



JUNE 20 - 23, 2027 | SAN DIEGO, CA



NASFAA 2027 National Conference Exhibitor & Sponsor Prospectus

San Diego Convention Center
San Diego, CA
June 20 – June 23, 2027

Be part of the NASFAA 2027 Innovation Hall

The NASFAA 2027 National Conference will be held June 20 – 23, 2027, at the [San Diego Convention Center](#) in San Diego, CA, with our Innovation Hall in the scenic [Sails Pavilion](#).



Our 2027 event will once again feature the Innovation Hall as the attendee hub for engagement, refreshments, and fun! Along with our popular opening reception, lounges, and attendee activities, we are also adding a cantina-themed lounge and pickleball court to celebrate our time in San Diego.

We invite you to join us for an educational, engaging, and rejuvenating conference!

Don't miss out on your opportunity to be part of the NASFAA 2027 National Conference – become an exhibitor and/or sponsor today!

EXHIBIT OPTIONS

BOOTH SIZE	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

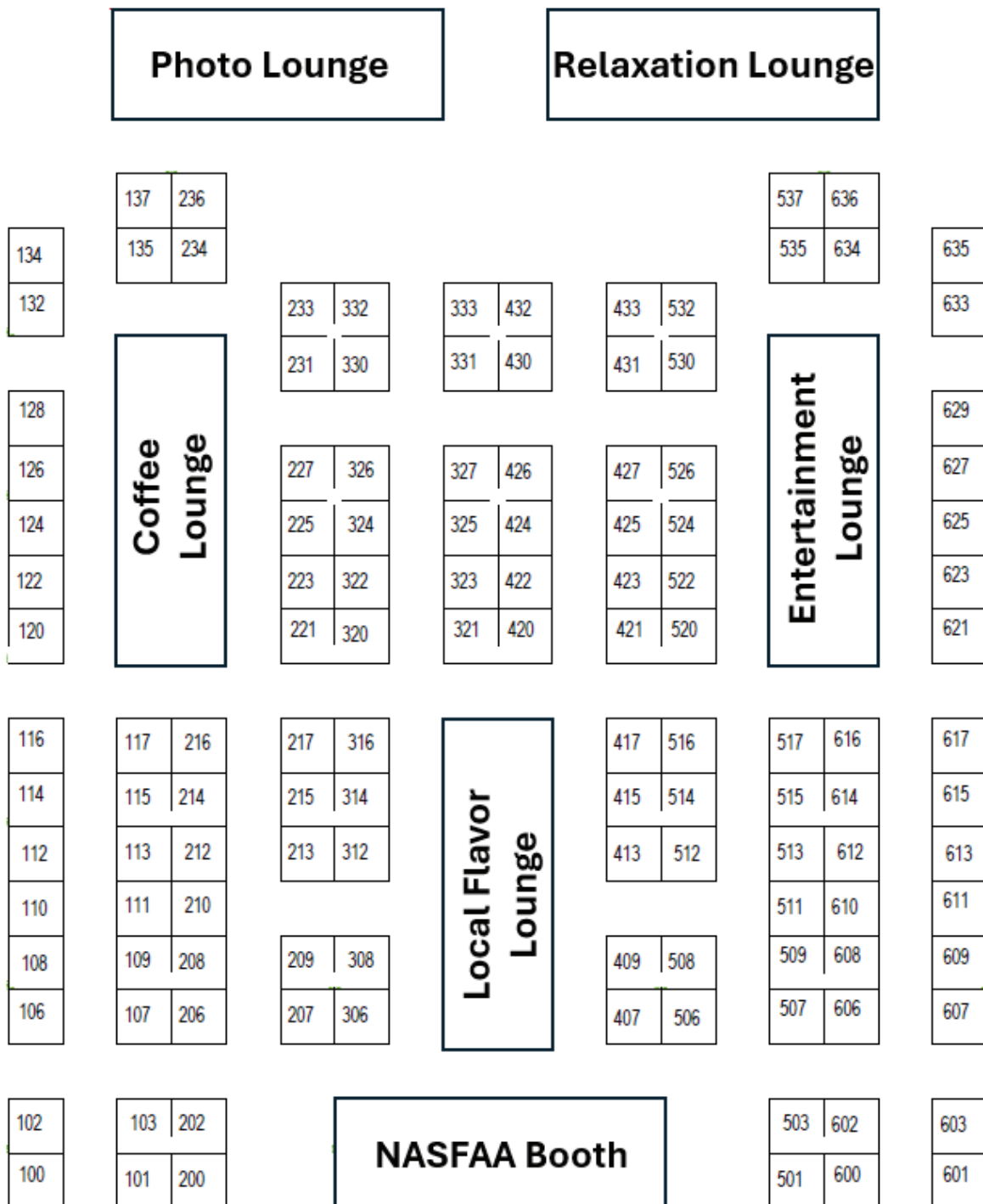
SPONSORSHIP OPTIONS

	PLATINUM	GOLD	SILVER
Member Price	\$27,100	\$14,100	\$6,100
Non-Member Price	\$35,433	\$18,100	\$7,433
Full conference registrations are 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 on 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.

San Diego Convention Center Sails Pavilion Innovation Hall Floorplan

Back of hall



Front of hall

Sponsorship Benefits

All benefits must be utilized between July 1, 2026, and June 30, 2027.

PLATINUM, GOLD & SILVER

- One sponsorship item 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.
- Logo and exhibitor listing featured on the conference website homepage.
- Option to include 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 and email lists](#).

GOLD SPONSORSHIP ADDITIONAL BENEFITS

- 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.
- One [NASFAA U Online Course](#) registration.
- One NASFAA Slack Community sponsorship post.
- 35% off exhibiting table at the NASFAA 2027 [Leadership & Legislative Conference](#) (if you commit to Platinum by December 31, 2026).
- 25% off either a [NASFAA webinar](#) sponsorship or your own [Business Affiliate Webinar](#).

PLATINUM SPONSORSHIP ADDITIONAL BENEFITS

- 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.
- Invitation to the Board of Directors reception at the NASFAA 2027 National Conference.
- Choose either a [NASFAA webinar](#) sponsorship or your own [Business Affiliate Webinar](#).
- Annual NASFAA [Webinar Package](#) for your entire team.
- Two [NASFAA U Online Course](#) registration.
- 50% off exhibiting table at the NASFAA 2027 [Leadership & Legislative Conference](#) (if you commit to Platinum by December 31, 2026).

Sponsors: Choose one item/event from the corresponding sponsorship level

PLATINUM SPONSORS (select one)

- **Charging Station** - Keep attendees powered up with a branded charging station within the Innovation Hall. The station offers 45 portable power banks, perfect for on-the-go charging of phones, tablets, and laptops. The station and batteries will be customized with your logo.

F45 SPECIFICATIONS

FUZE Power Bank

- High speed 5000mAh portable charger
- 1.5A micro-USB / USB-C / Lightning Cables
- 1-2 full charge(s) depending on device
- Android, iPhone, Samsung, and more

F45 Charging Station

DIMENSIONS	28" L x 22" W x 76" H
SLOTS	45 Power Bank Charging Slots
DISPLAY	43" LED Backlit Screen
WEIGHT	250 lbs. - Floor Standing
POWER	115/230V AC 15A 50/60Hz
COLORS	White

CERTIFICATIONS

- Certified to the latest industry standards
- ETL, CE, FCC and RoHS compliant

charge FUZE



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Sponsors: Choose one item/event from the corresponding sponsorship level

PLATINUM SPONSORS (select one)

- **Coffee Lounge** - Attendees can sit back and enjoy a cup of coffee during set hours. Consider this an extension of your booth and have staff mingle and greet attendees. A banner with your logo will be hung above the lounge so attendees can easily find it.
- **Conference App** - Your company's branding will appear throughout the NASFAA 2027 National Conference app.
- **DJ Sponsorship** - Your sponsorship will kick off each day of the conference, with our DJ giving you a daily shout-out! You'll also be featured in all pre-conference promotions and a co-branded DJ booth.



- **Entertainment Lounge** - Attendees can take a break and enjoy the entertainment. The lounge will include a variety of entertaining attractions aligned with 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 lounge so attendees can easily find it.

Sponsors: Choose one item/event from the corresponding sponsorship level

PLATINUM SPONSORS (select one)

- **Local Flavor Lounge** - Each year, our centrally located lounge will feature local flavors highlighting our conference city. Expect fun, interactive features to engage visitors. Consider this an extension of your booth and have staff hang out and greet attendees. A banner with your logo will be hung above the lounge so attendees can easily find it.
- **Meet Your Match Game** - Sponsor our Meet Your Match game to have your logo printed on each button and instruction card. Once attendees find others with the same number, they'll visit your booth to enter NASFAA's prize drawing. Exposure and booth traffic — it's a win-win!

NASFAA 2026 60TH ANNIVERSARY
Meet YOUR Match
GAME

Bring your **MATCH** to the College Ave (#200) booth to be entered into our prize drawing*.

Multiple matches are possible with multiple chances to win! The more matches you make, the more entries you will earn for the prize drawing.

NASFAA 2026
Meet YOUR Match

MADE POSSIBLE BY
College AVE
www.collegeave.com

How to Play

- Attach the match button to your neck wallet.
- Look for your **MATCH** throughout the conference (those with matching buttons).
- Come to the College Ave (#200) booth to be entered into a drawing to win these prizes:
NASFAA 2027 National Conference Registration
Amazon gift card

*Limit one prize per person. Winners need not be present to win and will be notified via email.

SPONSORED BY
College AVE

Learn About College Ave
www.collegeave.com

- **Neck Wallets** - All attendees will wear their badges in the neck wallet throughout the conference, making this one of the most visible sponsor opportunities. Your company name will be imprinted on the neck wallet alongside the NASFAA logo.
- **Photography Lounge** - Time to shine! Attendees can stop by the lounge to have a professional headshot taken, as well as fun and candid photos with your branding — 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 lounge so attendees can easily find it.

Sponsors: Choose one item/event from the corresponding sponsorship level

PLATINUM SPONSORS (select one)

- **Pickleball Court** - Be the talk of the Innovation Hall by sponsoring the pickleball court. Featuring a co-branded pickleball court and equipment, consider this an extension of your booth to meet and mingle with players.
- **NASFAA Conference Insider's Guide Webinar Sponsorship** - Sponsor the spring 2027 [pre-conference informational \(ask me anything\) webinar](#) for all attendees. Your logo will be featured throughout the session, and a member of your team may speak about the Innovation Hall experience.



NASFAA 2026 National Conference: Your Insider's Guide and AMA Session

REGISTER

Date: April 16, 2026
Time: 2:00 PM ET
Duration: 60 Minutes
Price: Free

Preparing to attend the [NASFAA 2026 National Conference](#)? Watch our Q&A to get all the essential details. We'll cover session highlights, networking opportunities, featured events, the Charity 5K, and tips for first-timers. Get all the information you need to make your conference a success.



Speakers



Heidi Carl
NASFAA 2025-26
National Chair
Purdue University



Melanie Storey
President & CEO
NASFAA



Dana Kelly
Vice President of Professional
Development & Institutional
Compliance
NASFAA

Sponsors: Choose one item/event from the corresponding sponsorship level

PLATINUM SPONSORS (select one)

- **Reception Package - Executive Leadership Collective & Developing Leaders Pipeline** - Two outstanding receptions combined into one sponsor package! As the sponsor for our **Executive Leadership** and **Developing Leaders** receptions, you are invited to attend both events and mingle with participants. The sponsor will be recognized on signage, in the conference app, on drink tickets, and on branded napkins at both receptions.



- **Registration Bags** - Given to each attendee at check-in, display your company name or logo alongside the NASFAA logo.
- **Relax & Recharge Lounge** - Time to unwind while recharging. 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 lounge so attendees can easily find it.
- **Wi-Fi** - Free internet access is the most-requested service 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 that all attendees must view to log on to the internet, on Wi-Fi login instructions on conference badges, on signage, and anywhere else the Wi-Fi access code is given.

Sponsors: Choose one item/event from the corresponding sponsorship level

GOLD SPONSORS (select one)

- **Attendee Pin** - Pins are in! Help attendees add to their collection with a 2027 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. The 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 reliever, bandages, and more. With your logo on the bag, attendees will think of you when they need a little help.
- **First-Time Attendee Event** - As a sponsor, you are welcome to join us at the first-time attendee event and provide giveaways. Stay and mingle after the program to network with our first-time attendees. The sponsor will be recognized on signage and the conference app.



Sponsors: Choose one item/event from the corresponding sponsorship level

GOLD SPONSORS (select one)

- **Hand Sanitizer Bottles** - Be ready to shake hands with these branded hand sanitizer bottles. Display your company name or logo, along with the NASFAA logo. Available at registration.
- **Hydration Packets** - Keep conference-goers energized 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 by purchasing logo-printed napkins or coffee sleeves.



- **Notepads** - As the sponsor, your company logo will be imprinted on each page of the notepad, along with the NASFAA logo.

Sponsors: Choose one item/event from the corresponding sponsorship level

GOLD SPONSORS (select one)

- **Opening Night Reception in Innovation Hall** - Help us kick off the first day of the conference with the opening night reception. The sponsor will be recognized 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. Similar to our Milwaukee butter cow backdrop, there will be multiple photo stations throughout the conference featuring your sponsor logo.
- **Regional and State Presidents Luncheon** - As a sponsor, you are welcome to join us and provide giveaways to attendees. Stay and mingle after the program to network with regional and state leaders. The sponsor will be recognized on any signage and the conference app.
- **Sand Sculpture** - Sponsor our San Diego sand sculpture to have your logo featured in the display and on the photo backdrop.
- **Sunscreen** - Each attendee will receive a bottle of sunscreen customized with your logo.



Sponsors: Choose one item/event from the corresponding sponsorship level

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 a cloth 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 on hot summer days. Size: 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.



Sponsors: Choose one item/event from the corresponding sponsorship level

SILVER SPONSORS (select one)

- **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** - Conference attendees will remember you long after the event, and perhaps often, whenever they're feeling 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.

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** on a first-come, first-served basis. Prices and the available number of sponsorships are as listed.

- **Keynote Speaker \$10,000 (1)** - NASFAA promises a marquee speaker for our 2027 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.



ADD-ON SPONSORSHIP ITEMS

- **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, and the NASFAA websites
 - Recognition in Today's News and NASFAA's social media
 - Shout-outs during our conference opening and closing sessions
 - Your own sponsor table during the 5K, and **much more!**

It's a wonderful way to gain exposure while supporting deserving local organizations like our previous partners, [Higher Ground Youth and Family Services](#), and [First Generation College Bound](#).

By becoming a charity sponsor, you ensure that more of our fundraising dollars directly support this mission. Be a part of this great cause by becoming a 2027 Charity Sponsor!



Friend of NASFAA Items \$2,000 (limited to those not attending or exhibiting at the conference) - The "Friend of NASFAA" option allows non-attendees/exhibitors to choose a remaining sponsor item for only \$2,000. Available items will be announced in May 2027 and will be sold on a first-come, first-served basis; previous options included pens, seed kits, stress balls, bag clips, hand sanitizer, and earbuds. If you are interested in being the first to know when 2027 items become available, contact [Carissa Uhlman-Campana](#) to be added to our priority notification list.