

Exhibiting, Sponsoring and Advertising



BE BRILLIANT

CSCA 60TH ANNIVERSARY

Colorado School Counselor Association
60th Annual Conference
October 7-9th, 2020 – Loveland, Colorado

ADVERTISING,
EXHIBITING AND
SPONSORING

BENEFITS:

- Introduce New Products
- Generate College Referrals
- Give Demonstrations
- Recruit New Authors
- Reach New Markets
- Expand Sales
- Increase contacts and network

**INSIDE THE
BROCHURE**

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Colorado School Counselor Association

2020 CONFERENCE

What You Can Expect?

The Colorado School Counselor Association invites you to join school counselors, college professors, graduate students, administrators and counseling supervisors in Loveland, Colorado, October 7-9th, 2020 for CSCA's 60th annual conference! We have a ton of surprises in store to celebrate six decades of success.

The CSCA Conference is an exciting annual event that brings together over 800 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!

Loveland offers an amazing state of the art conference center. The award winning staff and facilities were a highlight for our 2015 and 2016 conferences, and we are returning due to attendee demand! Along with a large increase in counseling positions across the state, we are expecting this to be our largest conference to date!

Exhibitor and Sponsor Benefits

- Exhibitors to be placed in our main hall— along with all keynote speakers and meals

- 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



- Company listing and description in the CSCA Conference online App

- Good traffic flow of qualified buyers and recommenders

- Promotional opportunities

- High buyer-to-exhibitor ratio

- Access to Grant and Lead counselors looking for resources



Loveland Conference Center

“ I can’t wait to register for next year, and this year’s conference isn’t even over yet!

Great work CSCA!”- Past Exhibitor



CSCA brings over 800 counselors from all over the state into one room!

Exhibitor Information

Exhibit Booth Rates:

For-profit organizations.....\$ 410

Non-profit organizations.....\$ 310

*Non-profits must provide proof of tax-exempt status .

Included:

- 8’x8’ Professionally Draped booth
- Breakfast and Lunch both days for 1 representative
- WiFi Access
- Electrical
- 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. Please note, you need to complete BOTH processes. **Registration deadline: August 15, 2020**

Exhibitor Registration and Timeline

Wednesday, October 7th

Exhibitor Registration 2:30 – 4:30 p.m.

Thursday, October 8th

Exhibitor Registration 6:30 – 7:30 a.m.

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

Friday, October 9th

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.

Following your online registration you will receive additional registration forms to complete and return.

Our registration deadline is **August 15, 2020**

Exciting Sponsorship Opportunities:

Keynote Speaker Sponsor:

Your Company logo will be on screen during keynote, advertising on conference app, company flyers on table and recognition from podium prior to keynote.

Sponsorship Cost- \$10,000

Hotel Key Sponsor:

Have your company logo on every hotel key provided to conference attendees.

Sponsorship cost- \$5,000

Balloon Drop Sponsor:

Help us celebrate our 60th! Company flyers on event tables, special recognition from podium, special newsletter recognition.

Sponsorship Cost- \$1,000

Gold Level Advertising Opportunities

All Gold level sponsors will receive :

- * Recognition from podium during event
- * Advertisement on App
- * Advertising on CSCA Website
- * Recognition in the CSCA Newsletter– Sent to over 1,000 members

Internet Access Sponsor: Company website as internet landing page

Sponsorship Cost- \$3,500

Coffee Cart Sponsor: Company listed on coffee cart tickets- Providing each attendee with a gourmet cup of coffee on morning designated Exhibit booth near coffee cart for maximum visibility

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.

Sponsorship Cost- \$3,000

Awards Dinner Sponsor: (about 150 patrons) With this sponsorship the organization will receive recognition, have advertising on dinner program and two tickets to the event.

Sponsorship Cost \$2,000

Social Event Sponsorship: (about 300 patrons) Ability to place items and/or flyers at each table or pass out to attendees.

Sponsorship Cost \$1,500

“ The CSCA Conference is better than many National Conferences I attend. Can’t wait to be here next year!” - Past Exhibitor

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: \$150

Program Advertising

The CSCA Conference Program App 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.

Program Advertising App Rate: \$100

Drawing Donations:

Donate an item to be included as a prize option for our annual drawing. The donating organization will receive recognition when the item is offered to conference attendees. 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 August 1, 2020, all sums paid by the registered organization, less a service fee of 10%, will be refunded. No refunds will be granted after August 1, 2020. 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 a etc. 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.

Contact Info



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