

NCF Exhibitor Guidelines

Exhibitors at National College Fairs play a major role in the success of our programs. The National Association for College Admission Counseling (NACAC), along with members of the NCF Committee and local arrangements committee, are responsible for creating a professional and safe environment for the delivery of the National College Fairs program. Basic exhibitor guidelines include:



- Arrive at least 30 minutes prior to the start of the fair and stay for the entire program.
- Exhibitors are expected to follow the cancellation policy detailed on the National College Fairs registration form. NACAC will follow up with schools that are no-shows.
- NACAC recommends professional attire. Dress to best represent your school and wear a name badge. If you do not have a name badge, one may be provided to you at the information booth.
- Attending alumni should report to the information booth to receive a copy of the National College Fair Alumni Representative Guidelines. These should be reviewed prior to the start of the fair.
- **No more than three representatives may staff a booth at one time.**
- Recruitment and distribution of literature is restricted to the parameters of the booth.
- Audio-visual volume should be kept to a minimum as not to interfere with other exhibitors.
- Demonstrations such as food preparation, mascots, drawings (raffles), competitions, or similar activities are not permitted.
- Displays should not exceed the parameters of the booth (standard height is eight feet) or obstruct the view of adjacent booths.
- Aisles must be kept completely clear of materials and displays.

- Open flames, butane gas, oxygen tanks or other flammable substances are not permitted. Depending on the fire ordinances of the host city, certain materials may be required to withstand a fireproof test.
- Items may not be attached to any structures in the facility including columns, walls, floors, etc...
- **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 onsite. The following are examples of prohibited materials:
 - Keychains
 - Water bottles
 - T-shirts
 - Pennants
 - Bags
 - Food/Candy*** Pens are acceptable**
- In order to ensure all attendees and exhibitors have a positive experience, please notify the NACAC representative at the Information Booth if you encounter solicitors or any unauthorized activity.
- Complete the exhibitor evaluation after the fair. A link to the online survey will be emailed to the primary contact of your institution.

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 at NACAC National College Fairs are expected to adhere to NACAC's Statement of Principles of Good Practice (SPGP).