

# College Fairs Prospectus

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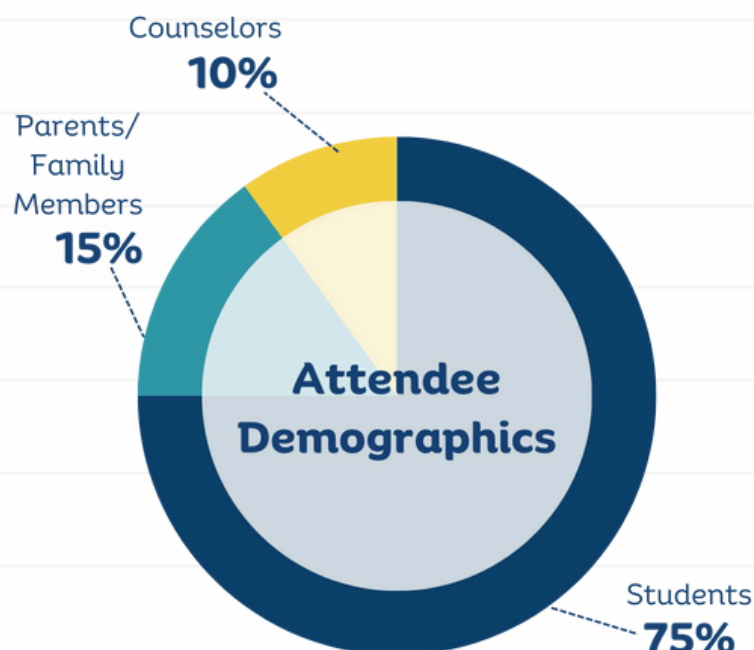
# NACAC College Fairs

NACAC College Fairs connect students and families with colleges, universities, and postsecondary pathways from across the country. Held in cities throughout the year, these fairs provide space for meaningful conversations about academic programs, campus life, financial aid, and admissions. Each event supports informed decision-making at a key moment in the college search process.

[Learn More](#)

SCAN ME

*See what a NACAC College Fair feels like—from a student's perspective.*



**1,800+**

Avg. Number of Colleges and Universities Annually

**3,500+**

Avg. Number of High schools participating Annually

**675K**

Avg. Number Students Reached Per Year

**2,880**

Avg. College Fair Attendance

## College Fairs

Connect directly with students and families exploring postsecondary options. Hosted in cities across the country, these in-person fairs create space for real conversations about programs, admissions, financial aid, and campus life.

## Virtual College Fairs

A flexible, accessible way for students to explore colleges from anywhere. Virtual fairs offer live sessions, chat features, and digital resources—removing travel barriers while still enabling meaningful connections.

## Performing & Visual Arts (PVA) College Fairs

Designed for students interested in music, theater, dance, visual arts, and related disciplines. PVA fairs connect arts-focused students with institutions and programs offering specialized training, scholarships, portfolio reviews, auditions, and more.

## STEM College & Career Fairs

Focused on pathways in science, technology, engineering, and mathematics. STEM fairs bring together students with institutions, organizations, and companies offering degree programs, internships, mentoring, and career opportunities—plus optional hands-on STEMinar workshop sessions at select events.



SCAN ME

*Quick look at the virtual fair experience.*

*"Our table location is always best and adds value to our sponsorship, it's also a good way to collect leads at the event." - 2025 Sponsor*



*College Fair*

## Gold Sponsor

**\$36,000** (Up to 10 Fairs)

- Pre- or post-fair email to registered attendees (one per fair)
- Half-page advertisement in the digital locator map
- Logo placement on event signage
- Logo recognition (with link) on the College Fairs website and mobile app
- Lead retrieval access
- 6–8' table in the College Advising Center
- Logo placement on attendee barcode
- Opportunity to present sponsor workshops (select up to 3; additional available for purchase)
- Promotional item placement at materials pickup
- One mobile app push notification per fair
- Option to add Virtual College Fair sponsorship at a **discounted rate**

## Silver Sponsor

**\$19,000** (Up to 5 Fairs)

- Quarter-page advertisement in the digital locator map
- Logo placement on event signage
- Logo recognition (with link) on the College Fairs website and mobile app
- Lead retrieval access
- 6–8' table in the College Advising Center
- Logo placement on attendee barcode
- Opportunity to present sponsor workshops (select 1; additional available for purchase)
- Promotional item placement at materials pickup
- One mobile app push notification per fair
- Option to add Virtual College Fair sponsorship at a **discounted rate**

## Bronze Sponsor

**\$4,000** (1 Fair)

- Company logo placement in the digital locator map
- Logo placement on event signage
- Logo recognition (with link) on the College Fairs website and mobile app
- Lead retrieval access
- 6–8' table in the College Advising Center
- Opportunity to present a sponsor workshop (available for purchase)
- Promotional item placement at materials pickup
- One mobile app push notification

## Supporter

**\$2,000** (1 Fair)

- Logo recognition (with link) on the College Fairs website and mobile app
- Lead retrieval access
- Promotional item placement at materials pickup

\*Materials for printed onsite recognition must be submitted one month prior to the event

\*\*Audio/visual costs associated with the presentation are the responsibility of the sponsor

**DISCLAIMER: sponsorships are as presented, packages are not customizable**

### College Fair Website Advertising

Advertise on the College Fairs homepage for the entire season. Limited quantities available! Ask your sales rep. For more details. Only 5 spots available!



## Gold Sponsor

**\$36,000** (Up to 10 Fairs)

- Pre- or post-fair email to all registered attendees (one per fair)
- Half-page advertisement in the digital locator map
- Logo placement on event signage
- Logo recognition (with link) on the College Fairs website and event mobile app
- **Two exhibit booths** with full lead retrieval access
- Option to add Virtual College Fair sponsorship at standard rate
- Promotional item placement at materials pickup (sponsor provides)
- One mobile app push notification per fair

## Silver Sponsor

**\$19,000** (Up to 5 Fairs)

- Quarter-page advertisement in the digital locator map
- Logo placement on event signage
- Logo recognition (with link) on the College Fairs website and event mobile app
- **Two exhibit booths** with full lead retrieval access
- Option to add Virtual College Fair sponsorship at standard rate
- Promotional item placement at materials pickup
- One mobile app push notification per fair

## Bronze Sponsor

**\$4,000** (1 Fair)

- Organization logo placement in the digital locator map
- Logo placement on event signage
- Logo recognition (with link) on the College Fairs website and event mobile app
- **Two exhibit booths** with full lead retrieval access
- Discounted rate on Virtual College Fair sponsorships
- Promotional item placement at materials pickup
- One mobile app push notification

## Supporter

**\$2,000** (1 Fair)

- Logo recognition (with link) on the College Fairs website and event mobile app
- Promotional item placement at materials pickup

\*Materials for printed onsite recognition must be submitted one month prior to the event  
**DISCLAIMER: sponsorships are as presented, packages are not customizable**

## Tote Bag Sponsor

**\$2,500**

Limited quantity available! The official College Fairs bags will feature up to 10 sponsor logos (per side) and will be distributed at all College Fairs in the spring or fall!

Logo Specs: full color Adobe Illustrator (AI) or .eps (square or vertical orientation is strongly preferred)

*Unsure which package fits?*

*Tell us your goals—we'll  
point you in the right  
direction!*

**Get In Touch**

NACAC Virtual College Fairs offer a powerful and scalable way to connect with college bound students, families, and counselors from across the country, all within a dynamic and engaging online platform. These fairs are designed to extend the reach of traditional recruitment efforts and provide organizations with direct access to a highly motivated audience that is actively exploring postsecondary options.

Whether your goal is to boost lead generation, expand your geographic reach, or reinforce your presence in key markets, NACAC Virtual College Fairs offer an efficient and cost effective platform to connect with the right students at the right moment in their decision making journey.

## Virtual College Fair Sponsorship

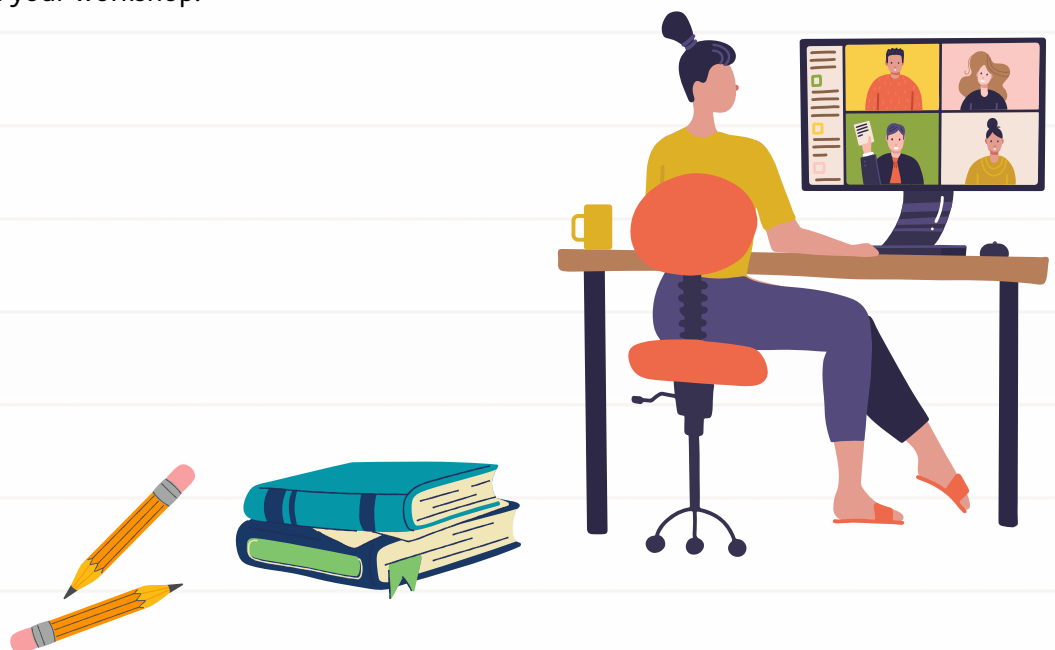
**\$2,000**

- Logo recognition on registration confirmation email
- Logo recognition on the first-time user log in page to virtual fair
- Logo recognition on the virtual lobby page
- Post-fair email sent to registered attendees
- Present a virtual workshop

## Virtual Workshop Information

The virtual workshop opportunity provides your organization with a full 60 minute session, including dedicated time for attendee questions at the end. This format allows you to engage directly with a highly interested audience.

As the sponsor, you will provide the session title, description, presentation materials, and the access link attendees will use to join your workshop.



The National Association for College Admission Counseling (NACAC) proudly hosts STEM College and Career Fairs, bringing together leading colleges, universities, and industry organizations with thousands of students eager to explore pathways in science, technology, engineering, and mathematics.

**Your institution or company will have the opportunity to:**

- Showcase programs and career pathways to a highly engaged audience
- Build brand awareness with students, families, and educators passionate about STEM
- Connect directly with the next generation of STEM talent
- Join us and put your organization at the forefront of STEM education and opportunity

## STEM College & Career Fair Sponsor

**\$4,000**

- Company logo in the digital locator map, visible to all attendees.
- Logo placement on event signage
- One (1) pre- or post-fair email sent to all registered attendees.
- Logo recognition (With link) on 'Our Sponsors' page on NACAC College Fairs website and on event signage.
- Dedicated space in exhibit area to interact with attendees and collect leads.
- Present a sponsored workshop or demonstration.
- Promotional item placed at materials pickup

*(All shipping & handling costs covered by the sponsor)*



*Discovery starts with connection.  
Let's choose the fairs that get you there.*



## Tote Bag Sponsor

**\$10,000 (Exclusive)**

- This opportunity is reserved for corporate organizations
- Exclusive logo placement and QR code on the event tote bag, co-branded with NACAC
- Logo placement with clickthrough URL on the College Fairs website
- Logo recognition at all event programming
- Logo recognition on onsite signage
- One (1) social media post tagging the sponsor's social media account as a 'thank you to our sponsors'
- One (1) pre- or post-email broadcast to fair attendees
- One (1) complimentary registration

## Global Universities College Fair Sponsor

**\$4,000 (Multiple Opportunities)**

- Logo placement with clickthrough URL on the College Fairs website
- Logo recognition at all event programming
- Logo recognition on onsite signage (if possible)
- One (1) social media post tagging the sponsor's social media account as a 'thank you to our sponsors'
- One (1) pre- or post-email broadcast to fair attendees
- One (1) complimentary registration

## Optional Onsite Appearance Add-On

**\$2,000 (Multiple Opportunities)**

- One (1) tabletop in the exhibition area with the ability to collect leads. Available to participating sponsors only

## Contact Us!

We look forward to helping you navigate your options and choose what makes the most sense for your institution.

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