

The logo features the text 'naccu 2017 ORLANDO' in a bold, yellow, sans-serif font with a blue outline. The text is set against a red, torn-edge banner that is superimposed on a light blue circular background. The background of the entire page consists of large, overlapping geometric shapes in shades of red and blue.

**naccu**  
**2017**  
**ORLANDO**

**TODAY. TOMORROW. & BEYOND.**  
**APRIL 2-5**

## EXHIBITOR PROSPECTUS



National Association of Campus Card Users  
2226 W Northern Ave Ste C-120 Phoenix AZ 85021  
P: (602) 395-8989 F: (602) 395-9090  
[www.naccu.org](http://www.naccu.org) [naccu@naccu.org](mailto:naccu@naccu.org)

NACCU was formed in 1993 as the only association that specializes in the campus card transaction industry.

The NACCU Annual Conference offers the ultimate convergence of campus card networking, educational, and partnership opportunities.

As an exhibitor at the conference, you will have access to campus card professionals in all stages of development in their programs. You will increase awareness of the services and products you offer as well as strengthen connections with current and prospective clients.

Our corporate members directly credit NACCU with offering networking opportunities that have led to strong ongoing client relationships. There is simply no better avenue for connecting with the campus card market.

*Today. Tomorrow. & Beyond.*



## Benefits of Exhibiting at NACCU

### *Reach a Targeted Market*

Participation in our 24th Annual Conference is one of the most cost-effective methods for your company to connect with current and prospective customers. Attendees share the common goals of establishing, expanding or refining campus card programs at their institutions. Through this event, you can showcase the position you fill in the campus card marketplace. Take advantage of this special opportunity to reach a unique group of campus card professionals!

### *Exhibit Hall Hours*

The exhibit hall will be open for nearly six hours of exclusive, dedicated time, offering a good flow of attendee traffic. It will also be open for a one hour prior Preview before the formal opening during concurrent events on Tuesday. Prize drawings will occur throughout exhibit hall hours on Wednesday. Attendees must be present to enter the drawings.

### *Marketing Opportunities*

Exhibitors will be listed in the conference program, on the exhibit hall map, in the NACCU 2017 mobile app, and posted at the exhibit hall entrance. One month prior to the conference, exhibitors will receive an electronic file containing contact information for conference registrants to be used for pre-conference mailings. Attendees do have the option to opt-out of inclusion in this file.

Exhibitors are also encouraged to submit articles and case studies for publication on the NACCU website and social media channels prior to the conference. Contact Crystal at [crystal@naccu.org](mailto:crystal@naccu.org) for more details.

## Additional Opportunities

### *Sponsorship*

Sponsorship is a powerful tool for maximizing your exposure. Sponsors will be listed on the conference website, in the program, on the front of the exhibit hall entrance, and on the item or at the event sponsored. For more information regarding opportunities, please visit [www.naccu.org/2017](http://www.naccu.org/2017) or contact Dawn B. Thomas, Executive Director, at (602) 395-8989 or [dawn@naccu.org](mailto:dawn@naccu.org).

### *Prize Giveaways*

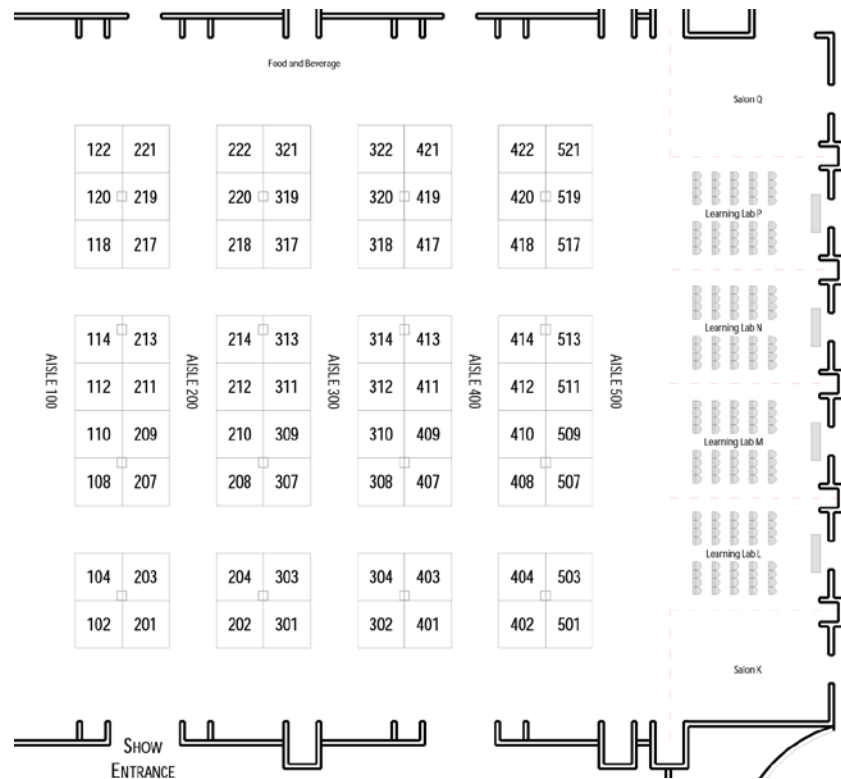
Create buzz for your company. Donate prizes for the exhibit hall giveaway. Prizes can be shipped to the NACCU National Office or picked up from you in Orlando. Contact Crystal at [crystal@naccu.org](mailto:crystal@naccu.org) to make arrangements by March 15, 2017.

### *Conference Program Advertising*

Exhibitors may purchase ad space in the conference program. As a membership benefit, Gold Corporate Associate Members receive a complimentary full-page ad while Silver Members receive a complimentary half-page ad.

Payment and artwork for advertisements are due by February 7, 2017. Contact Crystal at [crystal@naccu.org](mailto:crystal@naccu.org) for artwork specs.

## NACCU Exhibit Hall Map



## Booth Space Registration

Register for exhibit space at

[www.naccu.org/2017exhibitors](http://www.naccu.org/2017exhibitors)

Initial booth reservation opportunities are offered to NACCU Corporate Associate Members in priority order by membership level.

For assistance in completing your exhibit application, please email [info@eventproducers.com](mailto:info@eventproducers.com) or call (425) 420-1680.

## Booth Rental Fee (per booth)

Gold Member	<b>\$1,475</b>
Silver Member	<b>\$1,775</b>
Bronze Member	<b>\$1,900</b>
Non-Member	<b>\$2,785</b>

All booth rentals include

- 10' x 10' space with sides and back wall drape
- 7" x 44" company identification sign
- 24-hour security from move-in through breakdown
- Attendee registration list
- Conference program listing
- Two exhibit hall only passes

## Exhibitor Schedule\*

### Monday, April 3, 2017

12:00PM – 6:00PM Exhibitor Move-In

### Tuesday, April 4, 2017

8:00AM – 1:00PM Exhibitor Move-In

2:30PM – 5:30PM Exhibit Hall Reception

### Wednesday, April 5, 2017

8:00AM – 9:00AM Corporate Members Breakfast Meeting

9:15AM – 12:00PM Dedicated Exhibit Hall with Break / Drawings/ Learning Labs

12:00PM - 5:00PM Exhibit Hall Move Out

\*Subject to change. Visit [www.naccu.org/2017](http://www.naccu.org/2017) for latest schedule information

In addition to the items included in the booth rental:

- Gold level NACCU Corporate Members are entitled to 5 full conference registrations
- Silver level NACCU Corporate Members are entitled to 2 full conference registrations
- Bronze level NACCU Corporate Members are entitled to 1 full conference registration

Contact Janice at [janice@naccu.org](mailto:janice@naccu.org) for assistance with complimentary registrations.

## Hotel Reservations

The 24th Annual Conference will be held at Disney's Contemporary Resort. Exhibit space and all educational sessions will be held on the property. The NACCU rate is \$189 per night. Reserve rooms at [www.naccu.org/2017](http://www.naccu.org/2017).

## Travel and Shipping

NACCU 2017 exhibition setup begins on Monday, April 3, 2017. Exhibitors should make plans early to reserve hotel rooms and ship materials to the hotel. Additional information will be available in the Exhibitor's Packet sent to those who register a booth for the show.

## Exhibitor Badges

Exhibitors will receive two exhibit hall only badges with each booth space rental. Additional exhibit hall badges may be purchased for \$100 each from Event Producers.

## Meal Package

Exhibitors with exhibit hall only badges may purchase a meal package at [www.naccu.org/2017exhibitors](http://www.naccu.org/2017exhibitors), which includes breakfast, lunch, and breaks on Monday, April 3, Tuesday, April 4, and Wednesday, April 5. The meal package does NOT include meals or events on Sunday, April 2, and it does NOT include the NACCU Night Out on Wednesday, April 5. The cost of the meal package is \$300 per person.

## Conference Registration

We encourage at least one person from each company to register and attend the full conference. This enables you to learn what is happening on campuses today and helps you prepare to meet the needs of this constantly changing marketplace. Member registration rates are \$850 with a \$750 Early Bird rate for registrations completed by January 9, 2017. The non-member registration rate is \$1,075. Day Passes are offered at a member rate of \$365 and non-member rate of \$475.

Full registration includes:

- Keynote and general session presentations
- Educational sessions
- Breakfasts on Sunday, Monday, and Tuesday
- Lunches on Sunday, Monday, and Tuesday
- Refreshment breaks
- Conference events, including the Opening Reception (Sunday), the Exhibit Hall Grand Opening (Tuesday), NACCU Fitness, and NACCU Night Out (Wednesday)
- A registration packet, which includes a conference bag, conference program, and other materials
- The unique perspective of seeing the conference from the eyes of your current and potential customers
- The ability to engage and interact with conference attendees during educational sessions and meals

## NACCU Membership

Membership gives your company the opportunity to keep reaching out to prospective and current clients!



The conference registration discount provided for members goes a long way toward offsetting the cost of a one-year membership in NACCU.

Join NACCU and receive all of the benefits of membership, including:

- Discounts and priority booth location choice at the conference
- Subscription(s) to CR80News and CARDtalk
- Access to the Member Resources area of the website
- Company profile and link on the NACCU website
- Company press releases and news posted on the NACCU website and shared via social media

Visit [www.naccu.org/join](http://www.naccu.org/join) for a complete listing of benefits at each level of membership.

## Event Tickets Available

For exhibitors who do not take advantage of full conference registration, individual guest tickets to the Opening Reception, Awards Luncheon, and NACCU Night Out are available. Review fees [here](#). Event tickets may be purchased prior to the conference or at the registration desk during the conference.

## NACCU at Walt Disney World

NACCU is excited to come to Orlando. The location, combined with the excellent conference content, will make for an outstanding experience. NACCU will be sending conference invitations to many institutions and companies in the region. Please encourage your clients to attend.

## New Professionals Institute

The New Professionals Institute (NPI) is planned for Sunday, April 2. The program is targeted at new professionals in the field who have less than three years' experience or are new to their position.

## Professional Development

Professional development workshops will be offered on Sunday, April 2. All institutional and corporate attendees are encouraged to participate. Workshops will be filled on a first-come, first-served basis.

## Policies and Regulations

NACCU will make every effort to accommodate space assignment preferences. NACCU reserves the right to change a space assignment if it becomes necessary, in which case you will be notified immediately.

Full refunds will be given for cancellations received by February 20, 2017. NO REFUNDS WILL BE GIVEN AFTER THIS DATE.

Cancellations must be made in writing to [info@eventproducers.com](mailto:info@eventproducers.com) or fax to (425) 420-1680. NACCU reserves the right to resell all cancelled exhibit space.

Exhibit fees cannot be transferred from year to year.

NACCU does not accept responsibility or liability for any losses or damage to person or property in the exhibit hall. As a courtesy to exhibitors, perimeter security for the exhibit hall is furnished during installation, dismantling and show days. This is not and should not be interpreted as a guarantee or indemnity against loss or theft of any kind. Exhibitor is charged with the knowledge of and shall abide by and observe all federal, state and local laws, codes, ordinances, rules and regulations, including those pertaining to health, fire prevention, music and public safety, and all rules and regulations of the Exhibit Facility (including any union labor work rules). Without limiting the foregoing, exhibitor shall construct its exhibits to comply with the Americans with Disabilities Act.

Exhibitors agree to protect, save and hold harmless NACCU, Event Producers, Disney's Contemporary Resort, and all agents and employees thereof forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitor or those holding under the exhibitor, and further, the exhibitor shall, at all times, protect, indemnify, save and hold harmless the expenses (including attorney's fees) arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the exhibitor, its agents, employees or business invitees, which arise from or out of or by reason of said exhibitor's occupancy and use of the exhibition premises, the convention facility or any part thereof.

All exhibitors are expected to maintain insurance for the conference with (1) \$1 million commercial general liability, with products and completed operations liability in the same amount and aggregate limits of at least \$1 million and (2.) Worker's compensation insurance.

No refunds will be paid to no-shows.

Review full terms and conditions [here](#).

## Booths and Equipment

- Booth space includes a draped back, side rails and an identification sign. All other furnishings, equipment, and utilities are to be provided by the exhibiting company at its expense. These services may be obtained through the official service contractor, Hollins. An online exhibitor kit will be provided to you after you have reserved and paid for your exhibit space. Drayage services are to be provided exclusively through the official contractor.

- Islands can be no fewer than four 10'x10' spaces.

- Any exhibitor not checked in and set up two hours prior to the initial exhibit opening will be considered a no-show unless prior arrangements have been made with the exhibit manager. The exhibit manager reserves the right to force set an exhibitor's booth if freight has been delivered or to remove freight from the floor prior to show opening with all expenses incurred to be charged to the exhibitor.

- All demonstrations must be confined to the exhibit space. Please do not block aisles with activities.

- Exhibitors who wish to share space must have the approval of NACCU.

- Exhibit installation MUST be done during the hours specified. Any booth not set up two hours before the official opening will forfeit the right to set up until the show closes for the day.

- No exhibit may be dismantled or packed prior to the official closing of the exhibition, and exhibit dismantling MUST be completed during the hours specified for such activity.

- Admission to the exhibit hall will be restricted by badge identification.

- Photography (including any image collection process) or videotape of any product, material, or booth other than the exhibitor's own is not permitted. Any photography in the exhibit hall must be pre-authorized by NACCU and be supervised by NACCU staff.

- NACCU will provide security, at no expense to the exhibitors, beginning with set-up and continuing on a 24-hour basis through the completion of exhibitor move-out.

NACCU will coordinate the exhibit hall. Contact Dawn B. Thomas at [dawn@naccu.org](mailto:dawn@naccu.org) or (602) 395-8989.

**For more information about NACCU 2017, visit**

[www.naccu.org/2017](http://www.naccu.org/2017)