ACA values the contributions made by companies and institutions like yours who share the vision—and objectives of our members in the counseling profession. Counseling is among a handful of disciplines that really values and strives to improve the human condition. Through our dedication to the growth and enhancement of the counseling profession, ACA offers an outstanding annual event aimed to:

- Highlight important social, environmental and healthcare issues
- Educate practitioners, students and clinicians
- Encourage networking and community

The ACA Conference & Expo serves as a venue for your company to demonstrate its dedication to providing the education, products and services to today’s counseling professionals and future leaders. The sponsorships and exhibit opportunities not only provide excellent branding and engagement for your company, but also provides a platform to share your insights and thought leadership; promote social awareness; and showcase commitment to serving such an important industry.

This year’s event will take place April 26–29 at the Georgia World Congress Center (GWCC). Among the nation’s fastest-growing cities, the Georgia capital is attracting newcomers from around the country and people are looking to this part of the country for culture and commerce like never before (declares US News & World Report in 2017). A great location to meet your next client or enrollee.

In addition to a great location, the ACA Conference & Expo provides a generous amount of high visibility and high impact sponsorship and exhibit opportunities. Make sure you include the World's Largest Professional Development Event for Counselors in your marketing plan!

The World’s Largest Professional Development Event for Counselors

Join us in Atlanta!
About ACA

The American Counseling Association is a not-for-profit, professional and educational organization that is dedicated to the growth and enhancement of the counseling profession. Founded in 1952, ACA is the world’s largest association exclusively representing professional counselors in various practice settings.

As the world’s largest association representing professional counselors in various practice settings, the American Counseling Association stands ready to serve more than 55,000 members with the resources they need to make a difference. From webinars, publications, and journals to Conference education sessions and legislative action alerts, ACA is where counseling professionals turn for powerful, credible content and support.
Who participates at the ACA Conference & Expo?
More than 50% of our attendees are decision-makers or influencers at their workplace and attend the expo hall ready to make purchases.
Plan now to participate!

Profile of 2017 Attendees

- Total conference attendance – 3,886
- Professional/Regular Member – 1,798
- New Professionals/Regular Members – 443
- New Member/Student – 1,232
- Non Member – 225
- Exhibitors – 117
- Other – 71

Conference Attendee Position Description

- Licensed Professional Counselor (45%)
- Counselor Educator (21.4%)
- Masters Student (12.2%)
- Doctoral Student (5.8%)
- School Counselor (3.8%)
- Psychologist (2.3%)
- Other (8.6%)
- Retired (0.7%)
- Many attendees work in more than one area of counseling
- 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
Why Exhibit or Sponsor

1. Gain brand visibility and product promotion among thousands of practitioners, students and counselor educators influencing and making business decisions.
2. Benefit from promotion on counseling.org website (with more than 1,000,000,000 page views per year)
3. Heighten exposure through conference promotions
4. Affirm your organization's commitment to addressing supporting the counseling industry and the millions they serve.

Need more reasons why you should participate?
Here’s what attendees of ACA Conference & Expo have to say:

“The Expo was particularly good this year because of the number of exhibitors and participation of government departments.”

“As a new professional, I was given exposure to perspectives and theories that have definitely impacted me personally and professionally.”

“I am grateful for the diversity of people represented and viewpoints. It’s eye opening to hear and witness the vast spectrum.”

“Despite the huge scope of issues we work with through our practice, there are resources available to us.”
Here is how ACA is helping you meet your exhibit objectives:

- Expo Grand Opening & Welcome Reception
- Coffee Breaks in the Expo
- ACA Career Central
- Networking Lounges
- The ACA Experience
- Exhibitor Showcases now available!
- Promotions and Giveaways

**Exhibitor Package**

Submit your booth application and deposit right away to ensure you get the prime, high-traffic booth location that you desire.

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
- ACA will provide carpet
- Lead retrieval included for every exhibitor
- One booth identification sign with company name and booth number
- Two complimentary full-conference registrations and two expo-only booth personnel (setup and dismantle) badges
- Listing and description with link to your website in the ACA Interactive Floor plan with full company description through June 30, 2018
- Company listing and product description online and in the Mobile App
- Exhibitor-only lounge with beverages

**General Information**

**Exhibit Space Rates**
- Inline booth: $1,600
- Corner booth: $1,750

**2018 Exhibits Dates & Hours**
- Grand Opening & Welcome Reception
  - Thursday, April 26, 4:00pm – 6:30pm
  - Friday, April 27, 10:00am – 6:00pm
  - Saturday, April 28, 10:00am – 4:00pm

**Exhibit Installation**
- Thursday, April 26, 8:00 am – 3:00 pm
  - Installation must be completed by 3:00 pm on April 26.

**Exhibit Dismantling**
- Saturday, April 28, 4:00 pm – 7:00 pm
  - Exhibit must not be disturbed, dismantled or removed before 4:00 pm on Saturday, April 28. Penalty for violators will apply.

**Exhibitor Service Manuals**
- Exhibitor service manual information will be sent via e-mail and available online at 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.

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**IMPORTANT DATES**

**January 15, 2018**
- Booth cancellations on and prior to this date will forfeit deposit only. Cancellations after January 15, 2018 will forfeit entire fee.

**February 11, 2018**
- Advertising space reservation deadline for 2018 Conference Program Guide.

**February 16, 2018**
- Balance of exhibit fee due. Booth applications received after this date require payment in full.

**February 23, 2018**
- Ads due for 2018 Conference Program Guide
Sponsorship Opportunities
Get More Exposure, 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.

PLATINUM ($30,000)
- Social media recognition and promotion
- Full page program ad
- Recognition as a Platinum sponsor on all signage (where sponsors are acknowledged)
- Verbal recognition by ACA President
- Complimentary 10’ x 10’ booth in exhibit hall
- Promotional item in conference tote
- Five complimentary registrations
- Access to attendee mailing list
- Acknowledgment as “Day Program” sponsor
- Two push notifications
- Five complimentary registrations

GOLD ($20,000)
- Social media recognition
- Full page program ad
- Recognition as a Gold sponsor on all signage (where sponsors are acknowledged)
- Complimentary 10’x10’ booth in exhibit hall
- Promotional item in conference tote
- Four complimentary registrations
- Access to attendee mailing list
- One push notification

Wireless Access Sponsor ($25,000)
Help attendees stay connected throughout the conference by supporting wireless access. Full sponsorship includes use of company name as password.

Lunch in the Expo ($20,000 per day)
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.

Opening Party ($20,000)
The Opening Party is THE event of the Conference! What an opportunity to show our attendees a great time. Live DJ, plenty of great food and all kinds of fantastic entertainment. 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.

ADDITIONAL BRANDING SPONSORSHIPS

Tote Bags ($20,000)
This is a premiere marketing opportunity. Make 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.

Welcome Reception & Expo Grand Opening ($20,000)
Your company will kick off the conference by sponsoring this free event FOR ALL ATTENDEES on Thursday, April 26. Prominent signage will announce your sponsorship, recognition in the mobil app and tables will be placed near the food stations for your marketing materials.

SILVER ($15,000)
- Recognition as a Silver sponsor on all signage (where sponsors are acknowledged)
- Recognition on conference website
- Half-page program ad
- Promotional item in conference tote
- Four complimentary registrations

New! The ACA Experience ($10,000)
The ACA Experience will be an informative, interactive and engaging networking space at the center of the activity in the expo hall. Get your company branded at this high traffic meeting space.

Badge Lanyards ($8,500)
Every attendee wears a badge. Sponsoring the badge lanyards is exclusive and provides you with high visibility throughout the entire conference.

Conference Mobile App ($8,000)
Attendees will see your branding throughout the conference whenever they use the conference mobile app. The app includes announcements, guides, session information exhibitor information and much more.

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 and mobile app.

ACA Graduate Student and New Professional Center ($7,500)
Graduate students and new professionals are the future of the counseling profession. There is no better way to grab their attention and loyalty than to provide them with a place to network, enjoy a reception and snacks with a comfortable place to visit with other students, leaders and colleagues. You can
provide presentations of your choice. Your company logo will appear at the entrance to this area. ACA staff will help you to set up your program with this growing and influential group.

**Recharge & Networking 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 you rescue them from the dreaded “Low Battery” signal. Also a great opportunity for networking. Attendees can meet up with their colleagues, exchange great ideas, and relax in the lounge.

**BRONZE ($5,000)**
- Recognition as a Bronze sponsor on all signage (where sponsors are acknowledged)
- Recognition on conference website
- Quarter-page program ad
- Promotional item in conference tote
- Two complimentary registrations

**New! ACA Awards Ceremony ($5,000)**
Join ACA in celebrating counseling excellence. Your sponsorship of the ACA Awards includes recognition by the ceremony host, onsite recognition and more.

**New! Self-Care Stations ($5,000 per station)**
Help attendees wind down and recharge themselves throughout the busy conference day. Get branded in a much needed self-care space for attendees.

**New! Session Sponsor ($2,000)**
Sponsor the conference content and associate your company’s brand with exciting speakers, sessions and workshops. Recognition includes logo visibility on site and acknowledgment on the schedule as the official content sponsor. Content sponsors do not take part in the speaker selection process. Sponsorship opportunities do not include general sessions or keynote presentations.
Advertising & Marketing Opportunities

Maximize Your Return of Investments

Pre-conference Promotion
ACA Conference Website
- 260 x 260 pixels conference home page ads: $600 per month or $1,500 for three consecutive months

Advertise in Registered Attendee Email Blasts
- Available monthly starting October 2017. Very limited space – RESERVE NOW!
- Rail images: 140 x 140 pixels; $250
- Body images: 440 x 100 pixels; $400

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.

Onsite Promotion
Tote Bag Inserts
- $600 for exhibitors and sponsors
- $750 non-exhibitors and sponsors
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. DOES NOT INCLUDE SHIPPING COST. Insert DEADLINE: March 30, 2018

New! Advertising Display Panels
- $500 for exhibitors and sponsors*
- $650 non-exhibitors and non-sponsors*

New! Escalator Runners
- $1,600 per escalator
Get noticed as attendees travel throughout the convention center. Your company branding will be visible throughout the conference.

2018 Conference Program Guide Ads
- Full Page - $1,500
- Cover 2 - $2,500
- Cover 3 - $2,500
- Cover 4 - $3,500
- ½ page - $900
  - Program Guide Trim Size: 6.25” x 8.75”
  - Cover(s) and Tab ads print 4-color:
    - Full page (no bleeds): 4.75” x 8”
    - Half page (no bleeds): 4.75” x 3.75”

Ad space reservations: February 9, 2018
Artwork deadline: February 23, 2018

NOTICE: All ads must be submitted as a high resolution PDF file and in the correct size. Fonts and graphics should be embedded. ACA is not responsible for adjusting the ad quality if the submitted ad is a low resolution PDF, or the wrong size.

Exhibitor Showcase @ $350 per session
Demonstrate the superior advantages of your product or service right on the expo floor at an Exhibitor Showcase. Select a 20-minute slot to engage prospects; showoff new product or service features or share best practices. Showcase slots are limited. ACA provides space and microphone and speakers.

Mobile App Push @ $400 per push (space is limited)
Send a custom message to attendees during the conference. Use your message to direct traffic to your booth; promote a special offer; or make an announcement. The possibilities are endless, but the opportunity is limited.

Conference Mobile App “Special Offers” @ $450 per ad
Get even more exposure by sponsoring the ACA Mobile App or with a banner ad on one or multiple sections.
- Logo on event splash screen and information page
- Logo in top banner
- One push notification per exhibit day

Post-conference Promotion
- Purchase the attendee list to follow-up with your leads! Contact potential customers after the conference to generate more sales.
- Send a post-conference mailing by renting the final ACA attendee list. Available ONLY to 2018 exhibitors.

Special Conference Rate!
Advertise in Counseling Today Magazine; ACAeNews; ACA Member Toolkit; or on counseling.org to keep the momentum going year-round! Contact Steve West at swest@counseling.org or 856-432-1501 for Counseling Today, ACAeNews, ACA Member Toolkit, and counseling.org advertising!
Floor Plan
Hotel Information

ACA conference housing is now open! In order to take advantage of the discounted group rates, you must make your hotel reservations through the housing links below. The deadline for reserving your hotel room at the discounted conference rates is April 2, 2018.

Before you reserve your housing, please review the following:

- The ACA Conference & Expo dates are Thursday, April 26 thru Sunday, April 29.
- The Pre-conference Learning Institutes are Wednesday, April 25 & Thursday, April 26.
- Conference activities will be held at the Georgia World Congress Center and The Omni Hotel at CNN Center.
- The deadline for reserving lodging at the discounted conference rates is April 2, 2018.

Reserve early to ensure you get the lodging you desire!

Omni Hotel at CNN Center - ACA Headquarter Hotel
100 CNN Center, Atlanta, GA 30303
Reserve room now! Or call 1-800-THE-OMNI (843-6664) and reference group code ACA to receive the conference discount rate.
Complimentary guest room internet for Omni Select Guest Members- Sign up free today!
Located adjacent to the Georgia World Congress Center
Single $199.00 per night Double $209.00 per night
Triple $219.00 per night Quad $229.00 per night
Valet parking only: $38.00 to $42.00 per day

Hilton Garden Inn Atlanta Downtown
275 Baker Street, NW, Atlanta, GA 30313
Reserve room now! Or call 877-STAY HGI (782-9444) and reference code ACA to receive the conference discount rate.
Complimentary guest room internet
Located 0.5 miles from Georgia World Congress Center
Single/Double $169.00 per night
Triple $179.00 per night
Quad $189.00 per night
Self parking $28.00 per day
Valet parking only: $35.00 per day

Hyatt Regency Atlanta
265 Peachtree Street, NE, Atlanta, GA 30303
Reserve room now or call 888-421-1442 and reference code American Counseling to receive the conference discount rate.
Complimentary guest room internet
Located 0.7 miles from Georgia World Congress Center
Single $189.00 per night Double $199.00 per night
Triple $209.00 per night Quad $219.00 per night
Valet parking only: $35.00 per day

Westin Peachtree Plaza
210 Peachtree Street, NW, Atlanta, GA 30303
Reserve room now! Or call 800-937-8461 and reference American Counseling Association to receive the conference discount rate.
Complimentary guest room internet
Located 0.5 miles from Georgia World Congress Center
Single/Double $189.00 per night
Triple $209.00 per night
Quad $229.00 per night
Valet parking only: $38.00 per day

Notice to ALL Conference Attendees

We kindly ask that you make your hotel reservations at one of the four contracted hotels above. ACA is 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 registrations fees and fewer benefits for participants.

ACA is not utilizing the services of any housing bureau for the 2018 ACA Conference & Expo.

Please be aware of companies inaccurately representing itself as the ACA “housing company” reaching out to the ACA community offering to make hotel reservation within the ACA block. Some companies will misrepresent that they are calling from the hotel.

Reservations for ACA should be made directly with the hotel, either by phone or the link we have provided for each hotel. When calling, reference the discount code provided for the property of your choice above. If you provide your credit card information to any unauthorized vendors, your card may be charged but you may not have a reservation when you arrive in Atlanta.

If you have any questions about the ACA hotel block, please contact Theresa Holmes, Meetings Manager at thomes@counseling.org, or 703-823-9800 x 246.

Thank you for your consideration.
CONTACT INFORMATION

For ACA 2018 Conference & Expo Exhibits, Sponsorship, or Program Guide ads please direct inquiries to:

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bfett@counseling.org
972-751-9622