

EXHIBIT WITH ACA IN SAN FRANCISCO & HELP US CELEBRATE OUR 60TH ANNIVERSARY!



Expo: MARCH 22-24, 2012

Top 5 Reasons to Exhibit with ACA

- The ACA Conference & Expo is the largest professional development event for counselors in the world.
- More than 4,000 attendees are expected!
- This is your PRIME target market: more than 88% of our attendees are decision-makers or influencers at their workplace.
- Counselors are highly-educated, influential professionals whose expertise is increasingly needed in many diverse settings.
- Exhibiting gives you an exclusive opportunity to show off your company's products and services – tell counselors face-to-face how you can help them succeed.

Your booth includes

- One 10' x 10' booth with 8' flameproof draped back wall and 36" draped side walls.
- One 6' draped table, two side chairs and one wastebasket.
- Carpet (color and grade is ACA's choice).
- One 7" x 44" booth identification sign with company name and booth number.
- Two complimentary full-conference registrations: Attend all conference activities including education sessions, keynote events, and the Opening Party Celebration for all attendees!
- Two Expo-only booth personnel badges.
- NEW! Inclusion in the online ACA Interactive Floor plan with full company description through June 30, 2012.
- Company listing and product description in the 2012 take-home Conference Program Guide received by every attendee.
- Twenty-four hour security.
- Exhibitor-only lounge with beverages.

NEW! For 2012

Premium Booths Outside Expo, Near Registration!

Two premium location booths will be available outside the Expo in the registration area for MAXIMUM exposure and face-time with every attendee! These two booths will be open even when the Expo closes! This is a very limited offering and these booths will sell quickly – book now if you want this space that offers many more hours of time to engage attendees! \$3,000 per 10' x 10' booth.

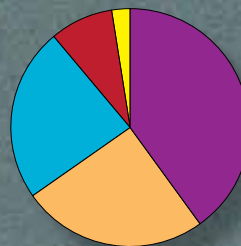
Traffic-builders that drive attendees to the Expo

- ACA Career Center where attendees search for jobs and obtain career advice.
- Cyber Center to help attendees stay connected.
- Expo Grand Opening & Welcome Reception Thursday evening.
- Food and beverage breaks every day, including lunch on Friday.
- NEW! Drawings for exhibitor-sponsored prizes strategically timed throughout Expo hours!
- Entertainment during Welcome Reception.
- Poster sessions.
- SEVEN dedicated Expo hours!

Attendee Profile

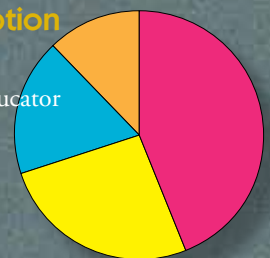
Age

- 40.1% age 36-55
- 25.2% age 26-35
- 23.8% age 56-69
- 8.4% age 21-25
- 2.5% age 69+



Position description

- 44% counselor
- 26% counselor educator
- 18% student
- 12% other



Traffic patterns

- 85% visit ACA Expo
- 85% attend Expo food functions
- 80% tour and shop in the Expo 6+ times
- 16% spend 5-8 hours in the Expo
- 73% purchase on-site or upon return

Demographics

76% female, 24% male

