ASCA 2021
JULY 11–14 • LAS VEGAS
All in

AMERICAN SCHOOL COUNSELOR ASSOCIATION

SPONSOR • EXHIBIT • ADVERTISE
EXHIBIT DATES ARE JULY 11–13, 2021
The 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.

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

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

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In 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.
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. 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 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 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 (RETAI A COPY FOR YOUR RECORDS)

Send to blevy@schoolcounselor.org
## Sponsorship Packages

<table>
<thead>
<tr>
<th></th>
<th>Silver $5,000</th>
<th>Gold $10,000</th>
<th>Platinum $15,000</th>
<th>Diamond $25,000</th>
</tr>
</thead>
<tbody>
<tr>
<td>Conference Website Ad</td>
<td>✅</td>
<td>✅</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference E-Blast Recognition</td>
<td>✅</td>
<td>✅</td>
<td></td>
<td></td>
</tr>
<tr>
<td>On-Site Recognition</td>
<td>✅</td>
<td>✅</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Conference App</td>
<td>Enhanced</td>
<td>Enhanced</td>
<td>Enhanced</td>
<td>Enhanced</td>
</tr>
<tr>
<td>Conference Exhibit Booth</td>
<td>10% Discount</td>
<td>25% Discount</td>
<td>10x10 in Prime Location</td>
<td>20x20 in Prime Location</td>
</tr>
<tr>
<td>Exhibitor Staff Passes</td>
<td>2</td>
<td>3</td>
<td>4</td>
<td>Unlimited</td>
</tr>
<tr>
<td>Full Conference Registrations</td>
<td>1</td>
<td>2</td>
<td>3</td>
<td>10</td>
</tr>
<tr>
<td>Attendee Mailing List</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
<td>Customized email</td>
</tr>
<tr>
<td>Sponsor Branding at Exhibit Booth</td>
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<td></td>
</tr>
<tr>
<td>ASCA School Counselor Magazine Ad</td>
<td>-</td>
<td>½ Page</td>
<td>Full Page</td>
<td>Full Page</td>
</tr>
<tr>
<td>Conference Bag Insert</td>
<td>-</td>
<td>-</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Sponsored Sessions on Exhibit Floor</td>
<td>-</td>
<td>✅</td>
<td>✅</td>
<td>✅</td>
</tr>
</tbody>
</table>

### 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.

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.

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

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.

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.

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.

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.

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.

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.

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.

ASCA ANNUAL CONFERENCE 2021
blevy@schoolcounselor.org  (571) 329-4358

SPONSOR OPTIONS

PLATINUM

PHOTO BOOTH

ASCA CAFÉ

DISTRICT DIRECTORS MEETING

MOBILE APP

CONFERENCE T-SHIRT

REGISTRATION BAGS

RAMP RECOGNITION DINNER

WELCOME RECEPTION

VIP HAPPY HOUR

DIAMOND

KEYNOTE SPEAKER

•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.

<table>
<thead>
<tr>
<th>Company</th>
<th>Contact Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>Address</td>
<td>City, State ZIP</td>
</tr>
<tr>
<td>Phone</td>
<td>Email</td>
</tr>
<tr>
<td>Signature, Date</td>
<td></td>
</tr>
</tbody>
</table>

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.

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

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METHOD OF PAYMENT
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SEND TO:
Send to blevy@schoolcounselor.org
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 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 for more information and a rate card.