



NASFAA 2026 NATIONAL CONFERENCE EXHIBITOR & SPONSOR PROSPECTUS

*Gaylord National Resort &
Convention Center*

**National Harbor, MD
June 29 – July 2, 2026**

BE PART OF NASFAA'S DIAMOND JUBILEE

We will celebrate NASFAA's 60th anniversary at our 2026 National Conference, happening June 29 – July 2, 2026 at the [Gaylord National Resort & Convention Center in National Harbor, MD](#).

This diamond anniversary event will feature special speakers, events, and commemorative items and experiences to celebrate 60 years of commitment to students and financial aid professionals.

Our Innovation Hall will be an attendee highlight, featuring decade-themed lounges with nostalgia from the 1960's through today. With the addition of our Champagne Lounge and an opening night champagne reception, as well as the special edition sponsor opportunities listed below, being a 2026 exhibitor/sponsor will put your organization in the spotlight at what will surely be an affair to remember!

Don't miss out on your opportunity to be part of NASFAA's diamond jubilee celebration – become an exhibitor and/or sponsor today!

EXHIBIT OPTIONS

BOOTH SIZE	NASFAA MEMBER RATE	NON-MEMBER RATE	COMP REGISTRATIONS INCLUDED
10 x 10 (may purchase multiple: 10x20, 10x30)	\$3,800	\$4,800	1
10 x 20	\$7,300	\$8,900	2
20 x 20	\$14,100	\$17,700	4
20 x 30	\$20,100	\$26,500	6

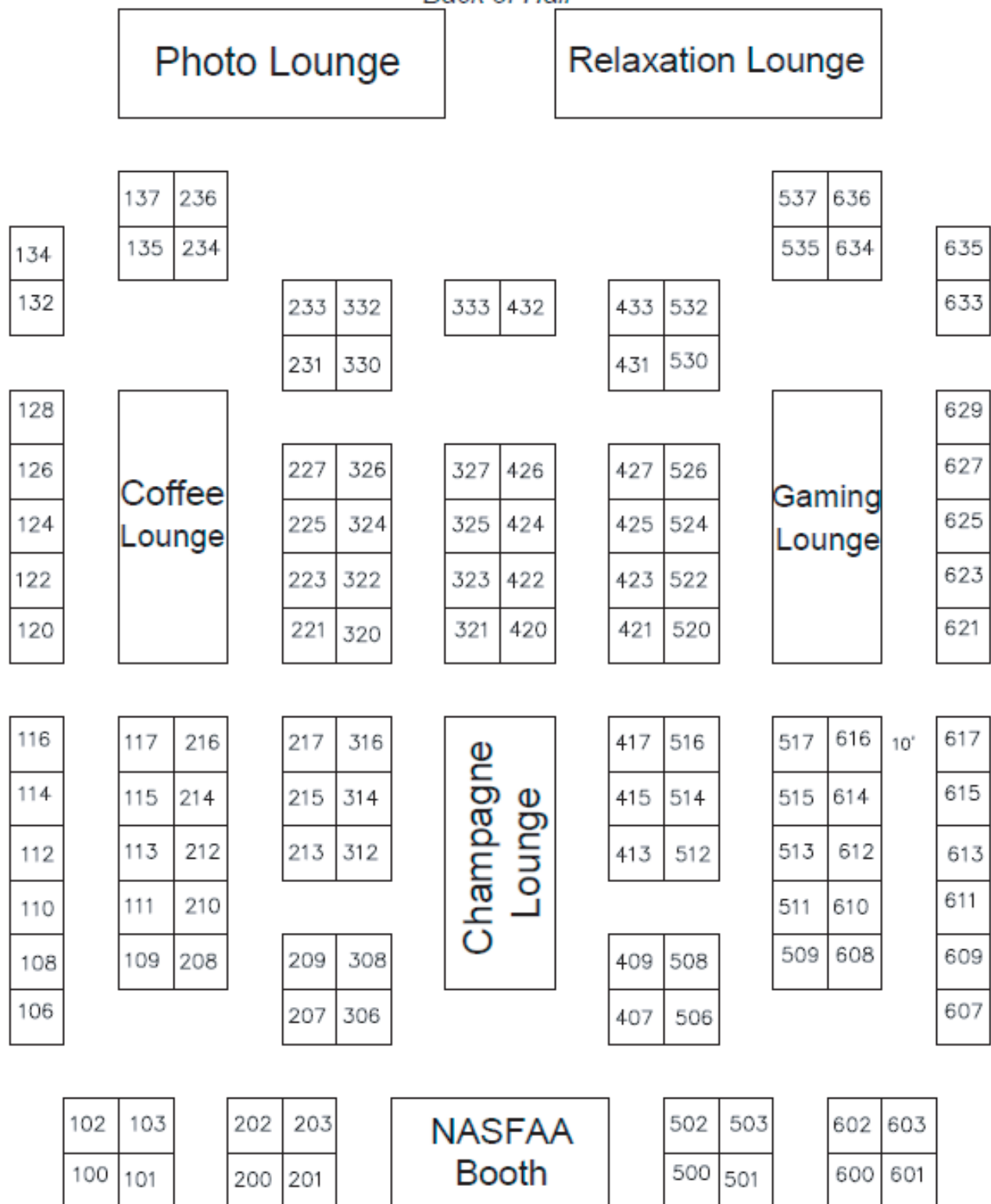
SPONSORSHIP OPTIONS

	PLATINUM	GOLD	SILVER
NASFAA Member Price:	\$27,100	\$14,100	\$6,100
Non-Member Price:	\$35,433	\$18,100	\$7,433
Full conference registrations included with sponsorship	3	2	1
Booth space	One 10x10 booth included	15% booth discount	Booth not included
Private Meeting Room (PMR) or Business Affiliate Seminar	Included - Choose PMR or Seminar	Member price: \$3,600	
		Non-Member price: \$4,100	

Note: Sponsors receive first choice of seminars or PMRs, and both may be chosen if space is available. After sponsor selections have been made, the remaining inventory will be made available to non-sponsors.

GAYLORD NATIONAL CONVENTION CENTER INNOVATION HALL FLOORPLAN

Back of Hall



Front of Hall

SPONSORSHIP BENEFITS

PLATINUM, GOLD & SILVER

- Complimentary registration(s) included.
- A sponsorship item (one) from the corresponding level from the list below.
- Logo (platinum and gold) or a listing (silver) in the conference app, on on-site signage, on the website sponsor page, and on on-site screens at the opening session.
- Include your products, services, social media, and more in your online listing.
- Choose a Private Meeting Room (PMR) or a [Business Affiliate Seminar](#) (one time slot) as an additional marketing item at an additional cost (see chart below).
- Attendee/email lists included (platinum) or discounted (gold and silver).

GOLD SPONSORSHIP ADDITIONAL BENEFITS

- Logo on conference homepage.
- Company name will be listed on emails to conference attendees.
- Recognition in two mentions in our [Today's News](#) newsletter with links to your website.
- Discount offered for Attendee Email List sent one month before the conference.
- One [NASFAA U](#) online course registration.
- One NASFAA Slack [Community sponsorship](#).
- ***NEW*** 15% off purchase of National Conference exhibitor booth.
- ***NEW*** 35% off exhibiting table at the 2026 [Leadership & Legislative Conference](#) (if you commit to Gold by December 31, 2025).
- ***NEW*** 25% off either a [NASFAA webinar](#) sponsorship or your own [Business Affiliate Webinar](#).

PLATINUM SPONSORSHIP ADDITIONAL BENEFITS

- One free 10x10 National Conference exhibitor booth.
- Logo on conference homepage.
- Company name will be listed on emails to conference attendees.
- Recognition in two mentions in our [Today's News](#) newsletter with links to your website.
- Choose either a Private Meeting Room (PMR) or a [Business Affiliate Seminar](#) (one timeslot) at no charge.
- Choose either a [NASFAA webinar](#) sponsorship or your own [Business Affiliate Webinar](#).
- NASFAA [Webinar Package](#) for your entire team.

- Two [NASFAA U](#) online course registrations.
- Invitation to the Board of Directors reception at the 2026 National Conference.
- 50% off exhibiting table at the 2026 [Leadership & Legislative Conference](#) (if you commit to Platinum by December 31, 2025).

**All benefits must be utilized between July 1, 2025, and June 30, 2026.*

SPONSORS CHOOSE ONE ITEM/EVENT FROM CORRESPONDING SPONSORSHIP LEVEL

PLATINUM SPONSORS (SELECT ONE)

- **Champagne Lounge** - In honor of NASFAA's 60th anniversary, this special lounge will feature glitz, glam, and, of course, champagne! Consider this an extension of your booth and have staff mingle and greet attendees. A banner with your logo will be hung above the space so attendees can easily find the lounge.
- **Coffee Lounge** - Attendees can sit back and enjoy a cup of coffee during set hours at the lounge coffee stations. Consider this an extension of your booth and have staff mingle and greet attendees. A banner with your logo will be hung above the space so attendees can easily find the lounge. **The Coffee Lounge sponsor has the option to also purchase Starbucks Commemorative gift cards listed under "add-on sponsorship items."*
- **Conference App** - Your company's branding will appear throughout the NASFAA 2026 conference app.
- **Gamers Lounge** - Attendees can take a break and enjoy game time. The lounge will include a variety of games and attractions suited to the conference theme. Consider this an extension of your booth and have staff mingle and greet attendees. A banner with your logo will be hung above the space so attendees can easily find the lounge.
- **Neck Wallets** - All attendees will wear their badge inserted into the neck wallet throughout the conference, making this one of the most visible sponsor opportunities. Your company name will be printed on the neck wallet alongside NASFAA.
- **Photography Lounge** - It's time to shine! Attendees can stop by the lounge for a professional headshot as well as fun and candid photos — two options in one lounge! Consider this an extension of your booth and have staff mingle and greet attendees. A banner with your logo will be hung above the space so attendees can easily find the lounge.
- **Registration Bags** - Given to each attendee at check-in, display your company name or logo alongside NASFAA.

- **Relax & Recharge Lounge** - Time to unwind. This lounge will include a masseuse and other amenities to help attendees decompress. Consider this an extension of your booth and have staff mingle and greet attendees. A banner with your logo will be hung above the space so attendees can easily find the lounge.
- **Wi-Fi** - Free internet access is the service most requested by NASFAA attendees. This sponsorship is certain to garner your company much positive attention. As the sponsor of Wi-Fi access, your company will be recognized on the internet access screen all attendees must view to log onto the internet, on Wi-Fi login instructions on conference badges, on signage, and anywhere else the Wi-Fi access code is given.

GOLD SPONSORS (SELECT ONE)

- **Attendee Pin** - Help attendees add to their collection with a 2026 co-branded pin.
- **Blue Light-Blocking Glasses** - Help conference attendees relieve eye strain and focus on your message with blue-blocker glasses. Your logo will appear on the side.
- **Certification Luncheon** - As a sponsor, you are welcome to join us at the FAAC® Networking Luncheon and provide giveaways to the attendees. Stay and mingle after the program. Sponsor will be recognized on any signage and the conference app.
- **Conference Survival Kit** - For when financial aid pros need a different kind of aid, this kit provides the basics: pain relievers, bandages, and more. With your logo on the bag, attendees will think of you when they need a little help.
- **Executive Leadership Collective Reception** - As the sponsor, you are welcome to join us at the Executive Leadership Reception and provide giveaways to the attendees. The sponsor will be recognized on signage and the conference app.
- **First-Timers Event** - As a sponsor, you are welcome to join us at the first-timers event and provide giveaways to the attendees. Stay and mingle after the program to network with our first-time attendees. The sponsor will be recognized on signage and the conference app.
- **Hand Sanitizer Bottles** - Be ready to shake hands with these branded hand sanitizer bottles, which will be available at registration. Display your company name or logo, along with the NASFAA logo.
- **Hydration Packets** - Keep conference-goers going with this flavored drink mix. Your logo appears on the packet.
- **Morning Beverage Breaks** - These breaks will be set in the Innovation Hall and near sessions. Your company will be recognized on signage and the conference app. You may further customize the experience with the option to purchase logo-printed napkins or coffee sleeves.
- **Notepads** - As the sponsor, your company logo will be printed on each page of the notepad, along with the NASFAA logo.

- **Opening Night Reception in Innovation Hall** - Help us kick off the first day of the conference with the opening night reception. Sponsor recognition on signage in the hall and your organization's name will be printed on drink tickets.
- **Photo Stations** - Attendees will remember you long after the conference with our co-branded photo stations. Think the San Diego sand art, the Milwaukee butter sculpture, or the Anaheim Rodeo Drive backdrop.
- **Regional and State Presidents Luncheon** - As a sponsor, you are welcome to join us at the Regional and State Presidents Luncheon and provide giveaways to the attendees. Stay and mingle after the program to network with regional and state leaders. Sponsor will be recognized on any signage and the conference app.
- **Sunscreen Lotion** - Each attendee will receive a bottle of sunscreen customized with your logo.

SILVER SPONSORS (SELECT ONE)

- **Bag Clips** - Attendees will appreciate a useful household item that will display your brand year-round!
- **Chocolate Coins** - You'll be the sweetest sponsor of all by providing attendees with foil-wrapped chocolate coins featuring your logo.
- **Cleaning Cloth** - For glasses and all your digital devices, everyone needs them for home and office. Measuring almost 6" x 6" with your imprint on one full side in full color, along with the NASFAA logo.
- **Cooling Towels** - Lots of fun brand exposure on a great product for walking and running in the hot summer days. Towels measure 12" x 31" with a significant imprint area for your logo along with the NASFAA logo (5" x 10").
- **Crowd Swag** - We'll kick off each full conference day with crowd swag featuring your logo! You may even join the NASFAA staff on the main stage as we toss the giveaways to attendees.
- **Laundry Bags** - Help attendees keep their travel items organized with a laundry bag displaying your logo. Available at registration.
- **Luggage Tags** - Who doesn't need help identifying bags at the airport? Luggage tags with your sponsor logo are year-round marketing tools.
- **Pens** - You can never have enough pens, especially when they have your logo on them! Distributed at registration.
- **Seed Kits** - Grow your exposure by sending attendees home with a branded seed/planter kit.
- **Stress Balls** - Diamond-shaped stress ball to commemorate NASFAA's 60th anniversary. Conference attendees will remember you long after the event, and perhaps often, whenever they feel stressed enough to reach for their stress ball!

- **Water Bottles** - Display your company name or logo with the NASFAA logo on each water bottle available at registration.

NEW: ADD-ON SPONSORSHIP ITEMS

Add to your conference exhibitor or sponsor package with these fun and memorable options that make a big impact. **These items are available to all exhibitors and sponsors** (exception: Starbucks gift cards) on a first-come, first-serve basis. Prices and available number of sponsorships are as listed.

- **Keynote Speaker \$10,000 (1)** - Following a dynamic opening session in 2025, NASFAA promises another marquee speaker for our 2026 event. This is an exclusive opportunity for one sponsor only to receive recognition and access, with your organization noted on all keynote sponsor marketing, during the session introduction, and included in a private meet-and-greet session.
- **60th Anniversary Keepsake Ornament \$10,000 (1)** - Attendees will remember your sponsorship with this co-branded commemorative ornament featuring the conference and sponsor logos.
- **DJ Sponsorship \$7,500 (1)** - Your sponsorship will kick off each day of the conference, as our DJ gives you a daily shout out! You'll also be featured in all pre-conference DJ promotions, a co-branded DJ booth, and 25 branded T-shirts to be given away throughout the conference.
- **Starbucks Commemorative Gift Card \$1,500 (1)** - The Coffee Lounge Sponsor may select this option to co-brand a \$5 commemorative 60th anniversary Starbucks gift card. These will be offered on a first-come, first-served basis in the lounge.
- **Charity Sponsorship \$1,000 (*unlimited sponsors; you do not need to attend the conference, exhibit or be a Platinum, Gold or Silver sponsor to purchase*)** – A now beloved annual tradition, NASFAA's 5K, Trivia Night, and other charity events put our sponsors in the spotlight with ample recognition, including:
 - Your logo on the 5K shirt, the race registration site, and NASFAA charity events webpage.
 - Recognition in *Today's News*, the NASFAA online Slack Community, and NASFAA social media.
 - Sponsor recognition during pre-event webinar/information session.
 - Shout-outs/sponsor slide during our conference opening and closing sessions.
 - Special recognition and participation benefits at additional TBD charity events. Previous events include Trivia Night and Silent Disco.
 - Your own sponsor table during the 5K, and [much more!](#)

It's a wonderful way to gain exposure while benefiting a deserving local organization, like our 2025 charity partner, Higher Ground Youth and Family Services.

By becoming a charity sponsor, you ensure that more of our fundraising dollars directly support a deserving nonprofit. Be a part of this great cause by becoming a 2026 Charity Sponsor!

ADDITIONAL OPPORTUNITIES - COMING IN 2026

AVAILABLE FOR PURCHASE MAY 2026

- **Friend of NASFAA Items \$2,000** (*you do not need to attend the conference, exhibit, or be a Platinum, Gold, or Silver sponsor to purchase*) - The “Friend of NASFAA” option allows you to choose one of our remaining sponsor items for only \$2,000. Available items will be announced in May 2026 and sold on a first-come, first-served basis. Options in 2025 included stress balls, bag clips, hand sanitizer, and earbuds. If you want to be the first to know when the 2026 items become available, contact [Carissa Uhlman-Campana](#) to be added to our priority notification list.

ANTICIPATED LAUNCH IN EARLY 2026

- **Attendee List** - All 2026 National Conference exhibitors and sponsors will receive a **free** conference attendee list (without emails) approximately one month prior to the event, with a post-conference list shortly after the event ends. These lists will contain name, title, organization and mailing address only.

Email List Annual Subscription \$500 - \$1,500 - For those interested in obtaining email addresses, NASFAA is pleased to offer year-round access to NASFAA email lists via our annual subscription. Throughout the year, NASFAA members will be given opportunities to opt in to email marketing, ensuring a continually updated database of qualified leads. NASFAA will distribute this information four times a year to annual subscribers:

- Late January - the list also denotes Leadership & Legislative Conference & Expo attendees
- Late May - the list also denotes National Conference attendees
- Early August
- Early November

The email list annual subscription is included in the cost of National Conference Platinum sponsorship, and is available to purchase for all others at the prices indicated:

- **2026 Gold sponsors - \$500**
- **2026 Silver sponsors - \$750**
- **Exhibitors & Associate Members - \$1,500**

Additional information, including how to purchase the subscription, will be made available in early 2026.