

G.S.C.A.
Georgia School Counselor Association

Sponsorship and Exhibitor Prospectus

2022 GSCA ANNUAL CONFERENCE
NOVEMBER 8 - 10, 2022
HYATT REGENCY SAVANNAH
SAVANNAH, GEORGIA

About the Georgia School Counselor Association...

Established in 1949, the Georgia School Counselor Association (GSCA) is a private, non-profit association comprised of school counselors, counseling and guidance directors, supervisors, administrators, counselor educators, and other individuals involved in related activities who have an impact on a student's success and well-being at school, work and home. GSCA members work in all educational settings from elementary through postsecondary education.

GSCA has been instrumental in setting professional standards for the school counseling profession in Georgia. Each fall members of GSCA travel to attend the largest event sponsored by GSCA. They participate in networking opportunities and education sessions providing our sponsoring organizations an important opportunity to develop lasting and personal relationships with our captive audience. Being a Sponsor with the GSCA during these events not only expands your business through branding but it also means that you have gone the extra mile to show our members what their business means to you.

Levels of Opportunity

Titanium Level (\$10,000)

- ◆ Opportunity to speak at the Opening or Closing Session (up to 4 minutes)
- ◆ Three full conference registrations and/or additional exhibit staff
- ◆ Recognition as sponsor in conference app
- ◆ Recognition in Welcome Newsletter to attendees
- ◆ Exposure on GSCA website
- ◆ Two Exhibit tables
- ◆ Logo posted in rotational, linked with company's URL, on home page for the duration of the academic year
- ◆ Recognition as sponsor from podium at opening and closing session
- ◆ Pre and Post conference spotlight to all GSCA members via email blast (GSCA will send sponsor designed e-mail to membership list)
- ◆ Mailing list of conference attendees
- ◆ Listing on sponsor sign at registration
- ◆ Opportunity to include company supplied labeled products or materials in GSCA Welcome Bag
- ◆ Inclusion in the GSCA Conference App

Diamond Level (\$7,500)

- ◆ Welcome Reception Sponsorship (\$2,500 value) (non-exclusive)
- ◆ Listing on sponsor sign at registration
- ◆ Recognition as sponsor in conference app
- ◆ Recognition on conference web site pages, linked with company's URL
- ◆ Logo inclusion in all conference e-mail communications sent out prior to the conference
- ◆ Recognition in Welcome Newsletter to attendees
- ◆ Two Exhibit tables
- ◆ Two full conference registrations and/or additional exhibit staff
- ◆ Logo posted in rotational, linked with company's URL, on home page for the duration of the academic year
- ◆ Recognition as sponsor from podium at opening and closing session
- ◆ Mailing list of conference attendees
- ◆ Inclusion in the GSCA Conference App
- ◆ Opportunity to include company supplied labeled products or materials in GSCA Welcome Bag

Platinum Level (\$5,000)

- ◆ Continental Breakfast or Break Sponsorship (\$1,250 value) (non-exclusive)
- ◆ Listing on sponsor sign at registration
- ◆ Recognition on conference web site pages, linked to company's URL
- ◆ Recognition in Welcome Newsletter to attendees
- ◆ Two Exhibit tables
- ◆ One full conference registration and/or additional exhibit staff
- ◆ Logo posted in rotational on home page for the duration of the academic year
- ◆ Opportunity to include company supplied labeled products or materials in GSCA Welcome Bag
- ◆ Inclusion in the GSCA Conference App

Gold (\$2,500)

- ◆ Listing on sponsor sign at registration
- ◆ Recognition on conference web site pages, linked to company's URL
- ◆ Recognition in Welcome Newsletter to attendees
- ◆ Exposure on GSCA social media
- ◆ One Exhibit table
- ◆ One full conference registration and/or additional exhibit staff
- ◆ Opportunity to include company supplied labeled products or materials in GSCA Welcome Bag
- ◆ Inclusion in the GSCA Conference App

Silver (\$1,000)

- ◆ Listing on sponsor sign at registration
- ◆ Recognition on conference web site pages, linked to company's URL
- ◆ Recognition in Welcome Newsletter to attendees
- ◆ Opportunity to include a flyer in Welcome Bag
- ◆ Inclusion in the GSCA Conference App

Bronze (\$500)

- ◆ Listing on sponsor sign at registration
- ◆ Recognition on conference web site pages, clickable to company's URL
- ◆ Recognition in Welcome Newsletter to attendees
- ◆ Opportunity to include a flyer in Welcome Bag
- ◆ Inclusion in the GSCA Conference App

The Fine Print on Sponsorships

Opportunities for additional customized add-on's will be considered on a first come-first serve basis. Contact Lisa at the GSCA Office at lisa@gaschoolcounselor.org with your request. GSCA shall not refund, rebate, or credit any fees associated with Advertising or Sponsorship. GSCA reserves the right to refuse to sell sponsorship, exhibit space or advertising to any company it deems objectionable or cross-purposed to the association's mission.

Exhibitor Opportunity

Exhibiting at the GSCA Conference will put you in touch with hundreds of Counselors throughout the state of Georgia. They will come to learn, gather ideas and shop. Many will cite that the exhibit area at the GSCA Conference is among the Conference highlights. This creates a prime opportunity for exhibitors to make a strong impression while they build a relationship with the counselors. All Exhibitors are also placed in the GSCA Conference App.

EXHIBIT HALL HOURS (Subject to Change)

Reservations for multiple booths and conference sponsors will be given first priority on booth location. Space is reserved on a first-come, first-served basis.

Monday, November 7: 6:00 pm - 9:30 pm
Exhibit Load In/Set
Up (preferred time)

Tuesday, November 8: 8:00 am - 4:00 pm
Exhibit Hours
(morning set-up also available)

Wednesday, November 9: 8:00 am - 4:00 pm
Exhibit Hours

Load In/Load Out Hours: after 6:00 pm
Monday, November 7

Exhibitor Packet Pick-Up and Move-In
6:00 pm - 9:30 pm (*Installation and Set-Up of Booth Materials MUST be completed by 11:30 am on Tuesday, November 8.*)

Exhibitor Move-Out:
Wednesday, November 9, 4:00 pm - 8:00 pm
(*Dismantle and Move-Out MUST be completed by 8:00 pm*)

EXHIBIT SPACE

Exhibit space is for:

- ◆ One 6' x 30" table (one provided)
- ◆ 2 chairs
- ◆ 1 wastebasket
- ◆ Two staff members

Each additional staff member (over two) is \$25.00 per person.

Not included in booth fee:

- ◆ Furniture Rental
- ◆ Electricity
- ◆ Carpet Rental (*included at hotel*)
- ◆ AV equipment or dedicated Internet line
- ◆ Material handling and labor
- ◆ Shipping and drayage
- ◆ Floral and other services

The Fine Print on Exhibiting

Cancellations:

Cancellations on exhibit space made prior to September 30 are allowed without penalty. Cancellations between October 1 and October 20 are subject to 25% processing fee. Cancellations after October 20 are non-refundable in any amount.

All cancellations must be made in writing via email to info@gaschoolcounselor.org.

Payment Policy:

All payments are due by the deadline associated with the registration pricing bracket or NET 30 days, whichever comes first. Failure to pay by deadline will

result in a late payment fee. Failure to pay by October 20 will result in an additional late payment fee. Please note that payment can be made with a credit card at the time of registration.

Space Assignment Considerations:

All booths will be assigned on a first-come, first-served basis, after providing priority to all conference sponsors. Specific booth assignments may take into account the amount of space required, exhibiting history, type of physical exhibit, and product type. Booth space is not guaranteed until written confirmation is sent by GSCA.

Exhibitor Pricing

Early Bird Registration Until September 1, 2022:

	1 Exhibit Space	2 Exhibit Space	3 Exhibit Space
For-Profit	\$600	\$1,100	\$1,500
Non-Profit	\$400	\$700	\$900

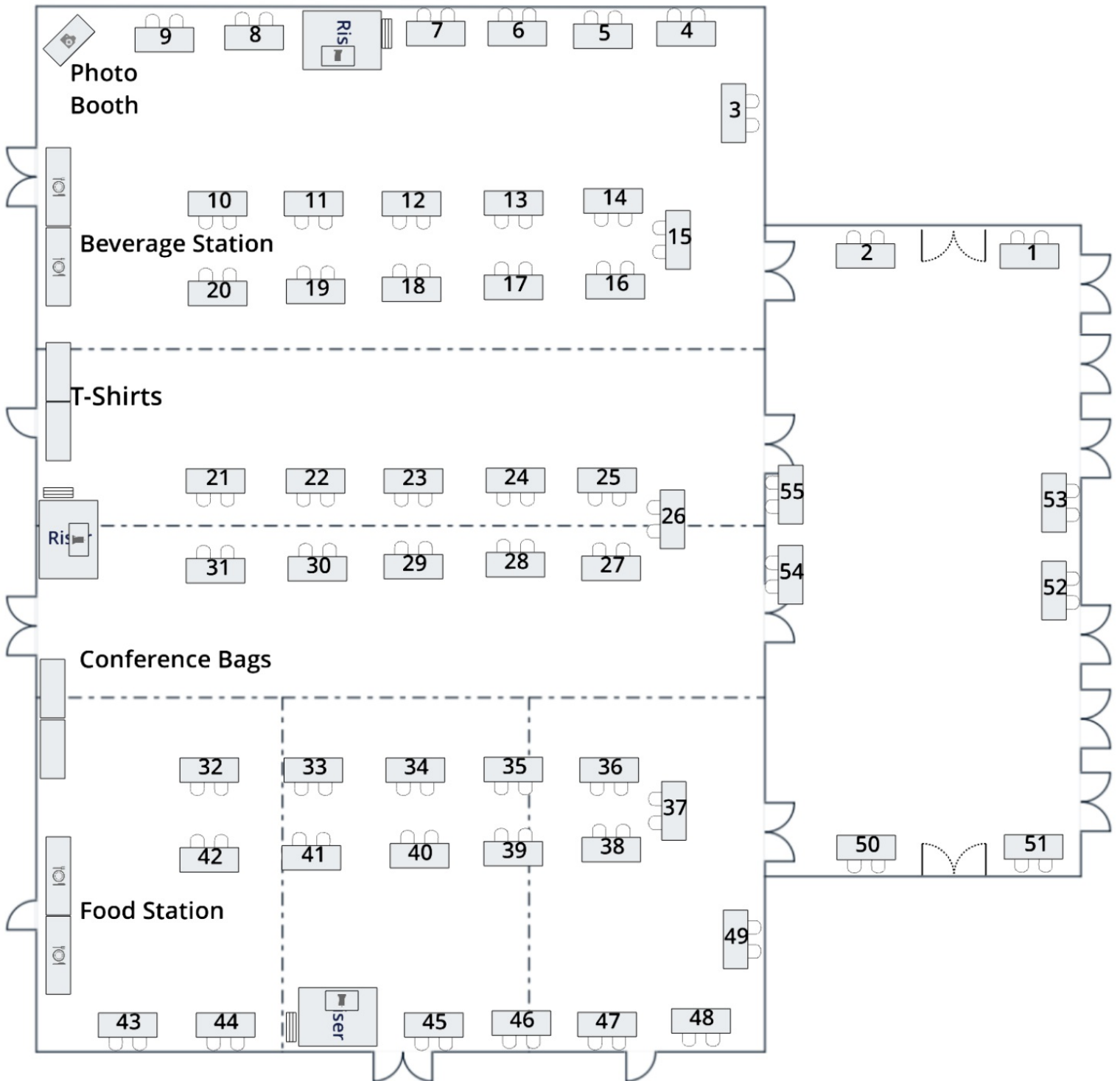
Regular Registration from September 2 - October 20, 2022:

	1 Exhibit Space	2 Exhibit Space	3 Exhibit Space
For-Profit	\$700	\$1,300	\$1,800
Non-Profit	\$500	\$900	\$1,200

On-Site Rate Beginning On October 21, 2022: (Only available on a space available basis; GSCA does not guarantee of availability)

	1 Exhibit Space	2 Exhibit Space	3 Exhibit Space
For-Profit	\$800	\$1,500	\$2,100
Non-Profit	\$600	\$1,100	\$1,500

Exhibit Layout



10 Feet