

ASCA ANNUAL CONFERENCE  
REACH FOR THE

**STARS**

LOS ANGELES, JULY 14-17, 2018

**EXHIBIT ★ SPONSOR ★ ADVERTISE**

Exhibit Dates are July 14-16, 2018



AMERICAN  
SCHOOL  
COUNSELOR  
ASSOCIATION

**T**he 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

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LOS ANGELES, JULY 14-17, 2018

## 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

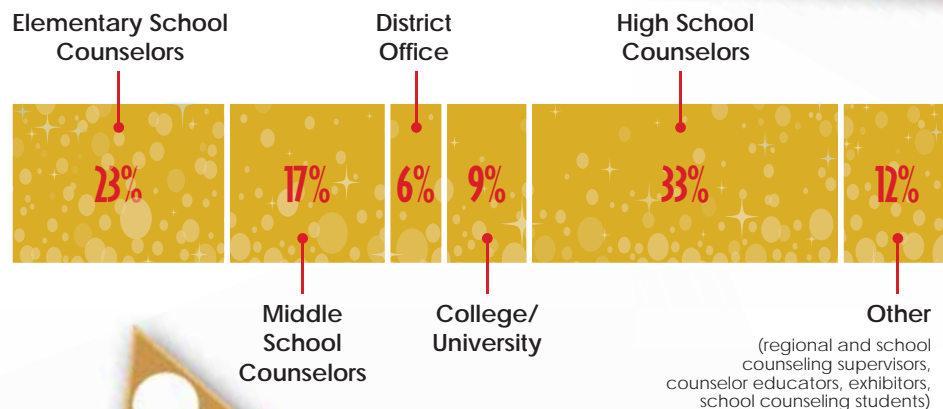
## PRICING

- 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



## INFORMATION

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

## EXHIBITOR CALENDAR

Times are subject to change

### SATURDAY, JULY 14

8 a.m.-12 Noon Exhibitor Set-up  
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.

## 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.



## 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.

## 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.

# 2018 EXHIBITOR RESERVATION FORM

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)

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, and the conference app (50 words or fewer) to robin@adguidance.com or attach a separate sheet of paper with your description.

## 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

## 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

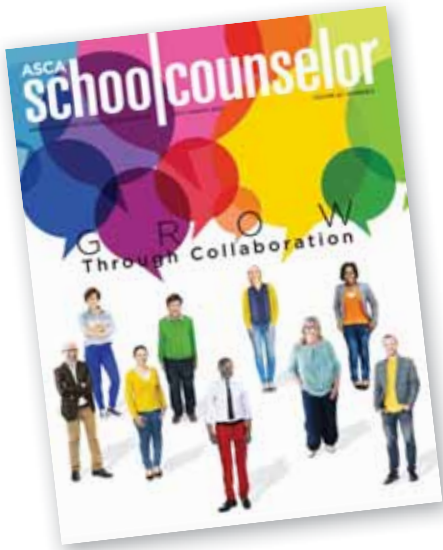
Date

## 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



**Increase your visibility at the conference**

“ 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

## 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 31,000 ASCA members, this issue is also inserted in every conference attendee's registration bag.

Call (800) 597-7210 or e-mail [robin@adguidance.com](mailto: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 31,000 potential attendees promoting the 2017 conference. There are four advertising positions.

Call (800) 597-7210 or e-mail [robin@adguidance.com](mailto: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

Registration lobby to meeting rooms \$2,645



# CONFERENCE SPONSORSHIP OPPORTUNITIES

www.schoolcounselor.org

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 31,000 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 31,000 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 31,000 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 31,000 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 31,000 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 31,000 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 31,000 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 31,000 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.

## KEYNOTE SPEECHES

**\$15,000 EACH**

Sponsor one or more of the three keynote speakers. You will have the ability to comment about your product or service at general session. Sponsor 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
- 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 31,000 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 31,000 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

## 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 31,000 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 31,000 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

\*\$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 31,000 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 31,000 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



# CONFERENCE SPONSORSHIP OPPORTUNITIES

www.schoolcounselor.org

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 31,000 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 31,000 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 sponsorship for only one 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 31,000 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 31,000 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 flier 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 flier 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 31,000 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 31,000 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

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

## ASCA CAFÉ SPONSORSHIP

**\$7,500**

Who doesn't love coffee? This year, ASCA will have a café in its exhibit 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 31,000 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 31,000 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 31,000 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 31,000 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 is the perfect sponsorship that will promote 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 31,000 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 31,000 members (January-June)
- Sponsor ribbons for 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 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 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.

## 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 31,000 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 (no e-mail addresses or phone numbers), either pre-or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 31,000 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 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 acknowledgment 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 31,000 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 31,000 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 keycards. 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 31,000 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 31,000 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. 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. 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 31,000 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 31,000 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 their 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 31,000 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 31,000 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 free professional headshot 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 or 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 31,000 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 ribbons for staff attendees
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 31,000 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

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.

## 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 31,000 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 31,000 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 FROIHUHQFHapp where the Mixer is mentioned and a sign at the entrance of the reception room. 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 31,000 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 31,000 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 31,000 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 31,000 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

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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
- Registration Bag Sponsorship – \$12,000
- Padfolio Sponsorship – \$11,000
- RAMP Awards Recognition Dinner Sponsorship – \$20,000
- Conference Mobile App Sponsorship – \$12,500
- Wifi Sponsorship, One Day - \$5,400
- Wifi Sponsorship, Three Days – \$13,500
- Photo Booth Sponsorship – \$4,000
- Lanyard Sponsorship – \$5,000
- Charging Station /1st Time Attendee Lounge Sponsorship – \$8,900
- Keynote Speaker  
Three available at \$15,000 each
- Mixer Sponsorship – \$5,000
- 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.)

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Name on Card

---

Card Number

---

V-Cod number

Exp. Date

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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  
E-mail: robin@adguidance.com

# ASCA CONFERENCE PAST EXHIBITORS

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



For more information on exhibiting,  
sponsoring or advertising, contact  
Robin Cibroski at (800) 597-7210 or  
[robin@adguidance.com](mailto:robin@adguidance.com)

ASCA 1101 King St., Suite 310,  
Alexandria, VA 22314  
[www.schoolcounselor.org](http://www.schoolcounselor.org)