

ASCA ANNUAL CONFERENCE  
DENVER • JULY 8-11, 2017



EXHIBIT • SPONSOR • ADVERTISE

Exhibit Dates are July 8-10, 2017



AMERICAN  
SCHOOL  
COUNSELOR  
ASSOCIATION



## WHY EXHIBIT?

The American School Counselor Association invites you to join K-12 school counselors, college professors, graduate students and counseling supervisors in Denver, Colo., July 8-11, 2017 (exhibit hall open July 8-10) for the ASCA Annual Conference. If you sell to the school counselor market, or want college student referrals, you can't afford to miss the opportunity to exhibit at ASCA's Annual Conference.

Approximately 2,000-3,000 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 lunches, breaks and special activities scheduled in the hall, you'll witness some of the best exhibit hall traffic you've ever seen.

- Introduce New Products
- Generate College Referrals
  - Give Demonstrations
  - Recruit New Authors
  - Reach New Markets
  - Expand Sales
  - Meet Face-To-Face with Potential Customers
  - Facilitate Name/Brand Recognition

## BENEFITS

- Company listing and description on the ASCA Annual Conference website and in the conference program given to every attendee
- Good traffic flow of qualified buyers and recommenders
- Meal functions and special events in the exhibit hall
- Promotional opportunities
- Opportunity to purchase conference attendee mailing labels
- High buyer-to-exhibitor ratio
- One complimentary conference registration plus two exhibit-only registrations per booth
- Free link to your company website in virtual exhibit hall
- Company listing with website and booth number on ASCA conference mobile app
- Ability to purchase the ASCA Lead Retrieval System

## EXHIBIT BOOTH INCLUDES

- A 10' x 10' professionally draped exhibit booth
- A 7" by 44" exhibit identification sign
- One six-foot draped table, two chairs, one wastebasket, One full conference registration and two exhibit-only badges per exhibit booth

## PRICING

- Corner booth, \$1,245
- Inline booth, \$1,145
- Additional booths, \$1,095 (inline) \$1,195 (corner)

## THE EXHIBIT KIT

Approximately April 1, 2017, each exhibitor will receive the exhibitor service kit from the exhibit company, containing forms for:

- Carpet
- Additional booth furniture
- Audiovisual equipment
- Electrical utilities, Internet, etc.
- Drayage and shipping information

## EXHIBITOR CALENDAR

Times are subject to change

### SATURDAY, JULY 8

Exhibitor Set-up  
**8 a.m.-12 Noon**  
 Exhibit Hall Open /Opening Lunch  
**12:30-5 p.m.**

### SUNDAY, JULY 9

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

### MONDAY, JULY 10

Exhibit Hall Open  
**8 a.m. -2 p.m.**  
 Exhibitor Move Out  
**2-6 p.m.**

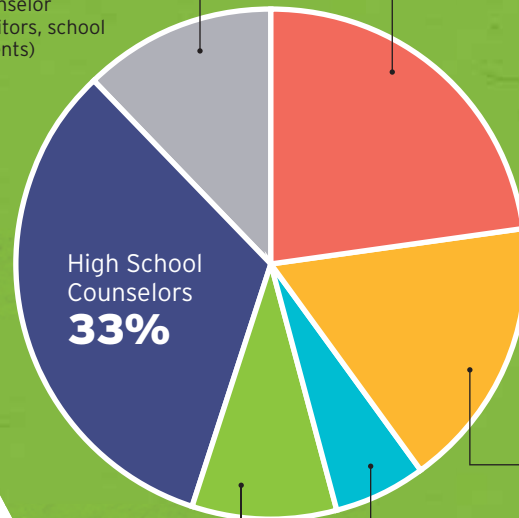
## INFORMATION

For more information or to reserve your space, contact Robin Cibroski toll free at (800) 597-7210 or [robin@adguidance.com](mailto:robin@adguidance.com).

## CONFERENCE DEMOGRAPHICS

**Other 12%**  
 (regional and school counseling supervisors, counselor educators, exhibitors, school counseling students)

Elementary School Counselors  
**23%**



Middle School Counselors  
**17%**

District Office  
**6%**

College/University  
**9%**

High School Counselors  
**33%**

## LOCATION

The Sheraton Denver Downtown Hotel is the official conference hotel. ASCA has reserved a block of rooms at a special rate of \$184/night single/ double occupancy. When making your hotel reservation, mention ASCA to get this rate.

Reservations: (888) 627-8405

All conference sessions and the exhibit hall will be at the Colorado Convention Center.

# 2017 EXHIBITOR RESERVATION FORM

In accordance with the terms of the contract, the organization below contracts for exhibit space and services offered by the 2017 ASCA Annual Conference, which will be held at the Colorado Convention Center. Exhibit dates are July 8-10, 2017. This application will become a contract when countersigned by the ASCA exhibits coordinator. **(Listing must be received by May 12, 2017, to be listed in the onsite materials or by June 11, 2017, to be included in the exhibitor addendum. After June 11 call or e-mail for booth availability.)**

## 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)

Exhibitor's Name (Person to receive one free registration)

Exhibit-Only Badge Name

Exhibit-Only Badge Name

Please provide a company description for the virtual exhibit hall, the conference app and the onsite brochure (50 words or fewer) to robin@adguidance.com or attach a separate sheet of paper with your description.

## PAYMENT INFORMATION

- Inline Booth (10' x 10'), \$1,145
- Corner Booth (10' x 10'), \$1,245
- \$50 discount for each additional booth

Total Amount Enclosed (check payable to ASCA) \$ \_\_\_\_\_

I authorize ASCA to charge my credit card for \$ \_\_\_\_\_

- Visa
- MasterCard
- American Express
- Discover

Name on Card

Card #

V-code

Exp. Date

Signature

Date

## BOOTH PREFERENCES

First choice

Second choice

Third choice

Electrical, Internet, carpet, 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 5.

Exhibitor Signature

Date

Contract Accepted By (ASCA Exhibits Coordinator)

- Yes, I'd like to increase my visibility at the ASCA conference. Please send me information about advertising in the conference issue of *ASCA School Counselor* magazine.

Name (print)

Title

Signature

Date

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

ASCA CONFERENCE EXHIBITS  
283 WHISTLEWOOD LANE  
WINCHESTER, VA 22602  
FAX: (540) 542-0550  
E-mail: robin@adguidance.com

For more information, contact Robin Cibroski at (800) 597-7210 or robin@adguidance.com.



## LIABILITY

The exhibitor agrees to make no claim, for any reason whatsoever, against ASCA, the Colorado 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 breakout session rooms.

## 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.

## 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.

## 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.



## 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. Additionally, ASCA reserves the right to require exhibitors to remove promotional materials from the show floor that are deemed objectionable.

## 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.

## CANCELLATIONS

In the event written notification of intent to cancel is received by the exhibits coordinator by April 1, 2017, all sums paid by the exhibitor, less a service fee of \$100 per booth, will be refunded. No refunds will be granted after April 1, 2017. 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.

# PROGRAM ADVERTISING FORM

## FINAL CONFERENCE PROGRAM ADVERTISING

Increase your visibility at the conference with an ad in the final program. Many attendees take the program home and use it all year as a resource guide.

### Final Program Advertising Rates

4-color:

**Full Page** \$800

Bleed: 8-5/8 w x 11-1/8 h

Non-bleed: 7-3/8 w x 9-7/8 h

**1/2 Page** \$500

7-3/8 w x 4-3/4 h

**1/3 Page** \$400

7-3/8 w x 3-5/8" h

*(For black & white ads - subtract 10 percent from 4-color ad rates above)*

### Advertising Due Dates

Insertion Order to reserve ad space due: **May 19, 2017**

Ad Copy Due: **May 26, 2017**

### Mechanical Requirements

E-mail a high resolution (300 dpi) PDF print file to [robin@adguidance.com](mailto:robin@adguidance.com)

### I'm interested in Final Program Advertising

(include check box)

Full Page Ad, \$800

1/2 Page Ad, \$500

1/3 Page Ad, \$400

### Billing Contact:

Company

Contact Name

Address

City

State

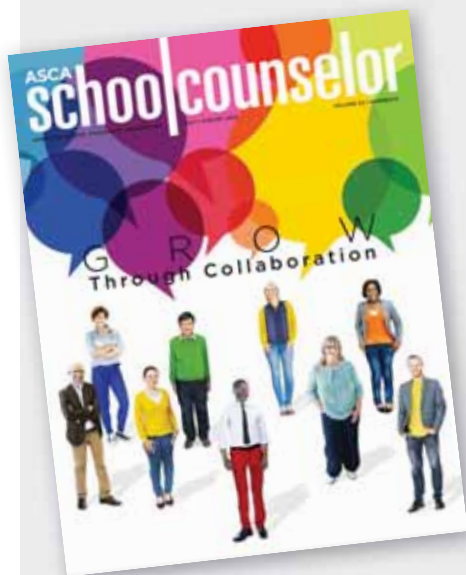
ZIP

Phone

E-mail

Signature

Date



## INCREASE YOUR VISIBILITY AT THE CONFERENCE

### OTHER CONFERENCE ADVERTISING OPPORTUNITIES:

#### July/August ASCA School Counselor Magazine Advertising Opportunities:

Even if you can't make it to Denver, 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 2017 conference issue of *ASCA School Counselor* magazine. In addition to being mailed to more than 31,000 ASCA members, this issue is also inserted in every conference attendee's registration bag.

**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 January, February, March, April, May and June between the 25-30 of each month to approximately 31,000 potential attendees promoting the 2017 conference. There are four advertising positions.

Call (800) 597-7210 or e-mail [robin@adguidance.com](mailto:robin@adguidance.com) for more information and a rate card.

# CONFERENCE SPONSORSHIP OPPORTUNITIES

[www.schoolcounselor.org](http://www.schoolcounselor.org)

With a range of sponsorship levels, as well as various promotional items and events, t-shirts and padfolios, there's something for every size marketing budget.

## PLATINUM \$10,000

- One 10' x 10' exhibit booth, which includes one conference registration
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Full-page color ad in onsite conference program book
- Two complimentary conference registrations
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Name badge and sponsor ribbon for all staff attendees
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors), weight and size limits apply
- Listing on the Platinum sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## GOLD \$6,000

- One 10' x 10' exhibit booth, which includes one conference registration
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Half-page color ad in onsite conference program book
- Two complimentary conference registrations
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Gold sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## SILVER \$3,000

- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Silver sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## BRONZE \$2,000

- One-third page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Bronze sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

*"It's always a great time exhibiting each year at the annual ASCA conference! It's wonderful seeing all the energy and excitement school counselors radiate as they discover and learn about new tools and resources to help their students succeed!"*

**LaTONYA PAGE**

National Student Clearinghouse  
StudentTracker Manager

# CONFERENCE SPONSORSHIP OPPORTUNITIES

Sponsoring at ASCA's conference is the perfect way to increase your visibility at the only national conference targeted to school counselors.

## PADFOLIOS

### \$11,000

Keep your name in front of every attendee by sponsoring the padfolios. All attendees receive a high-quality padfolio to take notes in during the conference and to use well after the conference is over. Sponsor logo and ASCA logo printed on padfolios. Attendees receive a coupon in their registration materials, inviting them to visit your booth and pick up their free padfolio. Coupon can be customized to capture attendees' names, e-mail, addresses, schools, etc. Sponsor also receives:

- Two 10' x 10' exhibit booths, each of which includes one conference registration, plus two additional complimentary conference registrations for a total of four conference registrations
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Half-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre-or post-conference
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors) weight and size limits apply
- Listing on the Product sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## KEYNOTE SPEECHES

### \$15,000 EACH

Sponsor one or more of the three keynote speakers. You will have the ability to comment about your product or service at general session. Sponsor receives:

- One 10' x 10' exhibit booth, which includes one conference registration, plus two additional complimentary conference registrations for a total of three conference registrations
- Two-page color spread ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Full-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre-or post-conference
- Name badge and sponsor ribbon for all staff attendees
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors), weight and size limits apply
- Listing on the Platinum sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## CONFERENCE WIFI SPONSORSHIP

### ONE DAY \$5,400 THREE DAYS \$13,500\*

Sponsor the wifi access at the ASCA Annual Conference, and have your company in front of all attendees for a day of the conference or all three days. This is the perfect sponsorship that will promote your company and draw people to your booth. The benefits for the conference wifi sponsorship include:

- Landing page on the wifi access page for one day of conference or all three days if purchased
- One 10' x 10' exhibit booth, which includes one conference registration, plus one additional complimentary conference registration for a total of two conference registrations
- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book
- Rotating ad with link direct to your website or specified URL on the ASCA conference website pages, available to sponsors only Jan. 1-Oct 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor ribbons for staff attendees
- Listing on the sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

\*\$5,400 per day (three sponsors, one for each day) or \$13,500 for all three days (one sponsor). Sponsor for all three days receives the Platinum level benefits.



# CONFERENCE SPONSORSHIP OPPORTUNITIES

www.schoolcounselor.org

With a range of sponsorship levels, as well as sponsorship of charging stations, conference pen, keynote speakers, there's something for every size marketing budget.

## RAMP AWARDS RECOGNITION DINNER

**\$20,000**

Sponsor the RAMP Awards Dinner honoring the 2017 Recognized ASCA Model Program (RAMP) recipients. Sponsor also receives:

- Ability to comment about your product or service at the dinner
- One 10' x 10' exhibit booth, which includes one conference registration, plus two additional complimentary conference registrations for a total of three conference registrations
- Two-page color spread ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Full-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Name badge and sponsor ribbon for all staff attendees
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors) weight and size limits apply
- Listing on the Platinum sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## COFFEE BREAK

**(THREE AVAILABLE)  
\$6,000 EACH**

Sponsor one of three (or all three) ASCA coffee breaks (Sunday morning, Sunday afternoon, Monday morning). Sponsor will stand out with their logo on the coffee cups at the coffee break as well as recognition in the conference program and app where the coffee break is mentioned as well as signage at the entrance of the exhibit hall. Sponsor also receives:

- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Silver sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## CONFERENCE PEN SPONSORSHIP

**\$4,000**

This is a perfect opportunity to have your company logo in front of all attendees throughout the conference and beyond. Sponsor the pens and you'll have your logo prominently displayed on the pens. The pens will be included in all of the conference registration bags so even if you are unable to exhibit you can still have a presence at the conference. Sponsor also receives:

- Half page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Silver sponsor sign in the registration area.
- Recognition from podium at a general session
- Recognition in a sponsor thank you ad in the September/October *ASCA School Counselor* magazine

*"ASCA is a can't-miss show for us. The show is very well-organized, exhibit space and advertising opportunities are plentiful yet reasonable, and the show draws huge crowds of school counselors from all across the country. We've attended for more than a decade and we plan on attending for decades to come."*

**JEFF COX**, American School

# CONFERENCE SPONSORSHIP OPPORTUNITIES

Sponsoring at asca's conference is the perfect way to increase your visibility at the only national conference targeted to professional school counselors.

## CHARGING STATION SPONSORSHIP

**\$9,900**

Stand out at the conference and have your name prominently displayed on the charging stations (three total). This unique charging station will be located in the attendee meeting room areas, and you will be the only sponsor in that location. Plus a charging station will be located in the registration area. Attendees can leave their device to be charged in a locker and come back later and it will be fully charged. Sponsor also receives:

- One 10' x 10' exhibit booth, which includes one conference registration plus two additional complimentary conference registrations for a total of three conference registrations
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Half-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre-or post-conference.
- Listing on the sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank you ad in the September/October *ASCA School Counselor* magazine

## ASCA BOOKSTORE FREE SHIPPING SPONSORSHIP

**\$4,500**

This is a great opportunity to keep your name in front of conference attendees even after the conference is over. Sponsor the ASCA bookstore shipping (orders of \$100 or more) and you'll be able to include a flier in each shipment so attendees will have your information when they arrive home. Additional benefits include:

- Your logo on signage promoting the ASCA bookstore free shipping
- The ability to include a flier in all bookstore shipments (free shipping on over \$100 or more)
- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the sponsor sign in the registration area
- Recognition from podium at a general Session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## ASCAfé SPONSORSHIP

**\$7,500**

Who doesn't love coffee? This year, ASCA will have a café in its exhibit hall bookstore that will include espresso and lattes. This is a great sponsorship opportunity to stand out from the crowd with your logo on the ASCAfé coffee cups, napkins, sponsor signage, and the sponsor will be mentioned in all promotional material about the ASCAfé. The benefits for the ASCAfé sponsorship include:

- One 10' x 10' exhibit booth, which includes one conference registration, plus one complimentary conference registration for a total of two complimentary registrations
- Company logo on coffee cups, napkins and signage at the ASCAfé
- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor ribbons for staff attendees
- Listing on the sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

# CONFERENCE SPONSORSHIP OPPORTUNITIES

www.schoolcounselor.org

Sponsoring at ASCA's conference is the perfect way to increase your visibility at the only national conference targeted to professional school counselors.

## SHUTTLE BUS SPONSORSHIP

### CALL FOR QUOTE

This is a unique sponsorship that allows your company, nonprofit, college or university to be in front of all attendees during the conference. The shuttle buses will run Saturday through Tuesday from the conference hotel to the convention center on a continuous loop.

The shuttle bus sponsorship offers various sponsor signage options; please call (800) 597-7210 for a quote to customize your sponsorship. Additional benefits include:

- One 10' x 10' exhibit booth, which includes one conference registration plus two complimentary conference registrations for a total of three complimentary registrations.
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Half-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2016
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Gold sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## T-SHIRTS

### \$12,000

Your company's booth can be the one every attendee visits if you sponsor the conference T-shirts. Attendees receive a coupon in their registration materials, inviting them to visit your booth and pick up their free T-shirt. Coupons can be customized to capture attendees' names, e-mail, address, schools, etc. Sponsor also receives:

- Two 10' x 10' exhibit booths, each of which includes one conference registration, plus two additional complimentary conference registrations for a total of four conference registrations
- Company logo printed on back of T-shirts
- Two-page color spread ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Full-page color ad on cover two, three or four of onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Name badge and sponsor ribbon for all staff attendees
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors) weight and size limits apply
- Listing on the Product sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank you ad in the September/October *ASCA School Counselor* Magazine

## REGISTRATION BAGS

### \$12,000

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. This is a unique marketing opportunity for the sponsor, since many school counselors use the bags all year. Sponsor also receives:

- One 10' x 10' exhibit booth, which includes one conference registration plus two additional complimentary conference registrations for a total of three conference registrations
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Full-page color ad on cover two, three or four of onsite conference program book
- Listing and URL link with 100 word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors) weight and size limits apply
- Name badge and sponsor ribbon for all staff attendees
- Listing on the Product sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank you ad in the September/October *ASCA School Counselor* magazine

# CONFERENCE SPONSORSHIP OPPORTUNITIES

Sponsoring at ASCA's conference is the perfect way to increase your visibility at the only national conference targeted to professional school counselors.

## PHOTO BOOTH SPONSORSHIP

**\$4,000**

Sponsor the photo booth with your booth right beside it. You'll have a chance to chat with attendees as they come to get their free professional headshot taken in the exhibit hall for their social media profiles. When the attendees have their photo taken they will be handed a card providing download instructions, which will include the sponsor's name and or logo, booth number and website on the card. The photo booth will be open during lunches and morning and afternoon coffee breaks. This is a great way to increase traffic to your booth. Sponsor also receives:

- One 10' x 10' exhibit booth, which includes one conference registration, plus one complimentary conference registration for a total of two complimentary registrations
- Company name and or logo, booth number and URL on the information download card given to all attendees who have their photo taken
- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100- word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor ribbons for staff attendees
- Listing on the sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## CONFERENCE MOBILE APP SPONSORSHIP

**\$12,500**

Sponsor the conference mobile app at the ASCA Annual Conference and have your company in front of all attendees throughout the entire conference. This is the perfect sponsorship that will promote your company and draw people to your booth. The benefits for the conference mobile app sponsorship include:

- One 10' x 10' booth, which includes one conference registration plus two additional complimentary conference registrations for a total of three conference registrations
- Sponsor Listing on conference mobile app
- Banner ad with link to your website on conference app
- Three news alerts (one per day) during conference
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Full-page color ad in onsite conference program book
- Listing and URL link with 100- word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book
- Rotating ad with link direct to your website or specified URL on the ASCA conference website pages, available to sponsors only Jan. 1-Oct 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor ribbons for staff attendees
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors), weight and size limits apply
- Listing on the Product sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## LANYARDS

**\$5,000**

Sponsor the ASCA lanyards and have your logo worn by every attendee throughout the conference. Sponsor also receives:

- Half-page color ad in July/ August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- One complimentary conference registration
- Listing and URL link with 100- word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app.
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only. Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Silver sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank you ad in the September/October *ASCA School Counselor* magazine

*"The ASCA conference is the best place to meet with school counselors from all over the country. The conference organizers do a great job of increasing traffic in the exhibit hall with events, food, and workshops. Our business has grown because of the ASCA exhibit and sponsorship opportunities."*

**CHARLOTTE SEEWALD**

Assistant Director, Recruiting  
University of Nebraska High School



# CONFERENCE SPONSORSHIP OPPORTUNITIES

Sponsoring at ASCA's conference is the perfect way to increase your visibility at the only national conference targeted to professional school counselors.

## ASCA SELFIE BOOTH SPONSORSHIP

**\$4,000**

Sponsor the ASCA selfie booth with your booth right beside it. You'll have a chance to chat with attendees as they come by for their selfies. This is a great way to increase traffic to your booth. Sponsor also receives:

- One 10' x 10' exhibit booth, which includes one conference registration, plus one complimentary conference registration for a total of two complimentary registrations
- Company name and or logo on signage
- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100- word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor ribbons for staff attendees
- Listing on the sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

## FIRST-TIME ATTENDEES RECEPTION

**\$4,000**

Stand out to the first-time conference attendees by sponsoring the reception. You will receive recognition in the conference program and app where the First-Time Attendees Reception is mentioned and a sign at the entrance of the reception room. Sponsor also receives:

- Half-page color ad in July/ August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- One complimentary conference registration
- Listing and URL link with 100- word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app.
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only. Jan. 1-Oct. 1, 2017
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the Silver sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you ad in the September/October *ASCA School Counselor* magazine

*"The number of counselors that we get to share information with at the ASCA conference is the primary reason we participate as vendors every year, but I also have to say that the way the conference is organized and its positive energy are always very much appreciated!"*

**DR. AMY SMITH**

Career Training Concepts featuring HEAR and Career Direction2

## ASCA DELEGATE ASSEMBLY RECEPTION SPONSORSHIP

**\$13,900**

This is a great opportunity to meet with all of the ASCA leadership and delegates and unwind after two days of delegate meetings. By sponsoring the Delegate Assembly Reception you will have the ability to briefly speak to the group as well as the additional benefits below:

- One 10' x 10' exhibit booth, which includes one complimentary conference registration plus two additional conference registrations for a total of three
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 31,000 members
- Full-page color ad in onsite conference program book
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and 100-word description and logo in the onsite conference program book and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only Jan. 1-Oct.1, 2017
- One set of attendee mailing labels (no e-mail addresses or phone numbers), either pre-or post-conference
- Name badge and sponsor ribbon for all staff attendees
- Ability to insert company materials in attendees' registration bags (only available to Platinum and above sponsors), weight and size limits apply
- Listing on the Platinum sponsor sign in the registration area
- Recognition from podium at a general session
- Recognition in a sponsor thank-you in the September/October *ASCA School Counselor* magazine

# 2017 SPONSORSHIP FORM

My company agrees to the following sponsorship level or amenity at the 2017 ASCA conference. Please check the level or amenity you wish to sponsor. Sponsorship must be reserved by May 12, 2017, to be included in the final program and 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 e-mail a 100-word company description for the Virtual Exhibit Hall, the conference app and onsite brochure to robin@adguidance.com.

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

- Platinum Sponsorship - \$10,000
- Gold Sponsorship - \$6,000
- Silver Sponsorship - \$3,000
- Bronze Sponsorship - \$2,000
- T-shirt Sponsorship - ~~\$1,000~~
- Registration Bag Sponsorship - \$12,000
- Padfolio Sponsorship - ~~\$1,000~~
- RAMP Awards Recognition Dinner Sponsorship - \$20,000
- Conference Mobile App Sponsorship - \$12,500
- Wifi Sponsorship, One Day - \$5,400
- Wifi Sponsorship, Three Days - \$13,500
- Photo Booth Sponsorship - ~~\$1,000~~
- Lanyard Sponsorship - ~~\$1,000~~
- Charging Station Sponsorship - \$9,900
- Keynote Speaker  
Three available at \$15,000 each
- Coffee Break  
Three available at \$6,000 each  
\_\_ Sunday Morning  
\_\_ Sunday Afternoon  
\_\_ Monday Morning
- First-Time Attendees Reception Sponsorship - ~~\$1,000~~
- Conference Pen Sponsorship - \$4,000
- Shuttle Bus Sponsorship - call for details
- ASCAfé Sponsorship - \$7,500
- ASCA Bookstore Free Shipping Sponsorship - \$4,500
- ASCA Delegate Assembly Sponsorship - \$13,900
- ASCA Selfie Booth Sponsorship - \$4,000

## METHOD OF PAYMENT

I authorize ASCA to charge my credit card for \$\_\_\_\_\_

Visa  MasterCard  American Express  Discover

A check for \$\_\_\_\_\_ is enclosed (payable to ASCA) to guarantee our sponsorship. (Note: 50 percent is due with this contract. The balance is due May 1, 2017.)

Name on Card

Card Number

V-Cod number

Exp. Date

Signature

Date

## SEND TO:

Ad Guidance Inc.  
283 Whistlewood Lane  
Winchester, VA 22602  
Fax: (540) 542-0550

## For additional information or to reserve your sponsorship opportunity immediately, contact:

Robin Cibroski  
Ad Guidance Inc.  
Phone: (800) 597-7210  
Fax: (540) 542-0550  
E-mail: robin@adguidance.com

# ASCA CONFERENCE PAST EXHIBITORS

24/7 Sign In	Carrington College	Joe Foss Institute	Responsibility.org
AANMC	Celtic Art Store	Keiser University Flagship	Right Decisions Right Now
ACE Mentor Program	Center For Audit Quality	Campus and the College of Golf & Sports Management	Rivier University
ACT, Inc.	Centerstone	Kiwanis International	Roberts Wesleyan College
Admittedly	Chicken Soup for the Soul	Lake Erie College of Osteopathic Medicine	Rock In Prevention, Inc.
Air Force Recruiting Service	Citizens Bank	Landmark College	Rockin-Feet By Unique 4U
All Pro Dad/Family First	Clark Atlanta Univ/Book Signing	Laurel Springs School	Ruling Our eXperiences (ROX)
Alliance for Consumer Ed.	Cloud 9 World	The Learning Curve	Sallie Mae
American Assn. of Colleges of Pharmacy	Cochise College	Liberty University	Samford University
American Association of Colleges of Osteopathic Medicine (AACOM)	The College Board	Library Video Company	Pre-Pharmacy
American Councils for International Education	CollegePoint / Matriculate	Life University	School Counselor Central
American Institute of Building and Design	Collision Repair Education Foundation	Lions Quest	SchoolLinks
American Institute of CPAs	Corwin	Maharishi University of Management	SCUTA
American Institute of Nondestructive Testing	Council for Opportunity in Education	Marco Products	Second Step/Committee for Children
The American Legion	Discover Student Loans	Massachusetts College of Pharmacy and Health Sciences	Selective Service System
American Psychological Association	Dovetail Learning	MBF Child Safety Matters	Shmoop
American School	Drug Enforcement Administration	Mendez Foundation	Six Seconds Emotional Intelligence Network
American Sikh Council	Duke TIP	Method Test Prep	SJCOE, CEDR Systems
American Society for Clinical Pathology	EdITS Publishing	Midwestern University College of Pharmacy-Glendale	SKOOLI - Online Tutoring!
American Society for Nondestructive Testing	Empire Beauty Schools	MSU-Center for Distance Education	Smart Discipline
American Statistical Association	Endeavor Air	My College Options	SpedTrack
American Supply Association	Enovative Technologies	National Center for Women & IT	St. Louis College of Pharmacy
AmeriCorps NCCC	Esri	National Center for Youth Issues	Streamline Jobs
Arizona State University	ETS HiSET	National Council of Architectural Registration Boards	StudentDoxCentral.com
Army Recruiting	EverFi	National Court Reporters Association	Students Rising Above
The Art Institutes	eVOLV.ng	National Endowment for Financial Education	Study In Spain
ASET-The Neurodiagnostic Society	Explore the Trades	National FFA Organization	Tacky Box
ASPA	Family First/All Pro Dad/iMOM	National Hispanic College Fairs, Inc./Career Council, Inc.	Teaching Tolerance
Association for Play Therapy	FAPA.aero	National Society of High School Scholars	TEAMology LLC
ASVAB Career Exploration Program	Fastweb	National Student Clearinghouse	TeenLife Media
AT&T	FCD: Prevention Works	NCCER and BYF	The Trevor Romain Company
Auburn University-School of Pharmacy	Federal Reserve Bank of San Francisco	The NED Show	The University of Tennessee Health Science Center
Auraphoto & Coaching	FIDM: Fashion Institute of Design and Merchandising	NextTier Education	The Way to Happiness Foundation
Aveda Institutes AI South	Florida Institute of Technology	Northern Arizona University	uAspire
Ball State FCS Education	Forrest T. Jones & Co.	Notre Dame of Maryland University School of Pharmacy	UCSD Eating Disorder Center
Barrett, The Honors College at Arizona State University	FSU International Programs	Optical Island	Unified Caring Association
Board of Certified Safety Professionals	Future First USA	Orthotics & Prosthetics	United States Marine Corps
BrandEdU Career Discovery	GIA	Outward Bound	Universal Technical Institute
Bridgit2College	GLSEN	The PACT	University of Arizona
Bureau of Labor Statistics	Golden Key Promotions	Parchment	University of Massachusetts Amherst
BYU Independent Study	Graduation Solutions LLC	Personalized Learning Games	University of Mississippi School of Pharmacy
California Coast University	Grand Canyon University	PGA Golf Management Program	University of Nebraska High School
Campbell Pharmacy & Health Sciences	The Great Kindness Challenge	Pharmacy Technician Certification Board	University of New Orleans
Career Cruising	Hazelden Publishing/FCD	Prescott College	US Navy Recruiting Command
CareerGirls.org	HEAR anti-bullying program and Career Direction2	Prudential Spirit of Community Awards	Watch D.O.G.S.
CareerSafe Online	Hobsons	Regional Airline Association	Wells Fargo Education Financial Services
CareerThesaurus.com	Homiee.net	The Representation Project	Wentworth Institute of Technology
CareerVillage.org	Howard University SCM	Research Press	Women in Aviation International
	HSC Workshops - Professional Development		Woodburn Press
	Human eSources		WyoTech
	HVACR Workforce Development Foundation		XAP Corporation
	Indiana University High School		Yale University / Pet Savers
	Industrial Careers Pathway		YouScience
	InsideADHD.org		YouthLight, Inc.
	International Training Institute		



For more information on exhibiting,  
sponsoring or advertising, contact  
Robin Cibroski at (800) 597-7210 or  
[robin@adguidance.com](mailto:robin@adguidance.com)

ASCA 1101 King St., Suite 310,  
Alexandria, VA 22314  
[www.schoolcounselor.org](http://www.schoolcounselor.org)