

UPDATED DECEMBER 2015

EXHIBIT
SPONSOR
ADVERTISE

EXHIBIT DATES ARE
JULY 9-11, 2016

ASCA ANNUAL CONFERENCE

the **RECIPE** *for*
SUCCESS

NEW ORLEANS  JULY 9-12, 2016

DRINK  IT IN. EAT  IT UP.

ASCA'S EXHIBIT HALL
SELLS OUT EVERY YEAR...
SO SIGN UP TODAY.

the RECIPE for SUCCESS

WHY EXHIBIT?

- INTRODUCE NEW PRODUCTS
- GENERATE COLLEGE REFERRALS
- GIVE DEMONSTRATIONS
- RECRUIT NEW AUTHORS
- REACH NEW MARKETS
- EXPAND SALES
- MEET FACE-TO-FACE WITH POTENTIAL CUSTOMERS
- FACILITATE NAME BRAND RECOGNITION



The American School Counselor Association invites you to join K-12 school counselors, college professors, graduate students and counseling supervisors in New Orleans, La., July 9-12, 2016 (exhibit hall open July 9-11) for ASCA's annual conference. If you sell to the school counselor market, or want college student referrals, you can't afford to miss the opportunity to exhibit at ASCA's annual conference.

Approximately 2,000 school counselors attend each ASCA conference and come ready to learn about your company or college and ready to make purchasing or referral decisions. With numerous receptions and breaks scheduled in the hall, you'll witness some of the best exhibit hall traffic you've ever seen.

BENEFITS

- Company listing and description on the ASCA conference website and in the conference program given to every attendee
- Good traffic flow of qualified buyers and recommenders
- Exhibit hall reception
- Meal functions and special events in the exhibit hall
- Promotional opportunities
- Opportunity to purchase conference attendee mailing labels
- High buyer-to-exhibitor ratio
- One complimentary conference registration plus two exhibit-only registrations per booth
- Free link to your company website in virtual exhibit hall
- Company listing with website and booth number on ASCA conference mobile app

CONFERENCE DEMOGRAPHICS

- Elementary School Counselors 38%
- Middle School Counselors 15%
- High School Counselors 41%
- Other 6% (regional and counseling supervisors, counselor educators, exhibitors, counseling students)

EXHIBIT BOOTH INCLUDES

- A 10' x 10' professionally draped exhibit booth
- A 7" by 44" exhibit identification sign limited to 26 characters and/or spaces
- One six-foot draped table, two chairs, one wastebasket
- One full conference registration and two exhibit-only badges

PRICING

- Corner booth, \$1,195
- In-line booth, \$1,095
- Additional booths, \$1,045 each (in-line), \$1,145 (corner)

THE EXHIBITOR KIT

Approximately April, 1, 2016, each exhibitor will receive the exhibitor service kit from the exhibit company, containing forms for:

- Carpet
- Additional booth furniture
- Audiovisual equipment
- Electrical utilities, Internet, etc.
- Drayage and shipping information

EXHIBITOR CALENDAR

Times are subject to change

Saturday, July 9

Exhibitor Set-up
12-4 p.m.

Exhibit Hall Open/Opening Reception
6:30-8:30 p.m.

Sunday, July 10

Exhibit Hall Open
8 a.m.-4 p.m.

Monday, July 11

Exhibit Hall Open
8 a.m.-2 p.m.

Exhibitor Move Out
2-6 p.m.

LOCATION

The Sheraton New Orleans is the official conference hotel. ASCA has reserved a block of rooms at a special rate of \$160/night single/double occupancy. When making your hotel reservation, mention ASCA to get this rate.

Reservations: (888) 627-7033

All conference sessions and the Exhibit Hall will be at the New Orleans Ernest N. Morial Convention Center.

INFORMATION

For more information or to reserve your space, contact Robin Cibroski toll free at (800) 597-7210 or robin@adguidance.com.

2016 EXHIBITOR RESERVATION FORM

In accordance with the terms of the contract, the organization below contracts for exhibit space and services offered by the 2016 ASCA Annual Conference, which will be held at the New Orleans Ernest N. Morial Convention Center. Exhibit dates are July 9-11, 2016. This application will become a contract when countersigned by the ASCA exhibits coordinator. **(Listing must be received by May 12, 2016, to be listed in the onsite materials or by June 11, 2016, to be included in the exhibitor addendum. After June 11 call or e-mail for booth availability.)**

NAME OF ORGANIZATION

As you wish it to appear on your exhibit sign (limited to 26 characters and/or spaces)

Contact Name (person who should receive all exhibit information)

Address

City State ZIP

Phone Fax

E-mail

Website Address (Required for Virtual Exhibit Hall link)

Exhibitor's Name (Person to receive one free registration)

Exhibit-Only Badge Name

Exhibit-Only Badge Name

Please provide a company description for the virtual exhibit hall, the conference app and the onsite brochure (50 words or fewer) to robin@adguidance.com or attach a separate sheet of paper with your description.

PAYMENT INFORMATION

- In-Line Booth (10' x 10'), \$1,095
- Corner Booth (10' x 10'), \$1,195
- (\$50 discount for each additional booth)

Total Amount Enclosed (check payable to ASCA) \$ _____

I authorize ASCA to charge my credit card for \$ _____

- Visa MasterCard American Express

Name on Card

Card #

V-code Exp. Date

Signature Date

BOOTH PREFERENCES

1st choice

2nd choice

3rd choice

Electrical, Internet, carpet, audiovisual and drayage services are not included in the registration fee. You will receive a service kit 60-90 days prior to the conference containing information about ordering these services. Space is limited; early reservations recommended. Booths are assigned on a first-come, first-served basis.

EXHIBITOR'S ACCEPTANCE

I, _____, the duly authorized representative of the firm named above, subscribe and agree to all terms and conditions contained in the exhibiting, sponsoring and advertising brochure, including the exhibitor guidelines on page 5.

Exhibitor Signature

Date

Contract Accepted By (ASCA Exhibits Coordinator)

Yes, I'd like to increase my visibility at the ASCA conference.

Please send me information about advertising in the conference issue of *ASCA School Counselor* magazine.

Name (print)

Title

Signature

Date

PLEASE COMPLETE AND RETURN THIS FORM (RETAIN A COPY FOR YOUR RECORDS) WITH PAYMENT TO

ASCA CONFERENCE EXHIBITS

283 WHISTLEWOOD LANE
WINCHESTER, VA 22602
FAX: (540) 542-0550
E-mail: robin@adguidance.com

For more information, contact Robin Cibroski at (800) 597-7210 or robin@adguidance.com.

Liability

The exhibitor agrees to make no claim, for any reason whatsoever, against ASCA, the New Orleans Ernest N. Morial Convention Center or any other contractors for loss, theft, damage or destruction of goods, or for any injury to self or employees. Nor will claim be made for any damage of any nature or character, including damage by reason of failure to provide space for the exhibit, or for removal of the exhibit or for failure to hold the conference as scheduled. Due to liability issues no one under 18 will be allowed in the exhibit hall or breakout session rooms.

Unoccupied Space

Should any rented exhibitor space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment, ASCA reserves the right to rent that space to any other exhibitor or use that space for such purposes as it may see fit without any liability on its part. This clause shall not affect the obligation of the exhibitor to pay the full amount specified in the space rental agreement should ASCA not resell the space.

Acceptability of Exhibits

ASCA reserves the right to refuse to sell exhibit space to any company it deems objectionable or at cross purposes to the association's mission. Additionally, ASCA reserves the right to require exhibitors to remove promotional materials from the show floor that are deemed objectionable.

Damage to Property

Exhibitors are liable for any damage caused to building floors, walls, columns or tables or to any other exhibitor's property. Exhibitors may not apply paint, lacquer, adhesive or any other coating to building columns, floors, walls or tables.

Fire, Safety and Health

The exhibitor agrees to accept full responsibility for compliance with local, city and state fire, safety and health ordinances regarding the installation and operation of equipment. Necessary fire precautions will be the responsibility of the exhibitor.

Cancellations

In the event written notification of intent to cancel is received by the exhibits coordinator by April 1, 2016, all sums paid by the exhibitor, less a service fee of \$100 per booth, will be refunded. No refunds will be granted after April 1, 2016. All storage and handling charges due to failure to remove exhibit materials from the display or storage area at the conclusion of the move-out period shall be the responsibility of the exhibitor. If move-in and move-out are not conducted during scheduled time, a fee may be assessed.

Guidelines for Display Rules & Regulations

A standard booth (10' x 10') will have an 8' back drape and 3' side rails. For endcaps, only the center 10' may be 8' tall. The front of a booth (5' from the aisle to the middle of a booth) may not extend any higher than 42", so as not to obscure the sight line of other exhibitors. Side rails must not exceed 36" to prevent any obstructions that would interfere with the view of the other booths. High counters must be placed at least 2' back from the booth entrance, so as not to cause aisle traffic.



FINAL CONFERENCE PROGRAM ADVERTISING

Increase your visibility at the conference with an ad in the final program. Most attendees take the program home and use it all year.

Final Program Advertising Rates

4-Color: Ad Size:

Full Page	\$800
Bleed: 8-5/8 w x 11-1/8 h	
Non-Bleed: 7-3/8 w x 9-7/8 h	
1/2 Page	\$500
7-3/8 w x 4-3/4 h	
1/3 Page, Horizontal	\$400
7-3/8 w x 3-5/8 h	

(For black & white ads – subtract 10% from 4-color ad rates above)

Advertising Due Dates

Insertion Order to reserve ad space due **May 12, 2016**
Ad Copy Due: **May 19, 2016**

Mechanical Requirements

E-mail a high resolution (300 dpi) PDF print file to
robin@adguidance.com

I'm interested in Final Program Advertising (check one)

- Full Page Ad—\$800
 1/2 Page Ad—\$500
 1/3 Page Ad—\$400

Total \$ _____

Billing contact

Company

Contact Name

Address

City

State

ZIP

Phone

Fax

E-mail

Signature

Date

OTHER CONFERENCE ADVERTISING OPPORTUNITIES

July/August School Counselor

Magazine Advertising Opportunities:

Even if you can't make it to New Orleans, your company, organization or college/university can still have a presence at the ASCA conference. Get noticed with an ad in the July/August 2016 conference issue of *ASCA School Counselor* magazine. In addition to being mailed to more than 30,000 ASCA members, this issue is also inserted in every conference attendee's registration bag.

Conference E-blast Advertising:

This is a great way to promote your company, product/service, college or university to gain more referrals. The conference e-blast will be sent out January, February, March, April and May between the 25-30 of each month to approximately 30,000 potential attendees promoting the 2016 conference. There are four advertising positions.

**Call 1-800-597-7210 or e-mail
robin@adguidance.com for more
information and a rate card.**

INCREASE
YOUR
VISIBILITY
AT THE
CONFERENCE

WITH A RANGE OF SPONSORSHIP LEVELS, AS WELL AS SPONSORSHIP OF THE TOTE BAGS, T-SHIRTS AND PADFOLIOS, THERE'S SOMETHING FOR EVERY SIZE MARKETING BUDGET.

CONFERENCE SPONSORSHIP OPPORTUNITIES

WWW.SCHOOLCOUNSELOR.ORG

PLATINUM \$10,000

- One 10' x 10' exhibit booth, which includes one conference registration
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Full-page color ad in onsite conference program book
- Two complimentary conference registrations
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre-or post-conference
- Name badge and sponsor ribbon for all staff attendees
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors) weight and size limits apply
- Listing on the Platinum sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

GOLD \$6,000

- One 10' x 10' exhibit booth, which includes one conference registration
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Half-page color ad in onsite conference program book
- Two complimentary conference registrations
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre-or post-conference
- Listing on the Gold sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

SILVER \$3,000

- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre-or post-conference
- Listing on the Silver sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

BRONZE \$2,000

- One-third page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre-or post-conference
- Listing on the Bronze sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

CONFERENCE SPONSORSHIP OPPORTUNITIES

WWW.SCHOOLCOUNSELOR.ORG

SPONSORING AT ASCA'S CONFERENCE IS THE PERFECT WAY TO INCREASE YOUR VISIBILITY AT THE ONLY NATIONAL CONFERENCE TARGETED TO PROFESSIONAL SCHOOL COUNSELORS.

PADFOLIOS \$11,000

Keep your name in front of every attendee by sponsoring the padfolios. All attendees receive a high-quality padfolio to take notes in during the conference and to use well after the conference is over. Sponsor logo and ASCA logo printed on padfolios. Attendees receive a coupon in their registration bags, inviting them to visit your booth and pick up their free padfolio. Coupons can be customized to capture attendees' names, email, addresses, schools, etc. Sponsor also receives:

- Two 10' x 10' exhibit booths, each of which includes one conference registration, plus two additional complimentary conference registrations for a total of four conference registrations
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Half-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre- or post-conference
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors) weight and size limits apply
- Listing on the Product sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

KEYNOTE SPEAKERS \$15,000 EACH

Sponsor one or more of the three keynote speakers.

- Introduce speaker plus comment about your product or service at general session
- One 10' x 10' exhibit booth, which includes one conference registration, plus two additional complimentary conference registrations for a total of three conference registrations
- Two-page color spread ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Full-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre- or post-conference
- Name badge and sponsor ribbon for all staff attendees
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors) weight and size limits apply
- Listing on the Platinum sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

CONFERENCE WIFI SPONSORSHIP

ONE DAY \$5,400 THREE DAYS \$13,500*

Sponsor the wifi access at the ASCA Annual Conference, and have your company in front of all attendees for a day of the conference or all three days! This is the perfect sponsorship that will promote your company and draw people to your booth.

The benefits for the Conference Wifi Sponsorship include:

- Landing page on the wifi access page for one day of conference or all three days if purchased
- One 10' x 10' exhibit booth, which includes one conference registration, plus one additional complimentary conference registration for a total of two conference registrations
- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book
- Rotating ad with link direct to your website or specified URL on the ASCA conference website pages, available to sponsors only Jan. 1–Oct 1, 2016
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor ribbons for staff attendees
- Listing on the sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

*\$5,400 per day (three sponsors, one for each day) or \$13,500 for all three days (one sponsor). Sponsor for all three days receives the Platinum level benefits.

AWARDS RECOGNITION DINNER \$20,000

Sponsor the Awards Recognition Dinner honoring the 2016 Recognized ASCA Model Program (RAMP) recipients and other award winners.

- Ability to comment about your product or service at the dinner
- One 10' x 10' exhibit booth, which includes one conference registration, plus two additional complimentary conference registrations for a total of three conference registrations
- Two-page color spread ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Full-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre- or post-conference
- Name badge and sponsor ribbon for all staff attendees
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors) weight and size limits apply
- Listing on the Platinum sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

COFFEE BREAK (3 AVAILABLE) \$6,000 EACH

Sponsor one of three (or all three) ASCA coffee breaks. Sunday morning, Sunday afternoon, Monday morning. Sponsor will stand out with their logo on the coffee cups at the coffee break as well as recognition in the conference program and app where the coffee break is mentioned as well as signage at the entrance of the exhibit hall. Sponsor also receives:

- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Silver sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

CONFERENCE PEN SPONSORSHIP \$3,500

This is a perfect opportunity to have your company logo in front of all attendees throughout the conference and beyond! Sponsor the pens and you'll have your logo prominently displayed on the pens. The pens will be included in all of the conference registration bags so even if you are unable to exhibit you can still have a presence at the conference! Sponsor also receives:

- Half page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Silver sponsor sign in the registration area.
- Recognition from podium at a general session
- Recognition in a sponsor thank you ad in the September/October *ASCA School Counselor* magazine

CONFERENCE SPONSORSHIP OPPORTUNITIES

WWW.SCHOOLCOUNSELOR.ORG

SPONSORING AT ASCA'S CONFERENCE IS THE PERFECT WAY TO INCREASE YOUR VISIBILITY AT THE ONLY NATIONAL CONFERENCE TARGETED TO PROFESSIONAL SCHOOL COUNSELORS.

NEW

CHARGING STATION SPONSORSHIP \$7,000

Stand out at the conference and have your name prominently displayed on the charging station. This unique charging station will be located in the attendee meeting room area and you will be the only sponsor in that location! Attendees can leave their device to be charged in a locker and come back later and it will be fully charged. Sponsor also receives:

- One 10' x 10' exhibit booth, which includes one conference registration plus two additional complimentary conference registrations for a total of three conference registrations
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Half-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre- or post-conference.
- Listing on the sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank you ad in the September/October *ASCA School Counselor* magazine

NEW

ASCA BOOKSTORE FREE SHIPPING SPONSORSHIP \$4,500

This is a great opportunity to keep your name in front of conference attendees even after the conference is over. Sponsor the ASCA Bookstore shipping (orders of \$100 or more) and you'll be able to include a flyer in each shipment so attendees will have your information when they arrive home. Additional benefits include:

- Your logo on signage promoting the ASCA Bookstore free shipping
- The ability to include a flyer in all bookstore shipments (free shipping on over \$100 or more)
- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100- word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the sponsor sign in the registration area
- Recognition from podium at a general Session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

NEW

ASCAFÉ SPONSORSHIP \$6,500

Who doesn't love coffee! This year, ASCA will have an ASCAFÉ in the exhibit hall bookstore that will include espresso, latte and cappuccinos. This is a great sponsorship opportunity to stand out from the crowd with your logo on the ASCAFÉ coffee cups, napkins, sponsor signage and the sponsor will be mentioned in all promotional material about the ASCAFÉ. The benefits for the ASCAFÉ sponsorship include:

- One 10' x 10' exhibit booth, which includes one conference registration, plus one complimentary conference registration for a total of two complimentary registrations
- Company logo on coffee cups, napkins and signage at the ASCAFÉ
- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100- word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1–Oct. 1, 2016
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor ribbons for staff attendees
- Listing on the sponsor sign in the registration area
- Recognition from podium at a general Session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

SHUTTLE BUS SPONSORSHIP
PLEASE CALL FOR QUOTE
(1-800-597-7210)

This is a unique sponsorship that allows your company, non-profit, college or university to be in front of all attendees during the conference. The shuttle buses will run Saturday through Tuesday from the conference hotel to the convention center and runs throughout the entire conference. Since the Shuttle Bus sponsorship will have various sponsor signage options available please call for a quote to customize your sponsorship (1-800-597-7210). Additional benefits include:

- One 10' x 10' exhibit booth, which includes one conference registration plus two complimentary conference registration for a total of three complimentary registrations.
- Full-page color ad in July/August ASCA School Counselor magazine, which is distributed at the annual conference in addition to being mailed to 30,000 members
- Half-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1– Oct. 1, 2016
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Gold sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October ASCA School Counselor magazine

My company agrees to the following sponsorship level or amenity at the 2016 ASCA conference. Please check the level or amenity you wish to sponsor. Sponsorship must be reserved by **May 1, 2016**, to be included in the final program and the July/August ASCA School Counselor magazine.

 Company

 Contact Name

 Address

 City State ZIP

 Phone Fax

 E-mail

 Signature Date

Website address (required for Virtual Exhibit Hall link)

Please e-mail a 100-word company description for the Virtual Exhibit Hall, the conference app and onsite brochure to robin@adguidance.com or attach a separate piece of paper with your description.

I'M INTERESTED IN (CHECK ONE)

- | | |
|--|--|
| <input type="checkbox"/> Platinum Sponsorship—\$10,000 | <input type="checkbox"/> Lanyards— \$6,000 |
| <input type="checkbox"/> Gold Sponsorship—\$6,000 | <input type="checkbox"/> Charging Station Sponsorship - \$7,000 |
| <input type="checkbox"/> Silver Sponsorship—\$3,000 | <input type="checkbox"/> Keynote Speaker
2 available at \$15,000 each - Sunday Sold |
| <input type="checkbox"/> Bronze Sponsorship—\$2,000 | <input type="checkbox"/> Coffee Break
3 available at \$6,000 each |
| <input type="checkbox"/> T-shirts— \$1,000 | ___ Sunday Morning |
| <input type="checkbox"/> Registration Bags— \$2,000 | ___ Sunday Afternoon |
| <input type="checkbox"/> Padfolios—\$11,000 | ___ Monday Morning |
| <input type="checkbox"/> Awards Recognition Dinner—\$20,000 | <input type="checkbox"/> First-Time Attendee's Reception— \$4,000 |
| <input type="checkbox"/> Conference Mobile App Sponsorship— \$4,000 | <input type="checkbox"/> Conference Pen Sponsor—\$3,500 |
| <input type="checkbox"/> Wifi Sponsorship One Day—\$5,400 | <input type="checkbox"/> Shuttle Bus Sponsorship—Call for details |
| <input type="checkbox"/> Wifi Sponsorship Three Days—\$13,500 | <input type="checkbox"/> ASCAFÉ Sponsorship - \$6,500 |
| <input type="checkbox"/> Photo Booth Sponsorship— \$5,000 | <input type="checkbox"/> ASCA Bookstore Free Shipping Sponsorship - \$4,500 |

METHOD OF PAYMENT

I authorize ASCA to charge my credit card for \$ _____

- Visa
 MasterCard
 American Express

A check for \$ _____ is enclosed (payable to ASCA) to guarantee our sponsorship. (Note: 50 percent is due with this contract. The balance is due May 1, 2016.)

 Name on Card

 Card number

 V-code number Exp. Date

 Signature Date

SEND TO

Ad Guidance Inc.
 283 Whistlewood Lane
 Winchester, VA 22602
 Fax: (540) 542-0550

For additional information or to reserve your sponsorship opportunity immediately, contact:

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