



# Navigate AND Innovate

**JULY 12-15, 2025  
LONG BEACH, CALIF.**

**Sponsor • Exhibit • Advertise**

**EXHIBIT DATES JULY 12-14, 2025**

Contact Brian Levy, [blevy@schoolcounselor.org](mailto:blevy@schoolcounselor.org) • (571) 329-4358  
or book online at [bit.ly/2025-exhibit-sponsor](https://bit.ly/2025-exhibit-sponsor)



# Navigate **AND** Innovate

**JULY 12 - 15, 2025 • LONG BEACH, CALIF.**

**T**he American School Counselor Association invites you to join K-12 school counselors, college professors, graduate students, school district directors and counseling supervisors in Long Beach, Calif., July 12-15, 2025, at the Long Beach Convention Center (exhibit hall open July 12-14) for the ASCA Annual Conference. If you market to the school counselor community, you can't afford to miss the opportunity to exhibit at ASCA's Annual Conference.

Approximately 5,000 school counselors attend each ASCA Annual Conference and come ready to learn about your organization and ready to make purchasing or referral decisions. With numerous breaks and special activities scheduled in the exhibit hall, you'll witness some of the best traffic you've ever seen.

## EXHIBITOR CALENDAR

(All lunches and breaks are hosted within the exhibit hall)  
Times are subject to change.

<b>Friday, July 11</b>	<b>8 a.m.-7 p.m.</b>	Exhibitor Set-up
<b>Saturday, July 12</b>	<b>8-10 a.m.</b>	Exhibitor Set-up
	<b>12-4 p.m.</b>	Exhibit Hall Open
<b>Sunday, July 13</b>	<b>10 a.m.-4 p.m.</b>	Exhibit Hall Open
<b>Monday, July 14</b>	<b>9 a.m.-2 p.m.</b>	Exhibit Hall Open
	<b>2-6 p.m.</b>	Exhibitor Move Out

## WHY EXHIBIT?

- Introduce New Products & Services
- Give Demonstrations
- Generate Leads
- Reach New Markets
- Expand Sales
- Meet Face-To-Face with School Counselors
- Enhance Your Name/Brand Recognition
- Introduce Career Opportunities for Students

## BENEFITS

- ASCA provides a 10' x 10' piped & draped booth package consisting of an ID sign, 6-ft. draped table, two side chairs and a wastebasket
- Exhibit booths will be cleaned each day
- Company listing and description on the ASCA Annual Conference website and conference app
- Good traffic flow of qualified buyers, recommenders and influencers
- Two exhibit-only registrations per 10' x 10' booth
- Exhibitor lounge
- Lunch provided daily

Lead retrieval system available for an additional cost

**All exhibit spaces MUST BE COMPLETELY CARPETED or have suitable flooring on top of the concrete surface**

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# EXHIBIT BOOTH PACKAGES

## 10'X10' EXHIBIT BOOTHS:

EXHIBIT  
PACKAGE A

Inline Booth

\$1,895

EXHIBIT  
PACKAGE B

Corner Booth

\$2,195

EXHIBIT  
PACKAGE C

Inline Booth + Black  
Carpeting

\$2,295

SOLD

EXHIBIT  
PACKAGE D

Corner Booth +  
Black Carpeting

\$2,595

SOLD

Take  
Advantage  
of These  
Add-ons

All exhibit space  
must be paid via  
Credit Card at the  
time the space is  
secured.

## BUILD A LARGER EXHIBIT SPACE AND SAVE:

10x20 Inline	<del>\$3,790</del>	\$3,400
10x20 Corner & Inline	<del>\$4,090</del>	\$3,700
20x20	<del>\$8,780</del>	\$7,000
20x30	<del>\$12,570</del>	\$9,400

## PROMOTE, BUNDLE AND SAVE! (Add Advertising to your Exhibit Space at Reduced Costs)

Half-Page Magazine Ad	<del>\$1,699</del>	\$1,200
Full-Page Magazine Ad	<del>\$3,299</del>	\$2,800
Ad Re-Targeting 50,000 Impressions	<del>\$3,375</del>	\$3,300
Ad Re-Targeting 100,000 Impressions	<del>\$5,570</del>	\$5,000
Conference FAQ - July E-Block Headline Ad	<del>\$699</del>	\$599

## EXHIBITOR BENEFITS:

- Conference Website Description, URL Link, Contact Information
- Conference App Description, URL Link, Contact Information
- On-Site Recognition
- Lunch Daily
- Exhibitor-Only Lounge
- Two Exhibitor Passes

Additional Exhibitor Registrations . . . . . \$249  
Full Conference Registrations (attend sessions & earn CEUs) . . . . . \$449

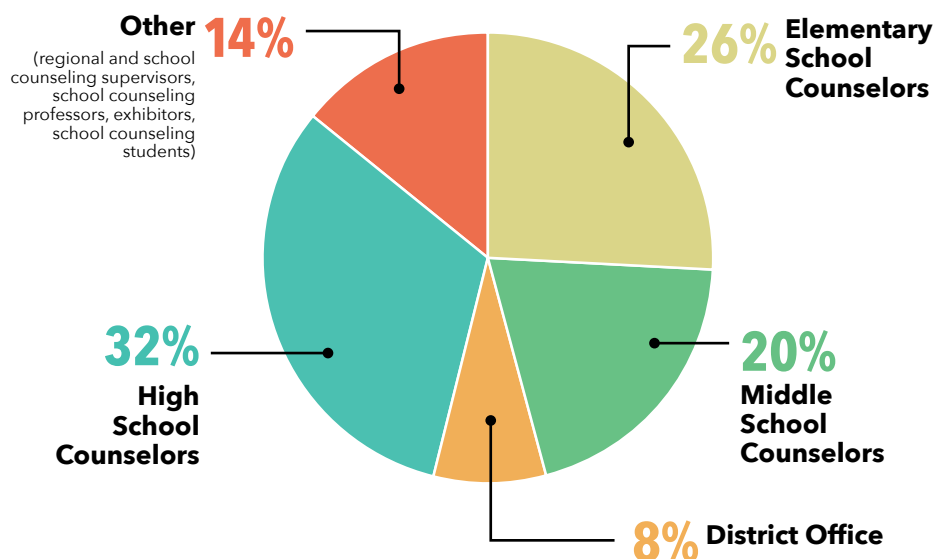
Note: There are no discounts for nonprofit organizations, as pricing already reflects the lowest possible price.

See Exhibitor Terms and Conditions on page 13.

# FLOOR PLAN



## CONFERENCE DEMOGRAPHICS



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# SPONSORSHIP PACKAGES

	SILVER \$7,500	GOLD \$15,000	PLATINUM \$25,000	DIAMOND \$35,000
Conference Website Logo	●	●	Enhanced Presence	Enhanced Presence
Pre-Conference Promotion	●	●	●	●
On-Site Recognition	●	●	●	●
Conference App	●	●	●	●
Conference Exhibit Booth	15% Discount	30% Discount	10' x 10' in Prime Location	20' x 20' in Prime Location
Exhibitor Staff Passes	2	3	4	10
Full Conference Registrations	1	2	3	10
Attendee Mailing List*	N/A	●	●	Customized email
Sponsor Branding at Exhibit Booth	●	●	●	●
ASCA School Counselor Magazine Ad	-	½ Page	Three Full-Page Ads (July/August, Sept/Oct and Nov/Dec)	Six Full-Page Ads (One in each bimonthly issue)
Conference Bag Insert	-	-	●	●
Sponsored Session on Exhibit Floor	-	●	●	●
Five Tickets to the Opening Night Party	●	●	●	●

## Silver Sponsorship Options: (\$7,500)

- ASCA Selfie Booth
- Conference Pen
- Daily E-blasts
- Door/Window Clings
- Hand Sanitizer Stations
- Post-Conference Survey
- Refreshment Breaks
- Ribbon Station
- Yoga

\* Only includes email addresses for attendees that have "opted-in."

## Gold Sponsorship Options: (\$15,000)

- Charging Station
- Column Clings
- District Directors Meeting
- eXperienceEd General Session Seating
- First Aid Kit
- Graffiti Wall
- Hanging Banner
- Hotel Keycards
- Lanyard
- Level Meetup
- Movement Challenge
- Opening Night Party
- Photo Opp Station
- RAMP Reviewer Reception
- Registration
- Wi-Fi

## Platinum Sponsorship Options: (\$25,000)

- Affinity Group
- Ambassador Program
- ASCA Café
- Escalator Panels
- Headshot Booth
- Mobile App
- Notebook
- Registration Bags
- Shuttle Buses
- Virtual Event
- Water Bottle

## Diamond Sponsorship Options: (\$35,000)

- Conference T-Shirt
- General Session
- Leadership Development Institute
- RAMP Awards Dinner

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# SPONSOR OPTIONS

## SILVER

### ASCA SELFIE BOOTH

Your booth will be placed right beside the selfie booth giving you a chance to interact with attendees as they come by to take selfies. This is a great way to increase traffic to your booth.



### CONFERENCE PEN

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



### DAILY E-BLAST

Have your logo appear on top of each of the daily conference e-blasts sent to all attendees.

### DOOR/WINDOW CLINGS

Have all attendees see your brand as they walk into the convention center each day.



### HAND SANITIZER STATIONS

Help keep attendees healthy, while promoting your company at the same time. Sponsor the five hand sanitizer stations, with your logo prominently displayed on the stations. Stations will be placed at high-traffic areas throughout the conference venue.

### POST-CONFERENCE SURVEY

Sponsor the post-conference survey sent to each attendee for their feedback and input on the conference. Your organization name will be included on the survey sent out to attendees.

**\*Sponsored items receive all their related sponsor-level benefits.**

### REFRESHMENT BREAKS

*(Three opportunities available)*

Have your brand prominently displayed during the refreshment break.

### RIBBON STATION

Have your brand appear prominently at the Ribbon Station, where attendees go to select their name badge ribbons.



### YOGA

Sponsor the early morning yoga session as attendees begin their day.



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# SPONSOR OPTIONS

## GOLD

### CHARGING STATION

Sponsor the charging station with your logo and brand identity. Attendees will need to charge their devices throughout the conference, so this is a great way for them to identify with your brand at the same time.



### COLUMN CLINGS

Display your brand on columns located in the highest traffic areas for the conference.

### DISTRICT DIRECTORS MEETING

This is a great opportunity to sponsor and meet with district directors, all of whom are decision makers. Sponsor will have three minutes to welcome the directors and speak at the meeting.

**\*Sponsored items receive all their related sponsor-level benefits.**

### eXperienceED GENERAL SESSION SEATING

Invite up to 10 guests for a special lounge area reserved during the eXperienceED General Session.

### FIRST AID KIT

Get your brand noticed on the first aid kit each attendee will receive. The kit will contain items such as aspirin, bandages and sanitizing wipes.



### GRAFFITI WALL

Have your brand be in front of school counselors throughout the conference as they write on the Graffiti Wall.

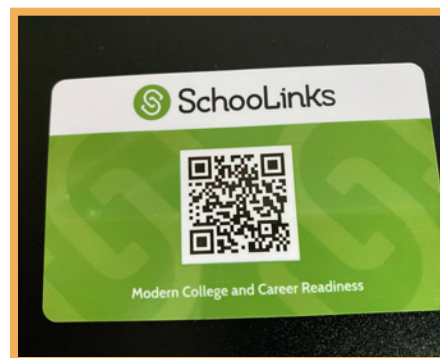


### HANGING BANNERS

Have your brand in front of all attendees as they walk into the convention center each day with two 15'X10' banners.

### KEYCARDS

Put your organization in front of attendees upon their arrival in Atlanta by sponsoring the ASCA hotel room keycards. Attendees will receive the cards at check-in at conference hotels and use them to access their rooms throughout their stay. You can customize one side of the key cards with your sponsor information, with ASCA's information on the back. During the lifespan of the conference, attendees will actively look at their keycard 8-12 times/day.



### LANYARD

Every attendee wears a badge. Sponsoring the ASCA lanyard provides you with high visibility of your logo throughout the entire conference. Your logo and the ASCA logo will be printed on the lanyard.

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# SPONSOR OPTIONS

## GOLD

### LEVEL MEETUP

School counselors at all levels will have the ability to meet with other school counselors for informal networking and collaboration. This is a great sponsorship opportunity to stand out from the crowd with your logo on sponsor signage and the ability to place fliers on the tables.

### MOVEMENT CHALLENGE

Everyone knows conference attendees walk lots of steps. Sponsor the Movement Challenge to keep your name in front of all attendees.

### OPENING NIGHT PARTY

*(Multiple opportunities available)*

Details forthcoming



### PHOTO OPP STATION

Have your logo appear at an iconic Photo Opp Station built special for #ASCA25 in the main conference area.

### RAMP REVIEWERS RECEPTION

Network with RAMP reviewers at their annual reception. Have an opportunity to speak to audience.

### REGISTRATION

Have your brand appear at Registration for all attendees to see when they arrive and get their credentials.

### WI-FI

Sponsor the conference Wi-Fi and have your splash page appear each time an attendee connects to Wi-Fi.



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# SPONSOR OPTIONS

## PLATINUM

### AFFINITY GROUP

*(Three opportunities available)*

Sponsor one of the Affinity Group meetings held during the ASCA Annual Conference. Provide your organization's swag, and speak for three minutes to the group.

### AMBASSADOR PROGRAM

Sponsor the conference ambassador program and have your organization's brand imprinted on the conference ambassadors' daily T-shirts. Ambassadors are widely visible throughout the conference as they help out attendees. Network with the ambassadors at the ambassador reception.



### ASCA CAFÉ

Sponsor the ASCA Café, which serves espresso drinks from your exhibit booth. Stand out from the crowd with your logo on the napkins, sponsor signage and ASCA Café promotional material.

**\*Sponsored items receive all their related sponsor-level benefits.**

### ESCALATOR PANELS

Display your brand on the escalator bank leading to the Exhibit Hall and sessions.

### HEADSHOT BOOTH

Sponsor the headshot booth and get your name in front of the conference attendees as they come to get their free professional headshot taken. One of the most popular spots at the conference.



### MOBILE APP

Sponsor the conference app and have your company in front of all attendees throughout the entire conference. Sponsor receives an exclusive banner ad on the pages of the app.

### NOTEBOOK

Have your brand imprinted on a notebook each attendee will receive.



### REGISTRATION BAGS

Your company's name can be the one every attendee is sure to go home with if you sponsor the official conference registration bags. Promote your company on the bag itself, which also displays the ASCA logo. Many school counselors use their bags all year.



### SHUTTLE BUSES

Sponsor the shuttle buses from hotels to the convention center and get your name in front of conference attendees as well as the general public around Long Beach.

### VIRTUAL EVENT

Be the exclusive sponsor of the virtual component of the ASCA Annual Conference. Have your brand prominently displayed to more than 6,000 attendees. All in-person attendees also receive access to the virtual platform, which is live for three months.

### WATER BOTTLES

Sponsor reusable water bottles for each attendee and get your name out, while also protecting the environment by limiting single-use bottles at the conference.

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# SPONSOR OPTIONS

## DIAMOND

### CONFERENCE T-SHIRT

Display your brand prominently on the ASCA Annual Conference T-shirt each full conference registrant receives. School counselors wear these shirts throughout the year – ensuring your brand is seen over and over again.



**\*Sponsored items receive all their related sponsor-level benefits.**

### GENERAL SESSION

*(Three opportunities available)*

Get your message in front of the entire conference audience by sponsoring one of three general sessions. You will have the ability to speak to the audience for three minutes. In lieu of speaking, a video can be shown promoting your brand.



### LEADERSHIP DEVELOPMENT INSTITUTE

Be present as the sponsor for this pre-conference event. Leaders from all 52 state, territorial, school counselor associations as well as the ASCA Board of Directors will be in attendance. Sponsor will have three minutes to welcome the state leaders.

### RAMP AWARDS DINNER

Sponsor the RAMP Awards Dinner honoring the 2025 Recognized ASCA Model Program recipients. Sponsor will have the opportunity to speak to the audience for three-five minutes.



**\*All speaking engagements must have script approved by ASCA. ASCA reserves the right to edit and/or modify script.**

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# CONFERENCE ADVERTISING OPPORTUNITIES

## JULY/AUGUST ASCA SCHOOL COUNSELOR MAGAZINE ADVERTISING OPPORTUNITIES:

Enhance your presence at the ASCA Annual Conference. Get noticed with an ad in the July/August 2025 conference issue of *ASCA School Counselor* magazine. In addition to being mailed to more than 43,000 ASCA members, this issue is also inserted in every conference attendee's registration bag.

**See Page 3 for discounted rates for exhibitors**



## CONFERENCE FAQ E-BLAST ADVERTISING

This is a great way to promote your company, product/service, college or university to gain more referrals. The conference FAQ e-blast will be sent out in early July to all registered attendees (approximately 5,000), with final details and FAQs about the event. The e-blast includes up to four Headline Ads (8-10 words of text plus a URL), which are \$699 each.

**See Page 3 for discounted rates for exhibitors**

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# PAST SPONSORS

See who exhibits at the ASCA Annual Conference [here](#).



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# EXHIBITOR TERMS AND CONDITIONS

## LIABILITY

The exhibitor agrees to make no claim, for any reason whatsoever, against ASCA, the Long Beach 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, NO ONE UNDER 18 will be allowed in the exhibit hall or any conference space such as breakout sessions, general session, etc., at any time.**

## 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. ASCA may require exhibitors to submit samples of products and/or publications on request.

**Exhibitors shall not place any promotional material on tables in common areas or the like outside of their assigned exhibit space.**

Animals or machinery are not allowed on the exhibit floor without prior approval from show management.

## 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.

## DEADLINES AND CANCELLATIONS

**The conference app and website information cutoff date to add or edit information is July 1. No changes will be permitted after this date.**

If artwork is not provided or is not in the file format required to ASCA by the due date requested, then the organization will forfeit that sponsorship opportunity and no refunds will be permitted. Any cancellation must be requested in writing via email to [blevy@schoolcounselor.org](mailto:blevy@schoolcounselor.org). Requests received prior to April 1, 2025, will receive a full refund less a \$100 service fee. requests received April 1–May 15, 2025, will incur a 50% penalty. No refunds will be granted after May 15, 2025.

## EXHIBITOR SETUP

Any exhibitors who haven't set up their exhibit space prior to 10 a.m. on Saturday, July 12, will be assessed a fee equal to that of their exhibit booth.

## EXHIBITOR TAKE DOWN

Any exhibitors who take down their booth and/or leave the exhibit hall prior to Monday, July 14, at 2 p.m. will be assessed a fee equal to their booth charge.

## GUIDELINES FOR DISPLAY RULES & REGULATIONS

A standard booth (10' x 10') will have an 8' back drape and 3' side rails. The height of the back of your space may not exceed 8'. 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.

- Exhibitor/sponsor badges cannot be exchanged with another individual.
- You are not permitted to conduct business outside of your assigned space.

- Payment is due 30 days from the date of the invoice, which will be issued at the time the order is placed. If payment is not received by the date on the invoice, then the exhibitor forfeits the exhibit space and/or sponsorship. **Click to make credit card payments**
- Only exhibitors with island booths are allowed to suspend from or attach signs, parts of exhibits or any other exhibit materials to the ceiling of the exhibit hall.
- Exhibitor shall keep assigned space neat and clean at all times.
- Exhibitors shall dress appropriately in business casual (organization logo attire is acceptable) or business attire. Flip flops are NOT acceptable.
- Exhibitor may not assign, sublet or share any part of the exhibit space contracted to it. Only division companies with a common parent company may lease booth space jointly, and a minimum of one standard booth per division is required. For directory listings, only one company name listing is allowed per each standard booth space.
- During show hours, each exhibit must be staffed by an exhibitor representative. Exhibitor shall conduct themselves in a professional manner at all times during the exhibition.

**All exhibit spaces MUST BE FULLY CARPETED or have suitable flooring on top of the concrete surface**

- Exhibitor and its representative may not smoke at the exposition, sessions and social functions. This includes e-cigarettes.

**ASCA does not sell attendee lists. Any solicitations from third-party organizations are not valid.**

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.

**Move out prior to the scheduled time will result in not being able to participate in future events. ASCA reserves the right to relocate assigned space.**

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