



Exhibitor Guidelines

Exhibitors at STEM College and Career Fairs are integral to our overall success. The National Association for College Admission Counseling (NACAC), along with members of the Ad Hoc Committee on STEM Programming, are responsible for creating a professional and safe environment for the delivery of these programs. Exhibitor guidelines are in place to provide a professional, positive, and safe environment for exhibitors and attendees. Basic exhibitor guidelines include:

Make a Positive First Impression

- Arrive at least 30 minutes prior to the start of the fair to allow ample time to setup and be ready to greet attendees.
- Students and parents look forward to meeting with you. Stay for the entire program. Inform NACAC in advance if you cannot attend a program so we can remove your sign and inform attendees.
- NACAC recommends professional attire. Dress to best represent your institution and wear a name badge.

Be a Courteous and Create a Safe Environment

- **No more than two representatives may staff a table at one time.** Exhibiting representatives should remain behind their tables and keep aisles clear.
- STEM College and Career Fairs provide table top exhibit set-up without pipe and drape. Exhibitors are encouraged to bring their own branded tablecloths. Displays should not exceed the parameters of the table (standard table size is six feet) or obstruct the view of adjacent tables. Displays should not be higher than 20 inches tall.
- Distribution of literature, demonstrations, visual aids, and models are restricted to the table's surface (e.g. no drones, hoverboards, etc.). Aisles must be kept completely clear of materials and displays.
- Items may not be attached to any structures in the facility including columns, walls, floors, etc. No floor banners are allowed.
- Audio-visual equipment is permissible, but please keep volume to a minimum as not to interfere with other exhibitors.
- Presentations involving food preparation, mascots, drawings (raffles), competitions, or similar activities are not permitted. Open flames, butane gas, oxygen tanks or other flammable substances are prohibited. Depending on the fire ordinances of the host city, certain materials may be required to withstand a fireproof test.
- Colleges may not provide promotional giveaways. Only educational literature on STEM educational and career opportunities is permitted. If you are not sure if an item is acceptable, please ask the NACAC representative onsite. The following are examples of prohibited materials:
 - Keychains
 - Water bottles
 - T-shirts
 - Pennants
 - Food/Candy
 - Stress Balls

** Pens are acceptable*

Your feedback is important

- **Solicitation is strictly prohibited.** In order to ensure all attendees and exhibitors have a positive experience, please notify the NACAC representative at the Information Booth if you encounter solicitors or any unauthorized activity.
- Please **complete the exhibitor evaluation** after the fair. A link to the online survey will be emailed to the primary contact of your institution.

Failure to adhere to these guidelines will result in your institution being asked to vacate the exhibit and the STEM College & Career Fair. Colleges and universities exhibiting at NACAC National College Fair programs are expected to adhere to NACAC's Statement of Principles of Good Practice (SPGP). A complete version of the SPGP can be found on the NACAC website (www.nacacnet.org).

For more information visit www.nacacnet.org/stemfairs