsor a portion of the conference. Those partners that exhibit and sponsor receive the additional registrations according to each level of support.

### Diamond \$5,000

- Sponsorship of one (1) marquee conference event
- 30 minutes flash session
- Four (4) conference registrations
- Recognition in conference signage and program
- Listing on NACAS Central website
- Premium booth location (if also registered for Business Partner Showcase)

### Platinum \$3,000

- Sponsorship of one (1) higher profile conference event
- Three (3) conference registrations
- Recognition in conference signage and program
- Listing on NACAS Central website
- Enhanced booth location (if also registered for Business Partner Showcase)

### Gold \$2,000

- Sponsorship of one (1) conference event
- Two (2) conference registrations
- Recognition in conference signage and program
- Listing on NACAS Central website

### Silver \$1,000

- Sponsorship of one (1) conference item or giveaway
- One (1) conference registration
- Recognition in conference signage and program
- Listing on NACAS Central website

## Individual Registrations

For those business partners who are not exhibiting in the Business Partner Showcase or any business that needs additional registrations, the cost per registration is \$500 and includes access to all of the same events and activities as the sponsorship opportunities above.

### Business Partner Coordinator Contact:

NACAS Central Business Partner Representative

Chris Reed, CASP

creed@oakland.edu

# NACAS East Sponsorship Opportunities

## Diamond \$10,000

- Admittance to all education sessions and events including the Opening Reception, NACAS Town Hall, Hospitality events, Closing Event, as well as Entrance to the Business Partner Exchange and Exhibits (with one 6' table), Breakfast and Lunch meals both Monday and Tuesday and abundant networking opportunities.
- Up to 8 company representative conference registrations
- Named sponsor at the conference of one of the following: Sunday Opening Event, Tuesday Closing Event, Keynote Sessions, Annual Business Meeting Luncheon
- Opportunity to speak at events where business partner is a named sponsor
- Upgraded to "Feature Status" with recognition in conference materials, and/or app
- Sponsorship of events at conference, including educational sessions and/or breaks (may co-sponsor)
- Opportunity to speak at events where business partner is a named sponsor
- Sponsorship of events at conference, including educational sessions and/or breaks (may co-sponsor)
- Display space in Business Partner Expo Hall
- Listing on NACAS East website with link to business
- Listing in conference materials, and/or app
- Recognition in on-site signage
- Access to list of attendees prior to the conference (pre and post)
- Business Partner Showcase Package - (10x10 booth space, one (1) 6" table, two (2) chairs)

## Platinum \$6,000

- Admittance to all education sessions and events including the Opening Reception, NACAS Town Hall, Hospitality events, and Closing Event, as well as Entrance to the Business Partner Expo and Exhibits (with one 6' table), Breakfast and Lunch meals both Monday and Tuesday and abundant networking opportunities.
- Up to 6 company representative conference registrations
- Sponsorship of events at conference, including educational sessions and/or breaks (may co-sponsor)
- Opportunity to speak at events where business partner is a named sponsor
- Sponsorship of events at conference, including educational sessions and/or breaks (may co-sponsor)
- Display space in Business Partner Expo Hall
- Listing on NACAS East website with link to business
- Listing in conference materials, and/or app
- Recognition in on-site signage
- Access to list of attendees prior to the conference (pre and post)
- Business Partner Showcase Package - (10x10 booth space, one (1) 6" table, two (2) chairs)

# NACAS East Sponsorship Opportunities

## Gold \$4,000

- Admittance to all education sessions and events including the Opening Reception, NACAS Town Hall, Hospitality events, Closing Event, as well as Entrance to the Business Partner Expo and Exhibits (with one 6' table), Breakfast and Lunch meals both Monday and Tuesday and abundant networking opportunities.
- Up to 4 company representative conference registrations
- Sponsorship of events at conference, including educational sessions and/or breaks (may co-sponsor)
- Display space in Business Partner Expo Hall
- Listing on NACAS East website with link to business
- Listing in conference materials, and/or app
- Recognition in on-site signage
- Access to list of attendees prior to the conference (pre and post)
- Business Partner Showcase Package - (10x10 booth space, one (1) 6" table, two (2) chairs)

## Silver \$3,000

- Admittance to all education sessions and events including the Opening Reception, NACAS Town Hall, Hospitality events, and the Closing Event, as well as Entrance to the Business Partner Expo and Exhibits (with one 6' table), Breakfast and Lunch meals both Monday and Tuesday and abundant networking opportunities.
- Up to 2 company representative conference registrations
- Display space in Business Partner Expo Hall
- Listing on NACAS East website with link to business
- Listing in conference materials, and/or app
- Recognition in on-site signage
- Access to list of attendees prior to the conference (pre and post)
- Business Partner Showcase Package - (10x10 booth space, one (1) 6" table, two (2) chairs)

## Business Partner Coordinator Contact:

NACAS East Business Partner Representative

Liz St John

[lhemmer@richmond.edu](mailto:lhemmer@richmond.edu)



# NACAS West Sponsorship Opportunities

## Diamond \$10,000 and above

- Registration for up to seven (7) representatives (additional registrants at member rate).
- Sponsorship naming of one (1) event at conference of your choice (first come, first served) of Sunday night opening event, Keynote Sessions, Tuesday night closing event, or NACAS West Hospitality Suite.
- Conference lanyards with your company logo provided to all attendees.
- Priority access to premium display space in Business Partner Showcase, including opportunity for interactive demo of product.
- Exclusive spot to present your product/service and introduce session at General Session or Keynote event (up to 5 minute commercial plug).
- Opportunity to be given an exclusive spot in Ed Session block for a “fireside chat”/Q&A with members.
- Access to list of attendees prior to the conference.
- Rotational advertisement in the conference app and on site signage.
- One marketing email sent on your behalf to all region members prior to the conference.
- Featured placement in all conference communication materials, and listing on NACAS West website with link to business.
- Small gift from NACAS West Board recognizing contribution for each registrant.

## Platinum \$5,500 - \$9,999

- Registration for up to five (5) representatives (additional registrants can be purchased at \$550 per person).
- Opportunity to boost and upgrade to next sponsorship level by means of additional conference contribution (cash or in kind) towards conference events, refreshment stations, hospitality and networking events, etc.; 75% of your total combined sponsorship in this manner will count toward overall sponsorship level to be determined by Conference Planning Team and sponsor.
- Access to better display space placement in Business Partner Showcase, including opportunity for interactive demo of product.
- Recognition at one of the events at conference, including Keynote or General Sessions.
- Access to list of attendees prior to the conference.
- Rotational ad in the conference app and on site signage.
- Listing on NACAS West website with link to business.
- Recognition in on-site conference signage.
- Small gift from NACAS West Board recognizing contribution for each registrant.

## Gold \$4,500 - \$5,499

- Registration for up to three (3) representatives (additional registrants can be purchased at \$650 per person).
- Opportunity to boost and upgrade to next sponsorship level by means of additional conference contribution (cash or in kind) towards conference events, refreshment stations, hospitality and networking events, etc.; 50% of your total combined sponsorship in this manner will count toward overall sponsorship level to be determined by Conference Planning Team and sponsor.

**\*\*Can only use this benefit to go up one Sponsorship Level (up to Platinum only).**

- Access to choose “good” display space in Business Partner Showcase.
- Recognition at one of the events at conference, including Keynote or General Sessions.
- Access to list of attendees prior to the conference.
- Listing on NACAS West website with link to business and in conference app.
- Recognition in on-site conference signage.

# NACAS West Sponsorship Opportunities

## Silver \$3,000 - \$4,499

Registration for up to two (2) representatives (additional registrants can be purchased at \$750 per person).

- Placement in Business Partner Showcase.
- Access to list of attendees prior to the conference.
- Listing on NACAS West website with link to business and in conference app.

## Non-Exhibiting Partner \$1150

Access to the conference limited to all general sessions, keynote(s), education sessions, and evening networking events only (inclusive of the opening and closing events).\*\*

\*\*Does not include access to the Business Partner SHOWCASE, and sponsorship fee grants registration for one person only.

## Questions?

If you have any questions specific to Business Partner Sponsorship for the West CX 2026 Annual Regional Conference in Denver, CO. please contact Thomas G. Sekayan at [tgsekayan@cpp.edu](mailto:tgsekayan@cpp.edu).

**More Information and Registration Will Be Available Soon at [nacas.org/about/regions/nacas-west/conference](https://nacas.org/about/regions/nacas-west/conference)**

**\*\*\*Sponsorship levels, and benefits are subject to change between now and December 2025.**

# NACAS South Sponsorship Opportunities

## **Diamond \$10,000**

- Admittance to all education sessions and events including the Opening Reception, NACAS Town Hall, Hospitality events, and Opening and Closing Celebrations, as well as Entrance to the Business Partner Exchange and Exhibits (with one 6' table), Breakfast and Lunch meals both Monday and Tuesday and abundant networking opportunities.
- Business Spotlight Session (20 min) and Timeslot of your choice (first come first serve). Only 20 timeslots available
- Up to 8 company representative conference registrations
- Sponsorship of events at conference, including Sunday night Opening/Closing Event, Keynote Sessions, President's Reception, or NACAS South Hospitality Suite
- Priority access to premium display space in Business Partner Expo Hall
- Upgraded to "Feature Status" with recognition in conference materials, and/or app
- Listing on NACAS South website with link to business
- Recognition in on-site signage
- Verbal recognition of sponsorship at General Session
- Speaking opportunity at event or General Session
- Rotational ad in conference app
- Access to list of attendees to the conference (pre and post)

## **Platinum \$6,000 - \$9,999**

- Admittance to all education sessions and events including the Opening Reception, NACAS Town Hall, Hospitality events, and Opening and Closing Celebrations, as well as Entrance to the Business Partner Exchange and Exhibits (with one 6' table), Breakfast and Lunch meals both Monday and Tuesday and abundant networking opportunities.
- Business Spotlight Session (20 min) if timeslots are available. Only 20 timeslots available.
- Up to 6 company representative conference registrations
- Sponsorship of events at conference, including Keynote Speakers, Group Meals or Receptions (may co-sponsor)
- Upgraded display space in Business Partner Expo Hall
- Upgraded to "Feature Status" with recognition in conference materials, and/or app
- Listing on NACAS South website with link to business
- Recognition in on-site signage
- Verbal recognition of sponsorship at General Session
- Access to list of attendees to the conference (pre and post)



# NACAS South Sponsorship Opportunities Continued

## Gold \$4,000 - \$5,999

- Admittance to all education sessions and events including the Opening Reception, NACAS Town Hall, Hospitality events, and Opening and Closing Celebrations, as well as Entrance to the Business Partner Exchange and Exhibits (with one 6' table), Breakfast and Lunch meals both Monday and Tuesday and abundant networking opportunities.
- Business Spotlight Session (20 min) if timeslots are available. Only 20 timeslots available.
- Up to 4 company representative conference registrations
- Sponsorship of events at conference, including educational sessions and/or breaks (may co-sponsor)
- Display space in Business Partner Expo Hall
- Listing on NACAS South website with link to business
- Listing in conference materials, and/or app
- Recognition in on-site signage
- Verbal recognition of sponsorship at General Session
- Access to list of attendees prior to the conference (pre and post)

## Silver \$3,000 - \$3,999

- Admittance to all education sessions and events including the Opening Reception, NACAS Town Hall, Hospitality events, and Opening and Closing Celebrations, as well as Entrance to the Business Partner Exchange and Exhibits (with one 6' table), Breakfast and Lunch meals both Monday and Tuesday and abundant networking opportunities.
- Up to 2 company representative conference registrations
- Display space in Business Partner Expo Hall
- Listing on NACAS South website with link to business
- Listing in conference materials, and/or app
- Recognition in on-site signage
- Access to list of attendees prior to the conference (pre and post)

## Questions?

If you have any questions specific to Sponsorship, please contact: Bryan Varin, [bvarin@uga.edu](mailto:bvarin@uga.edu)

# Premier Annual Sponsorship

To earn the title of Premier Annual Sponsor, a Business Partner must exhibit at all four NACAS Regional CX Shows and the NACAS C3X Conference & Expo. This demonstrates their commitment to supporting campus auxiliary services and engaging deeply with the NACAS community throughout the year. In return, Premier Annual Sponsors receive enhanced visibility and exclusive benefits designed listed below to showcase their dedication and contributions



## Social Media Promotion

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- ✓ Highlighting the Business Partner across NACAS social media platforms before each event.
- ✓ Additional Thank You post after the conclusion of each event



## Exclusive Webinar Session

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- ✓ 10-15 Minute opportunities to present your business, detail its role in driving the student experience, and share case studies of successful implementations at other institutions at the NACAS Business Partner Forum Webinar



## Premier Annual Sponsorship Recognition

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- ✓ Featured as a Premier Annual Sponsor on the NACAS National Website.
- ✓ Enhanced visibility and association with NACAS's mission to improve campus services.

# LEADERSHIP SUMMITS



## SENIOR EXECUTIVE SUMMIT

### SENIOR EXECUTIVE SUMMIT

As auxiliary services adapt in times of uncertainty, let's let them shine as pillars of student development and success: The ultimate achievement of higher education. If you are a visionary on your campus that brings forward ideas for alternative revenue streams and ways to combat enrollment challenges, attend this year's Senior Executive Summit to help further issues facing the auxiliary services industry as well as shape future content and thought leadership within the Association.



## WOMEN IN HIGHER ED LEADERSHIP

### WOMEN IN LEADERSHIP SUMMIT

The Summit is focused on inspiring women in higher education leadership. It will feature intimate networking experiences, engaging speakers and roundtable discussions on current issues impacting professional women in auxiliary services and higher education. This empowering event brings together influential leaders in higher education to inspire, educate, and advocate for women's leadership development.

#### PLATINUM SPONSOR \$16,000: (4) AVAILABLE

- Exclusive recognition as the Platinum Sponsor.
- Prominent logo placement on all event materials and website.
- Sponsor Ancillary Activity
- Four complimentary registrations for your team.
- Access to the attendee list with contact information.
- Recognition in all pre and post-event communications.

#### GOLD SPONSOR \$11,000:

- Prominent logo placement on all event materials and website.
- Two complimentary registrations for your team.
- Access to the attendee list with contact information.
- Recognition in all pre and post-event communications.
- Opportunity to introduce a speaker or session.

#### SILVER SPONSOR \$6,000:

- Logo placement on all event materials and website.
- One complimentary registration for your team.
- Access to the attendee list with contact information.
- Recognition in all pre and post-event communications.

#### SUPPORTER SPONSOR \$8,500:

- Logo placement on all event materials and website.
- One complimentary registration for your team.
- One complimentary registration for a guest institution
- Access to the attendee list with contact information.
- Recognition in all pre and post-event communications.
- 2 Minute opportunity to address attendees

#### BREAKFAST SPONSOR \$6,000: 2 AVAILABLE

- Logo placement during breakfast sessions.
- Recognition on event materials and website.
- One complimentary registration.
- Opportunity to address the attendees during breakfast.

#### LUNCH SPONSOR \$6,000: 2 AVAILABLE

- Logo placement during lunch sessions.
- Recognition on event materials and website.
- One complimentary registration.
- Opportunity to address the attendees during lunch.

#### DINNER SPONSOR \$7,500: 1 AVAILABLE

- Logo placement during dinner session.
- Recognition on event materials and website.
- One complimentary registration..
- Opportunity to address the attendees during dinner.

#### RECEPTION SPONSOR \$8,000: 1 AVAILABLE

- Logo placement during reception.
- Recognition on event materials and website.
- One complimentary registration..
- Opportunity to address the attendees during reception.

**SPONSOR BOTH EVENTS AND SAVE \$500 OFF THE TOTAL**

# 2026 NACAS EVENTS

NACAS South CX 2026	April 26-29, 2026	Westin Uptown Charlotte, NC
Senior Executive Summit	TBD	TBD
NACAS Central CX 2026	April 7-9, 2026	Washington University in St. Louis, MO
NACAS West CX 2026	June 2026	Longbeach, CA
NACAS East CX 2025	June 2026	Richmond, VA
Women in Higher Ed Leadership Summit	TBD	TBD
C3X Annual Conference & Expo	September 26-30, 2026	Marriott Marquee Chicago, IL

**LEARN MORE ABOUT NACAS EVENTS AT [NACAS.ORG](https://www.nacas.org)**



# Advertising Through NACAS

Align yourself with the mission of NACAS by becoming an Industry Leader for 2026 – 2027! With premium exposure opportunities both print/digital communication channels, there is no better way to reach NACAS members.

## Platinum \$25,000 ~ 13% Discount

- 1 full page ad conference issue CSM
- Banner 3 months CS Newswire
- Retargeting 180k impressions
- 2 webinars
- 2 HTML eblasts
- 3 LinkedIn timeline post

## Gold \$20,000 ~ 11% Discount

- 1 full page ad conference issue CSM
- Banner 3 months CS Newswire
- Retargeting 100k impressions
- 2 webinars
- 1 HTML eblasts
- 2 LinkedIn timeline post

## Silver \$15,000 ~ 7% Discount

- 1 half page ad, conference issue CSM
- Banner 3 months CS Newswire
- Retargeting 100k impressions
- 1 HTML email
- 1 webinar
- 2 LinkedIn timeline post

## Bronze \$10,000 ~ 4% Discount

- Digital edition rectangle fall issue CSM
- Retargeting 50k impressions
- Banner 2 months CS Newswire
- 1 webinar

**LEARN MORE ABOUT ADVERTISING OPPORTUNITIES [HERE](#)**

