



ASCA 2027 Infinite Possibilities

JULY 17-20, 2027 • COLUMBUS, OHIO



SPONSOR • EXHIBIT • ADVERTISE

EXHIBIT DATES JULY 17-19, 2027

Contact sales@schoolcounselor.org



ASCA 2027

Infinite Possibilities

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The American School Counselor Association invites you to join K-12 school counselors, college professors, graduate students, school district directors and counseling supervisors in Columbus, Ohio, July 17-20, 2027, at the Greater Columbus Convention Center (exhibit hall open July 17-19) 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 4,000 school counselors attend each ASCA Annual Conference and come ready to learn about your organization and make purchasing or referral decisions. With numerous breaks and special activities scheduled in the exhibit hall, you'll experience some of the best traffic you've ever seen.

EXHIBITOR CALENDAR

(Lunch seating and breaks are hosted within the exhibit hall)
Times are subject to change.

Friday, July 16	10 a.m.-7 p.m.	Exhibitor Set-up
Saturday, July 17	8-10 a.m.	Exhibitor Set-up
	12-4:30 p.m.	Exhibit Hall Open
Sunday, July 18	10 a.m.-4:30 p.m.	Exhibit Hall Open
Monday, July 19	9 a.m.-12 p.m.	Exhibit Hall Open
	12-6 p.m.	Exhibitor Move Out

Hotel block opens February 2027; visit ascaconferences.org to book rooms.

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, two side chairs and a wastebasket
- Company listing and description on the ASCA Annual Conference website and conference app
- Consistent traffic flow of qualified buyers, recommenders and influencers
- Two exhibit-only registrations per 10' x 10' booth
- Exhibitor lounge
- Lunch provided Saturday and Sunday
- Daily exhibit booth cleaning

Lead retrieval system available for an additional cost

All exhibit spaces MUST BE COMPLETELY CARPETED or have suitable flooring on top of the concrete surface

EXHIBIT BOOTH PACKAGES

10'X10' EXHIBIT BOOTHS:

EXHIBIT PACKAGE A
Inline Booth
\$1,895



EXHIBIT PACKAGE B
Corner Booth
\$2,195



EXHIBIT PACKAGE C
Inline Booth +
Black Carpeting
\$2,295



EXHIBIT PACKAGE D
Corner Booth +
Black Carpeting
\$2,595



Take Advantage of These Add-ons

All exhibit space must be paid via credit card at the time the space is secured.

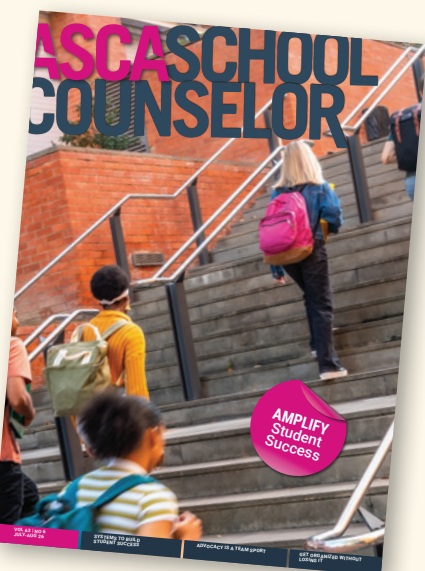
BUILD A LARGER EXHIBIT SPACE AND SAVE:

10x20 Inline	\$3,790	\$3,400
10x20 Corner & Inline	\$4,090	\$3,700
10x30 Inline	\$5,685	\$5,200
10x30 Corner & Inline	\$5,985	\$5,600
20x20	\$8,780	\$7,000
20x30	\$12,570	\$9,400

Additional Exhibit-Only Registrations \$249

Full Conference Registrations (attend sessions & earn CEUs) \$449

Note: There are no discounts for nonprofit organizations, as pricing already reflects the lowest possible price.



PROMOTE, BUNDLE AND SAVE! (Add Advertising to Your Exhibit Space at Reduced Costs)

Half-Page Magazine Ad	\$1,700	\$1,200
Full-Page Magazine Ad	\$3,300	\$2,800
Ad Re-Targeting 50,000 Impressions	\$3,375	\$3,300
Ad Re-Targeting 100,000 Impressions	\$5,570	\$5,000
Conference E-Blast Headline Ad	\$699	\$599

E-blasts deliver monthly March-July; four headline ad slots available per month

To book advertising, contact Alison Bashian, ad sales manager, (703) 964-1240, ext. 280 or email sales@schoolcounselor.org

SPONSORSHIP PACKAGES

	SILVER \$7,500	GOLD \$15,000	PLATINUM \$25,000	DIAMOND \$35,000
Conference Website Logo	●	●	Enhanced Presence	Enhanced Presence
Pre-Conference Promotion	●	●	●	●
On-Site Recognition	●	●	●	●
Conference App Listing	●	●	●	●
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	8
Sponsor Branding at Exhibit Booth	●	●	●	●
Conference Bag Insert	-	-	●	●
Sponsored Session in Exhibit Hall (limited opportunities available; first come, first served)	-	●	●	●

Silver Sponsorship Options: (\$7,500)

- AV for Sponsored Sessions in Exhibit Hall
- Coffee Break
- Conference Pen
- Daily E-blasts
- Member Profiles Digital Display
- Onsite Podcasts
- Post-Conference Survey
- RAMP Photo Room
- Ribbon Station
- Tranquility Lounge
- Yoga

Gold Sponsorship Options: (\$15,000)

- Charging Station
- Conference Tote Bags
- Hotel Keycards
- Level Meetup
- Movement Challenge
- Paws-itivity Park
- Photo Op Station
- RAMP Reviewer Reception
- Registration
- Wi-Fi

Platinum Sponsorship Options: (\$25,000)

- Ambassador Program
- ASCA Café
- Headshot Booth
- Mobile App

Diamond Sponsorship Options: (\$35,000)

- Conference T-Shirt
- Lunch in Exhibit Hall
- RAMP Awards Dinner



SPONSOR OPTIONS

SILVER - \$7,500

AV FOR SPONSORED SESSIONS IN EXHIBIT HALL

Sponsor the AV for Exhibit Hall sessions and have your logo displayed on signage as well as on AV screens during all session downtime. Includes a 30-minute sponsored session in the exhibit hall.

COFFEE BREAK

(Four opportunities available)

Have your brand prominently displayed during the refreshment break.



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 are included in the conference registration bags.

DAILY E-BLAST

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



MEMBER PROFILE DIGITAL DISPLAY

Sponsor the digital displays highlighting a number of ASCA members and board members. Have your logo displayed on the digital displays located throughout the convention center.

ONSITE PODCASTS

Sponsor the onsite ASCA podcast recordings and get prerecorded ads on all the podcasts taped onsite as well as signage by the podcast booth.

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.

RAMP PHOTO ROOM

After receiving their RAMP awards, all recipients are invited to the photo room for professional photos with their entire team. Sponsor the photo room and have your company name and URL included in the photo email, as well as on sponsor signage.



RIBBON STATION

Have your brand appear prominently at the Ribbon Station, where attendees go to select their name badge ribbons.

TRANQUILITY LOUNGE

Sponsor the Tranquility Lounge, which gives attendees a chance to take a quiet break from the hectic pace of the conference. This is a great sponsorship opportunity with your logo on sponsor signage and the ability to place fliers in the lounge.



YOGA

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

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

SPONSOR OPTIONS

GOLD - \$15,000



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.



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



HOTEL KEYCARDS

Put your organization in front of attendees upon their arrival in Columbus by sponsoring the ASCA 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.

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.

MOVEMENT CHALLENGE

Everyone knows conference attendees walk lots of steps. Sponsor the Movement Challenge to keep your name in front of all attendees.

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



PAWS-ITIVITY PARK

Sponsor Paws-itivity Park in the exhibit hall, where attendees can interact with adoptable puppies during select hours, with your logo on signage and the opportunity to chat with attendees as they wait in line for their turn with the puppies.

PHOTO OP STATION

Have your logo appear at an iconic Photo Op Station built especially for #ASCA27 in the main conference area.

RAMP REVIEWERS RECEPTION

Network with RAMP reviewers at their annual reception. Enjoy an opportunity to speak briefly to these important ASCA contributors.

REGISTRATION

Your brand will 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.

SPONSOR OPTIONS

PLATINUM - \$25,000



ASCA CAFÉ

Sponsor the ASCA Café, which serves espresso drinks from your exhibit booth during select hours. Stand out from the crowd with your logo on the napkins and sponsor signage.



AMBASSADOR PROGRAM

When you sponsor the conference ambassador program, your organization's brand appears on the conference ambassadors' daily T-shirts. Ambassadors are widely visible throughout the conference as they help out attendees.

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

HEADSHOT BOOTH

Sponsor the headshot booth and get your name in front of the conference attendees as they come to get their free professional headshot taken. This booth is one of the most popular spots at the conference.

MOBILE APP

Sponsor the conference app and put your company in front of all attendees throughout the entire conference. Sponsor receives an exclusive banner ad on the pages of the app.

DIAMOND - \$35,000



CONFERENCE T-SHIRT

Display your brand prominently on the ASCA Annual 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.

LUNCH IN EXHIBIT HALL

(Two opportunities available)

Have your brand prominently displayed during the lunch break.

RAMP® AWARDS DINNER

Sponsor the RAMP® Awards Dinner honoring the 2027 Recognized ASCA Model Program® recipients.

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

MARKETING PARTNER OPPORTUNITIES

COLUMN CLINGS

Display your brand on columns located in the highest traffic areas for the conference. Contact sales@schoolcounselor.org for pricing

CAREER SPOTLIGHT SPONSORED SESSION

Help school counselors connect students with the opportunities your industry offers. This rapid-fire eight-minute presentation gives your association a platform to showcase in-demand careers, workforce trends and pathways into your profession while raising awareness of career options students may not otherwise discover.

Limited to nonprofit industry association, foundation or career-specific exhibitors. Limited opportunities available; first come, first served. \$500



ESCALATOR PANELS

Display your brand on the escalator bank leading to the Exhibit Hall and sessions. Contact sales@schoolcounselor.org for pricing.

TOTE BAG INSERT

Ensure every attendee sees your organization. Tote bag inserts offer a cost-effective way to reach school counselors with your message, resource, offer or call to action from the moment they arrive. \$1,500 (limited opportunities available; first come, first served; available to exhibitors only)

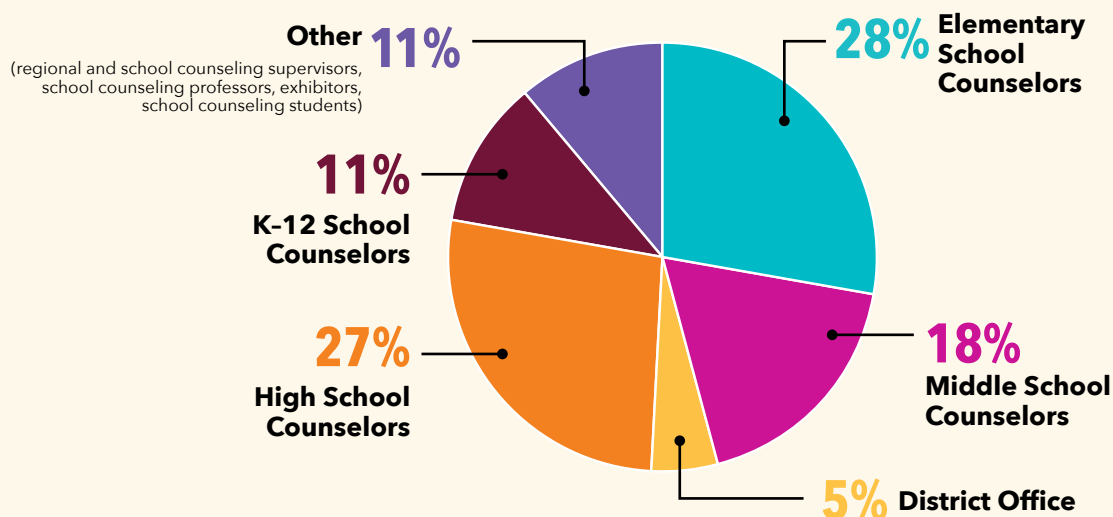
Contact sales@schoolcounselor.org for pricing.

CONFERENCE E-BLAST ADVERTISING

Promote your company, product/service, college or university to gain more referrals. The conference e-blasts are sent out monthly March-July to approximately 45,000 school counseling professionals. The e-blast includes up to four Headline Ads (8-10 words of text plus a URL), which are \$699 each.



CONFERENCE DEMOGRAPHICS



PAST SPONSORS