Welcome and get ready ...

for the largest professional development event for counselors in the world.

Establish new relationships and strengthen existing contacts by exhibiting at the ACA 2015 Conference & Expo.

The American Counseling Association is pleased to invite you to exhibit at the 2015 ACA Conference & Expo at the Hyatt Regency Orlando Hotel in Orlando, Florida, March 11–15. The expo dates are March 12–14. Orlando is a top destination and more than 3,500 attendees are expected. The Expo is where counselors not only become aware of your products and services but also interact with you. You will have an opportunity to demonstrate your products and services – tell counselors face-to-face how you can help them succeed. More than 50% of our attendees are decision-makers or influencers at their workplace and attend the expo hall ready to make purchases.

Don’t delay! Please reserve your space as soon as possible to take advantage of the early discounted rate. The American Counseling Association values the educational contribution made by exhibiting companies who share the vision and objective of our members in the counseling profession.

Included in your booth rental package:

- 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 (exhibit hall is carpeted)
- *New for 2015: lead retrieval included for every exhibitor

- One 7” x 44” booth identification sign with company name and booth number
- Two complimentary full-conference registrations and two expo-only booth personnel badges
- Listing and description with link to your website in the ACA Interactive Floor plan with full company description through June 30, 2015
- Company listing and product description online, in the Mobile App and in the 2015 Conference Program Guide
- Exhibitor-only lounge with beverages
GENERAL INFORMATION

Exhibit Space Rates

Inline booth through October 31 .................................................. $1,475
Inline booth as of November 1 .................................................... $1,575
Corner booth through October 31 .............................................. $1,625
Corner booth as of November 1 .................................................. $1,725

2015 Exhibits Dates & Hours

Reserve space early and save!

Thursday, March 12, 4:00 – 6:00 p.m.
Grand Opening & Welcome Reception

Friday, March 13, 8:30 a.m. – 2:30 p.m.

Saturday, March 14, 9:00 a.m. – 2:30 p.m.

Exhibit Installation

Thursday, March 12
8:00 a.m. – 3:00 p.m.

Installation must be completed by 3:00 p.m. on March 12.

Exhibit Dismantling

Saturday, March 14
2:30 p.m. – 6:30 p.m.

Exhibit must not be disturbed, dismantled or removed before
2:30 p.m. on Saturday, March 14, 2015. Please make travel
plans accordingly.

Exhibitor Service Manuals

Exhibitor service manual information will be sent via email
and available online at fernexpo.com approximately 60
days prior to the conference. The manual will contain
information regarding purchasing additional booth
furniture, additional draping, accessories, plants and floral
arrangements, electrical services, internet connections,
audiovisual equipment and payment terms.

Important Dates

October 31, 2014
Early bird discounted booth rate deadline. $600 non-
refundable deposit due with exhibitor application and
contract.

November 1, 2014
Regular booth rates in effect.

December 15, 2014
Booth cancellations on and prior to this date will forfeit
deposit only. Cancelations after December 15 will forfeit
entire fee.

January 6, 2015
Last day to submit a 40-word product description for
inclusion in 2015 Conference Program Guide. Descriptions
received after this date will be included online only.

January 14, 2015
Advertising space reservation deadline for 2015
Conference Program Guide.

January 15, 2015
Balance of exhibit fee due. Booth applications received
after this date require payment in full.

January 23, 2015
Ad materials due for 2015 Conference Program Guide.

Headquarter Hotel

Hyatt Regency Orlando
9801 International Drive, Orlando, FL 32819

Location of Expo

Hyatt Regency Orlando Regency Ballroom
### PROFILE OF ATTENDEES

- **3,652** Average conference attendance
- **1,387** New Member/Student
- **2,265** Professional/Regular Member
- **226** Non-members
- **101** Exhibitors (not included in total conference attendance)

#### Gender
- 72.3% female
- 27.7% male

#### Work setting*
- 53.4% work in mental health and counseling
- 33.7% have a private practice
- 30.2% work in school counseling
- 9.8% work in college counseling
- 6.4% work in family counseling
- 5.5% work with addictions
- 3.9% are rehabilitation counselors
- 2.8% work in career counseling
- 10.1% work in other counseling settings

* Many attendees work in more than one area of counseling

#### Age
- 21–25: 3.6%
- 2–35: 25.2%
- 36–55: 40.3%
- 56–68: 27%
- 68+: 3.9%

#### Position description
- 45% licensed professional counselor
- 21.4% counselor educator
- 12.2% master’s student
- 5.8% doctoral student
- 0.8% school counselor
- 2.3% psychologist
- 8.6% other
- 0.7% retired

#### Exhibitors

- Exhibitors: 101
- (not included in total conference attendance)
More Options for Exhibitors

Multiply the return on your exhibit investment by taking advantage of ACA’s conference specific advertising and marketing options.

Premium Booths
$3,500 each (very limited)
These 10’ x 15’ booth spaces are located near the registration lobby for maximum exposure and additional face-time with every attendee. These booths remain open even when the Expo closes.

New for 2015 ACA is going GREEN!
Attendees have the option this year to choose electronic versions of the Tote Bag and the Conference Program Guide. This is great news for advertisers and exhibitors because your ad or printed items will be included in the Tote Bag and available to attendees in a digital format giving you even more exposure. A link to your website will also be included at no additional charge.

Tote Bag Inserts
$600 for exhibitors
$750 non-exhibitors
Tote bag inserts are an effective and inexpensive way to reach every ACA conference attendee. Draw attention to your booth, promote a new product or service that you will be displaying during the conference or offer a special conference-only incentive.

2015 Conference Program Guide Ads
Newly designed last year, ACA’s Conference Program Guide is the heart of conference events and used over and over throughout the conference.

Conference Mobile App Ads
Get even more exposure by sponsoring the ACA Mobile App, or with a banner ad on one or multiple sections. For more information on pricing and specs, contact advertising sales.

Counseling.org Conference Site
260 x 260 conference home page ads: $600 per month or $1,500 for three consecutive months

Advertise in Registered Attendee Email Blasts
Available monthly starting September, 2014. Very limited space – RESERVE NOW!
Rail images: 140 x 140; $250
Body images: 440 x 100; $400
For more information and to reserve space, contact advertising sales.

Advertise in Counseling Today
Every issue of Counseling Today is a valuable tool for ACA members. Advertise in the months leading up to conference and tell more than 55,000 counseling professionals that you are exhibiting with ACA and you want their business! Contact advertising sales for more information.

Exhibitors receive 15% discount on new ads placed in the January, February and March 2015 issues.

Contact Information
Booth Sales, Sponsorship, Advertising & Promotion
Kathy Maguire
kmaguire@counseling.org
Office: 607-662-4451
Mobile: 607-345-5044
Voice mail: 800-347-6647 x207
Fax: 607-662-4415

ACA Conference Planning & Professional Education
Robin Hayes, Senior Director
rhayes@counseling.org
800-347-6647 x296
5999 Stevenson Avenue
Alexandria, VA 22304
counseling.org
SPONSORSHIPS

Get more exposure during the conference, build brand awareness and create new leads.

Sponsorships offer an opportunity to impact the counseling profession in a more meaningful and relevant way while raising your company’s profile.

Show your support of the counseling profession all year long with one of these packages or contact us for a more customized branding opportunity.

Platinum Sponsor: $30,000
- Two 220 x 220 banner ads on counseling.org with link to your site for 12 months
- Three full or six 1/2-page, four-color ads in Counseling Today (within 12-month period)
- Full-page “Sponsor Spotlight” in one issue of Counseling Today
- One 440 x 100 ad in ACAeNews with link to your site
- One 440 x 100 ad in a special-focus ACAeNews with link to your site
- Recognition in ACAeNews as a sponsor
- One 10’ x 10’ inline exhibit booth at the 2015 ACA Conference & Expo in Orlando
- Four full-conference registrations
- Full page, four-color tab divider ad in the 2015 Conference Program Guide
- Recognition as sponsor in each issue of Counseling Today for 12 consecutive months
- Logo in sponsor section of counseling.org
- Logo and recognition at keynote sessions at 2015 Conference & Expo
- Logo and recognition on sponsors page in 2015 Conference Program Guide

Gold Sponsor: $25,000
- One 220 x 220 banner ad on counseling.org with link to your site for 12 months
- Three 1/2-page, four-color ads in Counseling Today
- Half-page “Sponsor Spotlight” in one issue of Counseling Today
- One ad in ACAeNews with link to your site
- Recognition in ACAeNews as a sponsor
- One 10’ x 10’ inline exhibit booth at the 2015 ACA Conference & Expo in Orlando
- Four full-conference registrations (for you, your employees, clients or customers)
- Half-page ad in the 2015 Conference Program Guide
- Recognition as sponsor in each issue of Counseling Today for 12 consecutive months
- Logo in sponsor section of counseling.org
- Logo and recognition at keynote sessions at 2015 Conference & Expo
- Logo and recognition on sponsors page in 2015 Conference Program Guide
Silver Sponsor: $20,000
- One 220 x 220 banner ad on counseling.org with link to your site for 12 months
- Six 1/3-page, four-color ads in Counseling Today (within 12-month period)
- 1/3-page “Sponsor Spotlight” in one issue of Counseling Today
- One ad in ACAeNews with link to your site
- Recognition in ACAeNews as a sponsor
- Two full conference registrations (for you, your employees, clients or customers)
- Recognition as sponsor in each issue of Counseling Today for 12 consecutive months
- Logo in sponsor section of counseling.org
- Logo and recognition at keynote sessions at 2015 Conference & Expo
- Logo and recognition on sponsors page in 2015 Conference Program Guide

Additional Promotional & Sponsorship Opportunities

Tote Bags $20,000
This is a premiere marketing opportunity. Make tens of thousands of impressions with your company’s name and logo on every attendee’s tote bag. These high-quality tote bags are used throughout the conference and beyond.

Opening Party $20,000
For the first time, our opening party will be held poolside with a live DJ, entertainment, and food. It is an opportunity to show our attendees a great time. Sponsorship includes:
- Full opening party sponsorship Branding: “ACA Opening Night Party brought to you by (Sponsor Name).”
- Designated signage with your logo in a high visibility location
- Branded items for the party (brochures, branded cocktails napkins) at your own cost.

Welcome Reception & Expo Grand Opening $15,000
Your company will kick off the conference by sponsoring this free event FOR ALL ATTENDEES on Thursday, March 12, 2015 from 4:00–6:00 p.m. Prominent signage will announce your sponsorship, and tables will be placed near the food stations for your marketing materials.

Lunch in the Expo $15,000
Your company name and logo on signage at each food station reminds attendees that you made it easy for them to have a delicious, complimentary meal and keeps them in the exhibit hall, where you have the opportunity to network.

Badge Lanyards $7,500
Every attendee wears a badge. Sponsoring the badge lanyards is exclusive and provides you with high visibility throughout the entire conference.
Career Center $7,500
The ACA Career Center is a main attraction in the Expo where attendees and employers meet for career-related guidance, interview process, and networking. Includes signage and logo recognition at the conference as well as the online Career Center.

Mobile Charging Station $6,000
Looking for a great way to “connect” your company with conference attendees? Offer attendees an opportunity to charge their mobile devices while on site at the conference compliments of your mobile charging station! Mobile Charging Stations will be placed in a high-traffic area which is sure to draw attention AND appreciation from attendees as your rescue them from the dreaded “Low Battery” signal.

Networking Lounge $5,000
The Networking Lounge is the communication hub for conference attendees. Located in the exhibit hall where they can meet up with their colleagues, exchange great ideas, and relax in the lounge! There will also be a live Tweet Wall where attendees can stay up-to-date on conference changes and reminders.

Coffee Breaks (2 available) $2,500 each
Your company name and logo will be printed on napkins that will be used for the coffee break you sponsor. Just think of 3,500 conference attendees walking around with your company name in their hands. Ad in Conference Program Guide not included in this sponsorship.

Freestanding Graphic Panel $500
- One single-sided 4’ x 8’ graphic panel for your advertisement
- Placement of the panel(s) will be determined by ACA in the pre-function space near high traffic.

Publication Bins $300
The publication bins will be in a centrally-located area that will be advertised to attendees so they know where to go for the latest information. You can display your brochures, flyers, leaflets, magazines and notepads. We will replenish your information as necessary ... space is limited, so reserve your place as soon as possible.

Live Streaming – Starting at $2,500 (customized packages available)
ACA will be live streaming the keynote sessions and selected tracks into an engaging web-based environment. We will be able to share the educational component with those unable to attend live. You have the potential to reach a new market of customers by advertising on the live streaming platform.
- Company logo on will appear during streaming session
- Virtual Attendees will receive CE Credit
- Year round engagement
***Notice to ALL Conference Attendees***

We kindly ask that you make your hotel reservations at one of the three contracted hotels above. ACA has committed to these contractual obligations in order to bring the guest room rates down from regular pricing. If you stay at a hotel other than one of the ACA conference hotels, we may fall short of our housing obligations and will be responsible for paying lost income to our hotels. This could mean higher registration fees and fewer benefits for participants. Thank you for your consideration.

HOUSING

Housing is now open. Please visit the ACA conference website at counseling.org/conference for more information and click on Hotel and Travel.

In order to take advantage of the discounted group rates, you must make your hotel directly with the hotels. The deadline is Friday, February 6, 2015.

**Hyatt Regency Orlando**  
**ACA Headquarter Hotel & All Conference Activities**  
9801 International Drive, Orlando, FL 32819

expo Events Bring Attendees to You

Here is how ACA is helping you meet your exhibit objectives …

- **Expo Grand Opening & Welcome Reception Thursday evening**
- **Lunch in the Expo on Friday AND Saturday**
- **Coffee Breaks in the Expo**
- **ACA Career Center where attendees search for jobs and obtain career advice**
- **Networking Lounge to help attendees stay connected**
- **Dedicated Expo hours**
Organization name ____________________________________________________________________________________________
Mailing address ______________________________________________________________________________________________
City _______________________________________________________________ State______ Zip ______________________
Phone________________________ Fax________________________ Website ____________________________________________
Contact name/title ____________________________________________________________________________________________
Mailing address (if different) _____________________________________________________________________________________
City _______________________________________________________________ State______ Zip ______________________
Phone________________________ Fax________________________ Email ______________________________________________

EXHIBIT BOOTH(S):
Refer to floor plan for booth selection.    [   ]  Inline booth(s) through October 31: $1,475, As of November 1: $1575
[   ]  Corner booth(s) through October 31: $1,625, As of November 1: $1,725
Rates per 10' x 10' booth space.
$600 per booth, non-refundable deposit is due with application. Please sign this form, initial the Rules & Regulations on reverse side and return both
pages with deposit. Balance of booth fee is due by January 15, 2015.
Preferred booth choice: 1st________    2nd________    3rd________    4th________     5th________    6th________
Organizations from which you desire separation: _______________________________________________________________________

IMPORTANT:
Exhibitor Directory Listing DEADLINE is December 19, 2014. Please email your 40-word description to kmaguire@counseling.org.
Include organization name, phone, website and description of products/services exactly as you expect it to appear in the Conference Program Guide.
Tote bag insert: [   ] $600 for exhibitors [   ] $750 for non-exhibitors Take-one table: [   ] $300

CONFERENCE SPONSORSHIP
Type of sponsorship_____________________________________________________________  Amount ________________________
ACA will follow up with complete sponsorship agreement.

ADVERTISING TERMS/ EXPO RULES & REGULATIONS
By signing this exhibitor/sponsor application, I agree that I have read, understand and agree to abide by the exhibitor rules and regulations as
outlined on the back of this application. Please initial ________.
ACA publications or programs will not knowingly accept advertisements that discriminate on the basis of ethnic group, race, religion, gender, sexual
orientation, age, and/or disability. Our company adheres to and abides by ACA's policy on non-discrimination. Please initial ________.
Exhibitor Signature______________________________________________________________ Date __________________________

PAYMENT METHOD
[   ] Check enclosed $_________________ (payable to American Counseling Association)
[   ] Charge amount $_________________     [   ] VISA    [   ] MasterCard    [   ] American Express    [   ] Discover
Card number __________________________________________________________ Expiration date ___________________________
Cardholder name  _____________________________________________________________________________________________
Security Code: (3 or 4 digits on front or back of card) _____________
Authorized Signature __________________________________________________ Date ____________________________________
[   ] Send Invoice

Mail to: ACA Advertising & Exhibits Office
         910 Briarwood Road
         Cortland, NY 13045
Email: kmaguire@counseling.org
Call Kathy Maguire at 607-662-4451 with questions.
A. CONTRACT
This application, properly executed by applicant (Exhibitor) shall upon written acceptance and notification of space assigned by Exhibit management constitute a valid and binding contract between Exhibitor and the American Counseling Association. Applications will not be accepted without deposit. Processing of payment does not constitute acceptance into the show or guarantee space availability.

B. SPACE RENTAL
1. Standard Booth: This contract for use of space provides an 8’ high flameproof back wall drapery and 36” high side rails with drapery, a standard booth sign carrying the exhibitor’s name, a booth number, a six foot draped table, two side chairs, one wastebasket, standard grade carpeting on floor (carpet grade and color is the choice of ACA), security guard service and aisle cleaning.

2. Floor Plan: All dimensions and locations shown on the official floor plan are believed, but not warranted, to be accurate. The Association reserves the right to make modifications, as necessary, to meet the needs of the exhibitors, exhibit program and the Fire Marshall.

3. Assignment of Space: (a) Assignment of space will be based on the order of date of receipt of application as well as size, utility requirements and location of space requested. Assignment of space is final and shall constitute an acceptance of the exhibitor’s offer to occupy space. Space assignments may be revoked or changed by exhibit management any time that the minimum payment schedule is not met. Deposit of $600 is due with application. (b) If the exhibitor’s application is not accepted or space is not available, the exhibitor’s deposit will be promptly refunded by ACA.

4. Cancellation of Show: In the event that fire, strike or other circumstances beyond the control of the Association cause the exhibit to be cancelled, full refund of exhibit rental fees will be made.

5. Furnishings: Additional furniture, and/or additional draping, accessories, signs, electrical outlets, etc., are the sole responsibility of the exhibitor and should be ordered in advance from the official show decorator on the forms that will be provided. Table coverings as well as all booth equipment must be of non-flammable material. All decorative materials must be fire-resistant and in accord with the standards established by the Fire Department. The exhibitor hereby agrees to be bound by (i) all applicable fire, utility and building codes and regulations; (ii) any rules or regulations of the facility where the exhibition is held; (iii) the terms of all leases and agreements between ACA and the managers or owners of said facility; and (iv) the terms of all leases and agreements between ACA and any other party relating to the exhibition. All decorations and booth equipment must be fireproofed and electrical wiring must meet the safety requirements of the official service contractor. Affidavits attesting to flameproof compliance with fire department regulations must be submitted when requested. No combustible materials shall be stored in or around exhibit booths.

6. Drayage: All shipments of exhibit materials must be confined within the bounds of their own prospective booth(s). Aisle space shall not be used for exhibit purposes, display signs, solicitation, or distribution of promotional material. Booths must be staffed at all times during exhibit hours. Exhibits, signs and displays are also prohibited in any of the public spaces or elsewhere on the premises of the meeting facilities or in the guest rooms or hallways of the hotels. Operation of sound devices is allowed if the exhibitor complies with restrictions on loud volume. ACA requires the exhibitor to obtain its own license for copyrighted music.

3. Construction of Exhibits: Exhibits shall be constructed and arranged so that they do not obstruct the general view, nor hide the exhibits of others. No side wall higher than 36” may extend forward from the back wall more than one-half the depth of the exhibit space with back walls of booths not measuring higher than 8’, except those booths located on the side and rear perimeter walls. Exhibitors desiring to use other than standard booth equipment, any signs, or material conflicting in any way with the above regulations must submit two copies of a detailed sketch of proposed layout at least 50 days before the meeting or before construction is ordered and receive written approval from the exhibit management.

4. Appearance of Exhibits: Any part of the exhibit that does not lend itself to an attractive appearance, such as unfinished side or end panels, must be draped at the exhibitor’s expense. Management reserves the right to have such finishing done, billing the exhibitor for charges incurred.

5. Installation and Dismantling of Exhibits: All installation and dismantling of exhibits must be carried out during the time indicated in the accompanying exhibit information or set-up no later than 3 p.m. on March 12, 2015. No exhibit may be erected after the exhibit opens or be dismantled before the official closing date and time of 5:30 p.m. on March 14, 2014. It is the responsibility of the exhibitor to see that all materials are delivered to the expo hall and removed from the expo hall by the specified deadline. Should exhibitor fail to remove exhibit, this removal will be arranged by the exhibit management at the expense of the exhibitor.

6. Drayage: All shipments of exhibit material must be made to the official drayage company as indicated in the exhibitor’s service kit.

7. Labor: Exhibitors shall employ only accredited labor personnel for all work other than that properly handled by their own personnel in accordance with local labor regulations. Information regarding specific regulations may be obtained from the official decorator. Display persons, painters, carpenters, electricians, and other skilled labor can be arranged through the official decorator at established rates.

8. Fire and Safety Regulations: The exhibitor hereby agrees to be bound by (i) all