Enriching the Campus Experience

EXHIBITION BROUCHURE
Each year, the C3X Expo is the place where the industry comes together to collaborate, create, and explore new ways to create customized campus services that are unique and meaningful to each school’s community. Let C3X serve as your gateway to hundreds of schools and facilitate introductions to higher education leaders seeking the right solutions to enrich campus experiences.

“...The event team for NACAS C3X was far more accessible and engaging than any other show I have ever exhibited in. Attendance was limited to senior level decision makers with abbreviated exhibitor hours. This made for a far more engaging experience with post show metrics that you can take to the bank”

NATHAN DOWNS, Partnership Director
Chowbotics

C3X has been a central piece of our overall growth strategy at Chick-fil-A. It is the perfect event to showcase new initiatives, collaborate with other subject matter experts and to connect with new industry members and re-connect with existing friends and business leaders.”

ALLEN DUPONT, Sr. Principal Program Lead
New Restaurant Growth-Licensing, Chick-fil-A

Learn more and register: nacas.org/exhibit
“The partnership with NACAS has been a game changer for our organization. We value the importance of the Auxiliary leader within a campus community and the strategic conversations that take place through NACAS.”

**KARA BUNDE-DUNN, M. Ed., SVP of Sales, Marketing and Customer Success**
Nebraska Book Company

Grubhub Campus lives at the cross section of three parts of the university experience: dining, student life, and campus card/technology services. As the essential association for campus auxiliaries, NACAS stands at the center of those converging worlds. On a more personal level, we credit much of our success as a company to the people we’ve met and industry knowledge we’ve acquired through our relationship with NACAS.”

**BEN ANDERSON, CFP, Head of Industry Relations**
Grubhub

Learn more and register: nacas.org/exhibit
NACAS attendees are Directors, Vice Presidents, Business Officers, and other key campus auxiliary services decision makers.

Individual Details

74% Attendees who use the C3X Expo as the primary way to contact business partners

85% Attendees who say face time with exhibitors influences their purchase decision

84% Attendees who use the C3X Expo to establish new relationships with business partners

Institution Details

Institution Breakdown

(71%) 4 YEAR PUBLIC
(20%) 4 YEAR PRIVATE
(9%) COMMUNITY COLLEGE

Number of Students

- 21,000+ 31%
- 20,000 - 12,000 19%
- 12,000 - 7,000 20%
- 7,000 - 4,000 15%
- 4,000 - 1 15%

Learn more and register: nacas.org/exhibit
Decision Making On Campus

Auxiliary Services, Ancillary Services, Business Services, Campus Services. No matter what a campus calls them, they all have one thing in common: non-academic campus support. Here are just a few of the auxiliary services represented at our conference, and the percentage of attendees who have impact on the decision making process:

- Banking: 49%
- Bookstores: 79%
- Card Systems: 77%
- Concessions: 63%
- Conf./Events: 76%
- eCommerce: 61%
- Facilities: 66%
- Res. Food Services: 79%
- Retail Food Services: 84%
- Housing: 60%
- Laundry: 57%
- Licensing: 50%
- Mail Services: 62%
- Parking: 60%
- Physical Plant: 47%
- Print/Copy: 66%
- Purchasing: 63%
- Retail Stores: 73%
- Security: 57%
- Student Union: 62%
- Technology: 50%
- Transportation: 62%
- Vending: 79%

C3X attendees represent a market worth over $40 billion. By showcasing your products and services at the C3X Annual Conference & Expo, you are making sure the right people see your brand.

Learn more and register: nacas.org/exhibit
Our attendees have made it clear: The C3X Expo is their primary way to find their next campus business partner. **You can’t afford to miss it!**

### Exhibit Pricing

**TIER 1: $3,000**
- Virtual booth at C3X 2020 including listing on C3X Expo site, post video or PDFs on exhibitor profile, host 1-on-1 video or text meetings during Expo hours, and more
- Pre- and Post-Conference attendee list
- Two (2) C3X 2020 registrations
- Inclusion in the C3X 2020 Exhibitor Guide for attendees (dedicated 1/2 page)
- Two (2) priority points

**TIER 2: $5,000**
- Virtual booth at C3X 2020
- Pre- and Post-Conference attendee list
- Four (4) C3X 2020 registrations
- Inclusion in the C3X 2020 Exhibitor Guide for attendees (full-page)
- Twenty (20) minute C3X Expo Ed virtual presentation*
- Four (4) priority points

**TIER 3: $10,000**
- Virtual booth at C3X 2020
- Eight (8) C3X 2020 registrations
- Inclusion in the C3X 2020 Exhibitor Guide for attendees (full-page)
- Sixty (60) minute C3X Expo Ed virtual presentation*
- Host industry-specific virtual networking room or breakout table during C3X 2020
- Exhibitor spotlight in C3X email
- Rotating banner ad on the virtual C3X conference site from November 9-12
- Eight (8) priority points

*Expo Ed offers a virtual presentation in a dedicated room for Business Partners to showcase education on a case study, product, or other learning experience. Expo Ed is marketed on the C3X website, within the C3X app, and additional digital branding.

### Important Details:
- One company per booth
- Pre- and Post-conference attendee lists can be used once to contact attendees before and after C3X and must meet CANSPAM regulations
- All exhibitors are required to be NACAS Business Partners ($1,000 annually)

### What a Virtual Booth Includes:
- Two (2) full C3X registrations (or more based on Tier)
- Pre- & Post-conference attendee list
- Listing on C3X website and year-round exposure in the C3X Virtual Expo
- Ability to include brochures, bios, logos, and videos on your year-round virtual booth
- Ability to host 1-on-1 video meetings and text chats during live expo hours
- Pre-schedule appointments with C3X attendees within the C3X experience
- Exchange contact details, take notes, and download attendee information
- Have attendees answer pre-defined questions when visiting your virtual booth
- Exhibitor listing by industry
- 1/2-page or full-page listing in the C3X 2020 Exhibitor Guide PDF distributed to all NACAS membership (page size dependent on exhibiting Tier)
TAKING IT TO THE NEXT LEVEL.

It’s not enough to just have a booth. You need to drive traffic to that booth. You need to engage with members who are interested in your innovations.

SPONSORSHIP

Your brand is larger than just a booth. Sponsorship not only drives traffic to your booth, but also builds goodwill and brand recognition in our industry. At NACAS, we work with you to develop custom solutions that meet your unique needs.

To learn more contact Kennedy Turner

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EXPO ED

Held in the C3X Expo, Expo Ed gives business partners a dedicated space to showcase products & services, research, or a case study in a semi-private meeting space. Expo Ed sessions are 20-minutes long and take place on the top and bottom of the hour during expo hours. Expo Ed price at $1,500.

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MOBILE APP

This is where 94% of attendees explore schedules, connect with peers, and discover business partners. For $1,000, you receive a rotating banner ad, featured listing, and one push message during the event using the C3X app. Space is limited. Reserve your spot today!

Learn more and register: nacas.org/exhibit
SO YOU’RE COMING TO C3X 2020.

We’re excited that you have decided to exhibit at C3X 2019. Use the following information to reserve your space. Don’t wait too long; space is limited and filling fast!

Learn more and register: nacas.org/exhibit