



# AMPLIFY SUCCESS

New Orleans • July 11-14, 2026 • Ernest N. Morial Convention Center

## Exhibitor Webinar





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## Exhibit Hall Schedule

### Friday July 10

10:00am–7:00pm Exhibitor Setup

### Saturday July 11

8:00am–10:00am Exhibitor Setup

11:30am-12:00pm Exhibitor Lunch

12:00pm-4:30pm Exhibit Hall Open

12:00pm-1:30pm Attendee Lunch

3:00pm-3:30pm Break

4:30pm – 6:00pm Maritime Industry Reception

### Sunday July 12

9:30am–4:30pm Exhibit Hall Open

10:00am-11:00am Break

11:30am-12:00pm Exhibitor Lunch

12:00pm-1:30pm Attendee Lunch

2:30pm-3:30pm Break

4:30pm-6:00pm Trades Reception

### Monday July 13

9:00am–2:00pm Exhibit Hall Open

11:00am-11:30am Exhibitor Lunch

11:30am-1:30pm Attendee Lunch

2:01pm-6:00pm Exhibitor Teardown



## Exhibit Booth Package

- For each 10ft x 10ft booth:
  - Identification Sign
  - (1) 6' Black Draped Table
  - (2) Chairs
  - 8' Draped Backdrop
  - 3' Side Draped Rails
  - Wastebasket
  - Daily Vacuuming
  - 2 Exhibitor Registrations (per 10x10)
  - Listing on Conference Website + Conference App

**\*Flooring is required,  
exhibitors must cover their full  
contracted exhibit space**

*\*Height Limit for Inline booths = 8ft  
(same height as pipe and drape)  
Signage should not exceed the height of  
the back drape*



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## Exhibitor Service Kit provided by The Expo Group

The Expo Group can assist with:

- Carpeting
- Furniture & Accessories
- Rental Exhibits
- Electrical & Internet
- Loading/Unloading *(additional fees apply)*
- Shipping / Material Handling

### [Exhibitor Service Kit](#)

The Expo Group

[exhibitorservice@theexpogroup.com](mailto:exhibitorservice@theexpogroup.com)

(972) 580-9000

### Additional Service

#### Providers:

- Projection AV – Audio Visual
- Convention Center:
  - Food Service
  - Parking
- eShow:
  - Registration
  - Lead Retrieval



Advance  
Discount  
June 8

*Payment Must  
Be Received By  
Then*



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## Important Deadlines

- **June 8** Advanced Discount (furniture, electrical, flooring, etc.)
- **June 8** Exhibitor Appointed Contractor
- **June 12** AV Advanced Discount
- **June 12** Lead Retrieval Discount
- **June 15** Advanced Warehouse Opens
- **July 1** Registration
- **July 1** Advanced Warehouse Closes



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## Shipping Details

### To Conference:

Shipping Dates: **June 15 – July 1**

**Exhibiting Company Name**

**Booth #** \_\_\_\_\_

ASCA Annual Conference 2026

C/O The Expo Group & ETS

3761 Louisa Street

New Orleans, LA 70126

\*Expo Group will Deliver Your Shipments  
Directly to Your Booth

*Handling fees will apply and will increase after July 1 – Reach out to The Expo Group for more details*

[Exhibitor Service Kit](#)

### Return from Conference:

Located at the Convention Center:

- UPS Store
- Expogistics – show carrier for The Expo Group

*Closest FedEx location (Not located at Center):*

*901 Convention Center Blvd  
Suite 100*

*New Orleans, LA 70130*



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## Electrical

### Exhibitor Service Kit

THE EXPO GROUP  
Architects for connecting communities.™



Electrical  
Service

Discount Deadline:  
June 8, 2026

- Your order with full payment along with a floor plan indicating main power location and distribution points, if applicable, must be received by the discount deadline. Orders received after the deadline or without payment will be charged the Standard price and are subject to availability. Pricing for your electrical order is determined by the date when the floor plan is received.
- Labor is included with the cost of circuit installation. If labor is required for anything more than basic installation of outlets, labor charges are applicable for a 2 men crew with an hour minimum p/p with applicable rates listed below.
- Onsite electrical audits will be conducted. If you utilize this service without placing an order, your account will be charged at the standard rates.
- Electrical Floor Plans received by The Expo Group after July 1, 2026 will be subject to an additional \$300.00 floor plan expedite fee. This is in addition to Standard Pricing for electrical.
- Note: Linear booths requiring standard placement [back center of booth] do not require a floor plan.
- All cancellations must be submitted in writing. Cancellation requests up to 10 days before the first contracted event move in will incur a \$50 administrative fee, but otherwise refunded in full (less the 3% credit card fee). Cancellation requests within 7 days of the first contracted event move in day will receive a 50% refund (less the 3% credit card fee). No refund will be applied to orders cancelled once the first event contracted move in day occurs.

Order online at [ExpoPortal](#)

#### 120 Volt

Item	Advance Price	Standard Price	Onsite Price starting 7/6/26
500 Watts (5 Amps)	\$ 183.50	\$ 244.50	\$ 271.75
1000 Watts (10 Amps)	\$ 225.75	\$ 301.00	\$ 334.50
1500 Watts (15 Amps)	\$ 246.25	\$ 328.50	\$ 365.00
2000 Watts (20 Amps)	\$ 284.75	\$ 379.75	\$ 422.00

#### 208 Volt Single Phase

20 Amps	\$ 475.75	\$ 634.25	\$ 704.75
30 Amps	\$ 610.50	\$ 813.75	\$ 904.25
60 Amps	\$ 948.75	\$ 1,265.00	\$ 1,405.75
100 Amps	\$ 1,322.00	\$ 1,762.50	\$ 1,958.50
200 Amps (includes overhead service)	\$ 3,243.75	\$ 4,325.00	\$ 4,805.75

#### 208 Volt Three Phase

20 Amps	\$ 665.50	\$ 887.25	\$ 986.00
30 Amps	\$ 833.50	\$ 1,111.25	\$ 1,234.75
60 Amps	\$ 1,351.50	\$ 1,801.75	\$ 2,002.00
100 Amps	\$ 2,397.50	\$ 3,196.75	\$ 3,552.00
200 Amps (includes overhead service)	\$ 4,654.00	\$ 6,205.25	\$ 6,894.75

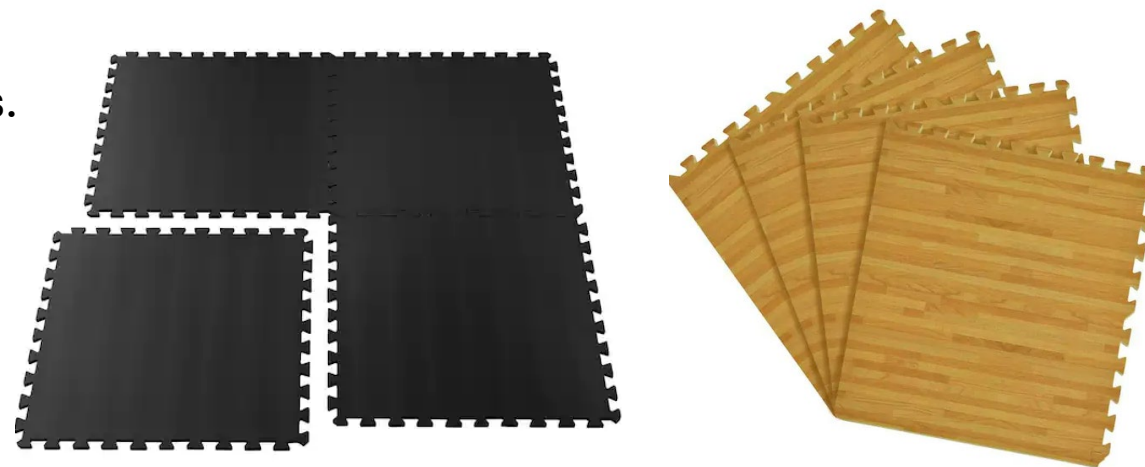
#### Lighting and Materials

1000 Watt par 64 Theatrical Spot (includes power/install/focus/removal)	\$ 641.25	\$ 854.75	\$ 949.75
Single Extension Cords (power and labor not included)	\$ 32.25	\$ 43.00	\$ 48.00
Multiple Connection Boxes (Boxes include 4 outlets)	\$ 32.25	\$ 43.00	\$ 48.00

## Flooring

- Aisle Carpet will be Pepper
- ALL Exhibit Spaces **MUST** Have Professional Floor Cover
  - 1) Carpeting or Flooring from The Expo Group
    - a. Team will install during move-in once electrical is dropped if you ordered this.
  - 2) Home Depot, Lowes, Amazon
  - 3) It **MUST** cover your entire space

[Exhibitor Service Kit](#)






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New Orleans • July 11-14, 2026 • Ernest N. Morial Convention Center



## Audio Visual – Projection AV

- Order Form located in the Exhibitor Service Kit under ‘*Show Info*’, then click ‘*Additional Services*’
- Items Available:
  - TV Monitors: 32” – 65”
  - Laptops & Accessories
  - Audio Equipment (Mic & Sound System)
  - LED Video Walls and more!





Phone: 301-459-9011  
E-Mail: exhibits@projection.com

**Save 10% by Ordering Online!**  
For online ordering, ASCA 2026 exhibitors will receive an email from Projection including your username and temporary password. You may then follow the link below to order.  
[projection.boomerecommerce.com/home](http://projection.boomerecommerce.com/home)

**Advance Rate Deadline: 6/12/2026**

As the official A/V, computer, and data display supplier, Projection will be on-site from set-up through dismantle. When on-site, please visit our service desk with questions.

Company Name: \_\_\_\_\_

Booth #: \_\_\_\_\_ On-Site Contact: \_\_\_\_\_

Ordered By: \_\_\_\_\_ On-Site Contact Cell Phone: \_\_\_\_\_

E-Mail Address: \_\_\_\_\_ On-Site Contact E-Mail: \_\_\_\_\_

Delivery Date: \_\_\_\_\_ Delivery Time:  8-10am  10am-12pm  1-3pm  3-5pm

A representative of your company **MUST BE PRESENT** at the time of delivery for set-up instructions and delivery verification. Please note that equipment will not be left in an unattended booth. **Power, and Internet if needed, must be ordered separately through the official supplier listed in the exhibitor kit.**

Flat Panel Displays & Accessories				
(1920x1080 Resolution, Internal Speakers)	Qty	Advance Rate through 6/12/26	Standard Rate	Total
32" HD LED <small>Please Indicate: <input type="checkbox"/> Table Top Stand <input type="checkbox"/> Wall Mount <input type="checkbox"/> Floor Stand</small>		\$550.00	\$660.00	
43" HD LED <small>Please Indicate: <input type="checkbox"/> Table Top Stand <input type="checkbox"/> Wall Mount <input type="checkbox"/> Floor Stand</small>		\$825.00	\$990.00	
49" HD LED <small>Please Indicate: <input type="checkbox"/> Wall Mount <input type="checkbox"/> Floor Stand</small>		\$1,056.00	\$1,320.00	
55" HD LED <small>Please Indicate: <input type="checkbox"/> Wall Mount <input type="checkbox"/> Floor Stand</small>		\$1,188.00	\$1,485.00	
65" HD LED <small>Please Indicate: <input type="checkbox"/> Wall Mount <input type="checkbox"/> Floor Stand</small>		\$1,584.00	\$1,980.00	
Media Player		\$85.00	\$100.00	
Shelf to be Attached to Floor Stand		\$51.00	\$67.00	
Computer Only Flat Panel Displays				
(1920x1080 Resolution, No Internal Sound)	Qty	Total		
23" LCD <small>Please Indicate: <input type="checkbox"/> Table Top Stand <input type="checkbox"/> Wall Mount</small>		\$460.00	\$575.00	
Computers & Accessories				
		Qty	Total	
<small>CALL for small format Desktop or Mac pricing</small>				
Laptop: Windows 10/Office 2019, USB-C, HDMI 2.0, Anti-Virus, Wifi, Mouse & Cable Lock		\$495.00	\$575.00	
Wireless PC Remote Control		\$45.00	\$55.00	
Wireless PC Keyboard		\$45.00	\$55.00	
Wireless PC Mouse		\$45.00	\$55.00	

\*Rates published are for the entire length of the event.

Page 1 of 4

## Lead Retrieval – eShow

- Order Form located in the Exhibitor Service Kit under ‘Show Info Services’. Also located in the Exhibitor Service Center.
- Scans will provide: First Name, Last Name, Organization or School Name, Title, Address, Email, and Phone Number

**eShow**  
[leads@goeshow.com](mailto:leads@goeshow.com)  
 (847) 620-4499

eConnect Products	Advance through 6/12/2026	Regular after 6/12/2026
<b>Lead Retrieval Tools</b>		
eConnect Scanner	\$459	\$559
eConnect by eShow Mobile App	\$299	\$359
Additional Mobile App Activations	\$149	\$179
<b>Bundles</b>		
Scanner Bundle – 3 Scanners	\$1,199	\$1,499
Mobile App Bundle – 3 Mobile App Activations	\$499	\$599
<b>Insurance</b>		
Damaged Scanner Insurance	\$99	\$99



- eConnect Scanner**
- Rapid Laser Scanner
  - Battery Operated, Rechargeable
  - Cellular Data Connection, Wi-Fi Capability



- eConnect Mobile App**
- Android & iOS
  - Personal or Company Device Convenience
  - Compatible with Smart Phones & Tablets



**eConnect by eShow**  
 eShow's Lead Retrieval Systems features the eConnect line of lead solutions that will allow you to retrieve contact information without having to collect business cards. eConnect features include cloud based technology with an easy-to-use interface, live time lead sync backup with a data connection, editable qualifiers and surveys, and live time web portal with data, analytics, and reports.

- Benefits of Lead Capture:**
- Collect leads on and off the show floor
  - Create survey questions to qualify leads
  - Score leads to identify your hottest prospects
  - Send targeted content to educate and inform prospects
  - Access leads in real time via the LR Portal
  - Transfer leads to your CRM for quick lead follow-up



Scan the QR Code to place your order online!  
 Can't scan? Use the link below to place your order:  
[https://leadretrieval.goeshow.com/tr\\_sales.cfm?form\\_key=B558880D-0BE4-4F6D-82BC-B966F556FD49](https://leadretrieval.goeshow.com/tr_sales.cfm?form_key=B558880D-0BE4-4F6D-82BC-B966F556FD49)

Questions?  
 Email: [Leads@goeshow.com](mailto:Leads@goeshow.com)  
 Call: 847-620-4499





## Exhibit Booth Regulations

- Exhibitors must keep all signage contained within their contracted booth space. Signage cannot be in the aiseways.
- Height Restrictions:
  - Inline Space: Please ensure your signage does not exceed the 8ft height limit (same height as the pipe and drape at the back of the booth).
  - Island Space: Please contact Show Management at [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org) to review your stand drawings. All islands must have their booths reviewed and approved a minimum 30 days prior to move-in.
- Flooring is required, exhibitors must cover their full contracted exhibit space
- Please keep line of sight open down the aisleway, this means all signage, equipment (standing taller than 4ft), AV equipment, etc. must be placed at least 3-4ft from the main aisle towards the back of your booth space.
- Noise regulations – we ask that all exhibitors ensure the volume of any AV displays or equipment remains below 70 decibels at all times.



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New Orleans • July 11-14, 2026 • Ernest N. Morial Convention Center



## Hand Carry Policy

- Materials that can be hand carried are okay to bring in through the Main Public Entrance to the Convention Center.
  - Exhibitors must park first in the Convention Center designated parking areas.
  - Visit the Parking Maps provided from the New Orleans Convention Center [here](#).
- Any items coming through the Loading Docks are subject to material handling and drayage fees as this space is controlled by The Expo Group.
  - If cart service is needed to help load your materials in, please contact The Expo Group for pricing and scheduling.



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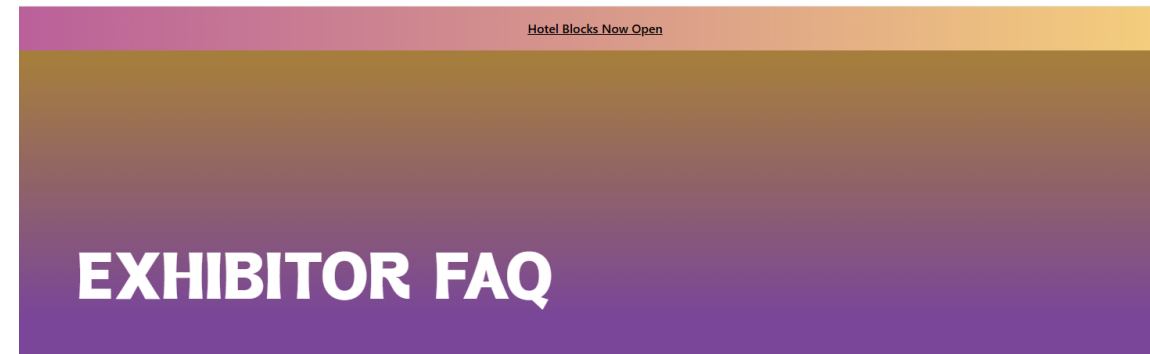
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## Frequently Asked Questions

### Exhibitor FAQ Page

- Mobile App is Live!
  - Exhibitors are not permitted to promote conference activities on the app, this is for ASCA conference use only
  - Must be registered for the Conference to access
- The Convention Center has Wi-Fi in public space only, it may not extend fully to the Exhibit Hall. Exhibitors are recommended to purchase Wi-Fi if they need it to run demos or software.



Listed below are the rules and regulations that all exhibitors must adhere to. **Please review them.**

**Age Restriction:**

No one under the age of 18 is permitted in the exhibit hall at any time.

**Attendee Lists:**

ASCA does not ever share e-mail attendee or member lists with third-party organizations. If you get solicited, it is fraudulent. If you are a Gold, Platinum or Diamond sponsor or an Alliance Partner, you will receive a post-conference attendee list for all attendees who opted in.

**Audio Visual (Projection AV)**

Information regarding purchasing AV equipment such as monitors, lanterns, etc. can be found here and will be available in the exhibitor kit.



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# Exhibitor Registration

## Registration Deadline: July 1, 2026

- Additional Exhibitor Badges (*Exhibit Hall Only*) \$249 each
- Full Conference Registration (*includes access to attendee tote bag and t-shirt, attend sessions and earn CEUs*) \$449 each

- Badges cannot be shared between staff, everyone must have their own registration.

- Access Registration through the [Exhibitor Service Center](#)



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## Exhibitor Staff Registration

### Welcome

Welcome to Exhibitor Booth Staff Registration for the 2026 ASCA Annual Conference in New Orleans, LA.

Please click the Start button to begin the registration process.

By exhibiting, you agree to the terms and conditions for the 2026 ASCA Annual Conference.

For any additional questions, contact the Registrar toll free at (888) 505-1292 between the hours of 9:00 a.m. and 5:00 p.m. Monday - Friday EST or [asca\\_registration@goeshow.com](mailto:asca_registration@goeshow.com).

Start

IN-PERSON REGISTRATION FEES	PRICE
Full Conference Exhibitor <b>SOLD OUT</b>	Complimentary
Exhibit Staff Only <b>2 Left.</b>	Complimentary
Additional Exhibitor Only Badge	\$249.00
Additional Full Conference Exhibitor Includes access to attendee tote bag, t-shirt, sessions and CEU earning.	\$449.00



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New Orleans • July 11-14, 2026 • Ernest N. Morial Convention Center



## Onsite Exhibitor Registration

- Located in the Exhibit Hall B Foyer Space
- Registration Open Hours:
  - Friday, July 10 3:00pm-7:30pm
  - Saturday, July 11 8:00am-5:00pm
  - Sunday, July 12 8:00am-5:00pm
  - Monday, July 13 8:00am-5:00pm
- Additional Exhibitor Badges *(Exhibit Hall Only)* \$249 each
- Full Conference Registration *(includes access to attendee tote bag and t-shirt, attend sessions and earn CEUs)* \$449 each



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New Orleans • July 11-14, 2026 • Ernest N. Morial Convention Center



## Exhibitor Online Listing

- To update your Company Description, please contact Meagan or Emma at [sales@schoolcounselor.org](mailto:sales@schoolcounselor.org).

Will not be updating these after July 1.

### AAPL

Booth 331

The land professional plays a vital role in developing energy projects by interacting and negotiating directly with landowners to acquire leases for the exploration and development of minerals or other energy sources, including renewables. The American Association of Professional Landmen serves as a guiding resource to support land professionals, including students interested in the energy industry, through education, certification, networking events, advocacy, code of ethics and more. Visit [landman.org](http://landman.org) to learn how the land profession is a rewarding career option for your students.

[Visit website](#)

### ACT

Booth 309

ACT is transforming college and career readiness pathways so that everyone can discover and fulfill their potential. Grounded in more than 65 years of research, ACT's learning resources, assessments, research, and work-ready credentials are trusted by students, job seekers, educators, schools, government agencies, and employers in the U.S. and around the world to help people achieve their education and career goals at every stage of life.

[Visit website](#)



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## Social Media Promotion

- “We’re Exhibiting” graphic located in the Exhibitor Service Center to download.
- Sponsors were sent additional graphics based on sponsor level.





## Scam Attempts – Hotel & Attendee Lists

- Attendee Lists: ASCA **DOES NOT** Sell Lists to Third Parties
- Hotels: Book Directly on ASCA Website through the [Hotels and Location page](#)

8 Hotels within walking distance to the Convention Center, furthest Hotel is five blocks.

***Do NOT Book with Third Party Organizations***

Exhibitors who are contacted by spammers claiming to be ASCA are asked to block those individuals immediately. Exhibitors can also report these outreach attempts through the Federal Trade Commissions Fraud Reporting site here: <https://reportfraud.ftc.gov/>



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## Housing

- The conference hotel block currently includes 8 Hotels all within walking distance to the New Orleans Ernest N. Morial Convention Center:
  - SpringHill Suites by Marriott New Orleans Warehouse Arts District
  - Embassy Suites by Hilton New Orleans
  - Loews New Orleans Hotel – **Sold Out**
  - Renaissance New Orleans Arts Warehouse District Hotel– **Sold Out**
  - Hampton Inn and Suites New Orleans Convention Center – **Sold Out**
  - The Riverfront Hotel New Orleans – **Sold Out**
  - New Orleans Marriott Warehouse Arts District – **Sold Out**
  - Hilton New Orleans Riverside Hotel – **Sold Out**

\*Hotels are available until Sold Out or the posted deadline within each booking link, whichever comes first.

## Exhibitor Best Practices

- Stand at Your Booth
- Smile
- Do NOT Talk on Your Cellphone
- Do NOT Work on Your Laptop/Device
- Make Your Space Inviting / Bright Colors
- Be Interactive
- Keep Your Items inside of Your Space
  - Cannot market your company from the aisles
- Do NOT Place Flyers/Brochures on Tables
- Walk the Hall – Look at Other Exhibitors





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## Security

### **No Badge = No Fun!**

- ❖ Badges are required at all times when in the Convention Center. Entrance to the Exhibit Hall and Session Rooms will not be permitted without a badge.
- ❖ Do not keep valuable items at the Booth or overnight.
- ❖ It is strongly recommended to remove your badge once you leave the Convention Center, so you do not advertise yourself as a tourist.



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## Questions

### **ASCA**

Meagan Keller, Exhibits Manager

Emma Hoover, Exhibits Support

Andy Werner, Exhibit & Sponsorship Sales

[sales@schoolcounselor.org](mailto:sales@schoolcounselor.org)

### **The Expo Group**

[exhibitorservice@theexpogroup.com](mailto:exhibitorservice@theexpogroup.com)

(972) 580-9000

### **eShow**

Registration:

[asca\\_registration@goeshow.com](mailto:asca_registration@goeshow.com)

(888) 505-1292

Lead Retrieval:

[leads@goeshow.com](mailto:leads@goeshow.com)

(847) 620-4499