



2021 Annual Conference Exhibitor Prospectus

45th Annual Conference on Academic Advising
Together, All Things Are Possible

October 6-9, 2021

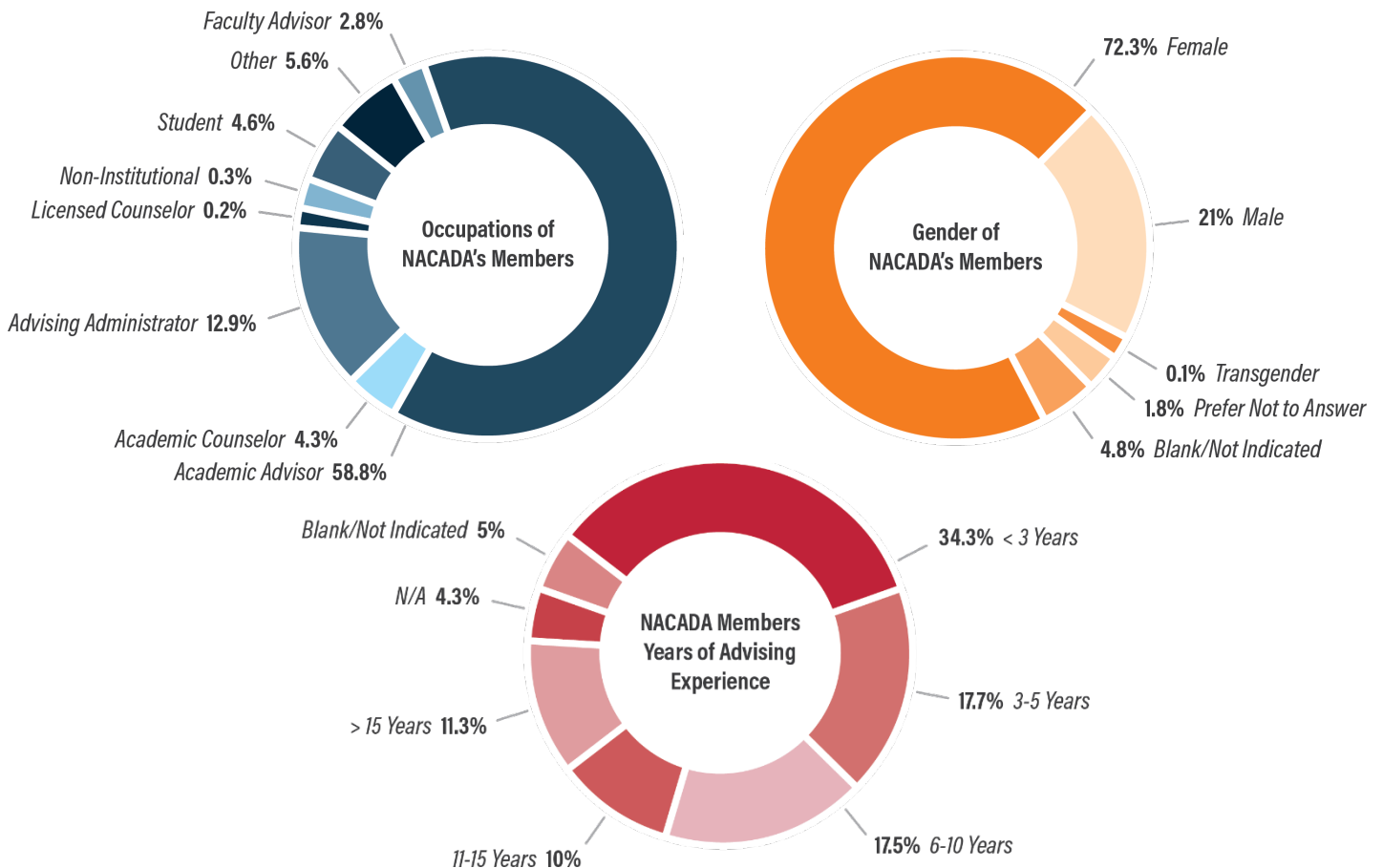


2021 Conference Location:
Duke Energy Convention Center
525 Elm Street | Cincinnati, OH 45202

A Little About NACADA

NACADA is an association of 12,000 professional advisors, counselors, faculty, administrators, and students working to enhance the educational development of students. NACADA promotes and supports quality academic advising in institutions of higher education to enhance the educational development of students. NACADA provides a forum for discussion, debate, and the exchange of ideas pertaining to academic advising through numerous activities and publications. NACADA also serves as an advocate for effective academic advising by providing a Consulting and Speaker Service, an Awards Program, and funding for Research related to academic advising.

This is the Global Community



The 45th NACADA Annual Conference

NACADA cordially invites you to participate in our 45th Annual Conference in Cincinnati, OH. Attendance of 3,000-3,500 advising professionals representing higher education institutions from all over the world is expected at NACADA's 2021 Annual Conference.

NACADA will have a dedicated one-hour time period for participants to network with exhibitors on Thursday, October 7, from 3:15-4:15 pm. Exhibit hours are listed on page 6.

Exhibiting Opportunities at the Annual Conference

NACADA offers two types of exhibit opportunities: 1. General Exhibitor and 2. Exhibitor Sponsor. General exhibitors purchase one of three basic packages [informational (exhibitor information is posted on NACADA's virtual app), relational, or conceptual]. Exhibitor sponsors purchase the conceptual package and provide additional funding above the cost of the conceptual package to sponsor items/events that directly benefit the event experience of NACADA Annual Conference delegates. Details about the two types of exhibiting opportunities are given below.

General Exhibitors

Purchase an exhibit package – informational, relational, or conceptual. Benefits of each package are listed in the columns below. NACADA accepts exhibitors who have products or services that are of educational interest to academic advisors. NACADA reserves the right to determine the eligibility of any company, product, or service for inclusion as an exhibitor. NACADA also reserves the right to remove or prohibit any exhibitor or representatives that, in its opinion, are not adhering to the established guidelines for conference exhibitors.

General Exhibitor Benefits	Informational	Relational	Conceptual
Price (10% off if registration form is received by April 30, 2021)	\$800	\$1,000	\$1,800
Conference registrations per package	0	1	2
Welcome reception entry	0	1	2
Breakfast entry	0	1	2
Chairs	0	1	2
Pipe and drape surround (booths are 10' X 8')			X
Wastebasket		X	X
6' skirted table		X	X
ID sign		X	X
Firm description (50-word description; due July 1)	X	X	X
Firm logo, link, along with description (on NACADA web site; remains linked for 60 days; due July 1)	X	X	X
Brochure PDF (5-6 pages) of information to disseminate (NACADA must approve) on virtual app	X		X
Company email address for "I'm Interested" button for you to respond to participants on virtual app	X		X
URL for "Additional Information" button (linked to a web page, video, or demonstration) on virtual app	X		X
Optional presentation (title, 50-word abstract, and presenter names included in NACADA's virtual app and interactive scheduler; sessions limited, first-come, first-served basis; due July 1)			X
Mailing list of delegate physical addresses (one-time use – see guidelines on page 5; email addresses are excluded; list is sent two weeks prior to annual conference)			X
Electronic advertisement (full color ad content, 3.25" W X 4.75" H, portrait orientation; ad to be reviewed and approved by NACADA before posting to the conference web page; due July 1)		¼ page	¼ page

Exhibitor Sponsors *(requires additional funding)*

Exhibitors who wish to have a higher level of visibility and recognition as sponsors must purchase the Conceptual Package (benefits listed in last column on page 3) and provide additional funding above the cost of the conceptual package to sponsor items or events that enhance/benefit the experience of Annual Conference delegates. Examples of items or events for sponsorship levels are given on page 5. The sponsorship level benefits are shown below. Please indicate your wish to be a sponsor on the registration form and complete the sponsorship questionnaire (page 10) by July 1. Cost estimates will be researched and an exhibitor sponsorship agreement will be prepared for signature. Exhibitor sponsorships must be approved by the NACADA Annual Conference planning team.

Bronze Sponsorship \$2-5,000: Examples include: exhibitor logoed items for participants—pens, gum, glass cleaners, etc. (requires NACADA approval)

Silver Sponsorship \$5-10,000: Examples include: badges, charging kiosks, massage station, etc.

Gold Sponsorship \$10-15,000: Examples include: welcome reception, poster session breakfast, advising community fair breakfast, refreshment break, etc.

Platinum Sponsorship >\$15K: Examples include: breakfast, wireless internet; opportunity to sponsor events with highest level of visibility and recognition at the annual conference

Exhibitor sponsors must purchase the conceptual package and provide additional funds for these benefits:	Bronze Sponsorship \$2-5K	Silver Sponsorship \$5-10K	Gold Sponsorship \$10-15K	Platinum Sponsorship > \$15K
Additional welcome reception entries	0	0	2	2
Additional breakfast entries	0	0	2	2
Brochure (print-NACADA approved) inserted in participant bags, if available	X	X	X	X
Banner ad on NACADA's virtual app (600 px W X 100 px T, full color)	X	X	X	X
Electronic ad on NACADA sponsor webpage (w/non-endorsement caveat; due August 1; 1/4 page = 3.25" W X 4.75" T, full color; .png or .jpg file)	X	X	X	X
NACADA virtual app push (1024 character limit; due August 1)	X	X	X	X
Twitter post (144 character limit; due August 1)		X	X	X
Facebook post (50-word limit; due August 1)		X	X	X
NACADA blog submission (250-400 word limit, w/non-endorsement caveat; due August 1)			X	X
Email sent by NACADA to conference delegates (500 word limit; with non-endorsement caveat; due August 1)			X	X
Sponsor logo included in conference program				X
Sponsor logo included on annual conference web page				X
Recognition as "NACADA Platinum Sponsor" in PowerPoint presentation				X
Sponsor introduction/acknowledgment by Executive Director at opening session				X
Exhibitor name and logo as "Platinum Sponsor" on meter board sign displayed at annual conference				X
Sponsor may use "Platinum Sponsor at NACADA Annual Conference" on print materials associated with the Annual Conference				X

Examples of Sponsorship Events/Items/Bag Stuffers**

1. Welcome reception
2. Breakfasts
3. Lunch carts
4. Keynote speaker (speaker's fees and travel costs)
5. Refreshment breaks
6. Networking/charging station areas
7. Power Tower – charging station for electronics
8. Health and wellness events (yoga instructor, etc.)
9. Shuttle bus sponsorship (transportation to/from an event)
10. Pens
11. WiFi for participants
12. Water bottles (reusable)
13. Water stations
14. Bottled water
15. NACADA virtual app
16. Hand sanitizer stations
17. Gourmet coffee bar (afternoons)
18. Massage stations for participants
19. USB flash drives
20. Note pads
21. Sticky notes
22. Glasses cleaning cloths
23. Hand sanitizer
24. Magnet clips
25. Chip bag clips
26. Magnet picture frames
27. Travel size tissues
28. Gum or mints
29. Chocolate bars
30. Stress balls
31. Reusable shopping bags

***All sponsored items require approval of the NACADA Executive Office. A sponsorship agreement delineating specifics about the item/event will be prepared for Sponsor signature. All costs (print, shipping, convention service, etc.) associated with sponsored items/ events will be charged to the exhibitor Sponsor. Funds for sponsored items or events will be paid directly to NACADA. NACADA will be responsible for the purchase of items and events from their chosen vendor; if Sponsor prefers a specific vendor, NACADA must approve of vendor prior to NACADA placing order for item/event. Payment of sponsorships must be received no later than 30 days prior to the Annual Conference. Some sponsorships may require advance payment as services and/or items are secured prior to the conference; such information will be relayed to the sponsor if advance payment is required.*

Exhibitor Guidelines & Information

Guidelines for Use of NACADA Annual Conference Participant List

Purchasers of the conceptual package receive the NACADA Annual Conference participant list of physical mailing addresses for the exhibitor's **one-time** use to advertise products or services to registrants two weeks prior to the Annual Conference. The list excludes participants who do not wish to receive mailings or do not want directory information released. Please do not share the NACADA participant list with other individuals or institutions.

NACADA adheres to the CAN-SPAM Act and does not release email addresses of its members or event participants. NACADA discourages the sending of emails by exhibitors as these emails may imply, directly or indirectly, the endorsement of exhibitor products or services by NACADA. The NACADA participant list is the property of NACADA. Exhibitors that abuse any of these guidelines will not be granted the privilege to participate at future NACADA events.

NACADA reserves the right to request and review all exhibitor correspondence sent to participants prior to the mailing and to revise/refuse any content that may reflect a NACADA endorsement of the exhibitors' products or services.

You may receive scam calls or emails about purchasing NACADA participant lists. Please ignore these scam offers as NACADA does not authorize outside entities to sell participant lists.

Additional Exhibit Representatives

If you require additional exhibit representatives above those listed for each package, the price is **\$415** per person. Contact Bev Martin, bmartin@ksu.edu, with names and email addresses to register additional representatives. Registrations for additional exhibit representatives will not be refunded after August 25, 2021. Request for refund of additional exhibitor registration fees must be made in writing prior to the August 25 deadline.

Exhibit Schedule (Tentative)

Wed, Oct 6	1-4:30 pm	Exhibitors move in
	8-10 pm	Exhibits Open during Welcome Reception
Thurs, Oct 7	8-11:30 am	Exhibits open (Poster Session and breakfast is from 8-9 am)
	11:30 am-1 pm	Optional exhibitor lunch hour*
	1:00-4:30 pm	Exhibits open – Dedicated hour for participants to network with exhibitors is from 3:15-4:15 pm; refreshments served
Fri, Oct 8	8 am-12:15 pm	Exhibits open (Advising Communities Fair and breakfast is from 7:15-8:30 am)
	12:15-2 pm	Optional exhibitor lunch hour*
	2-4:00 pm	Exhibitors move out

*The exhibitor lunch hour is scheduled during the same time that participants are scheduled for lunch. You may choose to have lunch on your own or stay at your exhibit area, as you prefer. Food carts may be available in Hall A where exhibits are located, so there may be exhibitor traffic during the lunch hours.

Exhibit Space Assignment

Once your exhibit registration is paid, a link to select your exhibit space will be sent to you. Informational and relational package tables are assigned upon payment of registration. Exhibits will be located in Hall A of the Duke Energy Convention Center. The exhibit area is **not** carpeted. You may order carpet from NACADA's decorator, Fern.

Hotel Accommodations

Hotel accommodation information is available at this link: nacada.ksu.edu/events/annual-conference/hotel-information. If you receive telephone calls or emails from outside entities offering hotel rooms for sale, these are scam calls and are not authorized by NACADA. ALWAYS refer to the NACADA Annual Conference website for hotel room information and book within NACADA's room block to obtain conference rates.

Optional Exhibitor Presentation

Conceptual package purchasers have the option of having a session assigned for an exhibitor presentation. For these presentations, NACADA will provide the following equipment in three exhibitor presentation rooms [Rooms 234 (62 TH), 250 (60 CL), and 251 (75 TH) – room size may vary depending on convention center social distancing guidelines] at the Duke Energy Convention Center. If you require a laptop computer and appropriate hook-up cables for your presentation, please either bring these items with you or rent them from NACADA's contracted vendor (see exhibitor service kit). Mac laptop users **must** bring appropriate Mac cables to connect to the LCD projector.

- Electricity
- Projection screen
- A/V cart
- Podium (*microphones will be provided in the presentation rooms*)
- Head table (*for handouts*)
- LCD projector

Internet will **not** be provided by NACADA in the exhibitor presentation rooms unless you already utilize a broadband plan for wireless Internet access. If this does not apply, you may order Internet service from NACADA's contracted vendor (forms and additional information is included in the exhibitor service kit).

Electricity & Internet for Exhibit Space

Electricity will not be provided for exhibit areas. Electricity must be ordered from NACADA's contracted vendor (forms included in the exhibitor service kit).

Internet will not be provided for exhibitor areas. Internet must be ordered from NACADA's contracted vendor, unless you already utilize a broadband plan for wireless Internet access.

AV/Equipment Needs

Forms for ordering any AV or other electronic equipment will be available in the exhibitor service kit, 60 days prior to the conference.

Advertising for Those Not Exhibiting

Any organization unable to exhibit at NACADA's Annual Conference is welcome to advertise products or services by purchasing electronic ad space posted to NACADA's Annual Conference web page. Quarter-page ad content is due **August 1**. All ads must be reviewed/approved by NACADA before posting to the Annual Conference web page; ad content that conflicts with NACADA's policies will be denied. Ads may be submitted in full color in either .png or .jpg format, portrait orientation, 3.25" W X 4.75" T at a cost of **\$200**. Please send your ad by email to bmartin@ksu.edu. There are no refunds for canceled ads.

Exhibitor Services

NACADA has contracted with Fern for the 2021 Annual Conference. You will receive an exhibitor service kit and online ordering information from Fern 60 days prior to the conference. A PDF of the service kit will also be posted on NACADA's exhibitor web page. For additional details on exhibiting at NACADA's 2021 Annual Conference, visit nacada.ksu.edu/Events/Annual-Conference/Exhibitors.aspx.

Exhibitor Lead Retrieval

NACADA's virtual app has lead retrieval capability. For an additional fee, your exhibitor team can scan QR codes to capture participant information at the conference. If you are interested in the lead retrieval feature, please contact Bev Martin, bmartin@ksu.edu, by **August 1, 2021**, for details.

Shipping Materials to Conference

Please refer to Fern's exhibitor service kit for shipping information to the conference venue in Cincinnati, OH. Our contracted exhibitor service provider, Fern, accepts deliveries at their warehouse and will deliver your shipment to your designated exhibit space prior to exhibitor move-in.

Door Prizes (Optional)

If you would like to sponsor door prizes, you may do so by having a drawing for them at your exhibit booth/table. To participate, let Bev Martin (bmartin@ksu.edu) know the prize(s) you will be sponsoring by Friday, September 3. Please provide a receptacle at your exhibit area for collecting business cards/participant names during the conference.

Your prizes will be printed on a large sign along with your organization name as sponsor of the prize and positioned near the NACADA booth. A blank line will be included next to each prize for entering winner name(s). Please draw for and write the winner name(s) on the sign by 10 am on Friday, October 8.

Winners must claim their prizes at each sponsor's exhibit before closing at 2:00 pm on Friday, October 8. If your prizes have not been claimed before you depart, you may leave them at the NACADA booth for pick-up by the winners. Prizes will not be mailed to the winners.

Security

NACADA provides security services for exhibit areas during closed exhibit hours. It is always recommended and expedient to take any personal items with you when you leave your exhibit area. NACADA is not responsible for lost or stolen items.

Payment Terms & Cancellation Policy

For security reasons, credit card information CANNOT be accepted via email. Exhibitor registration fees must be paid prior to exhibit space designation. Exhibit sponsors may submit registration fees separately from their sponsorship payment; sponsorship funding must be paid in full 30 days prior to the NACADA Annual Conference.

Written cancellations must be sent to Bev Martin at bmartin@ksu.edu; telephone cancellations will not be accepted. A fee of \$900/conceptual exhibitor, \$500/relational exhibitor, and \$400/informational exhibitor is non-refundable. Refunds will not be made for cancellations postmarked or emailed after August 25, 2021.

Registrations for additional exhibit representatives will not be refunded after August 25, 2021. Any request for refund of additional registrations must be made in writing prior to the August 25 deadline. Refunds will be issued after the conference.

In the unlikely event that NACADA would cancel this event prior to its start date, the exhibitor fee will be fully refundable. NACADA assumes no responsibility for other expenses exhibitors may have incurred in relation to such cancellation. If payments were made to NACADA's decorator, requests for refunds should be submitted directly to the decorator.

Registration

Please complete and sign the following five pages to register as a general exhibitor or exhibitor sponsor. If you have any questions about exhibiting at the 2021 NACADA Annual Conference in Cincinnati, OH, contact Bev Martin by email at bmartin@ksu.edu.

2021 Exhibitor Registration

45th Annual Conference | Duke Energy Convention Center | Cincinnati, Ohio
 Exhibition Dates: **October 6-9, 2021**



Name of Firm		
Contact Person	Email (required)	
Address		
City	State	Zip Code
Business Phone	Personal Phone	Firm Website

Exhibit Representatives Be sure to include email addresses so we may contact exhibit representatives

Representative #1	Email (required)
Representative #2	Email (required)
Representative #3 (Extra Cost) [†]	Email (required)
Representative #4 (Extra Cost) [†]	Email (required)

General Exhibit Packages Check package option below

I wish to be an Exhibitor Sponsor (check conceptual package option below and complete sponsorship questionnaire on page 10)

***NACADA offers a 10% discount on exhibitor packages if this contract is received at the Executive Office by April 30, 2021**

- Conceptual Package** \$1,800
*discounted to \$1,620 if received by 4/30/21; includes \$900 non-refundable deposit
- Relational Package**..... \$1,000
*discounted to \$900 if received by 4/30/21; includes \$500 non-refundable deposit
- Informational Package**\$ 800
*discounted to \$720 if received by 4/30/21; includes \$400 non-refundable deposit

†Additional Exhibit Representatives above those allowed per package must register as an attendee (\$415/person). Contact Beverly Martin, 785/532-7819 with additional exhibit representative names, institution, city, state, email address, and payment information.

Refund requests must be submitted in writing to bmartin@ksu.edu. No refunds for exhibit registration or additional reps after 8/25/2021.

Informational package: Exhibitors will be sent a list of items to submit for NACADA’s virtual app.

Relational or Conceptual package: Exhibitors will be sent a list of items to submit for NACADA’s virtual app and website.

Conceptual Exhibitors only: Check the box for an optional presentation as available.

The optional presentation is available to promote your products/services on October 7-8. A presentation time will be assigned to you on a first-come, first-served basis. Send your presentation title, abstract, and presenter name(s) (50-words) for inclusion in the conference program by July 1, 2021; abstracts received after July 1, 2021 are accepted on a space-available basis. Exhibitors are responsible for notifying attendees of their presentation time and location. A/V equipment beyond that present in assigned presentation room must be ordered through the A/V provider listed in the exhibitor service kit. Send all items (descriptions, presentation abstracts, logos, etc.) to bmartin@ksu.edu.

Ad on Conference Web Page: Conceptual and relational exhibitors receive a quarter-page electronic ad, full color, 3.25” W X 4.75” T; submit image file in .png or .jpg format. If you do not wish to exhibit, but would like to have an electronic ad posted on the Annual Conference web page, please complete the top portion of this form, check the box below, and provide payment information.

Quarter-Page - Free to relational/conceptual exhibitors; \$200 when purchasing ad only; 3.25” W x 4.75” T; portrait orientation; .png or .jpg

Conference Sponsorship: Please review the prospectus for **Bronze, Silver, Gold, or Platinum** sponsorship opportunities and complete the sponsorship questionnaire on page 10. Confer with Bev Martin, (785) 532-7819, for development of a sponsorship agreement for the item/event sponsored. Benefits of sponsorship are given on page 4.

Payment: Check Credit Card Checks payable to NACADA - U.S. Dollars from U.S. Bank – Visa, MC, AMEX, Discover

If you prefer to pay by credit card, Beverly Martin will contact you to provide information about the payment process.

Cancellations must be received in writing by **8/25/2021** to receive partial refund.

Mail Contract and Check to:
 NACADA AC Exhibition 2021
 2323 Anderson Avenue, Suite 226
 Manhattan KS 66502

Annual Conference Sponsorship Questionnaire

This form is to be completed by exhibitors who wish to contribute additional funds above the cost of the conceptual package to sponsor an event/item – **due July 1, 2021**.

The questions below are meant to determine if your sponsorship request will enhance/benefit the annual conference experience of registrants. Your answers also provide a monetary framework for your sponsorship.

1. Select from the list below or add to the lines the event(s) or item(s)* that you wish to sponsor. This is not a comprehensive list; you may add sponsorship items on the additional lines provided. Additional items will be considered and must be approved by the NACADA Annual Conference planning team.

Pens	\$4,000
Name Badges	\$5,000
Massage Stations	\$5,000
NACADA Virtual App	\$5,000
Refreshment Break	\$8,000
Water Stations	\$8,000
Lunch Cart	\$8,000
Welcome Reception	\$10,000
Breakfasts (2)	\$15,000
Wireless Internet	\$15,000

**NACADA charges shipping and decorator handling costs in addition to the sponsorship cost.*

2. Check the level of sponsorship that is of interest:

Bronze Sponsorship
\$2,000-5,000

Silver Sponsorship
\$5,000-10,000

Gold Sponsorship
\$10,000-15,000

Platinum Sponsorship
> \$15,000

3. What specific amount have you budgeted for sponsorship? \$ _____
(NACADA will make every effort to work with the sponsorship amount you have budgeted, but may not be able to approve your sponsorship based on cost overages that NACADA cannot cover for your company to be considered a sponsor.)
4. Are you willing to pool your sponsorship resources with another exhibitor to co-sponsor an event? Yes No
5. If so, what is the name of the company with whom you wish to co-sponsor?

Exhibitor Contract

2021 NACADA Annual Conference | Cincinnati, OH | October 6-9, 2021

Name of Exhibitor: _____

IN CONSIDERATION of participating in an exhibit on the premises of the Duke Energy Convention Center,

_____ (Exhibitor) hereby agrees as follows:

Indemnification

Each party to this agreement shall indemnify, and hold harmless, the other for any and all damages to property or injuries to persons, to the extent such damages or injuries are the result of actions or omissions by the party or their agents or employees. Exhibitor further agrees to be responsible to pay for any and all damages to property owned by the Duke Energy Convention Center and its owners/managers, to the extent such damages result from any act or omission of Exhibitor or its agents or employees. Neither NACADA nor the Duke Energy Convention Center maintain insurance to cover claims against Exhibitor, therefore, if Exhibitor desires to be insured for such claims, it must obtain its own insurance. Any on-site Exhibitor sales may be subject to state sales tax; Exhibitor is responsible for payment of all state sales tax. Any music played by an Exhibitor must be copyright approved.

The exhibitor shall indemnify and hold harmless NACADA and its publications from and against any and all claims, damages, losses and liabilities, including reasonable attorney's fees and costs, arising out of the publication of the Exhibitor's advertisement or the acceptance of the Exhibitor's request to exhibit at a NACADA event.

Exhibitor hereby releases, quitclaims and forever discharges NACADA or the Duke Energy Convention Center and their representatives, officers, agents, and employees, from any loss, damage, theft, destruction or other harm or injury to any personal property which the Exhibitor places on or about the premises of the Duke Energy Convention Center.

Disclaimer of Endorsement

Acceptance of advertisements from an Exhibitor shall not be construed as any type of endorsement of the advertising, the advertiser, the Exhibitor, or the advertiser's or Exhibitor's organization, product, system or service, by NACADA.

NACADA reserves the right to review all correspondence sent to the Annual Conference participant mail list by the Exhibitor prior to mailing and to revise or refuse any content shared that refutes NACADA's policies.

ADA Compliance

Exhibitor represents and warrants: (1) the exhibit will be accessible to the full extent required by law, (2) that its exhibit will comply with the Americans with Disabilities Act (ADA) and with any regulations implemented by the Act, and (3) that it shall indemnify and hold harmless and defend NACADA or the Duke Energy Convention Center, their owners, operators, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents from and against any and all claims and expenses including reasonable attorney's fees and litigation expenses that may be incurred by or asserted against NACADA or the Duke Energy Convention Center their owners, operators, and each of their respective parents, subsidiaries, affiliates, employees, officers, directors, and agents on the basis of Exhibitor's breach of this paragraph or noncompliance with any of the provisions of ADA. NACADA shall provide, to the extent required by the Act, such auxiliary aids and/or services as may be reasonably requested by Exhibitor, provided that Exhibitor gives reasonable advance written notice to NACADA of such needs. Exhibitor shall be responsible for the cost of any auxiliary aids and services (including engagement of and payment to specialized service providers, such as sign language interpreters).

Exhibit Space/Logistics

Unless otherwise stated on the registration form, all exhibit fees must be pre-paid. Neither exhibit space nor ad space can be reserved until payment is received. Checks, Visa, MasterCard, American Express, and Discover are all acceptable forms of payment. Payment shall be made in U.S. currency. Payment for any additional costs incurred by NACADA on behalf of Exhibitor must be paid 30 days from the invoice date. We reserve the right to cancel an order due to delinquency. Exhibiting rates are subject to change without notification.

NACADA's assignment of exhibit space is final and shall constitute an acceptance of the Exhibitor's offer to occupy space. Assignments will be made only after receipt of the Exhibitor Contract and the appropriate exhibit fees. After assignment, space location may not be changed, transferred, or canceled except by written request and with the subsequent approval of NACADA. Notwithstanding the above, NACADA reserves the right to make the space assignment and to change, at its sole discretion, any such assignments as it deems necessary.

The Exhibitor agrees that their exhibit shall be admitted into the conference and shall remain from day to day solely on strict compliance with all the rules herein described. NACADA and the Duke Energy Convention Center reserve the sole right to reject, eject, or prohibit any exhibit in whole or in part, or any Exhibitor with cause. If an exhibit or Exhibitor is ejected for violation of these rules or for any other stated reason (with cause), no return of exhibit fees shall be made.

Restrictions on space rental: Exhibitor may not sublet, subdivide or assign his/her space, nor any part thereof, nor purchase multiple space for the purpose of subletting or assigning to third parties, nor permit in their space non-exhibiting companies' representatives without the express written permission of NACADA. Only companies or individuals who have contracted directly with NACADA shall be allowed in the conference as an

Exhibitor. Failure to comply with this provision may be sufficient cause for NACADA to require the immediate removal of the exhibit and/or the offending Exhibitor at the expense of the Exhibitor. Failure to comply may also result in forfeiture of all further rights to exhibit at the NACADA Annual Conference in the future. NACADA may lease any space so forfeited to another Exhibitor and retain all revenues collected.

Set-up of all exhibits is expected to be completed by the specified move-in time. Please contact NACADA if you are unable to meet the move-in deadline. Exhibitor agrees that all personal property shall be removed from the exhibit each evening by the specified time, and that all personal property will be removed from the conference space no later than at the close of exhibits. No exhibit shall be packed, removed, or dismantled prior to the close of exhibits without permission from NACADA.

Exhibitor is required to maintain the daily cleanliness of their exhibit area. Exhibitors or their agents shall not injure or deface any part of the building, the booths or booth contents, equipment or décor. When such damage appears, the Exhibitor is liable to the owner of the property so damaged. Exhibitor representatives are expected to dress appropriately (business casual) during all exhibit hours (includes move-in and move-out hours).

Exhibitors are responsible for making their pre- and post-meeting shipping arrangements. NACADA's contracted decorator is able to assist with shipping arrangements, if requested and paid for by Exhibitor.

All demonstrations, sales activities, and distribution of circulars and promotional material must be confined to the limits of the Exhibitor's assigned space. All equipment for display or demonstration must be placed within the assigned exhibit area to attract observers to the area.

Should Exhibitor engage in retail sales from Exhibitor's designated space, Exhibitor shall be responsible for complying with all local and state requirements for a business license and sales tax remittance.

In the interest of the NACADA Annual Conference, the Exhibitor agrees not to extend invitations, call meetings, or otherwise encourage absence of participants, exhibitors, or invited guests from the educational sessions during the official hours of the sessions.

Cancellation

Under the terms of this agreement, NACADA is reserving the exhibit space described in the exhibit package for the registered Exhibitor's use. In the event that an Exhibitor would need to cancel their registration, written notification must be sent to bmartin@ksu.edu; telephone cancellations will not be accepted. A fee of \$900/conceptual package, \$500/relational package, and \$400/informational package is non-refundable. Refunds will not be made for cancellations postmarked or emailed after **August 25, 2021**. In the unlikely event that NACADA would cancel this event prior to its start date, the exhibitor fee will be fully refundable. NACADA assumes no responsibility for other expenses Exhibitor may have incurred in relation to such cancellation. If payments were made to NACADA's decorator, requests for refunds should be submitted directly to the decorator. Exhibitor may make substitutions to their registered representative without penalty.

NACADA may cancel or postpone this program because of insufficient enrollment or other unforeseen circumstances. If the program is canceled or postponed, registration fees will be refunded, but NACADA cannot be held responsible for other costs, charges or expenses including cancellation/change charges assessed by airlines or travel agencies. Registration fees will not be canceled and refunds will not be issued if the program is held but the registrant is unable to attend due to travel delays or cancellations caused by inclement weather, or due to other extraordinary circumstances beyond the control of NACADA. If NACADA should cancel its event, Exhibitors should confer with hotels and transportation directly regarding their cancellation policies. Requests to cancel must be made directly with the hotel or transportation company.

Waiver by either party of any term or condition or breach shall not constitute a waiver of any other term of condition or breach of this agreement. The rights of NACADA shall not be deemed waived except as specifically stated in writing and signed by an authorized representative of NACADA.

In the event any provision of this agreement is held invalid or unenforceable, then neither the remaining provisions of this agreement or other applications of the provisions involved shall be affected thereby.

The undersigned individual represents and warrants that they have authority to enter into this agreement on behalf of the company or organization represented and hereby agrees to the terms set forth in this agreement.

2021 NACADA Annual Conference: Coronavirus/COVID-19 Assumption of Risk and Waiver of Liability

The novel coronavirus, COVID-19, has been declared a worldwide pandemic by the World Health Organization.

COVID-19 is contagious and may be spread by person-to-person contact. As a result, federal, state, and local governments and federal and state health agencies recommend social distancing and have, in many locations, prohibited the congregation of groups of people.

Despite reasonable precautions taken, NACADA cannot ensure that you will not be exposed to or contract COVID-19 as a result of participating in this event or related activities.

By registering for this event, you acknowledge and understand all risks associated with possible exposure to and contraction of COVID-19, and are voluntarily participating in the event for your own benefit, the value of which is sufficient consideration for your voluntary execution of this agreement. You further acknowledge that you understand and assume the risk that exposure to and contraction of COVID-19 may result from the actions, omissions, or negligence of yourself and others, including, but not limited to, NACADA employees, officers, representatives, agents, and any others present at the NACADA event(s). Additionally, you agree to release and hold harmless NACADA and its employees, officers,

representatives, and agents from any and all alleged and/or actual liability, claims, actions, lawsuits, damages, or losses of any kind which arise out of or result from attendance at and participation in NACADA event(s). You understand and agree that this release includes any claims based on the actions, omissions, or negligence of NACADA, its employees, officers, representatives, or agents. Attendee agrees to release and hold harmless NACADA and its employees, officers, representatives, and agents from any and all claims, demands, and causes of action arising out of or relating to your participation in the event you are registering to participate in and use of any associated facilities or hotels.

This agreement may be delivered by the executing party by facsimile, portable document format (.pdf), electronic signature or any other electronic transmission and shall be deemed to be an original signature hereto and shall have the same force and effect as the use of manual signatures.

If any provisions contained in this agreement shall be invalid, illegal or unenforceable in any respect, under any applicable law, the validity, legality and enforceability of the remaining provisions contained herein shall not, in any way, be affected or impaired.

Exhibitor Signature

Date

Notice of Nondiscrimination:

NACADA prohibits discrimination on the basis of race, color, ethnicity, national origin, sex (including sexual harassment and sexual violence), sexual orientation, gender identity, religion, age, ancestry, disability, genetic information, military status, or veteran status, in the university's programs and activities as required by applicable laws and regulations. The person designated with responsibility for coordination of compliance efforts and receipt of inquiries concerning the nondiscrimination policy is the university's Title IX Coordinator: the Director of the Office of Institutional Equity, equity@k-state.edu, 103 Edwards Hall, 1810 Kerr Drive, Kansas State University, Manhattan, Kansas 66506-4801. Telephone: 785-532-6220 | TTY or TRS: 711. The campus ADA Coordinator is the Director of Employee Relations and Engagement, who may be reached at charlott@k-state.edu or 103 Edwards Hall, 1810 Kerr Drive, Kansas State University, Manhattan, Kansas 66506-4801, 785-532-6277 and TTY or TRS 711. Revised Aug. 29, 2017