



2015 Association for Counselor Education & Supervision National Conference

Philadelphia Marriott Downtown
Philadelphia, Pennsylvania
October 7th - October 11th

Exhibiting and Sponsorship Opportunities

We hope you will join us as a sponsor or exhibitor at this year's most exciting conference! Over 2,000 counselors, counselor educators, counselor supervisors, and students will attend the Association for Counselor Education & Supervision (ACES) conference. With numerous receptions, general sessions, and breaks scheduled at the conference, you will have multiple opportunities to interact with conference attendees and promote your business or school.

Location and Accommodations

The conference will be held at the Philadelphia Marriott Downtown in Philadelphia, Pennsylvania. The Philadelphia Marriott Downtown is a remarkable presence in the center of the city and easily accessible from the airport. Guests will be surrounded by captivating historical sites and attractions resonating with creativity and vitality. ACES has a reserved block of rooms at a special room rate (\$189.00 + tax) for single or double occupancy. Reserve rooms online at: <https://aws.passkey.com/g/36703147> or by calling 1-800-320-5744.

**Over 2,000 Counselors, Counselor Educators, Supervisors, and
Students are Expected to Attend!**

For more information, please contact Nicole R. Hill & Melissa Luke at mm Luke@syr.edu



Registration

To register as a sponsor or exhibitor, please complete the application included with this packet. At the start of February, you can also register by visiting <https://www.regonline.com/2015ACES>. Please see the application below for submission details. Space is limited so please register early. Booth placement will be decided on a first come, first serve basis.

ACES Expo Express

Exhibiting at the 2015 ACES National Conference is a great way to increase your visibility at the only national conference specifically for professional counselor educators and supervisors.

Why Exhibit? Benefits Include:

- Sell/introduce new products
- Generate referrals
- Give demonstrations
- Recruit new authors
- Reach new markets
- Expand sales
- Build service or product credibility
- Meet customers face-to-face
- Generate brand recognition
- Increase visibility

For more information, please contact Nicole R. Hill & Melissa Luke at mmluke@syr.edu

ACES Expo Express Hours

Thursday, October 8th - 1:00pm - 6:00pm

Friday, October 9th - 8:00am - 6:00pm

Saturday, October 10th - 8:00am - 4:00pm



Benefits for Exhibitors

- Business listing and description on the ACES conference website and in the conference program
- Steady traffic flow of qualified buyers, prospective collaborators, and recommenders
- Consistent and frequent access to conference attendees
- Promotional opportunities
- Link to your business, association, or educational website in ACES Virtual Expo Express (for some packages).



Expo Express Installation and Dismantling

Exhibitors will be able to set up between 10:00 am and 12:00 pm on Thursday, October 8th, 2015. Dismantling will begin at 4:00 pm on Saturday, October 10th and should be completed by 8:00 pm that same day.

For more information, please contact Nicole R. Hill & Melissa Luke at mmluke@syr.edu

Exhibitor Service Information

Exhibitor services will be provided by Freeman. Items such as additional draping, accessories, electricity, telephone, internet connections, audiovisual equipment, and drayage will be arranged through Freeman for additional charges. Exhibitors will be receiving comprehensive information packets no later than 60 days prior to the conference.

Exhibitor Contact Information

For more information about exhibits, please contact Drs. Nicole R. Hill and Melissa Luke by email at mmmluke@syr.edu or by phone at (315) 443-2266.

Exhibit Package Options

Package #1 - Professional Double Booth (Conference Attendance) - \$1400

- ✓ 10 x 20 booth with two (2) draped tables, four (4) chairs, trash can
- ✓ **Two complementary conference registrations** (valued at approximately \$650.00)
- ✓ Name badge and exhibitor ribbon for two complementary conference attendees
- ✓ Listing in the exhibitor section of the conference program
- ✓ Listing on the ACES Virtual Expo Express

Package #2 - Professional Single Booth (Conference Attendance) - \$875

- ✓ 10 x 10 booth with draped table, two (2) chairs, trash can
- ✓ **Two complementary conference registrations** (valued at approximately \$650.00)
- ✓ Name badge and sponsor ribbon for two complementary conference attendees
- ✓ Listing in the exhibitor section of the conference program
- ✓ Listing on the ACES Virtual Expo Express

Package #3 - Professional (Exhibit Only) - \$625

- ✓ 10 x 10 booth with draped table, two (2) chairs, trash can
- ✓ Listing in the exhibitor section of the conference program

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- ✓ Listing on the ACES Virtual Expo Express

Package #4 - Non-professional - \$425

- ✓ 10 x 10 booth draped table, two (2) chairs, trash can

Package #5 - Registration Packet Insert: \$150

- ✓ Flyer, brochure or pamphlet will be included in each attendee registration packets; 1,000 *pre-printed inserts* are required.

Space is limited! Early reservations are recommended.
Tables will be assigned on a first-come, first-served basis.



Sponsorship Opportunities

Sponsorship levels range from platinum to bronze, including sponsorship of the conference bags and meal functions. Therefore, there is something for every marketing and promotional objective and budget.

Conference Bags: \$8,200

Your business, association, or school's name will be on the conference bag which will be received by every conference attendee. All attendees will receive a special carry-all to hold their conference materials. Take advantage of promoting your business, association, or

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school on the item itself, which also displays the ACES conference logo. This is a unique marketing opportunity for the sponsor, as many attendees will use the bag year round.

Additional benefits of this sponsor level:

- Your business, association, or school's logo printed on the opposite side of the bag from the conference logo.
- All of the benefits of the Platinum Sponsorship (excluding ad, see below)
- Full-page ad on the **BACK COVER** of the program book distributed to all attendees

Platinum \$6200 Benefits

- Exhibit table in ACES Expo Express - 10 x 10 booth with draped table, two (2) chairs, trash can
- Full-page ad on the **INSIDE FRONT COVER** of the conference program book distributed to all attendees
- Four (4) complimentary conference registrations (valued at approximately \$1400)
- Unique listing as the Platinum sponsor in the registration area
- Ad on the ACES website for the month before and after the annual conference
- Listing with 100-word description and business logo in the ACES Virtual Expo Express
- Listing in sponsor and exhibitor section of the conference program book
- Name badge and sponsor ribbon for all four complimentary conference attendees
- Pre-printed flyer, brochure or pamphlet included in each of the attendee registration packets ; 1,000 pre-printed inserts are required (optional)

Gold \$5,200 Benefits

- Exhibit table in ACES Expo Express - 10 x 10 booth with draped table, two (2) chairs, trash can
- Full-page ad on the **INSIDE BACK COVER** of the conference program book distributed to all attendees
- Four (4) complimentary conference registrations (valued at approximately \$1400)
- Ad on the ACES website for the month before and after the annual conference
- Listing as a Gold Sponsor in the registration area
- Listing with 100-word description and business logo in the ACES Virtual Expo Express
- Listed in sponsor and exhibitor section of the conference program book
- Name badge and sponsor ribbon for all four complimentary conference attendees
- Pre-printed flyer, brochure or pamphlet included in each of the attendee registration packets ; 1,000 pre-printed inserts are required (optional)

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Silver \$4,200 Benefits

- Exhibit table in ACES Expo Express - 10 x 10 booth with draped table, two (2) chairs, trash can
- One-half page ad in the conference program book distributed to all attendees (ad placement to be determined by ACES conference staff)
- Two (2) complimentary conference registrations (valued at approximately \$700)
- Ad on the ACES website for the month before and after the annual conference
- Listing as a Silver Sponsor in the registration area
- Listing with 100-word description and business logo in the ACES Virtual Expo Express
- Listed in sponsor and exhibitor section of the conference program book
- Name badge and sponsor ribbon for two complimentary conference attendees
- Pre-printed flyer, brochure or pamphlet included in each of the attendee registration packets; 1,000 pre-printed inserts are required (optional)

Bronze \$3,200 Benefits

- Exhibit table in ACES Expo Express - 10 x 10 booth with draped table, two (2) chairs, trash can
- One-third-page ad in the conference program book distributed to all attendees (ad placement to be determined by ACES conference staff)
- Two (2) complimentary conference registrations (valued at approximately \$700)
- Listing as Bronze Sponsor in the registration area
- Listing with 100-word description and business logo in the ACES Virtual Expo Express
- Listed in sponsor and exhibit section of the conference program book
- Link on ACES conference website
- Name badge and sponsor ribbon for two complimentary conference attendees
- Pre-printed flyer, brochure or pamphlet included in each of the attendee registration packets ; 1,000 pre-printed inserts are required (optional)

Break Sponsorship: \$2000

- Each morning, ACES will provide a beverage station (coffee, juices) for attendees just before they enter the first sessions. With this sponsorship, your business, school, or association will be able to display a poster with your logo on the break table. In addition, you can provide any additional promotional materials on the table. Poster to be

displayed must be provided by sponsor. Your school, association, or business will be listed in the sponsor section of the conference program book as a break sponsor.

Sponsorship Contact Information: For more information about sponsorships, please contact Drs. Nicole R. Hill and Melissa Luke email at mmluke@syr.edu or by phone at 315-443-2266.

EXHIBITOR/SPONSOR AGREEMENT

The organization below agrees to the terms of this agreement to contract for exhibit space and/or sponsorship opportunities offered by the 2015 ACES Conference, which will be held at the Philadelphia Marriott Downtown in Philadelphia, Pennsylvania from October 7th - October 11th. This will become a contract when countersigned by the representative of the Association for Counselor Education and Supervision (ACES). This form must be received by ACES by July 30, 2015, for the exhibitor or sponsor to be listed in conference materials. A confirmation e-mail will be sent to confirm receipt of this form. Please provide the information below, which will be listed in the 2015 ACES Conference Program:

Name of Organization

(as it will appear in the conference program, limited to 26 characters and/or spaces)

Name of Contact Person to Receive All Exhibit Information

<i>Address</i>	<i>City</i>	<i>State</i>	<i>Zip</i>
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<i>Phone</i>	<i>Fax</i>
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E-mail address

URL for ACES Virtual Expo Express

Please provide the names of the complimentary conference attendees below. Refer to the exhibitor and/or sponsorship packet information for the number of complimentary registrations.

1. _____
Name of person to receive complimentary registration *E-mail address*

2. _____
Name of person to receive complimentary registration *E-mail address*

3. _____
Name of person to receive complimentary registration *E-mail address*

4. _____
Name of person to receive complimentary registration *E-mail address*

For more information, please contact Nicole R. Hill & Melissa Luke at mmluke@syr.edu

Exhibitor/Sponsor's Responsibilities

Exhibitor/sponsor responsibilities include:

- Provide ACES a camera-ready logo (.eps, .bmp, .tif or .jpeg file) for use on conference materials by July 30th, 2015 to Drs. Nicole R. Hill and Melissa Luke at mmluke@syr.edu .
- Provide a business description for the ACES Virtual Expo Express by July 30th, 2015 to Drs. Nicole R. Hill and Melissa Luke at mmluke@syr.edu. See sponsor or exhibitor package for information to be provided.
- Additional services such as additional draping, accessories, electricity, telephone, internet connections, audiovisual equipment, and drayage services are not included in the registration fee.
- Exhibitors will receive a service kit 60-90 days prior to the conference containing information about ordering these services.
- Exhibitors may not permit any other organization to use its exhibit space.

Payment Information

Package # _____ Sponsorship package _____

Price \$ _____ (please see prospectus for exhibitor/sponsorship pricing)

Total amount due including exhibitor/sponsorship fees \$ _____

Payment Information:

- I have enclosed a check for the total amount of the exhibitor/sponsorship fee

Total Amount Enclosed (check payable to ACES) \$ _____

- I will pay by credit card using the ACES secure online payment system
<https://www.regonline.com?eventID=1639107&rTypeID=366566>

Exhibitor/Sponsor's Relationship to ACES and the Conference

Exhibitors may not distribute material regarding products or services that compete with those of ACES, nor hold meetings or otherwise encourage absence of attendees during the official hours of the conference. In the event of cancellation or relocation of the conference due to circumstances over which ACES has no control, ACES shall have no liability or responsibility to refund any fees paid by exhibitors or sponsors. ACES reserves the right to remove from the premises any or all of the property of the exhibitor without prior notice and without hearing should the conference be canceled or relocated or should the exhibitor violate any of the conditions of this agreement. ACES undertakes no duty to exercise care, nor does it assume any responsibility, for the protection and safety of the exhibitor, its representatives or property. The exhibitor agrees to indemnify and hold ACES and its agents harmless from all such claims and from all claims or liability of any nature whatsoever arising from the activities of the exhibitor or any of his representatives or from the display or use of property of the exhibitor. Exhibitor assumes all responsibility to secure their property, materials, and display at all times.

For more information, please contact Nicole R. Hill & Melissa Luke at mmluke@syr.edu

Exhibitor's Agreement

I, _____, the duly authorized representative of the firm named above, subscribe and agree to all terms and conditions contained in this agreement.

Exhibitor Signature Date

Contract Accepted by ACES – Representative Signature Date

Please complete and return this form by email to mmluke@syr.edu and either (a) pay with credit card via the ACES secure online payment system <https://www.regonline.com?eventID=1639107&rTypeID=366566> or (b) include a check to:

ACES Conference Exhibits and Sponsorship
Association for Counselor Education and Supervision
c/o Drs. Hill & Luke
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Syracuse, NY 13244
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