



Position Your Brand as an Industry Thought Leader within NACAC's official conference education program

Feature	Solutions Showcase	Sponsored Thought Leadership Session
Primary Purpose	Product demonstration and sales presentation	Position your organization as a trusted industry authority through educational thought leadership
Placement	Expo Hall floor	Official education program; dedicated meeting room with workshop-style seating for deeper engagement
Audience	Attendees browsing vendor solutions in the Expo Hall	Highly engaged attendees who intentionally select your session based on topic relevance and expertise
Length	45 minutes	60 minutes
Tone & Content	Sales-forward, demo-focused	Education-driven, insight-focused content that builds credibility, trust, and long-term brand affinity
Exhibitor Booth Required	Yes	Yes
Ideal For	Demonstrating products and driving booth traffic	Building brand authority, launching new research, shaping industry conversation, and influencing decision-makers at scale
How It's Marketed	Promoted as a vendor presentation	Promoted as an educational conference session, which attracts broader attendance and positions your brand as an industry educator
Key Value Proposition	Efficient platform for product awareness	Premier platform to differentiate your organization, elevate brand perception, and create high-value, trust-based engagement
Differentiating Factor	Direct selling is expected	Opportunity to influence audience thinking, build credibility, and create stronger, longer-lasting buyer relationships

Additional Deliverables Included with Sponsored Thought Leadership Session

- ✓ Pre-conference promotional email to opted-in attendees
- ✓ Post-conference attendee mailing list
- ✓ Push notification in the conference mobile app
- ✓ Coordinated collaboration with NACAC on session content development and scheduling
- ✓ Ability to distribute white papers, research, or branded materials directly to attendees
- ✓ Session recording included in conference on-demand library, extending your visibility beyond the live event
- ✓ Dedicated meeting room set up with tables and full AV support