



## Exhibitor Guidelines

Exhibitors at Performing & Visual Arts College Fairs play a major role in the success of our programs. The National Association for College Admission Counseling (NACAC), along with members of the NCF Committee and local arrangements committee, are responsible for creating a professional and safe environment for the delivery of the Performing & Visual Arts College Fair program. Basic exhibitor guidelines include:

- Arrive at least 30 minutes prior to the start of the fair and stay for the entire program.
- Exhibitors are expected to follow the cancellation policy detailed on the Performing & Visual Arts College Fair registration form. NACAC will follow up with schools that are no-shows.
- NACAC recommends professional attire. Dress to best represent your school and wear a name badge. If you do not have a name badge, one may be provided to you at the Information Table.
- Attending alumni should report to the information table to receive a copy of the *National College Fair Alumni Representative Guidelines*. These should be reviewed prior to the start of the fair.
- **No more than three representatives may staff a booth at one time.**
- Recruitment and distribution of literature is restricted to the parameters of the table.
- Demonstrations such as food preparation, mascots, drawings (raffles), competitions, or similar activities are not permitted.
- Displays may not exceed 20 inches in height if sitting on top of the table or 5 feet if sitting on the floor. They may not extend beyond the length of the table.
- Displays should not exceed the parameters of the table or obstruct the view of adjacent tables.
- Aisles must be kept completely clear of materials and displays.
- Open flames, butane gas, oxygen tanks or other flammable substances are not permitted. Depending on the fire ordinances of the host city, certain materials may be required to withstand a fireproof test.
- Items may not be attached to any structures in the facility including columns, walls, floors, etc.
- **Promotional giveaways are prohibited.** Only literature pertaining to the college or university 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, Bags. ***Pens and pencils are acceptable.***
- 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.**
- 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 your table and the Performing & Visual Arts College Fair. Colleges and universities exhibiting at NACAC National College Fairs are expected to adhere to NACAC's Code of Ethics and Professional Practices (CEPP). A complete version of the CEPP can be found on the NACAC website ([www.nacacnet.org](http://www.nacacnet.org)).