



**ASCA 2021**

**JULY 11-14 · LAS VEGAS**

*All  
in*



AMERICAN  
SCHOOL  
COUNSELOR  
ASSOCIATION

**SPONSOR · EXHIBIT · ADVERTISE**

EXHIBIT DATES ARE JULY 11-13, 2021

# ASCA All in

**T**he American School Counselor Association invites you to join K-12 school counselors, college professors, graduate students and counseling supervisors in Las Vegas, Nev., July 11-14, 2021, (exhibit hall open July 11-13) for the ASCA Annual Conference. If you market to the school counselor community, or want college student referrals, 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 company or college 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.

## WHY EXHIBIT?

- Introduce New Products
- Generate College Referrals
- Give Demonstrations
- Generate Qualified Leads
- Reach New Markets
- Expand Sales
- Meet Face-To-Face with School Counselors
- Facilitate Name/Brand Recognition
- Introduce Career Opportunities for Students

## BENEFITS

- ASCA provides a 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
- Special events in the exhibit hall
- Two exhibit-only registrations per 10x10 booth
- Company listing with website and booth number on ASCA conference mobile app
- Lead retrieval system available for an additional cost

## EXHIBITOR CALENDAR

Times are subject to change

### SATURDAY, JULY 10

12 Noon-5 p.m. 10x20 booths and greater - Exhibitor Set-up

### SUNDAY, JULY 11

8 a.m.-12 p.m. Exhibitor Set-up (all booths)

12:30-5 p.m. Exhibit Hall Open/Lunch in Exhibit Hall

### MONDAY, JULY 12

8 a.m.-4 p.m. Exhibit Hall Open

### TUESDAY, JULY 13

8 a.m.-2 p.m. Exhibit Hall Open

2-6 p.m. Exhibitor Move Out

## EXHIBIT BOOTH PACKAGES

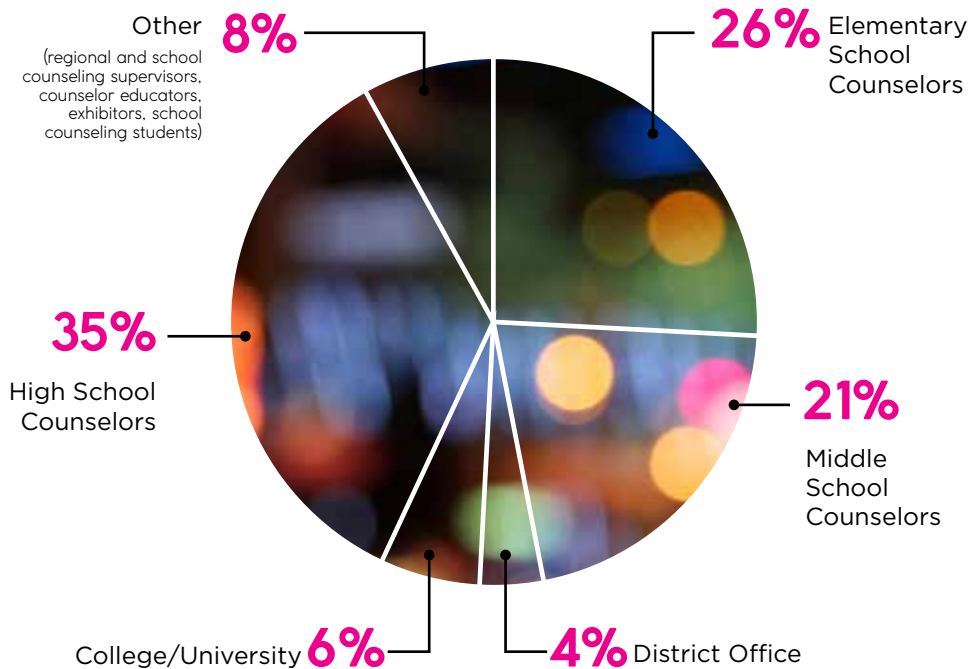
Bundle Advertising and Save \$\$

	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
			<b>PACKAGE C SAVES \$500</b>	<b>PACKAGE D SAVES \$1,000</b>

**PURCHASE  
MORE –  
SAVE \$\$**

- **15%** discount if you increase your exhibit booth size from 2019
- **20%** discount for 20x20 booth spaces or larger

## CONFERENCE DEMOGRAPHICS



## LOCATION

The 2021 ASCA Annual Conference will take place at the brand-new Caesar's Forum (not Caesar's Palace) located in the heart of the Las Vegas Strip. ASCA has reserved a block of rooms at the LINQ at the rate of \$129/night plus tax and a \$30/night resort fee.

For reservations, please book using the link below. (Note: Reservations by phone incur an additional fee.)

<https://book.passkey.com/go/SQASC1>

All conference sessions and the exhibit hall will be at the Caesar's Forum conference center.

## INFORMATION

For more information or to reserve your space, email [blevy@schoolcounselor.org](mailto:blevy@schoolcounselor.org)



# EXHIBITOR GUIDELINES

## LIABILITY

The exhibitor agrees to make no claim, for any reason whatsoever, against ASCA, Caesar's Forum 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 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, 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](mailto:blevy@schoolcounselor.org). Requests received prior to April 1, 2021, will receive a full refund less a \$100 service fee. Requests received April 1–May 30, 2021, will incur a 50% penalty. No refunds will be granted after May 30, 2021. 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.

## 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.

# 2021 EXHIBITOR RESERVATION FORM

In accordance with the terms of the contract, the organization below contracts for exhibit space and services offered by the 2021 ASCA Annual Conference, which will be held at the Caesar's Forum conference center. Exhibit dates are July 11–13, 2021. This is a contract and exhibitor agrees to abide by the rules and regulations as listed on page 4 of this document.

## NAME OF ORGANIZATION

As you wish it to appear on your exhibit sign (limited to 26 characters and/or spaces)

Contact Name (person who should receive all exhibit information)

Address

City State ZIP

Phone Fax

E-mail

Website Address (Required for Virtual Exhibit Hall link)

Exhibit-Only Badge Name

Exhibit-Only Badge Name

Please provide a company description for the virtual exhibit hall, and the conference app (50 words or fewer) to [blevy@schoolcounselor.org](mailto:blevy@schoolcounselor.org) or attach a separate sheet of paper with your description.

## PAYMENT INFORMATION

- Package A, \$1,400
- Package B, \$1,700
- Package C, \$2,600
- Package D, \$3,800

## PAYMENT OPTIONS

- A. Credit Card: contact (571) 329-4358 to pay via phone
- B. Check: An invoice will be mailed to you

## BOOTH PREFERENCES

Go to [www.ascaconferences.org](http://www.ascaconferences.org) to select your exhibit booth(s) online

Electrical, internet, 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

Name (print)

Title

Signature

Date

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

Send to [blevy@schoolcounselor.org](mailto:blevy@schoolcounselor.org)

# SPONSORSHIP PACKAGES

	SILVER \$5,000	GOLD \$10,000	PLATINUM \$15,000	DIAMOND \$25,000
Conference Website Ad	✓	✓	Enhanced Ad	Enhanced Ad
Conference E-Blast Recognition	✓	✓	✓	✓
On-Site Recognition	✓	✓	✓	✓
Conference App	Enhanced	Enhanced	Enhanced	Enhanced
Conference Exhibit Booth	10% Discount	25% Discount	10x10 in Prime Location	20x20 in Prime Location
Exhibitor Staff Passes	2	3	4	Unlimited
Full Conference Registrations	1	2	3	10
Attendee Mailing List	✓	✓	✓	Customized email
Sponsor Branding at Exhibit Booth	✓	✓	✓	✓
ASCA School Counselor Magazine Ad	-	½ Page	Full Page	Full Page
Conference Bag Insert	-	-	✓	✓
Sponsored Sessions on Exhibit Floor	-	✓	✓	✓

## SILVER SPONSORSHIP OPTIONS: (\$5,000)

- Conference Pen
- ASCA Selfie Booth
- Game
- Post-Conference Survey

## GOLD SPONSORSHIP OPTIONS: (\$10,000)

- Charging Station
- School Counselor Educator Reception
- Lanyard
- Hotel Keycards
- Directional Signage
- Level Meetup

## PLATINUM SPONSORSHIP OPTIONS: (\$15,000)

- Photo Booth
- ASCA Café
- District Directors Meeting
- Mobile App
- Conference T-Shirt
- Registration Bags
- Focus Groups

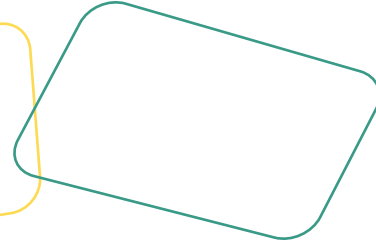
## DIAMOND SPONSORSHIP OPTIONS: (\$25,000)

- Keynote Speaker
- RAMP Recognition Dinner
- Welcome Reception
- VIP Happy Hour





# 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.

### QUEST GAME

Sponsor the Quest game on the conference mobile app. Attendees earn points for various activities throughout the conference. Sponsor gets a splash page ad on the game section of the mobile app, as well as a code at their booth for game participants to scan for points, increasing your booth traffic.

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

## 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.

## GOLD

### CHARGING STATION

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

### SCHOOL COUNSELOR EDUCATOR RECEPTION

Sponsor will have the ability to place a flier on each table during this session, which is geared toward higher education school counseling educators.

### 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.

## HOTEL KEYCARDS

Put your organization in front of attendees upon their arrival in Las Vegas by sponsoring the LINQ 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. 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.

## DIRECTIONAL SIGNAGE

Throughout Caesar's Forum conference center in Las Vegas you will see signs directing attendees which way to walk to ensure proper social distancing protocols are met. Have your brand front and center to attendees as they navigate throughout the conference site.

## 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.

# SPONSOR OPTIONS

## PLATINUM

### 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.

### 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, all 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.

### CONFERENCE T-SHIRT

Attendees receive a coupon at registration inviting them to visit your booth and pick up their free T-shirt. In addition to handing out the T-shirts at your booth, there will also be a table set up in the registration area on the first two days of registration where you can hand out T-shirts.



### 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.

### 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.

## DIAMOND

### 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.

### RAMP RECOGNITION DINNER

Sponsor the RAMP Recognition Dinner honoring the 2021 Recognized ASCA Model Program (RAMP) recipients. Sponsor will have the ability to speak to the audience for 3–5 minutes.

### WELCOME RECEPTION

This is a great way to kick off the conference by joining ASCA in welcoming the attendees. Includes sponsor logo on napkins and a table for sponsor to hand out materials and talk with attendees.

### VIP HAPPY HOUR

Network with ASCA leadership and board of directors.

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



# 2021 SPONSORSHIP FORM

My company agrees to the following sponsorship level or amenity at the 2021 ASCA conference. Please check the level or amenity you wish to sponsor. Sponsorship must be reserved by May 1, 2021, to be included in the July/Aug ASCA *School Counselor* magazine.

Company	Contact Name
Address	City, State ZIP
Phone	Email
Signature, Date	
Website address (required for Virtual Exhibit Hall link)	

Please email a 50-word company description for the Virtual Exhibit Hall and the conference app to [blevy@schoolcounselor.org](mailto:blevy@schoolcounselor.org).

## I'M INTERESTED IN (Check all that apply):

### Silver Sponsorship Options

- Conference Pen
- ASCA Selfie Booth
- Quest Game
- Post-Conference Survey

### Gold Sponsorship Options

- Charging Station
- School Counselor Educator Reception
- Lanyard
- Hotel Keycards
- Directional Signage
- Level Meetup

### Platinum Sponsorship Options

- Photo Booth
- ASCA Café
- District Directors Meeting
- Mobile App
- Conference T-Shirt
- Registration Bags
- Focus Groups

### Diamond Sponsorship Options

- Keynote Speaker
- RAMP Recognition Dinner
- Welcome Reception
- VIP Happy Hour

## METHOD OF PAYMENT

- A. Credit Card: contact (571) 329-4358 to pay via phone
- B. Check: An invoice will be mailed to you

## SEND TO:

Send to [blevy@schoolcounselor.org](mailto:blevy@schoolcounselor.org)

# CONFERENCE ADVERTISING OPPORTUNITIES



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

Even if you can't make it to Las Vegas, 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 2021 conference issue of *ASCA School Counselor* magazine. In addition to being mailed to nearly 40,000 ASCA members, this issue is also inserted in every conference attendee's registration bag.

Email [blevy@schoolcounselor.org](mailto: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 February, March, April, May and June the last week of each month to approximately 60,000 potential attendees promoting the 2021 conference. There are four advertising positions, which are \$555 each.

Email [blevy@schoolcounselor.org](mailto:blevy@schoolcounselor.org) for more information and a rate card.

# ASCA CONFERENCE PAST EXHIBITORS

AAMI  
 ACT, Inc.  
 ACTFL/Lead with Languages  
 Actors Connection  
 AED Foundation  
 AeroGuard Flight Training Center  
 AGC Education and Research Foundation  
 AHIMA  
 Air Line Pilots Association, Int'l  
 Air Wisconsin Airlines  
 American Airlines Cadet Academy  
 American Association of Colleges of Osteopathic Medicine (AACOM)  
 American Institute of CPAs  
 American Physical Therapy Association  
 American School  
 American Sikh Council  
 American Statistical Association  
 Army ROTC  
 ASCO  
 Ask, Listen & Learn  
 ASET-The Neurodiagnostic Society  
 Association of Specialized & Professional Accreditors (ASPA)  
 Association for Play Therapy  
 ASVAB Career Exploration Program  
 Be An Actuary  
 Beauty Changes Lives  
 Best Groups  
 B.I.O.N.I.C.  
 Board of Certified Safety Professionals (BCSP)  
 Boilermakers  
 Build Your Future  
 BYU Independent Study  
 California Aeronautical University  
 Cape Air  
 Capella University  
 Career Girls  
 CareerOneStop  
 Caterpillar & CAT Dealer Network  
 Center for Energy Workforce Development  
 Chicken Soup for the Soul  
 The Children's Health Market  
 Choose To Be Nice  
 City Connects  
 The College Board  
 College Bound Citizens  
 The College Funding Coach  
 CollegeFindMe  
 The Common Application  
 Concordia Language Villages  
 Counselors for Computing C4C  
 Crisis Management Institute  
 Cyber Center for Education  
 Defend Innocence  
 Delta Airlines, Inc.  
 Department of Energy  
 Discover Audit  
 Discover Student Loans  
 Discovery Education  
 Dove Self-Esteem Project  
 Drug Enforcement Administration - DEA  
 EdITS LLC  
 Electrical Training Alliance  
 Envoy Air  
 FAPA.aero  
 Federal Reserve Education  
 FightSong!  
 FolderWave, Inc.  
 Foundation for a Drug Free World  
 Free Spirit Publishing  
 Fusion Academy  
 GIA  
 Girls on the Run  
 Gobi Support, Inc.  
 GoGuardian  
 Going Merry  
 GoJet Airlines  
 Golden Key Promotions  
 Hatching Results  
 Health Professions Week  
 Heat and Frost Insulators Union  
 Human eSources  
 Hypersomnia Foundation, Inc.  
 IFTI Finishing Trades Institute  
 Indiana University High School  
 International Brotherhood of Electrical Workers  
 International Masonry Training and Education Foundation  
 International OCD Foundation  
 International Training Institute  
 International Union of Bricklayers  
 International Union of Elevator Constructors  
 International Union of Operating Engineers  
 Iron Workers  
 Jazz Pharmaceuticals  
 Jesse Lewis Choose Love Movement  
 K-12  
 Kelso's Choice  
 Keystone Credit Recovery  
 kid-grit  
 Kids for Peace - Home to the Great Kindness Challenge  
 Kiwanis Youth Programs  
 Lake Erie College of Osteopathic Medicine  
 LanguageBird  
 Laurel Springs School  
 Lead2Feed Student Leadership Program  
 Lead4Change  
 Liberty University  
 LIFT Academy  
 Lincoln Electric  
 LIUNA Training and Education Fund  
 Magellan Health  
 Magination Press  
 Maia Learning  
 Major Decision  
 Marco Products, Inc.  
 Massachusetts Army National Guard  
 MCPHS University  
 Mendez Foundation  
 Milton Hershey School  
 Mind Yeti  
 Monique Burr Foundation  
 MyOptions  
 NABTU  
 NADA Foundation  
 National Association of Landscape Professionals  
 National Association of Peer Program Professionals  
 National Business Aviation Association  
 National Center for Youth Issues  
 National Council of Architectural Registration Boards  
 National Court Reporters Association  
 National Elevator Industry Educational Program  
 National Honor Society  
 National Initiative for Cybersecurity Education (NICE)  
 National Safe Connections  
 National Student Clearinghouse  
 NCCER/BYF  
 The NED Shows  
 NMMA Recreational Boating  
 Nobel Coaching Tutoring  
 North America's Building Trades  
 Notehouse  
 NSPS - Surveying Careers  
 Operative Plasterers' & Cement Masons' International Association  
 Optical Island  
 Overcoming Obstacles  
 Parchment  
 Pharmacy Is Right For Me  
 Pharmacy Technician Certification Board  
 Philadelphia Insurance  
 Pieces of Bali  
 Piedmont Airlines  
 Powering America (NECA & IBEW)  
 Prudential Spirit of Community Awards  
 PSA Airlines  
 Psychemedics  
 QuaverMusic  
 Ramp Up to Readiness  
 Research Press  
 Rock In Prevention  
 Roofers  
 Ruling Our eXperiences (ROX)  
 Sallie Mae  
 San Joaquin County Office of Education  
 ScholarshipAuditions.com  
 School Career Day!  
 SchoolLinks  
 SCUTA  
 Second Step by Committee for Children  
 Self Directed Search  
 SEMA Specialty Equipment Market Association  
 Sheet Metal  
 Signs of Suicide  
 Small Sparks, Big Dreams  
 The Spark Initiative  
 St. George's University  
 Teamsters  
 TeenLife Media  
 Trancemation Games - The Keep it Real Game  
 Trust for Insuring Educators, administered by Forrest T. Jones & Company  
 TuitionFit  
 Tutors Across America  
 U.S. Army Recruiting Education Division  
 U.S. Intelligence Community  
 United Association of Plumbers and Pipefitters  
 United Union Roofers  
 Universal Technical Institute  
 University Aviation Association  
 University Coach  
 University of California, Santa Cruz  
 University of Central Lancashire - England  
 University of Mississippi School of Pharmacy  
 University of Nebraska High School  
 Usborne Books & More  
 Verto Education  
 Walden University  
 Waldorf University  
 Watch D.O.G.S. (Dads of Great Students)  
 West Virginia University School of Medicine  
 Wood Industry Resource Collaborative  
 The WorryWoo Monsters  
 WVU Tech  
 Xello  
 Yoga 4 Classrooms  
 YouthLight, Inc.