

College Fairs Prospectus

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NACAC College Fairs

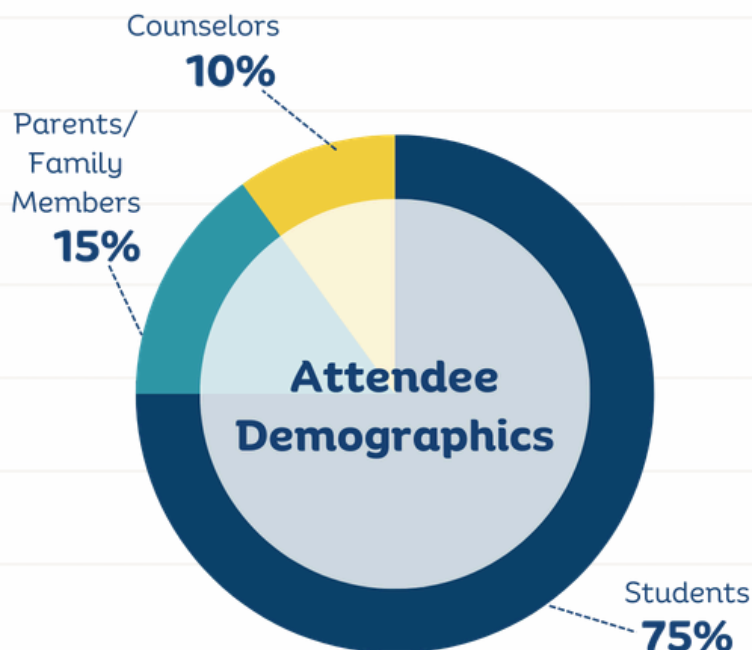
NACAC College Fairs connect students and families with colleges, universities, and postsecondary pathways from across the country. Held in cities throughout the year, these fairs provide space for meaningful conversations about academic programs, campus life, financial aid, and admissions. Each event 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.



College Fair

These sponsorship opportunities are designed for organizations looking to directly engage with students and their families at key moments in the college search process. Through a combination of on-site visibility and targeted digital touchpoints, these packages help sponsors build brand awareness, drive meaningful engagement, and generate high-quality leads within a highly relevant audience.

Student Connection Sponsor

\$3,500*

- Lead retrieval access 6–8' table in the College Advising Center
- Logo placement on event signage
- Logo recognition (with link) on the College Fairs website and mobile app
- Logo placement in the digital locator map
- One (1) custom mobile app push notification
- One (1) pre or post fair eblast to registered attendees

Student Awareness Sponsor

Non-Exhibitor: \$1,000*

Exhibitor: \$750*

- Logo recognition (with link) on the College Fairs website and mobile app
- Logo placement in the digital locator map
- One (1) custom mobile app push notification

*Pricing per one (1) fair

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

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.



Each fair attracts an average of 1,380+ registered attendees.



This opportunity is built for organizations looking to influence, educate, and build credibility with school counselors and college access professionals.

Counselor Connection Sponsor

\$15,000

- Company logo placement at the Counselors' College Fair happening at Annual Conference where about 2,300 counselors attend a College Fair just for them
- One (1) 6-8' table in the College Advising Center at the CCF with the ability to network and collect leads from the attending counselors
- Logo placement on event signage at each College Fair happening in the calendar year
- Logo recognition (with link) on the College Fairs website and mobile app for each College Fair happening in the calendar year



Connect with Colleges & Universities

This opportunity is built for organizations looking to reach and engage admissions offices and enrollment leaders participating in the fairs.

College Connection Sponsor

Fall Season: \$8,000

- Two (2) email broadcast sent to exhibiting colleges and universities at the fall College Fairs
- One (1) email broadcast sent to exhibiting colleges & universities at the Counselors' College Fair happening at Annual Conference
- One (1) Industry Insights webinar marketed to exhibiting institutions
- Logo recognition (with link) on the Exhibits page of the College Fairs website

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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