For Yourself, Your Profession & Your Clients

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 clinical professional counselors, students, counselor educators, school counselors & others working in mental health
- Encourage networking and community

The ACA Conference & Expo serves as a venue for your company to demonstrate our 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 your commitment to serving such an important industry.

Make plans to join us in San Diego at the world’s largest professional development event for counselors!

Who will attend?
Licensed professional counselors, counselor educators, students, school counselors, substance abuse counselors, psychologists and others eager to interact with the latest and greatest products and services in the field will be in attendance. Attendees work in all settings including private practices, counseling agencies, schools and universities, government/military, treatment centers and more.
Who participates in 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!

Attendee Demographics

### CAREER LEVEL

- Student: 31%
- New Prof.: 11%
- Mid-to-Senior: 46%
- Seasoned Prof. 25+ yrs: 10%
- Retired Professional: 2%

### WORKPLACE SETTINGS

- Private and/or Home-Based: 22%
- Community College / University: 32%
- School P - 12: 10%
- Military Institution: 1%
- Government Institution: 3%
- Hospital: 4%
- Clinic: 5%
- Other: 8%

### PRIMARY PROFESSIONAL AFFILIATION

- Clinical Professional: 45%
- Professor/ Counselor Educator: 18%
- University/College: 8%
- School P - 12: 9%
- Other: 2%
- Career Employment: 0.5%
- Retired: 0.5%
Success in 2019!

Thousands of counseling professionals joined us in the Big Easy for the ACA 2019 Conference & Expo.

- 7.4 million #Counseling2019 Twitter impressions were generated by our savvy attendees
- 4,550 committed counseling professionals joined us in New Orleans! (the most in a decade)
- 817 unique counseling experts shared their tools and insights
- 400+ counselors came early for pre-conference CEs
- 400,000 visitors came to the conference website interested in our mental health event (October 2018–April 2019)
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
- Friday Networking Reception

Exhibitor Opportunities
Submit your booth application 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
- 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 May 30, 2020
- Company listing and product description in the mobile app
- Exhibitor-only lounge
- Option for lead retrieval

General Information
ACA 2020 Conference & Expo
counseling.org/conference

Exhibit Space Rates
Inline booth: $1,675
Corner booth: $1,875
Premium Booth: $2,275

2020 Exhibits Dates & Hours
Thursday, April 16 | 4:00 pm – 6:30 pm
Grand Opening & Welcome Reception, 4:00 pm – 6:30 pm
Friday, April 17 | 10:00 am – 6:30 pm
Networking Reception, 5:00 pm – 6:30 pm
Saturday, April 18 | 10:00 am – 4:00 pm

Exhibit Installation
Thursday, April 16 | 8:00 am – 3:30 pm
Installation must be completed by 3:30 pm on April 16.

Exhibit Dismantling
Saturday, April 18 | 4:30 pm – 7:00 pm
Exhibit must not be disturbed, dismantled or removed before 2:00 pm on Saturday, April 18. Financial penalty for violators will apply.

Exhibitor Service Manuals
Exhibitor service manual information will be sent via email and available online approximately 60 days prior to the conference. The manual will contain information regarding purchasing additional booth furniture, additional draping, accessories, electrical services, internet connections, catering information, 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 with blurb included
- Five complimentary registrations
- Two push notifications via mobile app
- One-time access to pre-conference and post-conference attendee email list
- Social media recognition: Pre-conference thank you tweet and conference retweet
- Five VIP seats at the Opening Session and ACA Awards
- Inclusion in sponsor feature in Counseling Today
- Recognition in all issues of Conference Insider
- One ad banner in Conference Insider

GOLD - $20,000
- Recognition as a Gold 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’x10’ booth in exhibit hall
- Promotional flyer/item displayed
- Four complimentary registrations
- One push notification via mobile app
- Social media recognition: Pre-conference thank you tweet and conference retweet
- Two VIP seats at the Opening Session and ACA Awards
- One-time access to pre-conference and post-conference attendee email list
- Inclusion in sponsor feature in Counseling Today
- Recognition in all issues of Conference Insider

For more information, contact: Kellie Shevlin at 202-288-8898 | kshevin@counseling.org | counseling.org/conference | 5
**Silver - $15,000**
- Recognition as a Silver sponsor on all signage (where sponsors are acknowledged)
- Recognition on conference website
- Promotional item displayed
- Two complimentary registrations
- Recognition in all issues of Conference Insider
- One-time access to post-conference attendee email list
- Verbal recognition by ACA president, keynote or CEO

**Bronze - $5,000**
- Recognition as a Bronze sponsor on all signage (where sponsors are acknowledged)
- Recognition on conference website
- Promotional item displayed
- One complimentary registration
- Recognition in all issues of Conference Insider
- Verbal recognition by ACA president, keynote or CEO

**Welcome Reception & Expo Grand Opening - $10,000**
Kick off the conference by sponsoring this free event FOR ALL ATTENDEES on Thursday, April 16. 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

**Additional sponsorship option:**
- Signature Cocktail - $5,000

**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 option:**
- Photo Wall Sponsor - $5,000

**Friday Networking Reception - $10,000**
The Friday Networking Reception provides an additional opportunity for attendees to catch up, network and learn about your products and services.

**Sponsorship includes:**
- 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:**
- Signature Cocktail - $5,000

**NEW! ACA Self Care and Wellness Center - $12,000**
Located in the Expo Hall, this is a space where attendees can escape from their busy convention schedules to enjoy complimentary seated upper-body massages, foot massage, meditation breaks, aromatherapy and relaxing music.

**Wireless Access Sponsor - $15,000**
Help attendees stay connected throughout the conference by supporting wireless access. Full sponsorship includes use of company name in password, recognition in mobile app and signage.

**The ACA Experience - $10,000**
The ACA Experience is an informative, interactive and engaging networking space at the center of the activity in the Expo Hall where attendees go for the latest & greatest ACA info, to pick up conference ribbons and engage in meaningful conversation.
Badge Lanyards - $10,000
Every attendee wears a badge. Sponsoring the badge lanyards is exclusive and provides you with high visibility throughout the entire conference.

NEW! Water Station Sponsor – $10,000
Help attendees quench their thirst on the go by providing water and the water bottles to carry throughout the 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 - $5,500
The ACA Career Center is a main attraction in the Expo where attendees and employers meet for career-related guidance, in-person interviews and networking. Includes signage and logo recognition at the conference, as well as the Career Center website and mobile app.

Ribbon Wall - $5,000
One of the most popular attractions at every conference is the Ribbon Wall. Brand what is sure to be a huge draw throughout the conference. Customize your own ribbon for high level exposure.

NEW! Sponsor Lounge - $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.

Chair Drop - $5,000
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!

NEW! Self-Care Feature - $3,000 per station
Help attendees wind down and recharge. Get branded in a much needed self-care space for attendees.

Charging Stations - $3,000 per station
Offer attendees an opportunity to charge their mobile devices while on site at the conference compliments of your mobile charging station! A high demand opportunity enjoyed by attendees.

Session Sponsor - $1,500
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.

Coloring Wall - $1,500
Give attendees a creative outlet during downtime between sessions by sponsoring the very popular coloring wall. ACA will insert your logo for attendees to spot, find and color.

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.
Advertising Opportunities

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 Attendee Email Blasts
- Available monthly starting in December 2019.
  - Very limited space – RESERVE NOW!
- Banners: 728 x 90 pixels; $500

ACA Conference & Expo Insider
This newsletter keeps attendees up-to-date on all that is happening at the annual conference starting monthly September 2019 and sent daily during the conference. Contact MultiView Sales at 972-402-7070 or by email salesinquiries@multiview.com for ad sales information.

ACA’s Enduring Publications
- Counseling Today is ACA’s monthly print magazine distributed to more than 50,000 counselors. This award-winning magazine is rated as a top member benefit!
- CTOonline is Counseling Today’s companion website, featuring select magazine content, as well as special, online-exclusives – all available as open access.
- Counseling Insider email newsletter is ACA’s resource for all that is happening in the counseling profession. Free for all counselors and ACA partners, readers get the latest industry updates every other Thursday. Find out more about advertising opportunities at http://mk.multibriefs.com/MediaKit/Pricing/MYACA or contact MultiView Sales via phone: 972-402-7070 or email: salesinquiries@multiview.com.
- Member Minute email newsletter is ACA’s exclusive, member’s only email newsletter. Distributed biweekly rotating with Counseling Insider, members receive updates on complimentary resources, information on ACA advocacy work, updates on ways to get more involved and much more!
- Counseling.org is ACA’s primary website where you’ll get noticed by up to 20,000 visitors each day.

For Counseling Today, CTO Online, Member Minute and counseling.org advertising please send inquiries to adsales@counseling.org

Onsite Promotion

Advertising Display Panels
Showcase your product/service throughout the conference with life-size ads.
- $650 for exhibitors and sponsors
- $800 non-exhibitors and non-sponsors

NEW! Conference Center Branding – Pricing and options vary. Contact Sales for more information.
Get your company logo and messaging on escalators, elevators, conference center walls and more. Leave an “impression” everywhere attendees go.

Exhibitor Showcases - $500
Share information about your products or services in this formal setting in a meeting room dedicated to exhibitor/sponsor presentation.

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.

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.

Mobile App “Special Offers” - $1,000 per ad
Promote your product, services or special offer in this special section of the ACA mobile app.

Scavenger Hunt - $500
Take part in our brand new ACA Scavenger Hunt! Participating exhibitors will become a stop that attendees will meet to scan to earn point in the hunt. Exhibitors may also provide prizes to top attendee winners (only 10 exhibitor spots available).

Post-conference Promotion

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 2020 exhibitors and sponsors.
Housing for the ACA 2020 Conference & Expo is now open!

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

• The ACA 2020 Conference & Expo will be held Thursday, April 16 thru Sunday, April 19, 2020
• Pre-conference Learning Institutes will be held on Thursday, April 16, 2020
• Conference activities will be held at the San Diego Convention Center and the Manchester Grand Hyatt
• 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 23, 2020
• Reserve early to ensure you get the lodging you desire!

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. Please make your hotel reservations at one of the contracted hotels below.

ACA CONTRACTED HOTELS

Manchester Grand Hyatt San Diego Hotel
(ACA Headquarter hotel)
One Market Place, San Diego, CA 92101
Location: 0.4 Miles from San Diego Convention Center (10 minute walk)
Standard Room Rates:
Single Occupancy: $299.00/$309.00/$319.00 per night
Double Occupancy: $299.00/$309.00/$319.00 per night
Check-in/Check-out: Check-in: 4:00 p.m., Check-out: 11:00 a.m.
Self-Parking - Overnight Guest: $35 / Daily Maximum: $40
Key Amenities: Complimentary in-room WiFi, pet friendly, fitness room, pool, spa and more
Make a reservation or call 800-233-1234 and reference ACA 2020 to receive the conference discount rates above

Omni San Diego Hotel
675 L St, San Diego, CA 92101
Location: 0.4 Miles from San Diego Convention Center (10 minute walk)
Room Rates:
Single Occupancy: $269.00 per night
Double Occupancy: $284.00 per night
Check-in/Check-out: Check-in: 3:00 p.m., Check-out: 12:00 p.m.
Key Amenities: Complimentary in-room WiFi, fitness room, pool and more
Parking: Valet Parking Only: ACA discount $42.00
Public Parking: A variety of parking garages are within 1 block of the hotel (prices vary)
*The hotel parking garage cannot accommodate oversized vehicles or trailers.
Make a reservation or call 800-843-6664 to receive the conference discount rates above

IMPORTANT NOTICE REGARDING ACA CONFERENCE HOTEL RESERVATIONS

ACA is not utilizing the services of any housing bureau for the ACA 2020 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 San Diego.

We look forward to seeing you in San Diego!

Email ACA Conference Hotels at acaconference@counseling.org with any of your housing questions.