



AMERICAN COUNSELING
ASSOCIATION
counseling.org/conference

2020
Conference & Expo
April 16-19 | San Diego, CA



**For Yourself.
Your Profession.
Your Clients.**

Sponsorship and Advertising Contract

Contract Information

Company name _____

Contact name _____ Title _____

Address _____

City _____ State _____ Zip _____

Email (important updates via email) _____

Website _____

Phone _____ Fax _____

Payment Information

Make check or money order payable to American Counseling Association in U.S. funds.

Charge amount \$ _____

VISA MasterCard AmEx Discover

Card number _____

Expiration date _____ Security code _____

Cardholder name _____

Authorized signature _____

Date _____

ACA POLICY TERMS/RULES & REGULATIONS

By signing this application, I agree that I have read, understand and agree to abide by the rules and regulations as outlined on the back of this application. **Please initial _____.** (Application will not be processed without initial).

ACA will not knowingly accept sponsors or 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 _____.** (Application will not be processed without initial)

Signature _____ Date _____
(Application will not be processed without signature)

SPONSORSHIPS	COST	TOTAL
PLATINUM	\$30,000	
GOLD	\$20,000	
SILVER	\$15,000	
BRONZE	\$5,000	
BRANDING SPONSORSHIPS		
Coloring Wall	\$1,500	
Session Sponsor	\$1,500	
Charging Station	\$3,000	
Self-Care Feature	\$3,000	
Photo Wall	\$4,000	
Chair Drop	\$5,000	
Networking Area	\$5,000	
Ribbon Wall	\$5,000	
Signature Cocktail	\$5,000	
Career Center	\$5,500	
Conference Mobile App	\$9,000	
Badge Lanyards	\$10,000	
The ACA Experience	\$10,000	
Water Station	\$10,000	
Welcome Reception & Expo Grand Opening	\$10,000	
Friday Networking Party	\$10,000	
ACA Self-Care and Wellness Center	\$12,000	
Wireless Access	\$15,000	
Opening Party	\$20,000	
PRE-CONFERENCE PROMOTION		
ACA Conference Website		
Homepage Banner - 1 month	\$1,200	
Homepage Banner - 3 months	\$3,400	
Interior Banner - 1 month	\$900	
Interior Banner - 3 months	\$2,500	
Interior Square - 1 month	\$900	
Interior Square - 3 month	\$2,500	
Email Blast		
Banners	\$500	
ONSITE PROMOTION		
Exhibitor Showcase	\$500	
Mobile App Push (per push)	\$500	
Scavenger Hunt	\$500	
Literature Display	\$600	
Adv. Display Panel (exhibitor/sponsor)	\$650	
Adv. Display Panel (non-exhibitor/non-sponsor)	\$800	
Mobile App "Special Offers" (per ad)	\$1,000	
POST CONFERENCE PROMOTION		
List Rental	\$600	
TOTAL AMOUNT \$		

For more information, contact:

Kellie Shevlin at sales@counseling.org,
202-288-8898 or visit counseling.org/conference.

ADVERTISING & SPONSORSHIP POLICY

Reservations

All advertising and sponsorship opportunities are available on a first-come, first-served basis. All application/contracts must be accompanied by payment in full.

Cancellation

If you cancel after you've reserved an advertising or sponsorship opportunity, you must notify in writing. The date on which the notice of cancellation is received will be the official date of cancellation.

If you cancel, there is no refund.

Right of Refusal

ACA reserves the right to exercise its sole discretion to accept or refuse any contract. Only advertising and sponsorship arrangements that are directly related or applicable to the counseling profession or counselors will be accepted. ACA does not accept advertising or sponsorship arrangements that promote direct competition with ACA or the counseling profession at large. Sponsors agree to abide by ACA's Bylaws and non-discrimination policy, affirming that they do not discriminate against any individual on the basis of ethnic group, race, religion, gender, sexual orientation, gender expression, gender identity, age, and/or disability. ACA reserves the right to terminate agreements with advertisers and/or partners who are found to be in violation of ACA's Bylaws and/or policies. ACA has the right to approve or deny inclusion of any item or content provided by an advertiser sponsor deemed inappropriate by ACA at its discretion.

Provision in Case of Default

If any advertiser or sponsor fails to perform any material term or condition of the contract, ACA reserves the right to terminate this contract immediately. Any funds paid by the advertiser or sponsor may be retained by ACA. Advertisements and sponsorships may not be resold, shared, or sublet without permission from ACA.

General Advertising and Sponsorship Policy

Submission of Application/Contracts without full payment does not guarantee reservation of the advertisement or sponsorship. No advertisement or sponsorship will run without full payment. Rates are net; no agency discount will be applied. Advertiser and sponsor agrees to furnish all copy, art (film or disks), and color proofs prior to the deadlines listed in the descriptions. If artwork is not received by the published deadlines, late fees may apply. ACA shall not be responsible for errors caused by the transfer of your data and graphics or for claims made in any branding recognition. Advertiser and sponsor warrants that all photographs and endorsements are covered by valid, written consents. Advertiser and sponsor shall indemnify and hold ACA harmless from liability of any kind resulting from publication.

SUBMIT