



National College Fairs Alumni Representative Guidelines

Since 1994, college and university alumni have served as their institutions' primary representatives at National College Fairs (NCFs), providing colleges an increased presence at fairs across the country.

When selecting alumni representatives, institutions are obligated to provide training to ensure they present accurate information about their respective schools and adhere to NACAC's mission to ethically support students and their families in the college admission process.

NCF Exhibitor Guidelines Highlights

It is expected that all representatives maintain a professional demeanor and abide by NACAC policies while representing their respective colleges and universities. The following guidelines must be observed:

- Arrive at least 30 minutes prior to the start of the fair and stay for the entire program. Upon arrival alumni representatives should check-in at the Information Booth.
- Dress to best represent your institution and wear a name badge. Your name badge should indicate you are an alumni representative.
- 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.
- Displays should not exceed the booth (standard height is 8ft) or obstruct the view of adjacent booths.
- Small promotional items are permissible but must be handed out with literature, or include links or QR codes, pertaining to the college or university. Promotional items should be used to enhance meaningful connections with students, not detract from the student's ability to talk to the admission representative. Permitted items include: Pens, lanyards, keychains, small magnets, wristbands, pennants, and buttons. If you are not sure if an item is acceptable, please ask the NACAC representative onsite. The following are examples of prohibited items: water bottles, apparel (e.g. - t-shirts, hats, socks, sweatshirts), food/candy, bags, and toys/noisemakers.
- Demonstrations such as food preparation, drawings (raffles), or similar activities are not permitted.
- Audiovisual equipment should not interfere with other exhibitors.
- Aisles must be kept clear of materials and displays.

A complete list of NCF Exhibitor Guidelines can be found on the NACAC website (nacacnet.org). Questions about exhibitor guidelines should be directed to the Events & Meetings Team, collegefairs@nacacnet.org. A NACAC representative is available onsite in the NCF Information Booth, for additional questions or concerns.

*For fair specific details (fair time, location, parking, etc.), please visit – [nacacattend.org/\[year\]\[city\]](http://nacacattend.org/[year][city]).
Example: nacacattend.org/23Denver for the NACAC National College Fair – Denver*

Your Training as an Alumni Representative

Students and parents attending a National College Fair expect to speak with someone who can converse knowledgeably about all current aspects of the institution. They will ask specific questions about the college or university you represent. It is crucial that the information you provide is accurate. As an alumni representative, your training is the direct responsibility of the institution you represent. Training may be conducted several ways. Contact the undergraduate admission office of your alma mater for information about training opportunities available or www.nacacattend.org for additional resources.

About NACAC

The National Association for College Admission Counseling (NACAC), founded in 1937, is an organization of more than 26,000 professionals from around the world dedicated to serving students as they make choices about pursuing postsecondary education. NACAC is committed to maintaining best practices that foster ethical and social responsibility among those involved in the transition process, as outlined in the NACAC Guide to Ethical Practice in College Admission.