ASCA ANNUAL CONFERENCE
REACH FOR THE STARS
LOS ANGELES, JULY 14–17, 2018

EXHIBIT ★ SPONSOR ★ ADVERTISE
Exhibit Dates are July 14-16, 2018
The American School Counselor Association invites you to join K-12 school counselors, college professors, graduate students and counseling supervisors in Los Angeles, Calif., July 14-17, 2018 (exhibit hall open July 14-16) for the ASCA 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 2,500-3,000 school counselors attend each ASCA Annual Conference and come ready to learn about your company or college and ready to make purchasing or referral decisions. With numerous lunches, breaks and special activities scheduled in the hall, you’ll witness some of the best exhibit hall traffic you’ve ever seen.

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

BENEFITS
- Company listing and description on the ASCA Annual Conference website
- Good traffic flow of qualified buyers and recommenders
- 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
- Ability to purchase the ASCA Lead Retrieval System
THE EXHIBIT KIT
Approximately April, 1, 2018, 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

PRICING
- Corner booth, $1,245
- Inline booth, $1,145
- Additional booths, $1,095 (inline)
  $1,195 (corner)

EXHIBIT BOOTH INCLUDES
- A 10’ x 10’ professionally draped exhibit booth
- A 7” by 44” exhibit identification sign
- One six-foot draped table, two chairs, one wastebasket
- One full conference registration and two exhibit-only badges per exhibit booth

CONFERENCE DEMOGRAPHICS

<table>
<thead>
<tr>
<th>Elementary School Counselors</th>
<th>District Office</th>
<th>High School Counselors</th>
</tr>
</thead>
<tbody>
<tr>
<td>23%</td>
<td>17%</td>
<td>33%</td>
</tr>
<tr>
<td>Middle School Counselors</td>
<td>College/University</td>
<td>Other (regional and school counseling supervisors, counselor educators, exhibitors, school counseling students)</td>
</tr>
<tr>
<td>6%</td>
<td>9%</td>
<td>12%</td>
</tr>
</tbody>
</table>

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

EXHIBITOR CALENDAR
Times are subject to change

FRIDAY, JULY 13
12 Noon-5 p.m. Two booths or more - Exhibitor Set-up

SATURDAY, JULY 14
8 a.m.-12 Noon Exhibitor Set-up (all booths)
12:30-5 p.m. Exhibit Hall Open/Opening Lunch

SUNDAY, JULY 15
8 a.m.-4 p.m. Exhibit Hall Open

MONDAY, JULY 16
8 a.m.-2 p.m. Exhibit Hall Open
2-6 p.m. Exhibitor Move Out

LOCATION
The Westin Bonaventure Hotel Downtown Los Angeles is the official conference hotel. ASCA has reserved a block of rooms at a special rate of $199/night single/ double occupancy. When making your hotel reservation, mention ASCA to get this rate.

Reservations: (888) 627-8520
All conference sessions and the exhibit hall will be at the Los Angeles Convention Center.
EXHIBITOR GUIDELINES

LIABILITY
The exhibitor agrees to make no claim, for any reason whatsoever, against ASCA, the Los Angeles 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.

DAMAGES 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.

CANCELLATIONS
In the event written notification of intent to cancel is received by the exhibits coordinator by April 1, 2018, 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, 2018. 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.

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.

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.
In accordance with the terms of the contract, the organization below contracts for exhibit space and services offered by the 2018 ASCA Annual Conference, which will be held at the Los Angeles Convention Center. Exhibit dates are July 14-16, 2018. This application will become a contract when countersigned by the ASCA exhibits coordinator.

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)

Exhibit Only Badge Name

Exhibit Only Badge Name

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

Booth Preferences

First choice

Second choice

Third 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 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 4.

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

Payment Information

☐ Inline Booth (10’ x 10’), $1,145
☐ Corner Booth (10’ x 10’), $1,245
☐ $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  ☐ Discover

Name on Card

Card #

V-code

Exp. Date

Signature  Date

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

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.
CONFERENCE ADVERTISING OPPORTUNITIES

JULY/AUGUST ASCA SCHOOL COUNSELOR MAGAZINE ADVERTISING OPPORTUNITIES:

Even if you can’t make it to Los Angeles, your company, organization or college/university can still have a presence at the ASCA Annual Conference. Get noticed with an ad in the July/August 2018 conference issue of ASCA School Counselor magazine. In addition to being mailed to more than 32,000 ASCA members, this issue is also inserted in every conference attendee’s registration bag.

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

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, May and June the first week of each month to approximately 32,000 potential attendees promoting the 2018 conference. There are four advertising positions.

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

ESCALATOR CLINGS

This is a unique opportunity to welcome all attendees as they come into the Los Angeles Convention Center with your company/university branded on the escalators between the shuttle bus entrance to registration or registration to the meeting rooms. The attendees will see your advertising as they ride up or down the escalator.

Price:
- Shuttle bus entrance to registration lobby $1,720 sold
- Registration lobby to meeting rooms $2,645 sold

“ASCA is a can’t-miss show for us. The show is very well-organized, exhibit space and advertising opportunities are plentiful yet reasonable, and the show draws huge crowds of school counselors from all across the country. We’ve attended for more than a decade and we plan on attending for decades to come.”

JEFF COX
American School
With a range of sponsorship levels, as well as various promotional items and events, t-shirts and padfolios, there’s something for every size marketing budget.

**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 32,000 members
- Ad on conference App under sponsor listing linked to your website
- Two complimentary conference registrations
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- 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
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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 $6000**
- 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 32,000 members
- Ad in conference app under sponsor listing linked to your website
- Two complimentary conference registrations
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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 32,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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 32,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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

“The number of counselors that we get to share information with at the ASCA conference is the primary reason we participate as vendors every year, but I also have to say that the way the conference is organized and its positive energy are always very much appreciated!”

**DR. AMY SMITH, Career Training Concepts featuring HEAR and Career Direction2**
CONFERENCE SPONSORSHIP OPPORTUNITIES

Sponsoring at ASCA’s conference is the perfect way to increase your visibility at the only national conference targeted to school counselors.

ASCA RIBBON COUNTER SPONSORSHIP

$3,500

This is a perfect opportunity to have your company or college/university logo in front of all attendees. After checking in at registration, attendees will have the opportunity to add a variety of ribbons to their badge. Sponsorship includes logo placement on the ribbon counter signage, as well as the option to customize one ribbon. 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 32,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- One set of attendee mailing labels, either pre-or post-conference
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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 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 32,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall
- 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, 2018
- One set of attendee mailing labels, either pre-or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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

*R$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.

RAMP AWARDS RECOGNITION DINNER

$20,000

Sponsor the RAMP Awards Dinner honoring the 2017 Recognized ASCA Model Program (RAMP) recipients. Sponsor also receives:

- 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 32,000 members
- Ad in conference app under sponsor listing linked to your website
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- One set of attendee mailing labels, either pre-or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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

*Please note: Conference Sponsorship levels are exclusive. Sponsorship roles cannot be shared between sponsors.
**CONFERENCE SPONSORSHIP OPPORTUNITIES**

With a range of sponsorship levels, as well as sponsorship of charging stations, conference pen, keynote speakers, there’s something for every size marketing budget.

### CONFERENCE PEN SPONSORSHIP

**$4,000**

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 32,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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

### CHARGING STATION/ FIRST-TIME ATTENDEE LOUNGE SPONSORSHIP

**$8,900**

This is a unique opportunity for a sponsor to have exposure in several sections of the attendee registration area at the conference. The sponsor will have charging area signage in the Twitter Feed lounge area, and signage in the First Timers lounge charging area plus a number of other benefits listed below:

- One 10’ x 10’ exhibit booth, which includes one conference registration plus two additional complimentary conference registrations for a total of three 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 32,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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

### 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 32,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1–Oct. 1, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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
CONFERENCE SPONSORSHIP OPPORTUNITIES

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ASCA CAFÉ SPONSORSHIP

$7,500

Who doesn’t love coffee? This year, ASCA will have a café in its exhibition hall bookstore that will include espresso and lattes. This is a great sponsorship opportunity to stand out from the crowd with your logo on the coffee cup sleeves, napkins, sponsor signage, and the sponsor will be mentioned in all promotional material about the ASCA Café. The benefits for the ASCA Café 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 cup sleeves, napkins and signage at the ASCA Café
- Half-page color ad in July/August ASCA School Counselor magazine, which is distributed at the annual conference in addition to being mailed to 32,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1-Oct. 1, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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

REGISTRATION BAGS

$12,000

Your company’s name can be the one every attendee is sure to go home with if you sponsor the official conference tote bags. All attendees receive a special tote bag to hold their conference materials. Take advantage of promoting your company on the bag itself, which also displays the ASCA logo. This is a unique marketing opportunity for the sponsor, since many school counselors use the bags all year. 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 32,000 members
- Ad in conference app under sponsor listing linked to your website
- Listing and URL link with 100 word description on the Virtual Exhibit Hall and conference app
- 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- Ability to insert company materials in attendees’ registration bags (only available to Platinum and above sponsors) weight and size limits apply
- Name badge and sponsor ribbon for all staff attendees
- 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

CONFERENCE MOBILE APP SPONSORSHIP

$12,500

Sponsor the conference mobile app at the ASCA Annual Conference and have your company in front of all attendees throughout the entire conference. This unique sponsorship that will put your company and draw people to your booth. The benefits for the conference mobile app sponsorship include:

- One 10’ x 10’ booth, which includes one conference registration plus two additional complimentary conference registrations for a total of three conference registrations
- Sponsor Listing on conference mobile app
- Banner ad with link to your website on conference app
- Three news alerts (one per day) during conference
- Full-page color ad in July/August ASCA School Counselor magazine, which is distributed at the annual conference in addition to being mailed to 32,000 members
- Ad in conference app under sponsor listing linked to your website
- Listing and URL link with 100-word description on the Virtual Exhibit Hall
- 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- Ability to insert company materials in attendees’ registration bags (only available to Platinum and above sponsors) weight and size limits apply
- Name badge and sponsor ribbon for all staff attendees
- 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
Sponsoring at ASCA’s conference is the perfect way to increase your visibility at the only national conference targeted to professional school counselors.

## CONFERENCE SPONSORSHIP OPPORTUNITIES

www.schoolcounselor.org

### ASCA DELEGATE ASSEMBLY RECEPTION SPONSORSHIP

$13,900

This is a great opportunity to meet with all of the ASCA leadership and delegates and unwind after two days of delegate meetings. By sponsoring the Delegate Assembly Reception you will have the ability to briefly speak to the group as well as the additional benefits below:

- One 10’ x 10’ exhibit booth, which includes one complimentary conference registration plus two additional conference registrations for a total of three
- Full-page color ad in July/August ASCA School Counselor magazine, which is distributed at the annual conference in addition to being mailed to 32,000 members
- Ad in conference app under sponsor listing linked to your website
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January–June)
- 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

### DAILY VIDEO SPONSORSHIP

$6,500

Sponsor the daily conference video that will deliver informative information about the conference and will be played on each shuttle bus. Stay in front of attendees throughout the conference. Sponsor will receive a logo placement and acknowledgement at the end of each video. Sponsor also receives:

- One 10’ x 10’ exhibit booth, which includes one conference registration
- Half page color ad in July/August ASCA School Counselor magazine, which is distributed at the annual conference in addition to being mailed to 32,000 members
- One additional complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January–June)
- Listing on the sponsor signs 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

### HOTEL KEYCARDS SPONSORSHIP

$5,200

Put your Company/University in front of attendees upon their arrival in Los Angeles by sponsoring the Westin hotel room key cards. Hotel guests will receive the cards at check-in at the conference hotel and use them to access their rooms throughout their stay. Your company/university name, logo and booth number will be printed on the key cards which will also display the ASCA conference logo. During the lifespan of the conference an attendee will actively look at their keycard 8-12 times/day. 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 32,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the sponsor signs in the registration area
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January–June)
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October ASCA School Counselor magazine

It’s always a great time exhibiting each year at the annual ASCA conference! It’s wonderful seeing all the energy and excitement school counselors radiate as they discover and learn about new tools and resources to help their students succeed!

LaTonya Page, National Student Clearinghouse, StudentTracker Manager
CONFERENCE SPONSORSHIP OPPORTUNITIES

Sponsoring at ASCA’s conference is the perfect way to increase your visibility at the only national conference targeted to professional school counselors.

PADFOLIO SPONSORSHIP

$11,000

Keep your name in front of every attendee by sponsoring the padfolios with your company logo and the ASCA logo printed on the padfolios. Attendees will receive a coupon at registration inviting them to visit your booth and pick up their free padfolio to take notes on during and well after the conference is over. 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
- Lead Retrieval System to scan coupons and capture leads
- Full-page color ad in July/August ASCA School Counselor magazine, which is distributed at the annual conference in addition to being mailed to 32,000 members
- Ad on conference App under sponsor listing linked to your website
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- 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
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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

T-SHIRT SPONSORSHIP

$12,000

Your company’s booth can be the one every attendee visits if you sponsor the conference T-shirts. Attendees receive a coupon at registration inviting them to visit your booth and pick up the free T-shirt. 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
- Company logo printed on back of T-shirts
- 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 32,000 members
- Ad on conference App under sponsor listing linked to your website
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- 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
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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

PHOTO BOOTH SPONSORSHIP

$4,000

Sponsor the photo booth with your booth right beside it. You’ll have a chance to chat with attendees as they come to get their professional head shot taken in the exhibit hall for their social media profiles. When the attendees have their photo taken they will be handed a card providing download instructions, which will include the sponsor’s name and logo, booth number and website on the card. The photo booth will be open during lunches and morning and afternoon coffee breaks. This is a great way to increase traffic to your booth. Sponsor also receives:
- One 10’ x 10’ exhibit booth, which includes one conference registration, plus one complimentary conference registration for a total of two complimentary 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 32,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall
- 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, 2018
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor ribbons for staff attendees
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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
Sponsoring at ASCA’s conference is the perfect way to increase your visibility at the only national conference targeted to professional school counselors.

LANYARD SPONSORSHIP

$5,000
Sponsor the ASCA lanyards and have your logo worn by every attendee throughout 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 32,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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

MIXER SPONSORSHIP

$5,000
Stand out to the conference attendees by sponsoring the Saturday evening mixer. You will receive recognition in the conference program and app where the Mixer is mentioned and a sign at the entrance of the reception area. 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 32,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2018
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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

ASCA SELFIE BOOTH SPONSORSHIP

$4,000
Sponsor the ASCA selfie booth with your booth right beside it. You’ll have a chance to chat with attendees as they come by for their selfies. This is a great way to increase traffic to your booth. Sponsor also receives:
- One 10’ x 10’ exhibit booth, which includes one conference registration, plus one complimentary conference registration for a total of two complimentary registrations
- Company name and/or logo on signage
- Half-page color ad in July/August ASCA School Counselor magazine, which is distributed at the annual conference in addition to being mailed to 32,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only.
  Jan. 1-Oct. 1, 2018
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 32,000 members (January-June)
- 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
2018 SPONSORSHIP FORM

My company agrees to the following sponsorship level or amenity at the 2018 ASCA conference. Please check the level or amenity you wish to sponsor. Sponsorship must be reserved by May 15, 2018, to be included in the July/Aug ASCA School Counselor magazine.

Company

Contact Name

Address

City, State ZIP

Phone

Email

Signature, Date

Website address (required for Virtual Exhibit Hall link)

Please e-mail a 100-word company description for the Virtual Exhibit Hall, and the conference app to robin@adguidance.com.

I’M INTERESTED IN (Check all that apply):

☐ Platinum Sponsorship – $10,000
☐ Gold Sponsorship – $6,000
☐ Silver Sponsorship – $3,000
☐ Bronze Sponsorship – $2,000
☐ T-shirt Sponsorship – $12,000 sold
☐ Registration Bag Sponsorship – $12,000 sold
☐ Padfolio Sponsorship – $11,000
☐ RAMP Awards Recognition Dinner Sponsorship – $20,000
☐ Conference Mobile App Sponsorship – $12,500 sold
☐ Wifi Sponsorship, One Day – $5,400
☐ Wifi Sponsorship, Three Days – $13,500
☐ Photo Booth Sponsorship – $4,000 sold
☐ Lanyard Sponsorship – $5,000 sold
☐ Charging Station / 1st Time Attendee Lounge Sponsorship – $8,900
☐ ASCA Ribbon Counter Sponsorship – $3,500 sold
☐ Mixer Sponsorship – $5,000 sold
☐ Conference Pen Sponsorship – $4,000
☐ ASCA Café Sponsorship – $7,500
☐ ASCA Bookstore Free Shipping Sponsorship – $4,500
☐ ASCA Delegate Assembly Sponsorship – $13,900
☐ ASCA Selfie Booth Sponsorship – $4,000
☐ Daily Video Sponsorship, $6,500
☐ Hotel Keycards Sponsorship, $5,200

METHOD OF PAYMENT

I authorize ASCA to charge my credit card for $_________________.

☐ Visa ☐ MasterCard ☐ American Express ☐ Discover

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 15, 2018.)

Name on Card

Card Number

V-Cod 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:

Robin Cibroski
Ad Guidance Inc.
Phone: (800) 597-7210
Fax: (540) 542-0550
Email: robin@adguidance.com
ASCA CONFERENCE PAST EXHIBITORS

ACT, Inc.
The AED Foundation
AGC Education and Research Foundation
Air Force Recruiting Service
Air Line Pilots Association, Int’l
All for KIDZ, Inc.
All Pro Dad’s Day
American Association of Colleges of Osteopathic Medicine
American Association of Colleges of Pharmacy
American Institute for CPAs
American Institute of Building and Design
The American Legion
American Psychological Association
American School
American Ski Council
American Society for Clinical Pathology
American Society for Nondestructive Testing
American Statistical Association
AmeriCorps NCCC
The Art Institutes
ASET - The Neurodiagnostic Society
ASPA - Association of Specialized and Professional Accreditors
Association for Play Therapy
ASVAB Career Exploration Program
AT&T
Auburn University-School of Pharmacy
Auraphoto & Reading
Aveda Institute Denver
BASE Education
Board of Certified Safety Professionals
BOOSt Collaborative
BrandEdU Career Discovery
Bright Star Theatre
Bureau of Labor Statistics
BYU Independent Study
California Aeronautical University
Campbell University Pharmacy
Career Cruising
CareerGirls.org
CareerOneStop
CareerSafe Online
Centervention
Chatbot for College Application & Career Exploration
Chemical Coaters Assn. Intl
Chicken Soup for the Soul
Cloud9World Corp.
College Board, The
The College Funding Coach
CollegeFindMe
Collision Repair Education Foundation
Colorado Mountain College
The Common Application
Convin
Counselors for Computing
Discover Audit
Discover Student Loans
Dove Self-Esteem Project/Calm Guidance
Dovetail Learning
Drug Enforcement Administration (DEA)
Duke TIP
EdTTS Publishers
Emote
Endeavor Air
Innovative Technologies
Esri
EssayDog
ERA International
ETS-SET
EverFi
FAPA.aero
Fastweb
Florida Institute of Technology
Ford Motor Company
Forward Progress Athletics
FSU International Programs
Georgia Campus - PCOM
School of Pharmacy
GIA
GoJet Airlines
Golden Key Promotions
Grand Canyon University
Great Kindness Challenge
Hatching Results®, LLC
Hazelden Publishing
HEAR & Career Direction 2
Horizon Air
HS Handbook for Life
Human eSources
Indiana University High School
Industrial Careers Pathway
Infinite Beauty
Ittybags, Inc.
Kaplan Test Prep
Keiser University Flagship Campus and The College of Golf
Keto’s Choice
Kwanis International
Lake Erie College of Osteopathic Medicine
Landmark College
Laurel Springs School
The Learning Curve
LifeTrack Services
Lions Quest
Lower Kuskokwim School District
Maia Learning
Marco Products, Inc.
Massachusetts College of Pharmacy and Health Sciences
MBF Child Safety Matters ™
Mellow, Inc.
Mendez Foundation - Too Good Programs
Mesa Airlines
Method Test Prep
MSU Denver - Aviation and Aerospace Science
My College Options
Narcolepsy Network
National Center for Education and Research (NCCER)
Building Your Future (BYF)
National Center for Youth Issues
National Council of Architectural Registration Boards (NCARB)
National Court Reporters Association
National Endowment for Financial Education
National Hispanic College Fairs, Inc. /Career Council, Inc.
National Honor Societies
National Society of High School Scholars
National Student Clearinghouse
Naviance by Hobsons
Never Fear Being Different
NextTier Education
Nobel Coaching
Notre Dame of Maryland University School of Pharmacy
NSPS - Surveying Careers
Optical Island
Orthotics & Prosthetics
Path2Empathy
Personalized Learning Games
Pharmacy Technician Certification Board
Pieces of Bali
Piedmont Airlines
Prudential Spirit of Community Awards
REACT Parent Honor Roll
Regional Airline Association
The Representation Project
Republic Airline
Research Press
Resilient Kids Boot Camp
Responsibility.org
Revolution Prep
River University
Rock In Prevention
Rockin-Feet By Unique 4U
Rosewood Centers
Ruling Our Experiences, Inc. (ROX)
Sallie Mae
Samford University - Pharmacy
San Joaquin County Office of Education/CEDR Systems
Sanford Harmony at National University
School Counselor Central
SchoolLinks
SCIUSA
Second STEP
Selective Service System
Shmoop
SJI, CEDR Systems
Skywest Airlines
Smart Discipline
Southern Counselor Chics
SpedTrack
STEM Premier
Streamline Jobs
Student Employment Software, LLC
Students Rising Above
StudentTranscriptsNOW
Tacky Box
TEAMology LLC
TeenLife Media
Tickments, Inc.
The Trevor Romain Company
Trust for Insuring Educators, administered by Forrest T
Jones & Company
U.S. Air Force ROTC
U.S. Army Recruiting Education Division
U.S. Department of State
U.S. Navy Recruiting
uaspire
UC Denver Skaggs School of Pharmacy
UCSD Eating Disorder Center
Unified Caring Association
Universal Technical Institute
University of Massachusetts Amherst
University of Mississippi School of Pharmacy
University of Nebraska High School
University of New Orleans
The University of Tennessee
Health Science Center
University of Wyoming School of Pharmacy
UWorld SAT
VirtualjobShadow.com
Walden University
Watch D.O.G.S. (Dads of Great Students)
Wells Fargo Education
Financial Services
West Coast Grad Gear
Women in Aviation International
Woodbury Press
World the World
WVU Tech & Flight Safety Academy
WyoTech
XAP Corporation
Your School Profile ™
YouthLight, Inc.
For more information on exhibiting, sponsoring or advertising, contact Robin Cibroski at (800) 597-7210 or robin@adguidance.com

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www.schoolcounselor.org