



Thank you for your interest in exhibiting at NACAC Conference 2026. The information provided on this application will be used to approve your request to exhibit in the Emerging Innovators Zone and set up your online account. Once the account is created, you will log in to purchase your booth, as well as provide additional contact information, company profile, and logo(s) for inclusion in the mobile app and online.

Company Information

Official Business Name: Address: City: State: Zip: Country: Phone: Website:

Target Audience: Secondary Postsecondary Both

Booth Contact Information

Primary Name: Phone: Alternate Phone: Email Address:

New Exhibitor Company Information

Exhibiting as (company name)? How long has your company been in business? Who is the main contact for representing your company as an exhibitor? What student program/s is your company offering? What is your focus/purpose for exhibiting in our conference? What is/are the goal(s) your company wants to attain from exhibiting? What products will your company be offering? What are the names and affiliations for all your company's executive or managing board members?

About This Opportunity

The Emerging Innovators Zone highlights early-stage companies and organizations bringing fresh, forward-thinking solutions to the college admission and counseling space. Each Emerging Innovator will receive a pre-conference webinar feature and dedicated "zone" marketing. NACAC's sales team, the YGS Group, will assign your booth space. Spaces are assigned in chronological order. Each 10x10 booth space includes one complimentary full conference exhibitor registrations.

Price (per space)

Table with 2 columns: Booth Type, Price. Rows include 10x10 booth prices for 1/31/2026, 2/1/2026-6/30/2026, and 7/1/2026-10/8/2026.

Qualifications

This is a great opportunity for startups and new ventures to showcase their ideas, test market fit, and grow their presence in a high-impact environment.

To exhibit here:

- 1. Must be an early-stage company founded within the last 5 years and a legally registered business. 2. Cannot have exhibited at the NACAC Conference in a full-size booth in prior years or have a main exhibit booth elsewhere at the conference. 3. Must offer a product, service, or technology that supports college admission, counseling, or student success. 4. Must generate less than \$1 million in annual revenue. 5. Must submit this application of your offering for review and approval by NACAC staff.

Payment and Booth Cancellation Policies

PAYMENT THROUGH JAN 31: Payment must be provided while selecting a booth online. A 50% deposit is due at time of booking. The remaining balance is due no later than January 31, 2025.

PAYMENT FEB 1 THROUGH SEPT 25: Payment must be provided while selecting a booth online. Full payment is due at time of booking.

CANCELLATION: Cancellations must be submitted in writing and will be effective on the date received. Refunds of exhibit fees will be made as follows: cancellations from October 1, 2025 through December 31, 2025 receive a full refund less a \$100 processing fee per 10x10 booth; cancellations from January 1, 2026 through March 31, 2026 receive a 50% refund less a \$100 processing fee per 10x10 booth; cancellations from April 1, 2026 through May 31, 2026 receive a 25% refund less a \$100 processing fee per 10x10 booth. No refunds will be issued for cancellations received on or after June 1, 2026.

Company Contact Signature**:

Date:

**Additional signature required on page two.

All representatives of the company listed on this form understand and agree that this application is subject to the conditions on page two of the NACAC Exhibitor Information and Regulations Agreement and all other Rules and Regulations listed online at www.nacacconference.org.

Submit completed application to: NACAC@theYGSgroup.com

EXHIBIT SPACE APPLICATION - EXHIBITOR INFORMATION AND REGULATIONS NACAC CONFERENCE 2026 OCTOBER 8-10 MINNEAPOLIS, MN

APPLICATION FOR EXHIBIT SPACE

NACAC reserves the right to refuse any Application for Exhibit Space for any reason and/or to remove any exhibit that might detract from the general character of the conference. The contract for exhibit space, when properly executed by the exhibitor and accepted and confirmed in writing by NACAC, shall be considered a binding agreement between the two parties, henceforth to become subject to the rules and regulations stated herein. (Please note: Exhibit space purchased for the conference is done so by a company or organization, as opposed to a division of such. NACAC will include the name of the parent company on signage, mobile app, online, and in promotional materials. The company description may list division and affiliate names.)

ASSIGNMENT OF SPACE

NACAC retains complete authority over the assignment of all booth space on the floor. Final booth assignment will be confirmed in writing with a copy of the countersigned contract. There will be no combination of booths if requested booth sizes remain on the original floor. Exhibit space will be assigned in chronological order. Exhibit space will not be confirmed until a payment is received. Confirmation of final booth assignment(s) will be sent to the exhibitor. It is strongly recommended that exhibitors refrain from producing any promotional material or advertisements that indicate a specific booth assignment until written confirmation is received from NACAC.

CANCELLATION

PAYMENT THROUGH JAN 31: Payment must be provided while selecting a booth online. A 50% deposit is due at time of booking. The remaining balance is due no later than January 31, 2025. **PAYMENT FEB 1 THROUGH SEPT 25:** Payment must be provided while selecting a booth online. Full payment is due at time of booking. **CANCELLATION:** Cancellations must be submitted in writing and will be effective on the date received. Refunds of exhibit fees will be made as follows: cancellations from October 1, 2025 through December 31, 2025 receive a full refund less a \$100 processing fee per 10x10 booth; cancellations from January 1, 2026 through March 31, 2026 receive a 50% refund less a \$100 processing fee per 10x10 booth; cancellations from April 1, 2026 through May 31, 2026 receive a 25% refund less a \$100 processing fee per 10x10 booth. No refunds will be issued for cancellations received on or after June 1, 2026.

DECORATOR SERVICES

NACAC's official service contractor for NACAC Conference 2026 is The Expo Group. Exhibitors paid in full by June 30, 2026, will receive an official Exhibitor Service Kit online in July 2026 from The Expo Group containing information regarding booth requirements and restrictions, how to order services not included in your booth fee, such as carpeting (required), telecom and electrical hookups, utilities, furniture rental (tables, chairs, and wastebasket), material handling, and labor charges. Please note that carpeting is required in all exhibit booths. It is strongly recommended that exhibitors refrain from printing materials and signage and ordering booth supplies until the exhibitor service kit is emailed to ensure you are utilizing the correct vendor.

EMERGING INNOVATOR WEBINAR DETAILS

Each Emerging Innovator will be assigned a presentation slot within a webinar designed to introduce Conference attendees to their organization and offerings. Presentations may be up to 15 minutes in length, with three exhibitors featured per webinar. Webinars are intended for conference attendees and will take place in September. NACAC will distribute links to the webinar recordings to all conference attendees following the event.

EXHIBIT BOOTH STAFFING

NACAC requires that each organization open its exhibit booth on time each day and that all booths be staffed throughout the day until closing. Failure to comply with this rule will result in NACAC deducting exhibitor priority points from a company's total and/or barring of the company's exhibit from the following year's conference.

EXHIBITOR RECEPTIONS AND MEETINGS

Exhibitors interested in holding a reception, meeting, or event in conjunction with the conference are required to complete the online form (Host an Event 2026) and submit to NACAC for approval before booking the event. No events may be scheduled during times that conflict with conference sessions or events.

FIRE REGULATIONS AND TRAFFIC MANAGEMENT

Fire regulations and traffic management require that exhibit floor aisles be open at all times. Each exhibitor is solely responsible for keeping the aisles near its booth free of congestion caused by demonstrations or other promotions. Booth personnel must remain in the booth space during conversations (overflow into aisles may not occur).

FLOOR PLAN

NACAC retains the right to modify the floor plan to the extent necessary for the best interest of NACAC and the exposition.

LIABILITY

Neither NACAC, nor its agents or representatives, will be responsible for any injury, loss or damage that may occur to the exhibitor's employees, property, or business. In no event will NACAC, its agents or representatives be liable for any consequential damage from any cause whatsoever. The exhibitor shall obtain, at its own expense, adequate insurance against any such injury, loss or damage. NACAC shall not be liable for failure to perform its obligations under this contract as a result of strikes, riots, war, acts of terrorism, acts of

God, or any other cause beyond its control. NACAC shall not be liable for any injury whatsoever to property of the exhibitor or to persons conducting or otherwise participating in the conduct of the exhibit or to invitees of the exhibitor. Anyone visiting, viewing, or otherwise participating in the exhibitor's exhibit is deemed to be the invitee of licensee of the exhibitor, rather than the invitee or licensee of NACAC. The exhibitor agrees to abide by the existing agreements and regulations covering the use of services or labor in the conference and exhibit facility. The exhibitor assumes full responsibility and liability for the actions of its agents, employees or independent contractors, whether acting within or without the scope of their authority and agrees to hold harmless NACAC and the Expo from responsibility and liability resulting directly or indirectly, or jointly, from other causes that arise because of the actions or omissions of the exhibitor's agents, employees or independent contractors, whether acting within or without the scope of their authority. There is no other agreement or warranty between the exhibitor and NACAC except as set forth in this contract. The rights of NACAC under this contract shall not be deemed waived except as specifically stated in writing and signed by an authorized officer of the National Association for College Admission Counseling.

NATURE OF EXHIBITS

All exhibits planned for NACAC Conference 2026 must be in keeping with the intent of the conference and must be clearly related to the admission counseling profession or student transition to educational opportunities.

REGISTRATION

Each exhibiting company receives two complimentary conference registrations per 10' x 10' booth space purchased. Additional personnel may register for the conference at the exhibitor registration rates based on the day they register. Please note, even those who are complimentary must register as an attendee to receive a badge.

REQUIREMENTS FOR EXHIBITING

Exhibitors must be companies incorporated and in business for no less than one year (12 consecutive months). Exhibiting companies must also have an active and fully functioning website available for review prior to submitting an Application for Exhibit Space. NACAC reserves the right to determine the eligibility of any company or product to exhibit in the conference.

RESTRICTIONS OF SELLING

It is agreed that the sole purpose of contracting for exhibit space is to display and/or demonstrate equipment, supplies and/or services. Sales within the confines of the Expo are prohibited. Displaying prices is also prohibited.

RULES AND REGULATIONS

Visit www.nacacconference.org/exhibit for the complete list of rules and regulations for exhibitors. These rules and regulations should be reviewed as they will be enforced. Lack of knowledge of these rules will not be accepted as a defense. Any activity that deviates from the rules will have to be rectified, or NACAC reserves the right to take action as set out in the rules.

SECURITY

NACAC will provide security guards during set up, exhibit hours and when the Expo is closed, but the furnishing of such service shall not be construed to be an assumption of obligation or duty with respect to the protection of the property of exhibitors, which shall, at all times, remain in the sole possession and custody of each exhibitor. It is recommended that exhibitors take precautionary measures of their own, such as the securing of small or easily portable articles of value and the removal of them to a place of safekeeping after the exhibit hours. Access to the hall is restricted to times determined by NACAC based on security schedules each day. Neither booth personnel nor guests of an exhibitor may access the hall outside the posted hours.

USE OF SPACE

All demonstrations or other promotional activities must be confined to the limits of the exhibit booth. Exhibitors may not construct or arrange any walls, partitions or signs or use decorations, etc., that may obstruct the general view of any other exhibitor. Displaying of any promotional materials, products or information within the conference venues, except in the purchased booth space, is strictly prohibited. No exhibitor shall assign or sublet its space. Only confirmed exhibitors will be permitted to solicit business in any way within the exhibit area. NACAC reserves the right to restrict or remove exhibits, which because of noise, method of operation, materials, or for any other reason, become objectionable. Also, NACAC may prohibit or remove any exhibit that, in the opinion of NACAC, may detract from the general character of the exposition as a whole. Dismantling of exhibits may not begin before 1:00 p.m. on the final day of the conference (Saturday, October 10, 2026).

Signature: _____

Submit completed application to:
NACAC@theYGSgroup.com