



REV OLU TION ARY IDEAS

ASCA ANNUAL CONFERENCE

June 29–July 2, 2019, Boston, Mass.



AMERICAN
SCHOOL
COUNSELOR
ASSOCIATION

EXHIBIT ★ SPONSOR ★ ADVERTISE

Exhibit Dates are June 29–July 1, 2019

The American School Counselor Association invites you to join K-12 school counselors, college professors, graduate students and counseling supervisors in Boston, Mass., June 29–July 2, 2019 (exhibit hall open June 29–July 1) 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 2,500-3,000 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.

WHY EXHIBIT?

- 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
- 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

INFORMATION

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

THE EXHIBIT KIT

Approximately April 1, 2019, 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

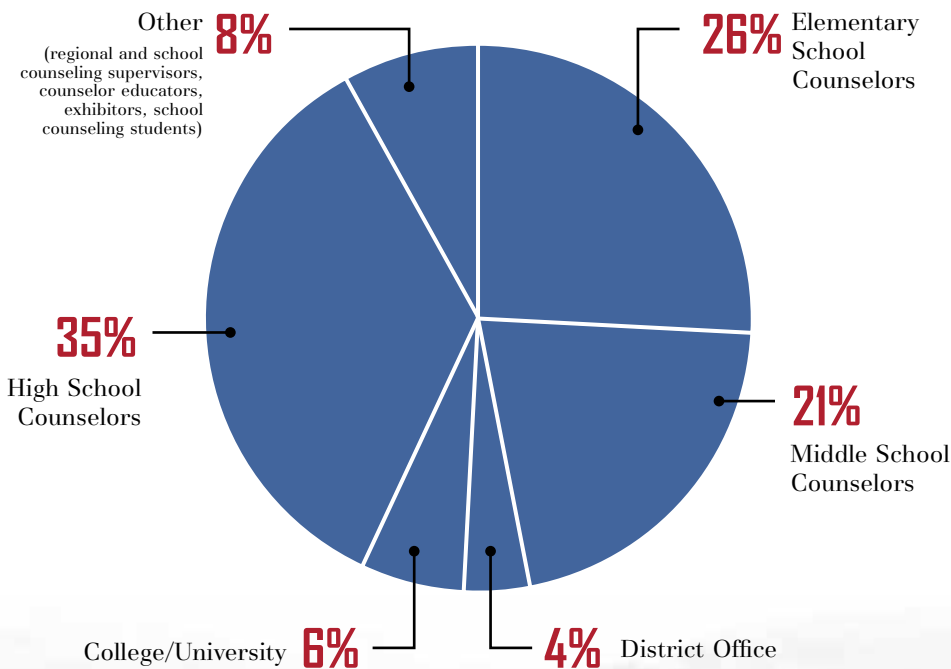
EXHIBIT BOOTH INCLUDES

- 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, \$1,295
- Inline booth, \$1,195
- Additional booths, \$1,145 (inline) \$1,245 (corner)

CONFERENCE DEMOGRAPHICS



EXHIBITOR CALENDAR

Times are subject to change

FRIDAY, JUNE 28

12 Noon-5 p.m. Two booths or more - Exhibitor Set-up

SATURDAY, JUNE 29

8 a.m.-2 p.m. Exhibitor Set-up (all booths)

2:30-5:30 p.m. Exhibit Hall Open/Opening Refreshments

SUNDAY, JUNE 30

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

MONDAY, JULY 1

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

2-6 p.m. Exhibitor Move Out

LOCATION

The Sheraton Boston Hotel is the official conference hotel. ASCA has reserved a block of rooms at a special rate of \$199/night single/double occupancy. When making your hotel reservation, mention ASCA or group code "AMG26A" to get this rate.

Reservations: (888) 627-7054

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



EXHIBITOR GUIDELINES

LIABILITY

The exhibitor agrees to make no claim, for any reason whatsoever, against ASCA, the Hynes 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.

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.



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

In the event written notification of intent to cancel is received by the exhibits coordinator by April 1, 2019, all sums paid by the exhibitor, less a service fee of \$100 per booth, will be refunded. Between April 2, 2019, and May 30, 2019, a 50 percent penalty will be forfeited. No refunds will be granted after June 1, 2019. 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.

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.

2019 EXHIBITOR RESERVATION FORM

In accordance with the terms of the contract, the organization below contracts for exhibit space and services offered by the 2019 ASCA Annual Conference, which will be held at the Hynes Convention Center. Exhibit dates are June 29–July 1, 2019. This application will become a contract when countersigned by the ASCA exhibits coordinator.

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, and the conference app (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'), \$1,195
- Corner Booth (10' x 10'), \$1,295
- \$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 4.

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.

CONFERENCE ADVERTISING OPPORTUNITIES

INCREASE YOUR
VISIBILITY AT THE
CONFERENCE



★

“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

JULY/AUGUST ASCA SCHOOL COUNSELOR MAGAZINE ADVERTISING OPPORTUNITIES:

Even if you can’t make it to Boston, 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 2019 conference issue of *ASCA School Counselor* magazine. In addition to being mailed to more than 34,000 ASCA members, this issue is also inserted in every conference attendee’s registration bag.

Call (800) 597-7210 or e-mail robin@adguidance.com 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 and May the last week of each month to approximately 34,000 potential attendees promoting the 2019 conference. There are four advertising positions.

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

ESCALATOR CLINGS

This is a unique opportunity to welcome all attendees as they come into the Hynes Convention Center with your company/university branded on the escalators from the main entrance to registration and exhibit hall or registration and exhibit hall to the meeting rooms. The attendees will see your advertising as they ride up or down the escalator.

Price: \$2,850 each (two available)



CONFERENCE SPONSORSHIP OPPORTUNITIES

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 34,000 members
- Ad on conference App under sponsor listing linked to your website
- Two complimentary conference registrations
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2019
- 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
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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 \$6000

- 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 34,000 members
- Ad in conference app under sponsor listing linked to your website
- Two complimentary conference registrations
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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 34,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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 34,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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

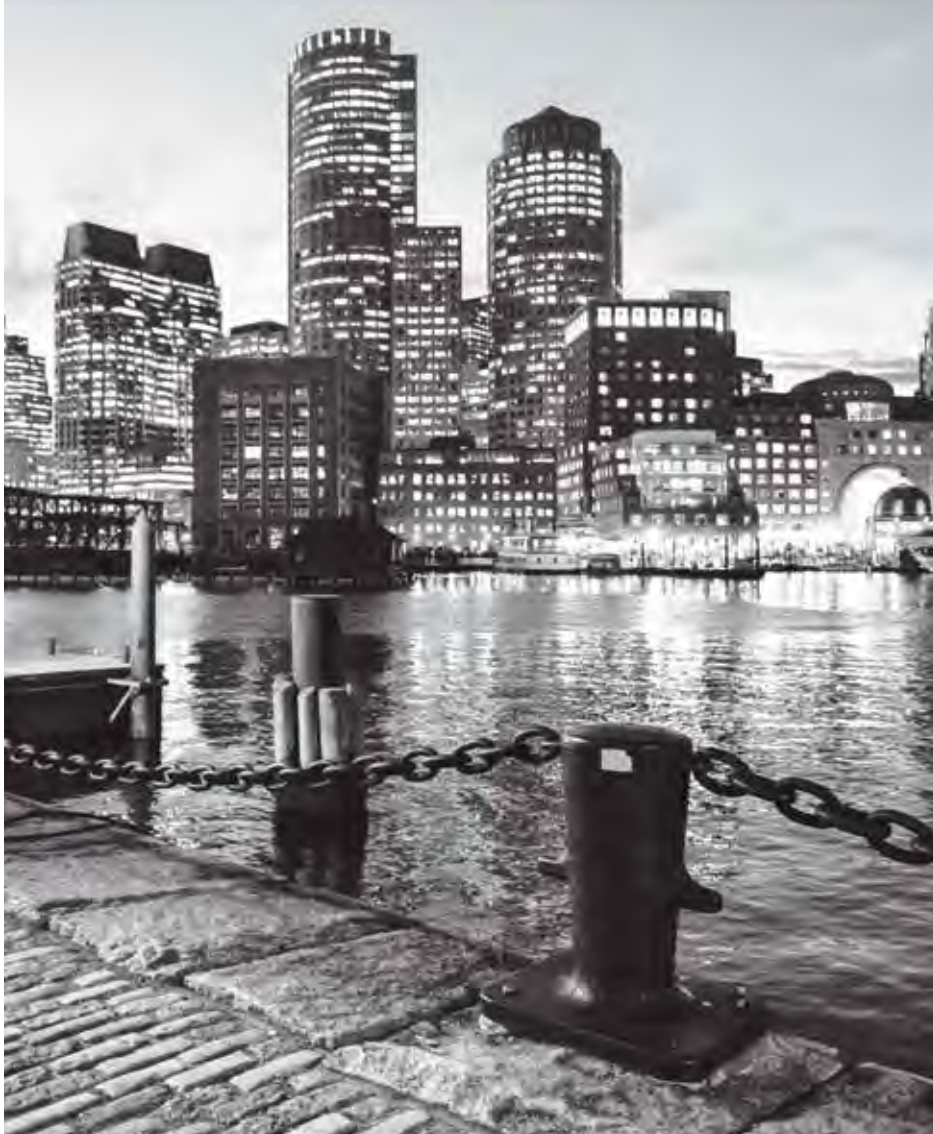
Sponsoring at ASCA's conference is the perfect way to increase your visibility at the only national conference targeted to school counselors.



“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



ASCA RIBBON COUNTER SPONSORSHIP

\$3,500

This is a perfect opportunity to have your company or college/university logo in front of all attendees. After checking in at registration, attendees will have the opportunity to add a variety of ribbons to their badge. Sponsorship includes logo placement on the ribbon counter signage, as well as the option to customize one ribbon. 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 34,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January–June)
- 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 SPONSORSHIP OPPORTUNITIES

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.

CONFERENCE WIFI SPONSORSHIP

\$9,900

Sponsor the wifi access at the ASCA Annual Conference, and have your company in front of all attendees for 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
- One 10' x 10' exhibit booth, which includes one conference registration, plus one additional complimentary conference registration for a total of two 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 34,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall
- 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, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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

MASSAGE LOUNGE SPONSORSHIP

\$6,200

This is a great way to get attendees to your booth. Sponsor's booth will be right beside the Massage Lounge. Sponsor also receives:

- Additional promotion in the conference app and conference e-blasts
- Attendees will be directed to sponsor's booth to pick up a ticket for a massage
- 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 34,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall and conference app
- Rotating ad with link direct to your website or specified URL on the ASCA website conference pages, available to sponsors only from Jan. 1–Oct. 1, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at Massage Lounge booth
- Sponsor recognition in the conference e-blasts with link sent to 34,000 members (January-June)
- Name badge and sponsor ribbon for all staff attendees
- Listing on the sponsor signage 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

\$4,900

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 34,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor recognition in the conference e-blasts with link to website sent to 32,00 members (January-June)
- 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 has many sponsorships available; however if you would like to suggest other sponsorships we would be happy to discuss

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 CAFÉ 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 coffee cup sleeves, napkins, sponsor signage, and the sponsor will be mentioned in all promotional material about the ASCA Café. The benefits for the ASCA Café 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 cup sleeves, napkins and signage at the ASCA Café
- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 34,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1–Oct. 1, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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

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 34,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1–Oct. 1, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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

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 34,000 members
- Ad in conference app under sponsor listing linked to your website
- Listing and URL link with 100 word description on the Virtual Exhibit Hall 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, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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.

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 34,000 members
- Ad in conference app under sponsor listing linked to your website
- Listing and URL link with 100- word description on the Virtual Exhibit Hall
- 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, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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

CHARGING STATION/ FIRST-TIME ATTENDEE LOUNGE SPONSORSHIP

\$8,900

This is a unique opportunity for a sponsor to have exposure in the attendee registration area at the conference. The sponsor will have signage in the Twitter Feed/First Timers lounge charging area plus a number of other benefits listed below:

- One 10' x 10' exhibit booth, which includes one conference registration plus two additional complimentary conference registrations for a total of three 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 34,000 members
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2019
- One set of attendee mailing labels, either pre- or post-conference.
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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

HOTEL KEYCARDS SPONSORSHIP

\$6,500

Put your company/university in front of attendees upon their arrival in Boston by sponsoring the Sheraton Boston 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. Your company/university name, logo and booth number will be printed on the key cards which will also display the ASCA conference logo. During the lifespan of the conference an attendee will actively look at their keycard 8-12 times/day. 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 34,000 members
- One complimentary conference registration
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Listing on the sponsor signs in the registration area
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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.

PADFOLIO SPONSORSHIP

\$11,000

Keep your name in front of every attendee by sponsoring the padfolios with your company logo and the ASCA logo printed on the padfolios. Attendees will receive a coupon at registration inviting them to visit your booth and pick up their free padfolio to take notes on during and well after the conference is over. 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
- Lead Retrieval System to scan coupons and capture leads
- Full-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 34,000 members
- Ad on conference App under sponsor listing linked to your website
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2019
- 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
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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

T-SHIRT SPONSORSHIP

\$13,500

Your company's booth can be the one every attendee visits if you sponsor the conference T-shirts. Attendees receive a coupon at registration inviting them to visit your booth and pick up their free T-shirt. 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
- Lead Retrieval System to scan coupons and capture leads
- 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 34,000 members
- Ad on conference App under sponsor listing linked to your website
- Listing and URL link with 100-word description on the Virtual Exhibit Hall 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, 2019
- 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
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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

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
- Half-page color ad in July/August *ASCA School Counselor* magazine, which is distributed at the annual conference in addition to being mailed to 34,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100-word description on the Virtual Exhibit Hall
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only Jan. 1–Oct. 1, 2019
- One set of attendee mailing labels, either pre- or post-conference
- Sponsor ribbons for staff attendees
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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

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

LANYARD SPONSORSHIP

\$6,500

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 34,000 members
- One complimentary conference registration
- Listing and URL link with 100- word description on the Virtual Exhibit Hall 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, 2019
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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 SELFIE BOOTH SPONSORSHIP

\$5,900

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 34,000 members
- Sponsor and exhibitor listing on conference mobile app
- Listing and URL link with 100- word description on the Virtual Exhibit Hall
- Rotating ad with link direct to your website or specified URL on the ASCA conference website available to sponsors only. Jan. 1–Oct. 1, 2019
- Sponsor sign displayed at booth
- Sponsor recognition in the conference e-blasts with link to website sent to 34,000 members (January-June)
- 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



2019 SPONSORSHIP FORM

My company agrees to the following sponsorship level or amenity at the 2019 ASCA conference. Please check the level or amenity you wish to sponsor. Sponsorship must be reserved by May 1, 2019, to be included in the July/Aug ASCA *School Counselor* magazine.

Company

Contact Name

Address

City, State ZIP

Phone

Email

Signature, Date

Website address (required for Virtual Exhibit Hall link)

Please e-mail a 100-word company description for the Virtual Exhibit Hall, and the conference app 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 - \$13,500
- Registration Bag Sponsorship - \$12,000
- Padfolio Sponsorship - \$11,000
- Conference Mobile App Sponsorship - \$12,500
- Wifi Sponsorship - \$9,900
- Photo Booth Sponsorship - \$4,000 **SOLD**
- Lanyard Sponsorship - \$6,500 **SOLD**
- Charging Station/1st Time Attendee Lounge Sponsorship - \$8,900
- Conference Pen Sponsorship - \$4,900
- ASCA Café Sponsorship - \$7,500
- ASCA Bookstore Free Shipping Sponsorship - \$4,500
- ASCA Selfie Booth Sponsorship - \$5,900
- Hotel Keycards Sponsorship - \$6,500
- Massage Lounge Sponsorship - \$6,200
- ASCA Ribbon Counter Sponsorship - \$3,500

a la carte Advertising:

- Escalator Clings - \$2,850 ea. (2 available)

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, 2019.)

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

2Fly
ACT, Inc.
AED Foundation, The
AGC Education and Research Foundation
Air Line Pilots Association, Int'l
Air Wisconsin Airlines
Alcoholics Anonymous
All for KIDZ, Inc.
All Pro Dad's Day
American Airlines Cadet Academy
American Association of Colleges of Osteopathic Medicine
American Association of Colleges of Pharmacy
The American Legion
American Psychological Association
American School
American Sikh Council
American Statistical Association
Ameriflight
The Art Institutes
ASET - The Neurodiagnostic Society
ASPA - Association of Specialized and Professional Accreditors
Association for Play Therapy
Association of International Certified Professional Accountants
ASU Preparatory Digital Academy
ASVAB Career Exploration Program
AT&T
Auburn University-School of Pharmacy
Auraphoto & Reading
Aveda Institute Denver
BASE Education
Bill Coon - Youth Speaker
Board of Certified Safety Professionals
BOOST Collaborative
Bright Star Theatre
BYU Independent Study
California Aeronautical University
Campbell University Pharmacy
Capella University
CareerGirls.org
CareerOneStop
CareerSafe Online
Caterpillar & CAT Dealer Network
Centervention
Chatbot for College Application & Career Exploration
ChatterHigh Communications U.S.
Chemical Coaters Assn. Intl
Chicken Soup for the Soul
Children's Health Market
Cloud9World Corp.
The College Board
The College Funding Coach
CollegeFindMe
Collision Repair Education Foundation
Colorado Mountain College
The Common Application
Concrete Industry Management (CIM)
Crisis Management Institute
DEA/Discovery Education
Des Moines University
Discover Audit
Discover Student Loans
Dough Source, LLC, The
Dove Self-Esteem Project
DreamWakers
EcoLeague
EdITS Publishers
Emote
Endeavor Air
Enovative Technologies
Envoy Air Inc.
EssayDog
ETA International
EVERFI
ExpressJet Airline Inc.
FAPA.aero
Fastweb.com
Feelings Unlimited
Fielding Graduate University
FightSong!
The Flying School
Ford Motor Company
Forward Progress Athletics
Foundation for a Drug-Free World
FSU International Programs
The Game Plan Game
Georgia Campus - PCOM School of Pharmacy
GIA
Gladeo
Go Alliance Academy
Gobi Support, Inc.
Goethe-Institut
GoGuardian
Going Merry
GoJet Airlines
Golden Key Promotions
GoNoodle
Graduate Follow-up by LifeTrack
Grand Canyon University
Great Kindness Challenge/Kids for Peace
Hatching Results®
Hazelden Publishing
Health Professions Week
HEAR and Career Direction2
Heritage Community, The
The High School Handbook for Life
Horizon Air
Hugh O'Brian Youth Leadership (HOBY)
Human eSources
Indiana University High School
Infinite Beauty
Innovative Educators
Jack Kent Cooke Foundation
Jumpstart Test Prep
Kaplan Test Prep
Keiser University Flagship Campus and The College of Golf
Kelso's Choice
Keystone Credit Recovery
Kid-Grit
Kiwanis International
Lake Erie College of Osteopathic Medicine
Landmark College
LanguageBird
Laurel Springs School
Lead2Feed Student Leadership Program
Learn4Life
Lions Quest
MaiaLearning, Inc.
Marco Products, Inc.
Massachusetts College of Pharmacy
Melior, Inc.
Mendez Foundation
Mesa Airlines
Monique Burr Foundation for Children
MSUCOM Admissions
My College Options
Narcolepsy Network
National Center for Women & IT (NCWIT)
National Center for Youth Issues
National College Access Network
National Council of Architectural Registration Boards
National Court Reporters Association
National Endowment for Financial Education
National Hispanic College Fairs, Inc./Career Council, Inc.
National Honor Societies
National Society of High School Scholars
National Student Clearinghouse
Naviance by Hobsons
NCCER/BYF
NCWIT
New York Institute of Technology College of Osteopathic Medicine
NextTier Education
Nobel Coaching & Tutoring
North America's Building Trades (NABTU)
NSPS - Surveying Careers
Optical Island
Overcoming Obstacles
Path2Empathy
Pharmacy Technician Certification Board
Pieces of Bali
Piedmont Airlines
Powering America (NECA & IBEW)
Princeton Review, The
Prudential Spirit of Community Awards
Psychemedics Corporation
REA2CH Parent Honor Roll
Releaf
Republic Airlines
Research Press
Resilient Kids Boot Camp
Responsibility.org
Revolution Prep
Rosewood Centers
Rosewood Santa Monica
Ruling Our eXperiences, Inc. (ROX)
Sallie Mae
Samford University - Pharmacy
San Joaquin County Office of Education
Sanford Harmony at National University
School Counselor Central
SchoolLinks
SCUTA
Second STEP
See Your Strength
Self-Directed Search (SDS)
SF Federal Education Outreach
Silicon Valley High School, Inc.
Skywest Airlines
Social Model Recovery Systems
Southern Counselor Chics
SpedTrack
St. George's University
St. Louis College of Pharmacy
STEM Premier
Student Employment Software, LLC
StudyGate Inc, Learn On Your Terms
Supervision Assist
TEAMology
TeenLife Media
Touro University Nevada
Trust for Insuring Educators, administered by Forrest T. Jones & Company
Tutors Across America
U.S. Army Recruiting Education Division
U.S. Department of State
U.S. Intelligence Community
UC Denver Skaggs School of Pharmacy
United Association
Univ of Florida Forest Resources & Conservation
Universal Technical Institute
University of Arizona
University of Arkansas Global Campus
University of Central Lancashire (England)
University of Iowa
University of Mississippi School of Pharmacy
University of Nebraska High School
University of Wyoming School of Pharmacy
US Air Force ROTC
US Navy Recruiting Command
UWorld SAT
VirtualJobShadow.com
Walden University
WATCH D.O.G.S. (Dads of Great Students)
Wells Fargo Education Financial Services
West Coast Grad Gear
WEST LOVE Color and Culture
Write the World
WVU Tech & FlightSafety Academy
XAP Corporation
Xello
Yoga 4 Classrooms
Your School Profile
YouthLight, Inc.



AMERICAN
SCHOOL
COUNSELOR
ASSOCIATION

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

ASCA 1101 King St., Suite 310,
Alexandria, VA 22314
www.schoolcounselor.org