

# ACA 2018 CONFERENCE & EXPO

## SPONSORSHIP AND ADVERTISING CONTRACT

SPONSORSHIPS	COST	TOTAL
PLATINUM	\$30,000	
GOLD	\$20,000	
SILVER	\$15,000	
BRONZE	\$5,000	
BRANDING SPONSORSHIPS		
Wireless Access Sponsor	\$25,000	
Lunch in the Expo (per day)	\$20,000	
Opening Party	\$20,000	
Tote Bags	\$20,000	
Welcome Reception & Expo Grand Opening	\$20,000	
<b>New!</b> The ACA Experience	\$10,000	
Badge Lanyards	\$8,500	
Conference Mobile App	\$8,000	
Career Center	\$7,500	
ACA Graduate Student and New Professional Center	\$7,500	
Recharge & Networking Station	\$6,000	
<b>New!</b> ACA Awards Ceremony	\$5,000	
<b>New!</b> Self-Care Stations (per station)	\$5,000	
<b>New!</b> Session Sponsor	\$2,000	
ADVERTISING & MARKETING OPPORTUNITIES		
ACA Conference Website Ad		
One per month	\$600	
Three consecutive months	\$1,500	
Advertise in Registered Attendee Email Blasts		
Rail images: 140 x 140 pixels	\$250	
Body images: 440 x 100 pixels	\$400	
Showcase and Mobile Apps		
Exhibitor Showcase (per session)	\$350	
Mobile App Push (per push)	\$400	
Conference Mobile App "Special Offers" (per ad)	\$450	
ONSITE PROMOTION		
Tote Bag Inserts		
Exhibitors and sponsors	\$600	
Non-exhibitors and sponsors	\$750	
<b>New!</b> Advertising Panels and Runners		
Exhibitors and sponsors*	\$500	
Non-exhibitors and non-sponsors*	\$650	
<b>New!</b> Escalator Runners (per escalator)	\$1,600	
2018 Conference Program Guide Ads		
Full Page	\$1,500	
Cover 2	\$2,500	
Cover 3	\$2,500	
Cover 4	\$3,500	
½ page	\$900	
<b>TOTAL AMOUNT \$</b>		

### 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 publications or programs will not knowingly accept 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*)



#### Mail to:

ACA Conference & Exhibits  
ATTN: Beth Burchill  
6101 Stevenson Avenue, Suite 600  
Alexandria, VA 22304

#### Fax:

ACA Conference & Exhibits  
ATTN: Beth Burchill  
Fx: 703-823-0252

**For more information, contact:**

**Barbara Fett** at 972-751-9622, bfett@counseling.org  
or visit [counseling.org/conference](http://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**