



No Limits

ASCA 2022
Annual Conference



AMERICAN
SCHOOL
COUNSELOR
ASSOCIATION

Austin
TEXAS

July 9-12

SPONSOR • EXHIBIT • ADVERTISE

EXHIBIT DATES ARE JULY 9-11, 2022

No Limits

ASCA 2022 Annual Conference

Austin
TEXAS
July 9-12

The American School Counselor Association invites you to join K-12 school counselors, college educators, graduate students and counseling supervisors in Austin, TX, July 9-12, 2022 (exhibit hall open July 9-11) 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 3,500–4,000 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 hall, you'll witness some of the best exhibit hall traffic you've ever seen.

EXHIBITOR CALENDAR

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

FRIDAY JULY 8 **12 Noon-5 p.m.** Exhibitor Set-up

SATURDAY JULY 9 **8 a.m.-12 p.m.** Exhibitor Set-up

12:30-5 p.m. Exhibit Hall Open

SUNDAY JULY 10 **8 a.m.-4 p.m.** Exhibit Hall Open

MONDAY JULY 11 **8 a.m.-4 p.m.** Exhibit Hall Open

4-8 p.m. Exhibitor Move Out

WHY EXHIBIT?

- Introduce New Products & Services
- Give Demonstrations
- Generate Qualified 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 and two side chairs
- 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 10x10 booth

Lead retrieval system available for an additional cost

All exhibit spaces should be carpeted or have suitable flooring on top of the concrete surface

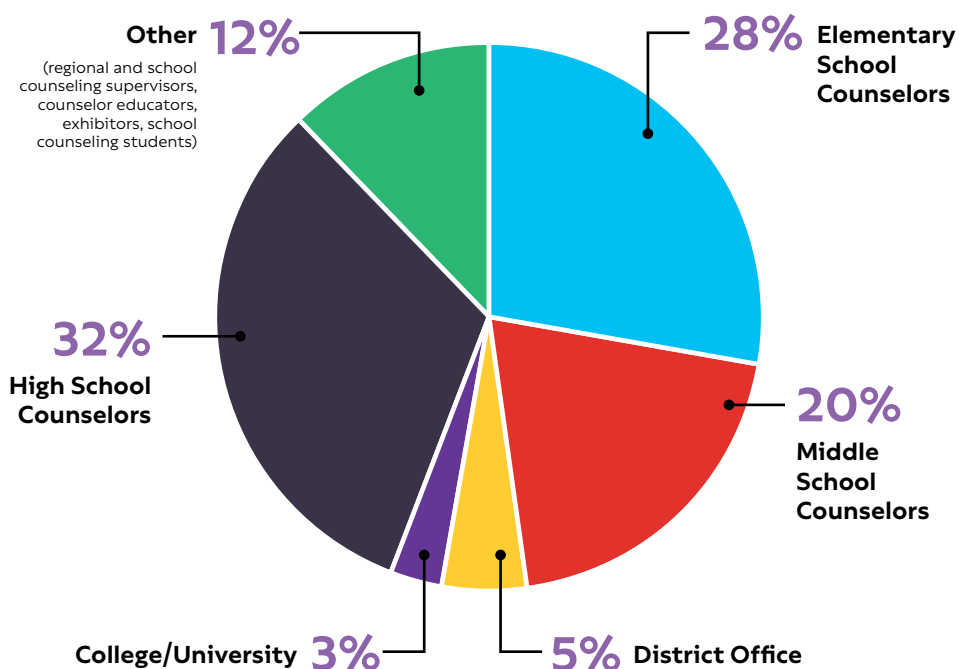
EXHIBIT BOOTH PACKAGES

Bundle Advertising and Save \$\$	PACKAGE A/B: EXHIBIT ONLY		PACKAGE C/D: EXHIBIT + ADVERTISE & PROMOTE	
	PACKAGE A \$1,400	PACKAGE B \$1,700	PACKAGE C \$2,600	PACKAGE D \$3,800
Exhibit Booth	10x10	10x10 Prime Location	10x10	10x10
Conference Website	✓	✓	✓	✓
On-Site Recognition	✓	✓	✓	✓
Conference App	✓	✓	✓	✓
Exhibitor Passes	2	2	2	2
Advertising			½ Page Magazine Ad Conference Issue	50,000 Impression Ad Re-Targeting Package
Additional exhibitor-only registrations are available at \$199 each.			PACKAGE C SAVES \$500	PACKAGE D SAVES \$1,000

15% discount if you increase your exhibit booth size from 2021

20% discount for 20x20 booth spaces or larger

CONFERENCE DEMOGRAPHICS



LOCATION

The 2022 ASCA Annual Conference will take place at the Austin Convention Center located in the heart of downtown Austin.

All conference sessions and the exhibit hall will be at the Austin Convention Center.

INFORMATION

For more information or to reserve your space, email blevy@schoolcounselor.org

TERMS & CONDITIONS

LIABILITY

The exhibitor agrees to make no claim, for any reason whatsoever, against ASCA, the Austin 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.**

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. 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.

CANCELLATIONS

Any cancellation must be requested in writing via email to blevy@schoolcounselor.org. Requests received prior to April 1, 2022, will receive a full refund less a \$100 service fee. Requests received April 1–May 30, 2022, will incur a 50% penalty. No refunds will be granted after May 30, 2022.

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.
- 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.
- 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.
- 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.

SPONSORSHIP PACKAGES

	SILVER \$5,000	GOLD \$10,000	PLATINUM \$15,000	DIAMOND \$25,000
Conference Website Logo	✓	✓	Enhanced Presence	Enhanced Presence
Pre-Conference Promotion	✓	✓	✓	✓
On-Site Recognition	✓	✓	✓	✓
Conference App	Enhanced	Enhanced	Enhanced	Enhanced
Conference Exhibit Booth	10% Discount	25% Discount	10x10 in Sponsor Circle	20x20 in Sponsor Circle
Exhibitor Staff Passes	2	3	4	Unlimited
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	Full Page	Full Page
Conference Bag Insert	-	-	✓	✓
Sponsored Session on Exhibit Floor	-	✓	✓	✓

SILVER SPONSORSHIP OPTIONS: (\$5,000)

- Conference Pen
- ASCA Selfie Booth
- Post-Conference Survey
- First-Time Attendee Lounge
- Refreshment Breaks
- Yoga
- Guitar Pick
- Welcome Text

GOLD SPONSORSHIP OPTIONS: (\$10,000)

- Charging Station
- Lanyard
- Hotel Keycards
- Level Meetup
- Wi-Fi
- Hand Sanitizer
- Care Package
- Graffiti Wall
- Notebook

PLATINUM SPONSORSHIP OPTIONS: (\$15,000)

- Photo Booth
- ASCA Café
- District Directors Meeting
- Mobile App
- Registration Bags
- Focus Groups
- Ambassador T-Shirts
- Bandanas

DIAMOND SPONSORSHIP OPTIONS: (\$25,000)

- Keynote Speaker
- Awards Recognition Dinner
- Virtual Event
- Leadership Development Institute
- Conference T-Shirts

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

SPONSOR OPTIONS

SILVER

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.

ASCA SELFIE BOOTH

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

POST-CONFERENCE SURVEY

Sponsor the post-conference survey that is sent to each attendee for their feedback and input on the conference. Your organization name

will be included on the survey and in the email sent out to attendees.

FIRST-TIME ATTENDEE LOUNGE

Prominently display your brand in the lounge area where first-time attendees gather and meet-up. You may place promotional material in the area for attendees.

REFRESHMENT BREAKS

Have your brand prominently displayed at each refreshment break throughout the conference.

GUITAR PICK

Have your logo displayed on an iconic ASCA Annual Conference guitar pick that all attendees will receive.

YOGA

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

WELCOME TEXT

Each attendee will receive a welcome text as they enter the Austin Conference Center. Have your brand stand out as attendees start the conference.

GOLD

CHARGING STATION

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

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.

GOLD CONTINUED NEXT PAGE



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



SPONSOR OPTIONS

HOTEL KEYCARDS

Put your organization in front of attendees upon their arrival in Austin by sponsoring the ASCA hotel room keycard. Hotel guests will receive the cards at check-in at the conference hotel 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.

LEVEL MEETUP

School counselors of 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 the napkins, sponsor signage and the ability to place fliers on the tables.

WI-FI

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

GRAFFITI WALL

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

NOTEBOOK

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

HAND SANITIZER

Have your logo appear on hand sanitizer each attendee will receive.

CARE PACKAGE

Get your brand imprinted on the care package kit that each attendee will receive. The kit will contain items such as band-aids, aspirin and snacks.

PLATINUM

PHOTO BOOTH

Everyone wants a sparkling new headshot photo. Sponsor the photo booth and place your name in front of the conference attendees as they come to get their free professional headshot taken.

ASCA CAFÉ

Be a part of the ASCA exhibit booth by sponsoring the ASCA Café, which serves espresso drinks during the conference. This is a great sponsorship opportunity to stand out from the crowd with your logo on the napkins, sponsor signage and ASCA Café promotional material.

DISTRICT DIRECTORS MEETING

This is a great opportunity to sponsor and meet school district directors, a few of whom are decision makers. Sponsor will have 3-5 minutes to welcome the district directors and speak at the meeting.

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, along with three news alerts (one per day) during the conference. 99% of conference attendees use the conference app before, during and after the conference.

REGISTRATION BAGS

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. Many school counselors use their bags all year.

PLATINUM CONTINUED NEXT PAGE

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

SPONSOR OPTIONS

FOCUS GROUPS

Sponsor a focus group for school counselors to gain their insights on current industry trends, learning, college/career readiness or student success to name a few. Sponsor can lead the focus 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.

BANDANAS

Have your logo displayed on the ASCA 70th anniversary bandanas that will be provided to all attendees at the Roots & Boots party.

DIAMOND

CONFERENCE T-SHIRT

Have your brand prominently displayed on the ASCA 2022 Conference t-shirt that each full conference registrant will receive. School Counselors wear these shirts throughout the year - ensuring your brand is seen over and over again.

KEYNOTE SPEAKER

Be in front of the entire conference audience. Sponsor one of three keynote speaker sessions. You will have the ability to speak to the audience for 3-5 minutes. In lieu of speaking, a video can be shown promoting your brand.

AWARDS RECOGNITION DINNER

Sponsor the Awards Recognition Dinner honoring the 2022 Recognized ASCA Model Program (RAMP) recipients and ASCA-Certified School Counselors. Sponsor will have the ability to speak to the audience for 3-5 minutes.

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.

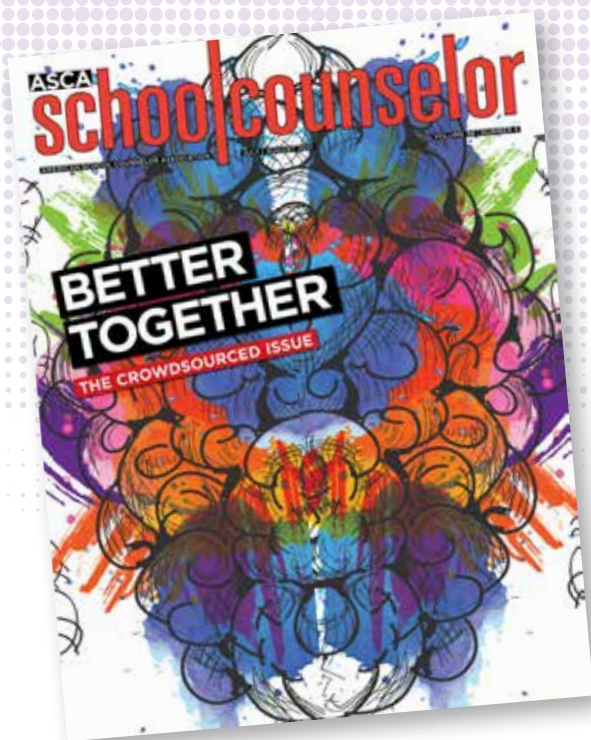
LEADERSHIP DEVELOPMENT INSTITUTE

Be present at the exclusive sponsor for the pre-conference event. Leaders from all 50 states as well as the ASCA Board of Directors will be in attendance. Sponsor will have 3-5 minutes to welcome the state leaders.

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



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 2022 conference issue of *ASCA School Counselor* magazine. In addition to being mailed to more than 40,000 ASCA members, this issue is also inserted in every conference attendee's registration bag.

Email blevy@schoolcounselor.org 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 April, May and June the last week of each month to approximately 55,000 potential attendees promoting the 2022 conference. There are four advertising positions, which are \$599 each.

Email blevy@schoolcounselor.org for more information and a rate card.

ASCA PAST EXHIBITORS

ABO-NCLE	Gemological Institute of America (GIA)	Prep Expert
Acuren Inspection	Goethe-Institut	Prep for the Test
AeroGuard Flight Training	Golden Key Promotions	PSG Academy USA Pro
Aggie Disaster Response Mental Health Recovery Network	Grand Canyon University	QuaverSEL
Air Line Pilots Association, International	Hatching Results	Resilient Kids Boot Camp
All Pro Dad	Heat and Frost Insulators and Allied Workers / Insulators Union	RV Technical Institute
Amen Clinics	Hope Squad	Sallie Mae
American Institute	IDEAL Electrical	School Pulse
American Institute	Inspire Harmony	School-Connect
American School	Inspire Success	SchoolLinks
American Sikh Council	International Training Institute for the Sheet Metal and Air Conditioning Industry	SCUTA
Army National Guard	International Union of Elevator Constructors (IUEC)	Second Step by Committee for Children
Army National Guard	International Union of Painters and Allied Trades (IUPAT)	SEL for Prevention
Ask, Listen, Learn	kid-grit	Seltrove
Ask, Listen, Learn	Kuder	Sha's Signature Creations
Association for Play Therapy	LIFT Academy	Smart Futures
ASVAB Career Exploration Program	Lions Quest	SPARK Mentoring Programs
Axiom Dashboards	Major Clarity	Student Success Agency
B.I.O.N.I.C.	Mendez Foundation	Success Bound
BD	Mental Health America of Greater Dallas	Surveying Careers/NSPS
Be an Actuary	Microburst Learning	Text, Talk, Act
Bloomsights	Monique Burr Foundation	The Children's Health Market
Board of Certified Safety Professionals (BCSP)	NABTU	The College Funding Coach
Build Your Future	National Alliance for Grieving Children (NAGC)	The Labyrinth Connection
BYU Independent Study	National Center for Youth Issues	The National Council of Architectural Registration Boards (NCARB)
California Aeronautical University	National Court Reporters Association	The Trust Your Journey Project
Calo Programs	National Cryptologic Foundation	Tutors Across America
Center for Responsive Schools	National Fire Sprinkler Association	United Association of Plumbers and Pipefitters
CharacterStrong	National Hardwood Lumber Association	United States Air Force
Childhelp	National Student Clearinghouse	United States Navy Recruiting Command
College Success Arizona	Neolth	Universal Technical Institute
Cyber Safeguard	Next Level Students	University Aviation Association
Dial Care Mental Wellness	OIC Advance	University of Nebraska High School
Discover Student Loans	Operative Plasterers' & Cement Masons' International Association ? OPCMIA	US Army Recruiting Education Outreach
Dove Self-Esteem Project	Parchment	US Aviation Academy
Drug Enforcement Administration - DEA	Percepto	Verito Education
Earnest	Philadelphia Insurance/AHT	VirtualJobShadow.com
Erika's Lighthouse	Pinwheel	Vitaes
EverFi		Wellness Together School Mental Health
Explore the Trades		Xello
FAPA.aero		Youth Transformation Center
Flop Ball by Flow Circus		YouthLight, Inc.
Fusion Education Group		Zippy Buzzy Bee Book
Future N Focus Dream Catcher		
Gaggle		