



**BOSTON**

**ANNUAL CONFERENCE**

**February 22-25, 2026**

WESTIN BOSTON WATERFRONT (SEAPORT)



**2026 CONFERENCE SPONSORSHIP OPPORTUNITIES**



## 2026 CONFERENCE SPONSORSHIP OPPORTUNITIES

### OVERVIEW

The NAACO Annual Meeting, taking place February 22–25, 2026, at the Westin Boston Waterfront, is the premier gathering of commencement and convocation professionals from across North America. Over the course of four days, attendees will engage in dynamic keynote sessions, interactive workshops, and collaborative networking opportunities designed to advance best practices and celebrate the rich traditions of academic ceremonies. The program is carefully curated to provide both inspiration and practical strategies, ensuring that participants leave with fresh ideas and actionable insights to elevate their institutions’ milestone events.

For sponsors, the Annual Meeting represents a unique and valuable opportunity to connect directly with decision-makers who shape commencement and convocation experiences across higher education. Through exhibits, presentations, and social events, sponsors gain visibility among a highly engaged community dedicated to meaningful academic traditions, while showcasing innovations that support these pivotal moments. With Boston’s vibrant waterfront as the backdrop, the meeting offers an inspiring setting for building lasting connections, strengthening professional networks, and highlighting products and services that enhance the celebration of student achievement.





## 2026 CONFERENCE SPONSORSHIP OPPORTUNITIES

### MEETING SPONSORSHIP VS. ANNUAL CORPORATE SPONSORSHIP

NAACO offers two distinct sponsorship pathways to connect with our vibrant community:

**Annual Corporate Sponsorship** is a year-round engagement that provides ongoing visibility and access to NAACO members through multiple channels, including:

- NAACO Website
- Social Media
- The MACE Newsletter
- Regional Events (virtual and in-person)
- Corporate Showcase Virtual Event
- Annual Meeting participation

Annual sponsors are recognized throughout the year and receive tiered benefits based on their sponsorship level: Ph.D., Master's, or Bachelor's.

**Annual Meeting Sponsorship** is a one-time opportunity focused exclusively on the 2026 Annual Meeting. These sponsorships are ideal for organizations looking to:

- Gain visibility
- Participate in the exhibit hall and showcase products and services directly to attendees
- Support specific elements of the conference such as receptions, meals, or keynote sessions

Meeting sponsors do not receive year-round benefits but gain concentrated exposure during the most high-profile event of the NAACO calendar.



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### WHY SPONSOR?

Sponsoring the 2026 NAACO Annual Meeting is a powerful way to connect directly with professionals who plan and execute academic ceremonies at colleges and universities across North America. This high-impact event brings together a focused audience of decision-makers, offering sponsors meaningful visibility and engagement in a setting designed for networking, learning, and collaboration. Beyond the formal sessions, the meeting fosters an environment where ideas are exchanged, best practices are shared, and long-term partnerships are built.

As a meeting sponsor, your brand will be front and center through exhibit space, event signage, and sponsored sessions or receptions. You'll have the chance to interact with attendees in both structured and informal settings, ensuring that your presence resonates throughout the event. It's a unique opportunity to showcase your products and services, build relationships, and demonstrate your support for excellence in higher education ceremonies—all within the most important gathering of the year for this specialized community. By aligning with NAACO, you position your organization as a trusted partner in advancing the traditions and innovations that shape academic celebrations across the continent.





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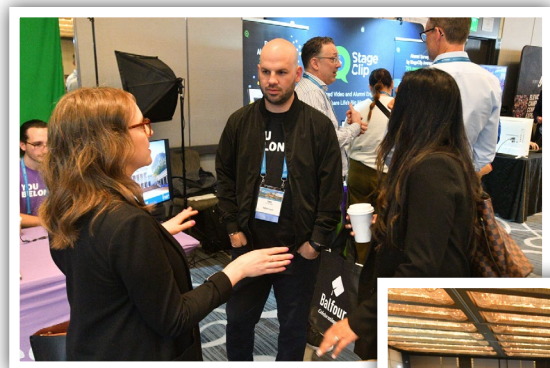
### EXHIBITING OPTIONS

A limited number of exhibit spaces will be available within the NAACO Showcase at the 2026 Annual Meeting in Boston. Exhibiting provides direct access to commencement and convocation professionals and offers valuable networking and visibility throughout the event.

#### Exhibit Table - \$3,500

Each exhibit package includes:

- One 6' draped table with chairs,
- One full-access registration,
- One exhibitor-only registration
- A post-event electronic list of opt-in conference registrants with contact information.



Exhibitors will be featured within the Showcase alongside NAACO's Annual Corporate Sponsors and will have opportunities to engage with attendees during receptions, breaks, and other high-traffic times.

Scan the QR code or use the link to sign up as an exhibitor.

[qrco.de/conference-sponsor26](http://qrco.de/conference-sponsor26)





ANNUAL CONFERENCE

## 2026 CONFERENCE SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP OPTIONS - ATTENDEES ESSENTIALS

Put your brand in the spotlight from the moment attendees arrive in Boston. These high impact sponsorships keep your logo in their hands, on their badges, and in every photo – making your brand part of their conference experience from start to finish.

#### Welcome Bag Sponsor - \$7,000

Make a lasting first impression. Your logo will appear prominently on the official NAACO 2026 welcome bags distributed at registration. Sponsors may include a branded insert or small gift item for the bags.

#### Co-Branded Hotel Wristbands - \$4,000

Be the first name attendees see as they check in! Your logo will appear on every co-branded wristband provided at the Westin Boston – worn by attendees throughout their stay.

#### Co-Branded Lanyards - \$3,500

Every conversation starts with your brand. Your logo will be featured on every attendee lanyard – a constant visual presence during sessions, networking, and photos.

#### Mobile App Sponsor - \$3,000

With over 88% download rate for the mobile app in 2025, you don't want to miss the opportunity to deliver this key tool to all attendees. Your logo featured throughout the app and promotional materials with the mobile app.

#### Wi-Fi Sponsor - \$3,000

Keep everyone connected while promoting your brand. Customize the Wi-Fi network password with your company name, and be recognized on signage.

#### Co-Branded Notebook - \$2,500

Be part of every great idea. Your logo will appear on notebooks distributed to all attendees, ensuring your brand is seen every time someone takes notes.

#### Commemorative Pin - \$1,000

Leave your mark on this year's event. Your logo will appear on the packaging of the official 2026 Boston commemorative pin – a keepsake attendees take home and display long after the meeting ends.



Sample co-branded wristband and notebook (These do not reflect the actual products)



## 2026 CONFERENCE SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP OPTIONS - VISUAL & MEDIA

Be part of the moments everyone talks about – and posts about. These opportunities connect your brand to the visuals that define the NAACO 2026 experience, from candid photos to mainstage moments that capture the spirit of Boston.

#### **Boston Photo Prop Sponsor - \$3,500**

Celebrate Boston at one of the conference's top photo spots. The themed backdrop offers vibrant photo and social media moments, with sponsoring recognition displayed on adjacent signage.

#### **Certificate Ceremony Video Sponsor - In-Kind**

Support the NAACO Certificate Ceremony with personalized video clips for each graduate. This sponsorship covers filming, branded shareable clips delivered within hours, and recognition on signage, in the event app, and during the opening session.

#### **Headshot Lounge Sponsor - In-Kind**

Give attendees a professional glow-up while putting your brand front and center. Your logo will appear on the headshot lounge backdrop (virtual), and you'll have the chance to interact directly with attendees as they stop in for an updated profile photo – one they'll keep long after the event ends.



*Sample Photo Prop  
(This does not reflect  
the actual photo prop)*

#### **Keynote and Opening Session Staging Sponsor - In-Kind**

Command the spotlight. As the staging sponsor for NAACO's most-attended sessions, your brand will be showcased on signage near the stage and recognized during opening remarks – positioning your company as a leader in elevating the attendee experience.

#### **Translation and/or Captioning Services - In-Kind**

Elevate accessibility at NAACO 2026 by sponsoring live captioning or translation services. This in-kind support ensures inclusive sessions and earns recognition on slides, signage, and in the event app.

#### **Photography Sponsor - In-Kind**

Capture the conference through your lens. As the official event photography sponsor, your company will be recognized wherever the photos are shared. Every memorable image will reflect your support.



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### ADDITIONAL OPTIONS - SHOWCASE & EXHIBIT HALL SPONSORSHIPS

Maximize visibility in the most highly trafficked area of the conference – the Corporate Showcase.

#### **Wellness Lounge Sponsor - \$3,500/In-Kind**

The Wellness Lounge at the NAACO Showcase offers a dedicated space to relax, recharge, and connect, with comfortable seating and charging stations. As the official sponsor, your brand will be featured on signage, in the event app, and onsite promotions.

Sponsors can further enhance the experience with branded items such as socks, eye masks, or mini wellness kits, leaving attendees refreshed and with a lasting impression of your brand.

#### **Charging Lounge Sponsor - \$1,200 (cube) or \$2,000 (table)**

Keep attendees powered up – and connected to your brand. Located at the NAACO booth inside the Showcase. Choose between stylish branded charging cubes and/or sleek charging tables, each customized with your logo and design. Attendees will see your brand every time they plug in their phones or tablets, creating repeated, high-value impressions throughout the event.



*Sample Cube Charging Station (This does not reflect the actual charging station)*

#### **Photobooth Sponsor - In-Kind**

Own the moment where fun meets connection. Your logo will appear on the digital photos from the Opening Showcase photobooth – a prime opportunity for brand visibility.

#### **Showcase After Party Entertainment Sponsor - In-Kind**

Support an unforgettable attendee experience by providing professional karaoke entertainment for the NAACO 2026 Showcase After-Party. This in-kind sponsorship adds energy and excitement to one of the conference's most social and memorable events, creating a lively atmosphere where attendees can unwind, connect, and celebrate.

As the Karaoke Entertainment Sponsor, your organization will be recognized on event signage, in the event app, and during the program. This is a unique opportunity to showcase your company's creativity, community spirit, and commitment to elevating the attendee experience at NAACO 2026.



## 2026 CONFERENCE SPONSORSHIP OPPORTUNITIES

### SPONSORSHIP POLICIES & PRIORITY ACCESS

All sponsorship opportunities are offered on a first-come, first-served basis, with priority given to returning and confirmed sponsors as a way to recognize their ongoing support. NAACO welcomes creative sponsor activations and branded materials that enrich the attendee experience, whether through interactive displays, giveaways, or digital integrations that engage participants and add energy to the event.

To ensure a consistent and professional environment, all sponsor content, displays, and promotional items require NAACO approval prior to the conference. This process helps align activations with organizational values and attendee expectations. NAACO's goal is to create meaningful opportunities that enhance the conference while honoring the loyalty of Annual Corporate Sponsors and celebrating their role in the commencement community.

**Annual Corporate Sponsors** hold the first right of refusal on all available sponsorship items through **December 21, 2025**. After that date, remaining opportunities will open to additional vendors and local partner. Instructions coming soon.

### QUESTIONS?

For more information on becoming a NAACO Sponsor, contact us via email at [info@naaco.org](mailto:info@naaco.org)