



AMERICAN
SCHOOL
COUNSELOR
ASSOCIATION

Dream Big

ASCA ANNUAL CONFERENCE
ATLANTA • JULY 15-18, 2023

SPONSOR • EXHIBIT • ADVERTISE

EXHIBIT DATES ARE JULY 15-17, 2023

Contact Brian Levy, blevy@schoolcounselor.org • (571) 329-4358
or book online at bit.ly/2023-exhibit-sponsor

Dream ASCA ANNUAL CONFERENCE Big

ATLANTA • JULY 15-18, 2023

The American School Counselor Association invites you to join K-12 school counselors, college professors, graduate students, school district directors and counseling supervisors in Atlanta, Ga., July 15-18, 2023 (exhibit hall open July 15-17) 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 hall, you'll witness some of the best exhibit hall traffic you've ever seen.

EXHIBITOR CALENDAR

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

Friday, July 14	10 a.m.-5 p.m.	Exhibitor Set-up
Saturday, July 15	8-10 a.m.	Exhibitor Set-up
	12:30-5 p.m.	Exhibit Hall Open
Sunday, July 16	8 a.m.-4 p.m.	Exhibit Hall Open
Monday, July 17	8 a.m.-2 p.m.	Exhibit Hall Open
	2-6 p.m.	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 and two side chairs
- 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

Lead retrieval system available for an additional cost

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

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EXHIBIT BOOTH PACKAGES

**Bundle Advertising
and Save \$\$**

PACKAGE A/B: EXHIBIT ONLY

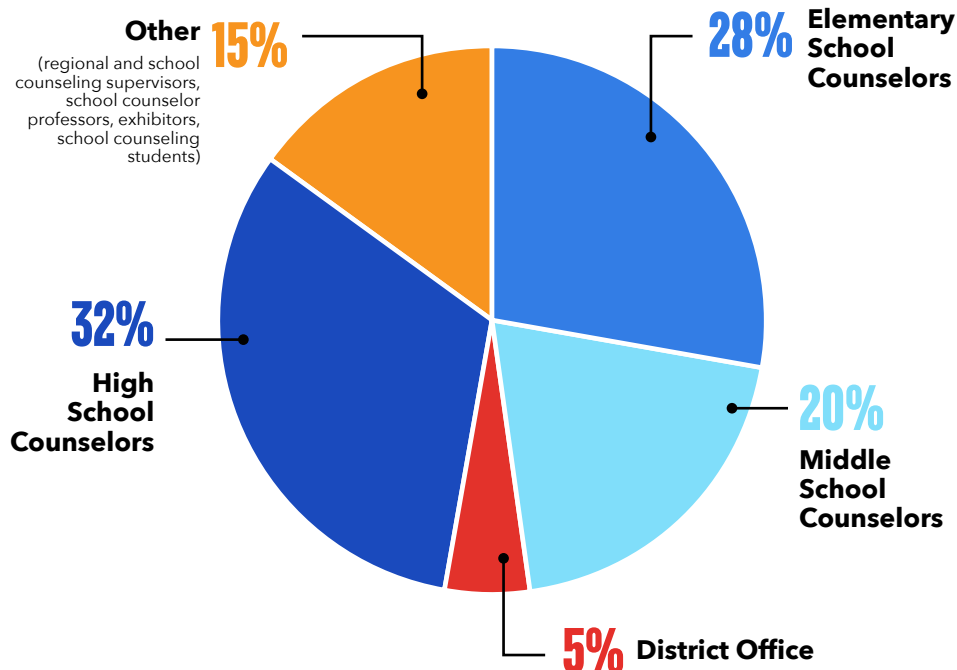
PACKAGE C/D: EXHIBIT + ADVERTISE & PROMOTE

	PACKAGE A \$1,695	PACKAGE B \$1,995	PACKAGE C \$2,895	PACKAGE D \$4,095
Exhibit Booth	10' x 10'	10' x 10' Prime Location	10' x 10'	10' x 10'
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 \$219 each.			PACKAGE C SAVES \$500	PACKAGE D SAVES \$1,000

15% discount if you
increase your exhibit
booth size from 2022

20% discount for
20' x 20' booth
spaces or larger

CONFERENCE DEMOGRAPHICS



LOCATION

The 2023 ASCA Annual Conference will take place at the Georgia World Congress Center located in the heart of downtown Atlanta.

All conference sessions and the exhibit hall will be at the Georgia World Congress Center.

FLOOR PLAN

To see the ASCA 2023 Floor Plan [click here](#)

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TERMS & CONDITIONS

LIABILITY

The exhibitor agrees to make no claim, for any reason whatsoever, against ASCA, the Georgia World Congress 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. 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, 2023, will receive a full refund less a \$100 service fee. Requests received April 1-May 30, 2023, will incur a 50% penalty. No refunds will be granted after May 30, 2023.

EXHIBITOR SETUP

Any exhibitors who haven't set up their exhibit space prior to 10 a.m. on Saturday, July 15, 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 17, 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.
- 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 \$7,000	GOLD \$14,000	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	Full Page	Full Page
Conference Bag Insert	-	-	●	●
Sponsored Session on Exhibit Floor	-	●	●	●

Silver Sponsorship Options: (\$7,000)

- ASCA Selfie Booth
- Conference Pen
- Daily eBlast
- Digital Signage
- Door Clings
- First-Time Attendee Session
- Mobile Monitor
- Post-Conference Survey
- Refreshment Breaks
- Ribbon Wall
- Water Cooler Wraps
- Welcome Text
- Yoga

Gold Sponsorship Options: (\$14,000)

- Air Return Wraps
- Care Package
- Charging Station
- Column Wraps
- District Directors Meeting
- Escalator Runners
- eXperienceEd General Session Seating
- Graffiti Wall
- Hand Sanitizer
- Hotel Keycards
- Lanyard
- Level Meetup
- Registration
- Wi-Fi

Platinum Sponsorship Options: (\$25,000)

- Affinity Group
- Ambassador Program
- ASCA Café
- Mobile App
- Notebook
- Photo Booth
- Registration Bags
- Virtual Event

Diamond Sponsorship Options: (\$35,000)

- Conference T-Shirt
- Keynote Speaker
- Leadership Development Institute
- RAMP Awards Recognition Dinner

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

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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 have your 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. 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.

DIGITAL SIGNAGE

Have your brand displayed throughout all of the keynote session monitors in the Convention Center.

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



DOOR/WINDOW CLINGS

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

DAILY eBLAST

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



FIRST-TIME ATTENDEE SESSION

Sponsor the First-Time Attendee Session and tips and strategies to navigate for first-time attendees. Your organization will be branded accordingly.

MOBILE MONITOR

Secure a mobile monitor to display your message to all attendees. Monitors can be placed in your booth or in the main common areas.

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.

REFRESHMENT BREAKS

(Three Opportunities Available)

Have your brand prominently displayed during the refreshment break.



RIBBON WALL

Have your brand prominently displayed on the Ribbon Wall, where attendees go to select their name badge ribbons.

WATER COOLER WRAPS

Have your brand displayed on water coolers throughout the convention space.

WELCOME TEXT

Each attendee will receive a welcome text. Have your brand stand out as attendees start the conference.

YOGA

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

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SPONSOR OPTIONS

GOLD



AIR RETURN WRAPS

Be front and center with your brand displayed in these prominent locations in the main lobby area.

CARE PACKAGE

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

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.

COLUMN WRAPS

Display your brand on two column wraps located in the highest traffic areas for the conference.

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

DISTRICT DIRECTORS MEETING

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



ESCALATOR RUNNERS

Display your brand on two sets of escalators running the convention center space.

eXperienceEd GENERAL SESSION SEATING

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

GRAFFITI WALL

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

HAND SANITIZER

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



HOTEL KEYCARDS

Put your organization in front of attendees upon their arrival in Atlanta by sponsoring the Atlanta hotel room keycards. Hotel guests 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.

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.

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' 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 during the conference. Have your logo on the crowd with your logo on the napkins, sponsor signage and ASCA Café promotional material.

MOBILE APP

Sponsor the conference app and have your company in front of all attendees throughout the entire conference. Sponsor receives a exclusive banner ad on the pages of the app. 99% of conference attendees use the conference app before, during and after the conference.

NOTEBOOK

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



PHOTO BOOTH

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

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 with all their conference materials. Promote your company on the bag itself, which also displays the ASCA logo. Many school counselors use their bags all year.



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



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.



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SPONSOR OPTIONS

DIAMOND



CONFERENCE T-SHIRT

Display your brand prominently on the ASCA 2023 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.

KEYNOTE SPEAKER

(Three Opportunities Available)

Get your message in front of the entire conference audience by sponsoring one of three keynote speaker 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 exclusive sponsor for this pre-conference event. Leaders from all 51 state/territory 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 RECOGNITION DINNER

Sponsor the Awards Recognition Dinner honoring the 2023 Recognized ASCA Model Program (RAMP) 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 2023 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.

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 March, April, May and June the last week of each month to approximately 55,000 potential attendees promoting the 2023 conference. Each issue includes up to four Headline Ads (8-10 words of text plus a URL) positions, which are \$699 each.

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

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PAST SPONSORS

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



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