



Exhibitor Guidelines

National College Fair exhibitors play a major role in the success of each of our programs. The staff of the National Association for College Admission Counseling (NACAC), along with members of the local planning committee, are responsible for creating a professional and safe environment for the delivery of the National College Fair program. Basic exhibitor guidelines include:

- Arrive on time at the fair and staff your booth during fair hours.
- **Stay for the entire program.** NACAC will follow up with schools that are no-shows. Exhibitors are expected to follow the cancellation policy detailed in the National College Fairs Registration Booklet. In the event of an emergency, institutions are asked to contact the National College Fair department at 800/822-6285 to confirm cancellation.
- Dress to best represent your school and wear identification with either your name or institution name. If you do not have one, available at the information booth.
- Attending alumni need to notify the NACAC representative and review the handout on the National College Fair Exhibitor Guidelines for Alumni, available at the information booth.
- Booths are restricted to **three** representatives per booth.
- Recruitment and distribution of literature is restricted to the **parameters of the booth**.
- Audio-visual equipment should not interfere with other exhibitors.
- Displays cannot exceed or obstruct the view of adjacent booths. Displays should be no larger than 8ft high (with the item on the floor) x 6ft wide x 3ft deep.
- **Promotional giveaways are strictly prohibited.** Only literature pertaining to the college or university is permitted. If you are not sure if an item is acceptable, please ask the NACAC representative on site. The following are examples of prohibited materials/activities:
 - Key-chains
 - Demonstrations (including those with live animals, food preparation, drawings/raffles, etc.)
 - Water bottles
 - T-shirts
 - Pennants
 - Bags
 - Food/ Candy
 - Competitions of any kind
- Fill out the exhibitor evaluation and **return it to the information booth at the conclusion of the fair.**
- Keep the aisles clear of boxes and materials
- In order to ensure all attendees and exhibitors have a successful event, please notify the NACAC representative if you encounter:
 - Solicitors
 - Unauthorized activity

Failure to adhere to these guidelines will result in your institution being asked to vacate your booth and the National College Fair. Colleges and universities exhibiting in NACAC National College Fairs are expected to adhere to NACAC's Statement of Principles of Good Practice (SPGP). A complete version of the SPGP can be found at:
<http://www.nacacnet.org/AboutNACAC/Policies/Pages/default.aspx>.



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