DEVELOP
your career

ADVANCE
the field

PROMOTE
human dignity

Exhibitor & Sponsorship

Prospectus
The American Counseling Association values the contributions made by companies like yours who share the vision and objectives of our members in the counseling profession. Counseling is among a handful of disciplines that truly 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 within mental health
- 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. Sponsorships and exhibit opportunities not only provide excellent branding and engagement for your company, but also a platform to share your insights and thought leadership; promote social awareness; and showcase commitment to serving such an important industry.

Make plans to join us in New Orleans at the World’s Largest Professional Development Event for Counselors!

See you in New Orleans, LA
Expo — March, 28–30 | Conference — March 29–31

#Counseling2019
Who participates in the ACA Conference & Expo?

More than 50% of our attendees are decision-makers or influencer’s at their workplace and attend the expo hall ready to make purchases. Plan now to participate!

Attendee Demographics

**CAREER LEVEL**

- Seasoned Prof. 25+ yrs 9.92%
- Retired Professional 1.72%
- New Prof. 19.66%
- Mid-to-Senior 47.90%
- Student 20.80%

**PRIMARY PROFESSIONAL AFFILIATION**

- School Counselor 12.79%
- Private Practitioner 23.28%
- Other - 9.73%
- Agency Counselor 14.89%
- Counselor Educator 22.71%
- Doctoral Students 7.06%
- Retired 0.95%

**WORKPLACE SETTINGS**

- Assisted living/nursing home .7%
- Business/industry 1%
- Career development program/center 1%
- Child protective service .7%
- College/university/technical college 13%
- Correctional facility 1%
- Counseling agency-private/state/county/city 18%
- Employee assistance program (EPA) 1.8%
- Family court/ juvenile justice counseling .9%
- Federal government - hospital/social services .9%
- Medical or psychiatric hospital/office building 3.4%
- Military installation/hospital 1.4%
- Pastoral/religious .2%
- Private practice 18%
- Psychiatric hospital 1.3%
- Rehabilitation agency 1.4%
- School 8.3%
- Student 23%
- Treatment center 4%

For more information, contact: Barbara Fett at 972-751-9622 | bfett@counseling.org | counseling.org/conference
Here is how ACA is helping you meet your exhibit objectives:

• Expo Grand Opening & Welcome Reception
• ACA Career Center
• Networking Areas
• The ACA Experience
• Promotions and Giveaways
• New Event! Friday Networking Party

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 with carpet
• One 6’ draped table, two side chairs and one wastebasket
• Electronic lead retrieval system
• One booth identification sign with company name and booth number
• Two complimentary full-conference registrations
• Listing with link to your website in the ACA Interactive Floor plan with full company description through June 30, 2019
• Company listing and product description in the Mobile App
• Exhibitor-only lounge with beverages

General Information

ACA 2019 Conference & Expo
counseling.org/conference

Exhibit Space Rates
Inline booth: $1675  Corner booth: $1875

2019 Exhibits Dates & Hours
Grand Opening & Welcome Reception
Thursday, March 28 4:00 pm – 6:30 pm
Friday, March 29 10:00 am – 6:30 pm
Saturday, March 30 10:00 am – 2:00 pm

Exhibit Installation
Thursday, March 28 8:00 am – 2:30 pm
Installation must be completed by 3:00 pm on March 28.

Exhibit Dismantling
Saturday, March 30 2:30 pm – 5:00 pm
Exhibit must not be disturbed, dismantled or removed before 2:00 pm on Saturday, March 30. Financial penalty for violators will apply.

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

Platinum - $30,000
- Recognition as a Platinum sponsor on all signage (where sponsors are acknowledged)
- Recognition on conference website
- One ad panel
- Verbal recognition by ACA President, Keynote or CEO
- Complimentary 10’ x 10’ booth in exhibit hall
- Promotional flyer/item displayed
- Ad in Conference Mobile App
- Recognition in one conference promotional email
- Five complimentary registrations
- Two push notifications
- Social media recognition: Pre-conference thank you tweet and conference retweet

Gold - $20,000
- Social media recognition
- One ad panel
- Recognition as a Gold sponsor on all signage (where sponsors are acknowledged)
- Recognition on conference website
- Verbal recognition by ACA President, Keynote or CEO
- Complimentary 10’x10’ booth in exhibit hall
- Promotional flyer/item displayed
- Four complimentary registrations
- One push notification
- Social media recognition: Pre-conference thank you tweet and conference retweet

Silver - $15,000
- Recognition as a Silver sponsor on all signage (where sponsors are acknowledged)
- Recognition on conference website
- Promotional item displayed near registration area
- Four complimentary registrations

Bronze - $5,000
- Recognition as a Bronze sponsor on all signage (where sponsors are acknowledged)
- Recognition on conference website
- Promotional item displayed near registration area
- Two complimentary registrations

Welcome Reception & Expo Grand Opening - $15,000
Kick off the conference by sponsoring this free event FOR ALL ATTENDEES on Thursday, March 28. Your sponsorship includes signage, recognition in the mobile app, and an opportunity to place your marketing material near the food stations.

Sponsorship includes:
- Full Welcome Reception sponsorship branding: “ACA Welcome Reception brought to you by [Sponsor Name].”
- Designated signage with your logo in a high-visibility location
- Branded items for the party (brochures, branded cocktail napkins) at your own cost.
- Social media acknowledgment and inclusion in one push notification promoting the party

Opening Party - $20,000
The Opening Party is the largest networking event of the Conference with a Live DJ, great food, and 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.
- Social media acknowledgment and inclusion in one push notification promoting the party

Additional sponsorship options:
- NEW! Live Entertainment Sponsor - $10,000
- NEW! Signature Cocktail Sponsor - $5,000
- NEW! Photo Wall Sponsor - $4,000

New Event!

Friday Networking Party - $10,000
For 2019, we’re bringing Bourbon Street directly to attendees in to the Expo hall! After sessions close on Friday, join us for an all-new engaging event!

Sponsorships will include:
- NEW! Live Entertainment Sponsor - $7,500
- NEW! Signature Cocktail Sponsor - $5,000
- NEW! Branded Giveaway Sponsor - $2,500
- Exhibitors can also get in the action by hosting hors d’oeuvres or light snacks at their booth. For Friday evening, there is a $300 fee to host in-booth events.
Wireless Access Sponsor - $15,000
Help attendees stay connected throughout the conference by supporting wireless access. Full sponsorship includes use of company name as password, branding and signage.

The ACA Experience - $12,000
The ACA Experience is an informative, interactive and engaging networking space at the center of the activity in the expo hall.

Badge Lanyards - $9,000
Every attendee wears a badge. Sponsoring the badge lanyards is exclusive and provides you with high visibility throughout the entire conference.

Conference Mobile App - $9,000
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 Career Center website and mobile app.

NEW! Ribbon Wall - $7,500
One of the most popular activities in 2018 was the Ribbon Wall. Brand what is sure to be a huge draw throughout the conference. Customize your own ribbon for high level exposure.

NEW! Live Streaming Sponsor - $5,000
Bring the conference to our digital audience and get branding over 3 days!

Networking Area - $5,000
Looking for a great way to “connect” your company with conference attendees? Also a great opportunity for networking, attendees can meet up with their colleagues, exchange great ideas, and relax in the lounge.

Self-Care Stations - $4,000 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! Chair Drop - $4,000
Make sure your flyer or small promotion item is the one they take with them. Your marketing material will be dropped onto each seat at the general session!

Charging Stations - $2,500 per station
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.

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.

NEW! Coloring Wall - $1,500
Give attendees a creative outlet during downtime between session by sponsoring the very popular coloring wall.

Build Your Own Sponsorship
Do you have a unique offering or a clever idea for a sponsorship opportunity? We’re happy to collaborate with you to create your own signature sponsorship opportunity. Contact us to learn more.
Pre-conference Promotion

**ACA Conference Website**
- Homepage Banner (rotating): 728 x 90 pixels
  - $1,200/month
  - $3,400 for 3 consecutive months
- Interior Banner (rotating): 728 x 90 pixels
  - $900/month
  - $2,500 for 3 consecutive months
- Interior Square (rotating): 200 x 200 pixels
  - $900/month
  - $2,500 for 3 consecutive months

**Advertise in Registered Attendee Email Blasts**
- Available monthly starting in October 2018
- Very limited space – RESERVE NOW!
- Banners: 728 x 90 pixels; $400

**Advertise in Counseling Today**
- Advertise in Counseling Today Magazine; MemberMinute; or on counseling.org to keep the momentum going year-round! Contact Steve West at swest@counseling.org or 856-432-1501.

**NEW! ACA Conference & Expo Insider**
This daily newsletter keeps attendees up-to-date on all that is happening at the annual conference from Thursday through Sunday. Contact MultiView Sales at 972-402-7070 or by email salesinquiries@multiview.com for ad sales information.

**Counseling Insider Newsletter**
ACA’s resource for all that is happening in the counseling profession. Free for all counselors and ACA partners, readers find the latest industry updates in this biweekly email newsletter. Find out more about advertising opportunities at http://mn.multibriefs.com/MediaKit/Pricing/MYACA or contact MultiView Sales via phone: 972.402.7070 or email: salesinquiries@multiview.com.

Onsite Promotion

**Advertising Display Panels**
- $650 for exhibitors and sponsors*
- $800 non-exhibitors and non-sponsors*

**NEW! Live Streaming Ads**
- $700 for 30 seconds
- $950 for 60 seconds

**Mobile App Push - $500 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. Limited availability.

**NEW! Literature Display - $600**
Make sure attendees grab a flyer or two from your company by having your marketing material displayed on a literature table near the registration area.

**Conference Mobile App “Special Offers” - $1,000 per ad**
Promote your product, services or special offer in this section.

**List Rental**
**List Rental - $600**
- Purchase the attendee list to follow-up with your leads!
  - Contact potential customers after the conference to generate more sales.
- Send a one-time post-conference mailing by renting the final ACA attendee list. Available ONLY to 2019 exhibitors and sponsors.

**Scavenger Hunt - $500 each**
Take part in our brand new ACA Scavenger Hunt! Participating exhibitors will become a stop that attendees will need to scan to earn points in the hunt! Exhibitors may also provide prizes to top attendee winners (Only 10 exhibitor spots available).
Housing for the ACA 2019 Conference & Expo is now open!

Before you make your hotel reservation, please review the following:

• The ACA 2019 Conference & Expo will be held Thursday, March 28 thru Sunday, March 31, 2019
• Pre-conference Learning Institutes will be held on Thursday, March 28, 2019
• Conference activities will be held at the Ernest N. Morial Convention Center and the Hilton New Orleans Riverside
• In order to take advantage of the discounted group rates, you must make your hotel reservations through the housing links below.
• Deadline for reserving your hotel room at the discounted rates: March 4, 2019
• Reserve early to ensure you get the lodging you desire!

Please make your hotel reservations at one of the four contracted hotels below. 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, which could result in higher registrations fees and fewer benefits for attendees.

ACA CONTRACTED HOTELS

Hilton New Orleans Riverside - ACA Headquarters Hotel
Located: 0.3 miles from Convention Center (6-minute walk)
2 Poydras St, New Orleans, LA 70130
Standard Room Rates:
Single/Double Occupancy: $249 per night
Triple/Quad Occupancy: $269 per night
View Room Rates:
Single/Double Occupancy: $259 per night
Triple/Quad Occupancy: $279 per night
Check-in/Check-out: Check-in: 3:00 pm, Check-out: 12:00 pm
Parking: Self-parking: $44 (garage parking)
Valet: $49 (valet parking)

Click here to make a reservation or call 1-800-HILTONS (1-800-445-8667) and reference American Counseling Association to receive the conference discount rate.

Omni Riverfront Hotel
Located: 0.3 miles from Convention Center (6-minute walk)
701 Convention Center Blvd, New Orleans, LA 70130
Room Rates:
Single/Double Occupancy: $249 per night
Triple Occupancy: $269 per night
Quad Occupancy: $289 per night
Check-in/Check-out: Check-in: 3:00 pm, Check-out: 12:00 pm
Parking: Self-parking: $21 up to 12 hours, $40 overnight (uncovered self-parking)
Valet: $36.00 (overnight valet parking)

Click here to make a reservation or call 1-800-THE-OMNI (843-6664) and reference American Counseling Association to receive the conference discount rate.

SpringHill Suites New Orleans Downtown
Located: 0.2 miles from Convention Center (4-minute walk)
301 St. Joseph St, New Orleans, LA 70130
Room Rates:
Single/Double Occupancy: $224 per night
Triple Occupancy: $244 per night
Quad Occupancy: $264 per night
Check-in/Check-out: Check-in: 4:00 pm, Check-out: 11:00 am
Parking: Valet Parking only: $35 per day

Click here to make a reservation or call 888-287-9400 and reference American Counseling Association to receive the conference discount rate.

Courtyard by Marriot New Orleans Downtown/Convention Center
Located: 0.3 miles from Convention Center (7-minute walk)
300 Julia St, New Orleans, LA 70130
Room Rates:
Single/Double Occupancy: $213 per night
Triple Occupancy: $233 per night
Quad Occupancy: $253 per night
Check-in/Check-out: Check-in: 4:00 pm, Check-out: 11:00 am
Parking: Valet Parking only: $35 per day

Click here to make a reservation or call 800-321-2211 and reference American Counseling Association to receive the conference discount rate.

IMPORTANT NOTICE REGARDING ACA CONFERENCE HOTEL RESERVATIONS

ACA is not utilizing the services of any housing bureau for the ACA 2019 Conference & Expo. Reservations should be made directly with the hotel, either by phone or the link we provided for each hotel above. When calling, please be sure to reference the discount code provided.

Be aware that third party companies may target conference exhibitors and attendees with offers for discounted hotel room rates. Booking rooms through such companies (e.g. “housing company”) or others may result in false or incorrect reservations, charging of additional convenience fees, loss of deposit monies, or other penalties. ACA cannot guarantee room rates or availability provided by any of these companies. 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 New Orleans.

For questions regarding the ACA hotel block, contact ctturner@counseling.org, or 703-823-9800 x 229.