



1050 N Highland St., Suite 400, Arlington, VA 22201, 800.822.6285, [www.nacacfairs.org](http://www.nacacfairs.org)

## National College Fair Sponsor Policy

### Participation and Eligibility

The National Association for College Admission Counseling (NACAC) seeks support from sponsoring organizations providing services and resources to students in search of access to higher education. Applications for sponsorship within National College Fairs are subject to approval by NACAC in consultation with the local and national college fair committees. NACAC closely reviews and evaluates all sponsors that are interested in promoting their services at the National College Fairs to ensure only reputable companies/organizations are present at the fairs. All sponsors that are approved must adhere to the Resource Center Guidelines.

**Participating organizations are not required to provide only free services but must still adhere to NCF guidelines as outlined in the revised sponsorship policy.**

### Examples of eligible sponsors are:

- Banks/Student loan companies
- Testing agencies
- Non-Profit Foundations
- Scholarship Organizations
- State higher education lending programs

### Ineligible organizations include:

- Independent Educational Consultants/Groups
- Other organizations not related to students transition to higher education.

### Cost and Benefits – \$2,000 per fair

#### You get:

- A six foot wide, skirted table in the NCF Resource Center, two chairs, pipe and drape, a seven inch x forty-four inch sign with company name
- Access to badge scanner mobile app to track leads
- Logo on entryway signage
- Logo on locators or newspapers that are distributed on-site
- A logo and link on the NCF website
- Option to offer a workshop at the fair (additional A/V costs may apply) —\*must include workshop materials

Any company providing such services is encouraged to apply and non-profit organizations may inquire about reduced contribution rates. For additional information contact [mlavine@nacacnet.org](mailto:mlavine@nacacnet.org)

**Due to production deadlines and time constraints, applications will not be accepted for fairs occurring in less than 30 days.**

### Lead Retrieval

**Sponsors should download the GoToCollegeFairs Mobile Scan App to capture student information;** scanners are no longer an option. The app is free and sponsors will have access to an unlimited number of users and leads from NACAC fairs.

Lead retrieval services are provided by Technology Resource Corporation (TRC), a company independent from the National Association for College Admission Counseling. TRC will make every reasonable effort to deliver scanned data within one (1) hour of when they were uploaded on the app.

Cancelation requests must be submitted in writing to [mlavine@nacacnet.org](mailto:mlavine@nacacnet.org), or by faxing to (703) 373-2372. Cancelation requests must be submitted 45 days prior to fair date, to receive full refund. **Cancelations submitted after 45 days prior to fair date, will receive no refund.**

**Payment is due in full two weeks prior to the fair(s).**



# National College Fair Sponsor Application

Please read over and fill out this form in its entirety. A completed application includes:  this form,  a high resolution logo, and if necessary,  any workshop related materials. If any of these components are missing the application is considered incomplete and cannot be processed.

Sponsor (Organization/Institution): \_\_\_\_\_  
Address: \_\_\_\_\_ City: \_\_\_\_\_  
State/Zip: \_\_\_\_\_ Country: \_\_\_\_\_  
Web Address: \_\_\_\_\_

Primary Contact Person: (the person listed as the primary contact will receive all correspondence for the event, including invoices. If the person listed needs to be changed at a later date, contact dmtcenter@nacacnet.org)

Title: \_\_\_\_\_ Fax: \_\_\_\_\_  
Phone: \_\_\_\_\_ Email: \_\_\_\_\_

Please check all that apply. If your organization wishes to participate in a workshop/present a workshop, please attach a brief (250 word) summary, the workshop length, and if possible, contact information for the workshop presenter.

Type of Institution:

- For-Profit
- Non-Profit
- Lending Institution
- Other

Sponsorship fee is \$2,000 per fair.

As a Sponsor, we would like to...

- Exhibit in the Resource Center
- Present a Workshop
- Monetary contribution of: \$ \_\_\_\_\_  
to be used for: \_\_\_\_\_

## Spring 2020 NCF

### Check all fair cities that apply:

- Thurs., Feb. 6 – Pittsburgh, PA
- Fri. Feb. 7
- Sat., Feb. 8 Cleveland, OH
- Sun., Feb. 9 Columbus, OH
- Sun., Feb. 23 Miami, FL
- Sun., Mar. 1 Tampa, FL
- Sat., Mar. 14 Suburban Chicago, IL
- Sun., Mar. 15 Atlanta, GA
- Sun., Mar. 15 – Rochester, NY
- Mon., Mar. 16
- Tue., Mar. 16 – Syracuse, NY
- Wed., Mar. 17
- Wed., Mar. 18 – Buffalo, NY
- Thurs., Mar. 19
- Thurs., Mar. 19 Raleigh, NC
- Sat., Mar. 21 Upstate South Carolina, SC
- Sun., Mar. 22 Charlotte, NC
- Thurs., Mar. 26 Memphis, TN
- Tues., Mar. 31 – Hartford, CT
- Wed., Apr. 1
- Tues., Mar. 31 – Montgomery County, MD
- Wed., Apr. 1
- Wed., Apr. 1 Northern New Jersey, NJ
- Fri., Apr. 3 Prince George’s County, MD
- Mon., Apr. 6 Springfield, MA
- Tues., Apr. 7 Providence, RI
- Tues., Apr. 14 Houston, TX
- Thurs., Apr. 16 Austin, TX
- Thurs., Apr. 16 West Michigan, MI
- Sun., Apr. 19 Dallas/Fort Worth, TX
- Sun., Apr. 19 Vancouver, Canada
- Tues., Apr. 21 Honolulu, HI
- Tues., Apr. 21 San Diego, CA
- Thurs., Apr. 23 Las Vegas, NV
- Sat., Apr. 25 San Francisco Bay Area, CA
- Sun., Apr. 26 New York, NY
- Sun., Apr. 26 Orange County, CA
- Mon., Apr. 27 Inland Empire, CA
- Mon., Apr. 27 Metro Detroit, MI
- Tues., Apr. 28 Ventura/Tri-County, CA
- Wed., Apr. 29 Los Angeles, CA
- Thurs., Apr. 30 – Boston, MA
- Fri., May 1

I have read and agree to the NACAC National College Fairs Sponsorship Policy. I accept the responsibility of forwarding any sponsor/exhibitor information received regarding National College Fairs to all representatives of my institution who will be attending those fairs. I, my institution, and its representatives, acknowledge that we have read and understand the policies and rules of the NACAC National College Fairs and the NACAC Resource Center Guidelines. I have attached the necessary supplemental materials required to process my application and acknowledge that, if any information necessary to process my application is missing, my application is rendered null and void. **Payment is due in full two weeks prior to the fair(s).** Cancellation requests must be submitted in writing to mlavine@nacacnet.org, or by faxing to (703) 373-2372. Cancellation requests must be submitted 45 days prior to fair date, to receive full refund. **Cancellations submitted after 45 days prior to fair date, will receive no refund. All fees must be payable in US dollars.**

Signature

Date

Please return completed application to mlavine@nacacnet.org. See website for the list of next steps.