



ASSOCIATION FOR
Orientation • Transition • Retention
IN HIGHER EDUCATION

NODAC 2025

SPONSOR & EXHIBITOR OPPORTUNITIES

OCTOBER 24-27

SAN FRANCISCO, CA



Endless Possibilities





NODAC 2025 | OCTOBER 24 - 27

ABOUT NODA AND OUR ASSOCIATE MEMBER PROGRAM

NODA OVERVIEW

NODA is the leading association for orientation, transition, and retention (OTR) professionals in higher education. As a vibrant, inclusive community, we are committed to strengthening OTR practices and fostering the growth and development of student leaders, practitioners, and scholars. Since our formal establishment in 1977, NODA has been dedicated to advancing the professional needs of those working to transform the student experience. With over 3,000 members from more than 500 institutions worldwide, we are proud to continue our legacy of supporting and connecting professionals who are shaping the future of higher education. Joining NODA means becoming part of a dynamic network focused on creating lasting impact for students and institutions alike. NODA is a registered 501(c)3 with Employer Identification Number (EIN) 38-2526523.

NODA ASSOCIATE MEMBER OVERVIEW

Becoming a NODA Associate Member is more than just a membership—it's a statement of your commitment to advancing the field of orientation, transition, and retention. As an Associate Member, you gain exclusive access to a network of dedicated professionals, discounted rates for events, and unique opportunities to collaborate on association programming. Join today and position your organization as a valued partner in shaping the future of student success! More information at nodaweb.org/page/membership.

***Associate Members** may receive discounts on 2025 NODAC advertising and exhibitor opportunities or become a NODAC tiered sponsor.

***Non-Associate Members** may participate in the conference as a NODAC tiered sponsor, a publisher, or as an exhibitor *only* - see details below.

CONTACT US

For more information or questions reach out to Jo Turcotte, NODA Membership Engagement Specialist, at turco055@umn.edu.



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ANNUAL CONFERENCE



ANNUAL CONFERENCE OVERVIEW

The NODA Annual Conference (NODAC) is the premier gathering for orientation, transition, and retention (OTR) professionals, held each fall. In 2025, we are proud to celebrate the 78th NODAC—a tradition that predates the founding of the association itself. This landmark event will take place at the Hyatt Regency San Francisco, located in the heart of the city's vibrant downtown financial district. With over 700 scholars, practitioners, administrators, and students expected to attend from more than 300 institutions, NODAC 2025 promises to be an unparalleled opportunity to connect, innovate, and advance the future of student success. The conference is a four-day event starting October 24 - 27.

By sponsoring the NODA Annual Conference, you align your organization with a leading event where participants learn about trends, strategies, and best practices in orientation, transition, and retention (OTR). Attendees engage with current field research, benchmark with peers across the U.S. and internationally, and network with professionals in the field. The conference also fosters personal and professional growth, helping participants enhance student experiences and leadership skills while connecting with the local culture and community. Sponsorship provides an opportunity to support and connect with this vibrant, forward-thinking community.

More information is available [here](#).



NODAC 2025 | OCTOBER 24 - 27

SPONSOR & EXHIBITOR OPPORTUNITIES



OPPORTUNITIES AT A GLANCE

(see pages 4-10 for detailed information)

CURRENT ASSOCIATE MEMBERS

- Discounted exhibit table (\$1400) and one (1) complimentary registration with exhibit table purchase for the NODA Annual Conference
- Current Associate Members may also purchase a tiered sponsorship or a la carte add-ons

TIERED NODAC SPONSORSHIP

(for purchase)

- Sponsorship for the Annual Conference only; four tiered levels to select from
- Access to a la carte add-ons
- Participation in Gamification

EXHIBITOR

(for purchase)

- Exhibit table only
- Access to a la carte add-ons
- Participation in Gamification

PUBLISHER

(for purchase)

- Author's Luncheon Participation
- Publishers may also purchase a tiered sponsorship or exhibit booth
- Access to a la carte add-ons

**Please note:

- Some benefits may be available on a first-come, first-served basis and may depend on the commitment date and/or registration date.
- A signed sponsorship agreement constitutes a committed sponsorship.
- In-kind or trade sponsorships are welcome but **will not qualify for complimentary registrations or the attendee list. Attendee list may be purchased through a la carte.**
- Details, guidelines, and deadlines will be provided shortly before registration opens.
- The **deadline to commit** to tiered sponsorship, exhibitor and publisher opportunities, and a la carte options is **July 1, 2025**



TIERED SPONSORSHIP

DESCRIPTION	PLATINUM \$15,000	GOLD \$10,000	SILVER \$5,000	BRONZE \$2,500	EXHIBITOR \$2,000
<i>NEW!</i> Complimentary Registrations <i>(may be used for clients/potential clients)</i>	6	4	2	1	1
CONNECT					
<i>NEW!</i> Access to pre-event institutional attendee list <i>(organization/institutions names only)</i>	x	x	x	x	x
Participate as an Exhibitor <i>(as space allows)</i>	x	x	x	\$650	x
One email to attendees before event	x	x	x	x	--
Priority Exhibitor Placement <i>(based on registration date)</i>	x	x	x	--	--
<i>NEW!</i> Access to pre and post-event attendee list <i>(name, institution/organization, title, email)</i>	x	x	\$400	\$600	\$800
<i>NEW!</i> Private onsite event space and waived bartender fee <i>(subject to availability and agreed terms)</i>	x	x	--	--	--
<i>NEW!</i> Post-event five-question survey sent to attendees	x	--	--	--	--
Five-minute Presentation/Video before a plenary session	x	--	--	--	--
<i>NEW!</i> Highlight Session <i>(first come, first serve)</i>	x	\$250	\$500	\$750	--
PROMOTE					
Recognition by level on: <ul style="list-style-type: none"> Event Website Event App Event Emails Social Media Event Signage 	x	x	x	x	x
Event App Sponsor Profile	x	x	x	x	x
<i>NEW!</i> Ad displayed in rotating plenary slides	FULL	HALF	HALF	QUARTER	--
Branded Insert in meeting bag	x	x	--	--	--

*NODAC tiered sponsors may also purchase a la carte add-ons - see list of a la carte items on pages 6-10



EXHIBITOR

\$2,000

An Exhibit Table at the NODA Annual Conference provides a prime opportunity to showcase your products, services, or resources to a diverse audience of orientation, transition, and retention professionals. This is your chance to connect with key decision-makers, build brand awareness, and establish meaningful relationships with professionals who are shaping the future of higher education. Reserve your space today to be part of this dynamic event!

- One (1) Complimentary Registration
- Access to pre-event institutional attendee list
(organization/institutions names only)
- Recognition by level on:
 - Event Website
 - Event App
 - Event Emails
 - Social Media
 - Event Signage
- Event App Sponsor Profile

**NODAC exhibitors may also purchase a la carte add-ons - see list of a la carte items below*

PUBLISHER

\$10,000

The Author's Luncheon, a signature NODA event, offers an exclusive opportunity to engage attendees with distinguished authors behind some of the most compelling and thought-provoking books. Limited to 500 participants, this special gathering provides an intimate setting to gain unique insights, spark inspiration, and connect with literary leaders and decision makers. Don't miss your chance to be part of this memorable experience!

- One (1) Complimentary Registration
- Pre & Post event email to luncheon attendees
- Recognition by level on:
 - Event Website
 - Event App
 - Event Emails
 - Social Media
 - Event Signage
- Event App Sponsor Profile

**NODAC publishers may also purchase a la carte add-ons - see list of a la carte items below*



A LA CARTE

A LA CARTE OFFERINGS AT A GLANCE

FOOD & BEVERAGE

- Coffee & Beverage Service / \$5,000
- Afternoon Snack / \$8,000
- Taste of NODA / \$25,000
- Opening Dinner / \$35,000

SPACES / AREAS

- Private Lactation Space / \$2,500
- Presenter Resource Room / \$2,500
- Reconnect & Recharge Station / \$2,500
- Reflection Lounge / \$5,000

MISC.

- *NEW!* Attendee List (pre/post only) / \$800
- *NEW!* Hotel Key Cards / \$20,000
- Conference Swag / M/P
- Conference Wi-Fi / \$20,000
- Orientation Professionals Institute / \$30,000

EVENTS / COLLABORATION

- *NEW!* Annual Awards / \$1,500
- *NEW!* First-timer session / \$1,500
- *NEW!* Evening networking event / M/P
- *NEW!* Leadership Reception / \$8,000
- *NEW!* Mobile Event App / *SOLD!*
- *NEW!* Cornerstone Conversations / \$8,000
- Highlight Session / \$1,000
- Wellness Activity / \$2,500
- Fun Run/Walk/Roll / \$2,500
- Opening Reception / \$10,000
- OTR Workshop / \$10,000
- Featured Speaker / \$25,000

FOOD & BEVERAGE

Sponsoring meals and snacks at the NODA Annual Conference is a powerful way to demonstrate your commitment to the orientation, transition, and retention community. With many professionals facing limited professional development budgets and shouldering the costs of conference travel on their own, providing essential meals and refreshments helps alleviate some of that burden. NODA strives to offer as many meals as possible to support attendees and ensure a seamless, enriching experience. By sponsoring these food and beverage options, your organization plays a vital role in making the conference more accessible and impactful for all participants.

The following food and beverage items are available for sponsorship:

Coffee & Beverage Service / \$5,000
Afternoon Snack / \$8,000

Taste of NODA / \$25,000
Opening Dinner / \$35,000



A LA CARTE

SPACES / AREAS

Private Lactation Space (1 Available) / \$2,500

Provide a valuable service to attendees by offering a comfortable, private, and supportive environment for nursing parents. This thoughtful sponsorship highlights your commitment to inclusivity and supporting the well-being of conference participants. Your brand will be recognized in the lactation space, showing your support for a diverse and family-friendly conference experience.

Presenter Resource Room (1 Available) / \$2,500

Supply a dedicated space for over 100 OTR leaders and speakers to prepare and rehearse before their sessions. This sponsorship offers visibility as your brand is prominently displayed in the room, emphasizing your support for the professional development and success of our presenters. By sponsoring this space, you play a key role in ensuring the highest quality presentations while showcasing your commitment to enhancing the overall conference experience.

Reconnect & Recharge Station (Charging Stations) (1 Available) / \$2,500

Ensure that attendees have access to convenient, high-quality charging options throughout the event. With over 700 participants, this sponsorship provides visibility in high-traffic areas where attendees can recharge their devices and stay connected. Your brand will be prominently displayed on the charging stations, aligning your company with the energy and engagement of the conference. This sponsorship is a great way to support our attendees while showcasing your commitment to their experience and connectivity.

Reflection Lounge (1 Available) / \$5,000

Offer a peaceful retreat for conference attendees to relax, recharge, and reflect in a quiet, comfortable environment. Designed with mindfulness in mind, this space provides a serene setting away from the bustle of the event, allowing participants to gather their thoughts, take a break, or engage in quiet conversation. As a sponsor of the Reflection Lounge, you'll have the opportunity to be associated with a space that prioritizes well-being and personal growth. It's a valuable way to show your commitment to supporting attendees' mental and emotional wellness during the conference.





A LA CARTE

MISC.

NEW! Attendee List (pre and post event only) / \$800

Gain valuable insight into your audience with access to the NODA Annual Conference attendee list both before and after the event. This list includes attendee names, institution/organization, titles, and emails, allowing you to tailor your outreach and maximize your engagement opportunities.

Note: The attendee list is provided exclusively for event-related communications and emails must include an opt-out option for recipients. Any misuse, including unrelated marketing or sharing of the list, is strictly prohibited.

NEW! Hotel Key Cards (1 Available) / \$20,000

Put your brand directly into the hands of conference attendees by sponsoring the official hotel key cards. As the exclusive sponsor, your logo and custom message will be prominently displayed on key cards used by all attendees staying at the conference hotel, ensuring maximum visibility throughout their stay.

Conference Swag / Market Price

Conference items like totes, notebooks, pens, water bottles, apparel, and more are always highly valued by NODA conference attendees. These practical and memorable giveaways not only contribute to the overall attendee experience but also provide lasting exposure for your brand. Items can either be shipped directly to the conference or purchased through NODA.

Note: When purchased through the association, an additional \$500 will be added to the final sponsorship invoice. All sponsored items are required to feature the NODA logo and designs must be approved by NODA staff to ensure consistency with the association's branding guidelines.

Conference Wi-fi (1 Available) / \$20,000

Wi-Fi has become an essential part of the conference experience, allowing attendees to stay connected, access important event information, and engage with fellow professionals. By sponsoring the conference Wi-Fi, your company will have the exclusive opportunity to create a personalized experience for attendees—choosing a password or phrase that directly ties to your brand. This high-visibility sponsorship offers continuous exposure throughout the event, ensuring your company remains top of mind for all participants. Don't miss this opportunity to connect with the NODA community in a meaningful, lasting way.





A LA CARTE

EVENTS / COLLABORATION

NEW! Annual Awards (1 Available) / \$1,500

Celebrate excellence and align your brand with distinction by sponsoring the NODA Annual Awards Ceremony. This prestigious event honors the outstanding achievements and contributions of higher education professionals in orientation, transition, and retention.

NEW! First-timer session (1 Available) / \$1,500

Make a lasting impression by sponsoring the First-Time Attendee Session at the NODA Annual Conference. This welcoming event is specifically designed to introduce new attendees to the conference experience, fostering connections and engagement from the start. You'll have the opportunity to introduce yourself and talk briefly about why you sponsor NODA!

NEW! Evening networking event (3 Available) / Market Price

Partner with NODA staff to design a dynamic event tailored to both your organization and event attendees! This exclusive event can be hosted either onsite or offsite, offering flexibility to suit your needs. The event must be scheduled during the official conference period. It will feature prominent signage showcasing your organization's logo, ensuring maximum visibility and recognition.

NEW! Leadership Reception (1 Available) / \$8,000

Host and network with key decision-makers in higher education at the exclusive NODA Leader Reception. This sponsorship opportunity allows your organization to connect directly with senior leaders, influencers, and stakeholders in orientation, transition, and retention.

NEW! Mobile Event App (1 Available) / *SOLD!*

Take center stage as the exclusive sponsor of the NODA Annual Conference Mobile App, the essential tool for attendees to navigate sessions, connect with peers, and stay informed throughout the event.

Highlight Session / \$1,000

Showcase your organization's leadership and commitment to the OTR community with a Highlight Session, positioning your brand at the forefront of impactful conversations and professional growth.

Wellness Activity / \$2,500

Support a unique opportunity to align your brand with health, well-being, and attendee engagement. These activities, designed to promote relaxation, mindfulness, and physical health, offer participants a chance to recharge and refocus during the event. By supporting a wellness activity such as yoga, meditation, watercolor, etc., your brand will be recognized as a champion of attendee well-being, fostering a positive and impactful connection with our community.



A LA CARTE

EVENTS / COLLABORATION CONT.

NEW! Cornerstone Conversations / \$8,000

A new event at this year's NODA conference, NODA Cornerstone Conversations, showcases the power of growth and development through the professional experiences of our members. This exciting new session will be a highlight for all conference participants, offering invaluable insights and fostering a sense of inspiration and connection.

Fun Run/Walk/Roll / \$2,500

Promote health, community, and well-being while providing participants with a chance to network and enjoy the outdoors. As a sponsor, your brand will be prominently featured in this fun, high-energy activity, reinforcing your commitment to wellness and fostering positive connections with NODA members. Hosted through the streets and skyways of downtown, this annual event draws dozens of participants each year. A portion of the sponsorship will be utilized to provide participants with SWAG items for completion of the event.

Opening Reception (1 Available) / \$10,000

Create a memorable first impression for attendees! This event serves as the kickoff for the conference, bringing together attendees to network, relax, and set the tone for the rest of the event. As a sponsor, your brand will be front and center during this lively gathering, allowing you to connect with NODA members in a welcoming, social environment while showcasing your support for the community. Activities such as trivia, karaoke, and bingo may be included. A portion of this sponsorship will provide complimentary non-alcoholic beverages throughout the evening, as well as giveaways.

OTR Workshop / \$10,000

NODA is dedicated to enriching environments for both our professionals and students, and this workshop is a key step in advancing that commitment. Featuring expert panelists (announced in June), this session will delve into critical topics and actionable strategies for access and engagement. We anticipate full participation from all conference attendees, making it a must-attend event. For more details, please reach out to the association office.

Featured Speaker / \$25,000

Elevate your brand by sponsoring a Featured Speaker (announced in June) at the NODA Annual Conference. This high-visibility opportunity allows you to align your organization with thought leaders who will inspire, challenge, and engage our community of orientation, transition, and retention professionals. As a sponsor, your brand will be prominently displayed before and during the speaker session, ensuring your commitment to supporting cutting-edge conversations in higher education. This sponsorship positions your organization as a supporter of thought leadership and innovation within the field. Please contact the association office for more information about this event.

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ANNUAL CONFERENCE



NODA 2024 ANNUAL CONFERENCE SNAPSHOT / PORTLAND, OR



**AUTHENTIC
APPROACHES**

ATTENDANCE

789

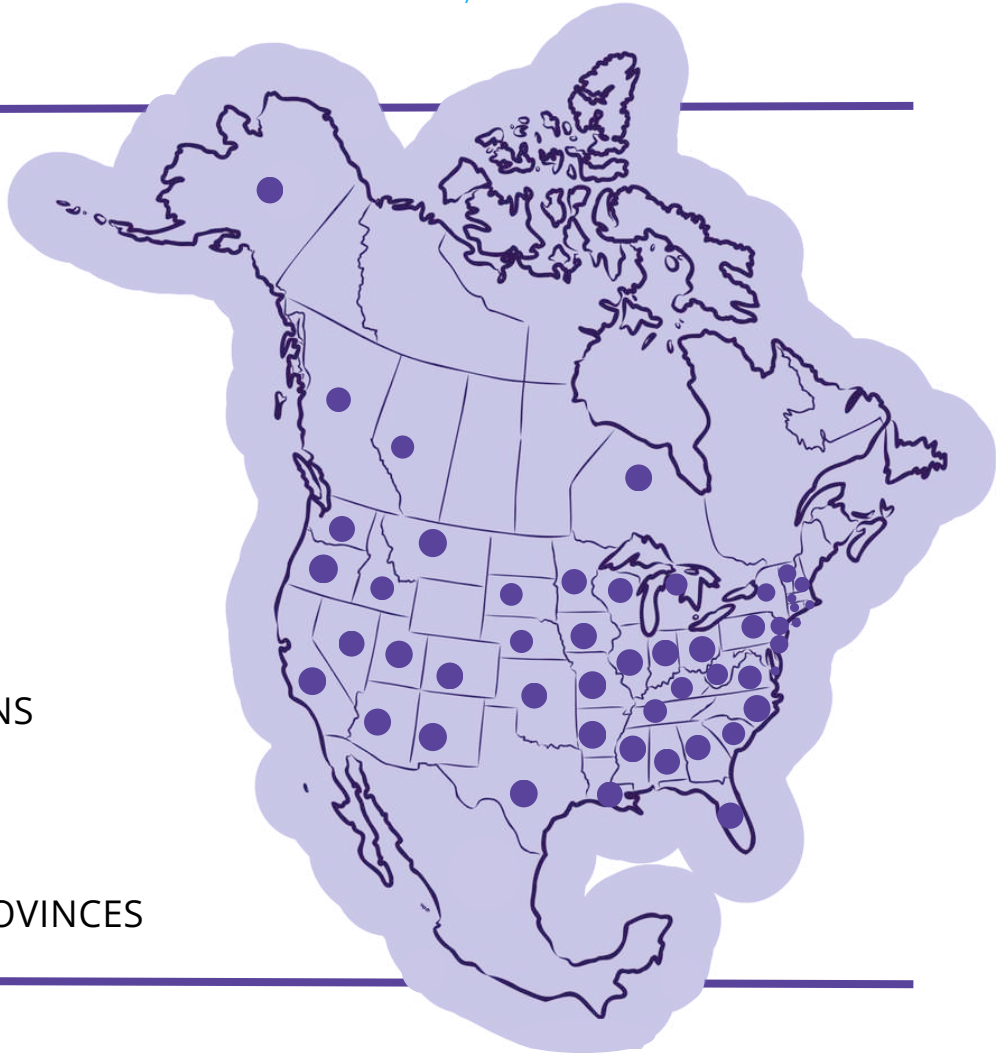
REPRESENTING

321 INSTITUTIONS

FROM

47 STATES

3 CANADIAN PROVINCES



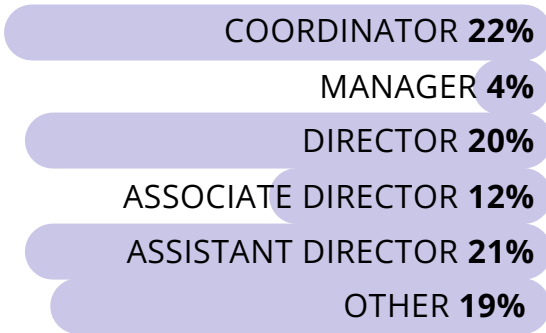
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ANNUAL CONFERENCE

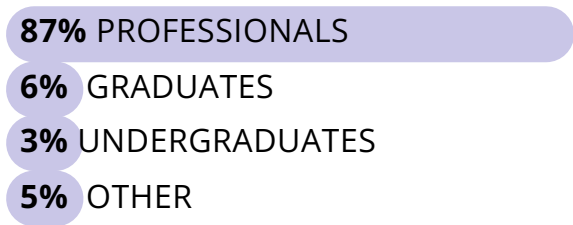


NODA 2024 ANNUAL CONFERENCE SNAPSHOT / PORTLAND, OR

ATTENDEE BY JOB FUNCTION



ATTENDEE BY PROFESSIONAL STATUS



ATTENDEE BY LEVEL OF WORK

