



# AMPLIFY SUCCESS

New Orleans • July 11-14, 2026

**Sponsor • Exhibit • Advertise**

**EXHIBIT DATES JULY 11-13, 2026**

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



# AMPLIFY SUCCESS

New Orleans • July 11-14, 2026

**T**he American School Counselor Association invites you to join K-12 school counselors, college professors, graduate students, school district directors and counseling supervisors in New Orleans, La., July 11-14, 2026, at the Ernest N. Morial Convention Center (exhibit hall open July 11-13) for the ASCA Annual Conference. If you market to the school counselor community, you can't afford to miss the opportunity to exhibit at ASCA's Annual Conference.

Approximately 5,000 school counselors attend each ASCA Annual Conference and come ready to learn about your organization and make purchasing or referral decisions. With numerous breaks and special activities scheduled in the exhibit hall, you'll experience some of the best traffic you've ever seen.

## EXHIBITOR CALENDAR

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

|                          |                       |                    |
|--------------------------|-----------------------|--------------------|
| <b>Friday, July 10</b>   | <b>10 a.m.-7 p.m.</b> | Exhibitor Set-up   |
| <b>Saturday, July 11</b> | <b>8-10 a.m.</b>      | Exhibitor Set-up   |
|                          | <b>12-4 p.m.</b>      | Exhibit Hall Open  |
| <b>Sunday, July 12</b>   | <b>10 a.m.-4 p.m.</b> | Exhibit Hall Open  |
| <b>Monday, July 13</b>   | <b>9 a.m.-2 p.m.</b>  | Exhibit Hall Open  |
|                          | <b>2-6 p.m.</b>       | Exhibitor Move Out |

## WHY EXHIBIT?

- Introduce New Products & Services
- Give Demonstrations
- Generate Leads
- Reach New Markets
- Expand Sales
- Meet Face-To-Face with School Counselors
- Enhance Your Name/Brand Recognition
- Introduce Career Opportunities for Students

## BENEFITS

- ASCA provides a 10' x 10' piped & draped booth package consisting of an ID sign, 6-ft. draped table, two side chairs and a wastebasket
- Company listing and description on the ASCA Annual Conference website and conference app
- Consistent traffic flow of qualified buyers, recommenders and influencers
- Two exhibit-only registrations per 10' x 10' booth
- Exhibitor lounge
- Lunch provided daily
- Exhibit booths will be cleaned each day

Lead retrieval system available for an additional cost

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

# EXHIBIT BOOTH PACKAGES

## 10'X10' EXHIBIT BOOTHS:

EXHIBIT PACKAGE A

Inline Booth

\$1,895

EXHIBIT PACKAGE B

Corner Booth

\$2,195

EXHIBIT PACKAGE C

Inline Booth + Black Carpeting

\$2,295

EXHIBIT PACKAGE D

Corner Booth + Black Carpeting

\$2,595

Take  
Advantage  
of These  
Add-ons

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

## BUILD A LARGER EXHIBIT SPACE AND SAVE:

|                       |                     |         |
|-----------------------|---------------------|---------|
| 10x20 Inline          | <del>\$3,790</del>  | \$3,400 |
| 10x20 Corner & Inline | <del>\$4,090</del>  | \$3,700 |
| 20x20                 | <del>\$8,780</del>  | \$7,000 |
| 20x30                 | <del>\$12,570</del> | \$9,400 |

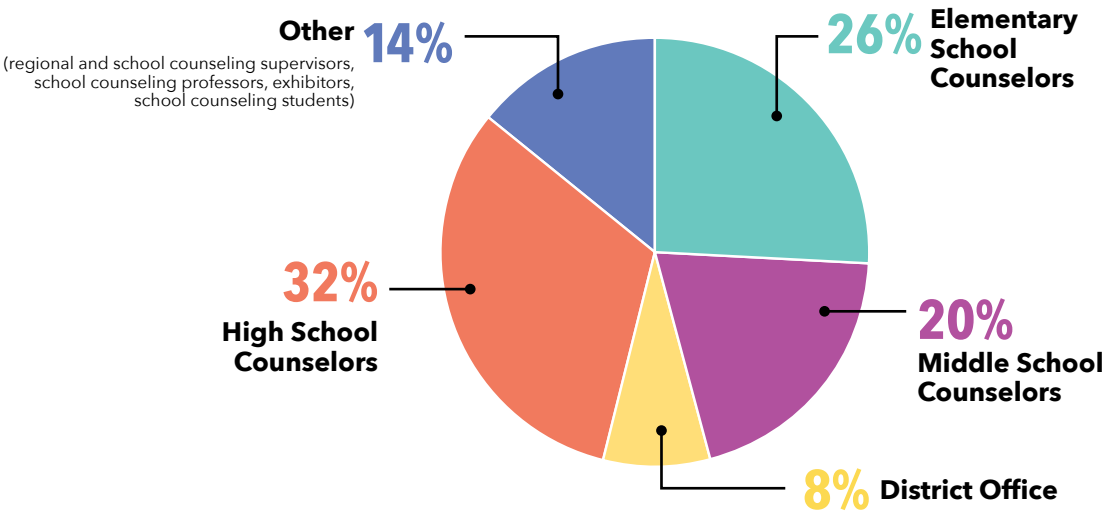
## EXHIBITOR BENEFITS:

- Conference Website Description, URL Link, Contact Information
- Conference App Description, URL Link, Contact Information
- On-Site Recognition
- Lunch Daily
- Exhibitor-Only Lounge
- Two Exhibitor Passes

|   |       |
|---|-------|
| Additional Exhibitor Registrations . . . . .                          | \$249 |
| Full Conference Registrations (attend sessions & earn CEUs) . . . . . | \$449 |

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

# CONFERENCE DEMOGRAPHICS





# SPONSORSHIP PACKAGES

|  | SILVER<br>\$7,500 | GOLD<br>\$15,000 | PLATINUM<br>\$25,000        | DIAMOND<br>\$35,000         |
|--|-------------------|------------------|-----------------------------|-----------------------------|
| Conference Website Logo                                    | ●                 | ●                | Enhanced Presence           | Enhanced Presence           |
| Pre-Conference Promotion                                   | ●                 | ●                | ●                           | ●                           |
| On-Site Recognition  | ●                 | ●                | ●                           | ●                           |
| Conference App   | ●                 | ●                | ●                           | ●                           |
| Conference Exhibit Booth                                   | 15% Discount      | 30% Discount     | 10' x 10' in Prime Location | 20' x 20' in Prime Location |
| Exhibitor Staff Passes                                     | 2                 | 3                | 4                           | 10                          |
| Full Conference Registrations                              | 1                 | 2                | 3                           | 8                           |
| Sponsor Branding at Exhibit Booth                          | ●                 | ●                | ●                           | ●                           |
| Conference Bag Insert                                      | -                 | -                | ●                           | ●                           |
| Opportunity to purchase sponsored session on exhibit floor | -                 | ●                | ●                           | Included sponsored session  |

## Silver Sponsorship Options: (\$7,500)

- Coffee Breaks
- Conference Pen
- Daily E-blasts
- Member Profiles Digital Display
- Onsite Podcasts
- Post-Conference Survey
- RAMP Photo Room
- Ribbon Station
- Wellness Lounge
- Yoga

## Gold Sponsorship Options: (\$15,000)

- Charging Station
- First Aid Kit
- Graffiti Wall
- Hotel Keycards
- Level Meetup
- Movement Challenge
- Photo Op Station
- RAMP Reviewer Reception
- Registration
- Wi-Fi

## Platinum Sponsorship Options: (\$25,000)

- Ambassador Program
- ASCA Café
- Headshot Booth
- Mobile App
- Notebook
- Registration Bags

## Diamond Sponsorship Options: (\$35,000)

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



# SPONSOR OPTIONS

## SILVER - \$7,500



### COFFEE BREAKS

*(Five opportunities available)*

Have your brand prominently displayed during the refreshment break.



### CONFERENCE PEN

This is a perfect opportunity to have your company logo in front of all attendees throughout the conference and beyond with your logo prominently displayed on the conference pens. The pens are included in the conference registration bags.

### DAILY E-BLAST

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

### MEMBER PROFILE DIGITAL DISPLAY

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

### ONSITE PODCASTS

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

### POST-CONFERENCE SURVEY

Sponsor the post-conference survey sent to each attendee for their feedback and a **SOLD** spot on the conference. Your organization name will be included on the survey sent out to attendees.



### RAMP PHOTO ROOM

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



### RIBBON STATION

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

### WELLNESS LOUNGE

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



### YOGA

Sponsor the **SOLD** yoga session as attendees begin their day.

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



# SPONSOR OPTIONS

## GOLD - \$15,000



### CHARGING STATION

Sponsor the charging station with your logo and brand identity. Attendees will need to re-charge their devices throughout the conference, so this is a great way for them to identify with your brand at the same time.

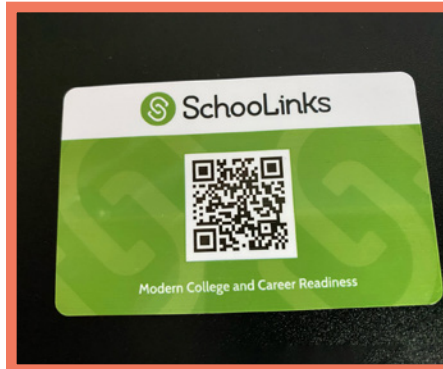


### FIRST AID KIT

Get your brand noticed on the first aid kit each attendee will receive. The kit will contain items such as aspirin, bandages and sanitizing wipes.

### GRAFFITI WALL

Have your brand be in front of school counselors throughout the conference as they write on the Graffiti Wall.



### HOTEL KEYCARDS

Put your organization in front of attendees upon their arrival in New Orleans by sponsoring the ASCA hotel room keycards. Hotel guests will receive the cards at check-in at conference and use them to access their rooms throughout their stay. You can customize one side of the key cards with your sponsor information, with ASCA's information on the back. During the lifespan of the conference, attendees will actively look at their keycard 8-12 times/day.

### LEVEL MEETUP

School counselors at all levels will have the ability to meet with other school counselors for informal networking and collaboration. This is a great sponsorship opportunity to stand out from the crowd with your logo on sponsor signage and the ability to place fliers on the tables.

### MOVEMENT CHALLENGE

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

### PHOTO OP STATION

Have your logo appear at an iconic Photo Op Station built especially for #ASCA26 in the main conference area.



### RAMP REVIEWERS RECEPTION

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

### REGISTRATION

Your brand will appear at Registration for all attendees to see when they arrive and get their credentials.

### WI-FI

Sponsor the conference Wi-Fi and have your splash page appear each time an attendee connects to Wi-Fi.

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

# SPONSOR OPTIONS

## PLATINUM - \$25,000



### AMBASSADOR PROGRAM

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

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

### ASCA CAFÉ

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



### HEADSHOT BOOTH

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

### MOBILE APP

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



### NOTEBOOK

Your brand is imprinted on a notebook each attendee will receive.



### REGISTRATION BAGS

Your company's name can be the one every attendee is sure to go home with if you sponsor the official conference tote bags. Promote your company on the bag itself, which also displays the ASCA logo. Many school counselors use their bags all year.





# SPONSOR OPTIONS

## DIAMOND - \$35,000



### CONFERENCE T-SHIRT

Display your brand prominently on the ASCA Annual Conference T-shirt each full conference registrant receives. School counselors wear these shirts throughout the year – ensuring your brand is seen over and over again.

### LUNCH IN EXHIBIT HALL

*(Three opportunities available)*

Have your brand prominently displayed during the lunch break.

### RAMP® AWARDS DINNER

Sponsor the RAMP® Awards Dinner honoring the 2024 Recognized ASCA Model Recipients. Sponsor will have the opportunity to address the audience for three minutes.

**SOLD**

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

## CONFERENCE ADVERTISING OPPORTUNITIES



### COLUMN CLINGS

Display your brand on columns located in the highest traffic areas for the conference.

### ESCALATOR PANELS

Display your brand on the escalator bank leading to the Exhibit Hall and sessions.

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

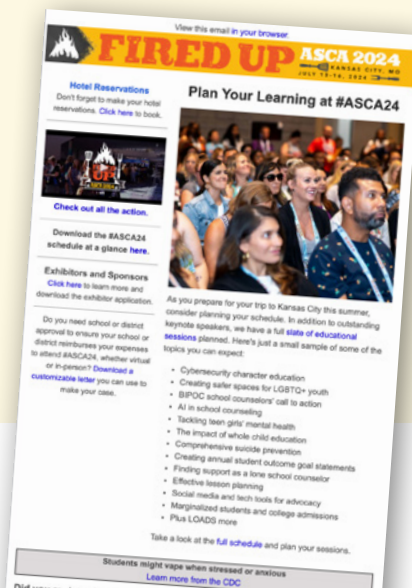
|                                     |         |         |
|-------------------------------------|---------|---------|
| Half-Page Magazine Ad               | \$1,700 | \$1,200 |
| Full-Page Magazine Ad               | \$3,300 | \$2,800 |
| Ad Re-Targeting 50,000 Impressions  | \$3,375 | \$3,300 |
|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

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

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

### CONFERENCE E-BLAST ADVERTISING

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





# PAST SPONSORS

