
COLORADO SCHOOL COUNSELOR ASSOCIATION



Advertise, Sponsor and Exhibit

**Keystone Resort and Conference Center
Keystone, Colorado
October 17-19, 2018**



The Colorado School Counselor Association invites you to join school counselors, college professors, graduate students administrators and counseling supervisors in Keystone, Colorado, October 17-19th, 2018 for CSCA's 58th annual conference.

The CSCA Conference is an exciting annual event that brings together over 700 school counselors for two and a half days of professional development, networking and fun! The conference offers your organization the opportunity to reach out to school professionals from across our state, educate them about your services, sell your products and services and gain name recognition. Even if you are not able to physically attend the conference, there are ways for your organization to be present. You can be an exhibitor, advertise in our conference program and/or choose to support the conference at various levels of sponsorship, all of which increase your visibility throughout the conference. We look forward to partnering with your organization!

This year is our second year in Keystone, and the facilities are beautiful! The Keystone Resort and Conference Center is the largest conference center in the Rocky Mountains. Between their endless lodging accommodations, year round activities and award winning on and off- mountain dining options CSCA is sure to experience an extraordinary mountain destination!

WHAT CAN YOU EXPECT?

- Exhibitors to be placed in frequently visited common areas
- First come, first served booth selection for exhibitors
- Addition of breaks throughout the day, depending on the conference schedule of the attendees choosing
 - New sponsorship opportunities – one to meet every organization's budget
 - Prize drawings occurring during breaks and meals

WHY EXHIBIT?

- Introduce New Products
- Generate College Referrals
- Give Demonstrations
- Recruit New Authors
- Reach New Markets
- Expand Sales

BENEFITS

- Company listing and description in the CSCA Conference Program
- Good traffic flow of qualified buyers and recommenders
- Promotional opportunities
- High buyer-to-exhibitor ratio

With increased space for our exhibits, the addition of breaks throughout the day and location – this is the year to exhibit with CSCA!

Exhibit Booth Rates:

For-profit organizations.....\$350

Non-profit organizations.....\$250 *Non-profits must provide proof of tax-exempt status

Included:

- 8’x8’ Professionally Draped booth
- Lunch both days for 1 representative
- 2 Chairs
- Trash Can

Registration:

In order to complete your registration, you will need to register and pay on our website, and then complete the paperwork using the login information emailed to you. Please note, you need to complete BOTH processes.

Registration deadline: August 15, 2018

Booth Preferences:

Following your completed registration (to include payment) your organization will have the opportunity to select your exhibit booth placement from those still available via our online collection system. Booth placement will occur on a first come, first served basis based on your online registration date. Organizations that take longer than one week to complete the registration forfeit their selection opportunity.

EXHIBITOR CALENDAR

Wednesday, October 17th

Exhibitor Registration 4:00 – 6:00 p.m.

Thursday, October 19th

Exhibit Hall Open 8:00 a.m. – 4:30 p.m.

Friday, October 20th

Exhibit Hall Open 7:00 a.m. – 3:00 p.m.

Exhibitor Move Out 3:00 – 4:00 p.m.

REGISTRATION

To register to exhibit, sponsor or advertise, visit our website: www.coloradoschoolcounselor.org. Click on the EVENTS calendar on the right-hand side.

Following your online registration you will receive additional registration forms to complete and return. Our registration deadline is August 15, 2018.

Advertising Opportunities

Scavenger Hunt Card

Increase the number of conference attendees who visit and spend meaningful time at your booth. The Scavenger Hunt Card will be distributed to each conference attendee who will be asked to visit each booth listed and gather specified information for a chance to win prizes.

Scavenger Hunt Card Rate: Participation.....\$100

Electrical Add-on to Booth

Due to the new location of our exhibits it is important to note that booths will not have access to electrical outlets. To guarantee electricity at your booth we strongly recommend that you purchase the Electrical Add-on.

Electrical Add-on Rate:

2-day electricity access.....\$100

Program Advertising

The CSCA Conference Program is every conference participants' guide on how to get the most out of their conference experience. Participants will be flipping through the program on a regular basis and many choose to keep their programs after the conference is over. Requirements: Submit a high resolution (600 dpi) PDF print file via our online collection system.

Program Advertising Rates: Full Page.....\$350

(7 1/2" w X 10" h) Half-Page.....\$200

(3 3/4" w X 10" h or

7 1/2" w X 5" h) Quarter-Page.....\$100 (3 1/2" w X 2 1/2" h)

(Sizes may be subject to minor changes for aesthetic purposes.)

Flyers in Conference Bags

Every participant will receive a bag to use throughout conference. By placing your flyer (or materials of your choosing) in each conference bag you can guarantee that attendees go home with your materials. Delivery of: Materials must be mailed/delivered to Renee Cawley at 4725 Fox Sparrow Way, Parker, Colorado 80134 no later than September 15, 2018.

Advertise in Conference Bags Rate:

You provide 700 flyers or other materials, we put them in 700 bags!.....\$100

Social Media Package:

Make a virtual connection with our Facebook or Twitter followers, reaching both school counselors at the conference and those who are unable to attend. Encourage users to follow you through social media or to visit your booth for an incentive – the possibilities are only limited by your creativity.

Social Media Package Rate:

One tweet and one Facebook post.....\$25

Sponsorship Opportunities

Internet Access Sponsor (1):

Recognition from podium during event
Company listed on conference internet connection page
Company listed in program under sponsor level
Recognition in sponsor thank you article in the post-conference CSCA newsletter available to all members
Company information added to conference bags (You supply 700 flyers)
Company logo shown on screen during event (when not in use for presentations)
Designated as Platinum Sponsor on CSCA conference webpage throughout 2018 – 2019 school year
Sponsorship Cost- \$3,500

Coffee Cart Sponsor (2- one on each morning):

Recognition from podium during event
Company listed on coffee cart tickets- Providing each attendee with a gourmet cup of coffee on morning designated
Exhibit booth next to coffee cart for maximum visibility
Company listed in program under sponsor level
Recognition in sponsor thank you article in the post-conference CSCA newsletter available to all members
Company information added to conference bags (You supply 700 flyers)
Company logo shown on screen during event (when not in use for presentations)
Designated as Platinum Sponsor on CSCA conference webpage throughout 2018 – 2019 school year
Sponsorship Cost- \$5,000

Thursday/Friday Breakfast Sponsor (2- one on each morning):

Recognition from podium during event
Exhibit booth located near banquet doors for maximum visibility
Company listed on conference app under sponsorship level
Company listed in program under sponsor level
Recognition in sponsor thank you article in the post-conference CSCA newsletter available to all members
Company information added to conference bags (You supply 700 flyers)
Ability to place items and/or flyers at each table
Company logo shown on screen during event (when not in use for presentations)
Designated as Platinum Sponsor on CSCA conference webpage throughout 2018 – 2019 school year
Sponsorship Cost- \$2,500

Sponsorship Opportunities

First Timers & Grad Student Welcome Sponsors (2):

This sponsorship will be limited to 2 organizations.

The CSCA Board holds this event to provide a time of networking and welcome to all first timers and grad students at the conference (usually about 150 patrons). With this sponsorship the organization will receive recognition, have advertising materials placed on tables and up to two company representatives are invited to join in the fun of the Welcome Event. Enjoy refreshments and the opportunity to network with first timers, grad students and CSCA Board Members through this sponsorship.

Sponsorship Cost \$1000

Social Event Sponsorship (1):

Recognition from podium during event

Company listed on conference app under sponsorship level

Company listed in program under sponsor level

Recognition in sponsor thank you article in the post conference CSCA newsletter available to all members

Company information added to conference bags (You supply 700 flyers)

Ability to place items and/or flyers at each table or pass out to attendees Company logo shown on screen during event (when not in use for presentations) Designated as Platinum Sponsor on CSCA conference webpage throughout 2017 – 2018 school year

Sponsorship Cost- \$3,500

Drawing Sponsors:

Sponsors at this level provide CSCA with an item to be included in the prize options for our annual drawing. The donating organization will receive recognition when the item is offered to conference attendees. The only cost for this level of sponsorship is the cost of the donated item. We ask that the item be valued at \$25 or more.



EXHIBITOR GUIDELINES

CANCELLATION

In the event written notification of intent to cancel is received by the exhibits chair by July 1, 2017, all sums paid by the registered organization, less a service fee of 10%, will be refunded. No refunds will be granted after July 1, 2017.

Credit card service charges cannot be refunded.

LIABILITY

The exhibitor agrees to make no claim, for any reason whatsoever, against CSCA, the Antlers Hilton 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.

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, CSCA 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 CSCA not resell the space.

ACCEPTABILITY OF EXHIBITS

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

DAMAGE 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.

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.

GUIDELINES FOR DISPLAY

A standard booth (8' X 8') will have black skirting and the ability to hook a sign to the front of the table. Two chairs, a wastebasket and wireless internet service will be provided for each booth. The opportunity to purchase electrical connection is provided as an add-on at registration. Availability of electricity is not guaranteed if the connection is not purchased.

