



# The Annual Convention of the Florida School Counselor Association

Renaissance Orlando Resort at SeaWorld  
October 23-25, 2008

## Prospectus of Exhibiting, Sponsorship & Speaking Opportunities

Because you sell into the school counselor market, you cannot afford to miss the opportunity to exhibit at, sponsor, or speak to this year's most important industry event. The *500 school counselors, counselor educators and counseling supervisors* who attend each FSCA convention come ready to learn about your company or college and they come ready to make purchasing decisions. With *numerous receptions, general sessions and breaks scheduled in the exhibit area*, you will experience some of the best exhibit hall traffic you have ever seen.

### Location

The convention will be held at the Renaissance Orlando Resort at SeaWorld. FSCA has reserved a block of rooms at a special room rate of \$129 single or double occupancy. When making your hotel reservation, mention FSCA to get this rate. Call (800) 836-7610.

### Information

For more information or to reserve your space, contact Mike ter Maat at (954) 547-8996 or [mtermaat@comcast.net](mailto:mtermaat@comcast.net).



The Renaissance Orlando Resort at SeaWorld provides the just the right atmosphere for doing business – professional, yet relaxed.

**FSCA Annual Convention  
Prospectus of Exhibiting, Sponsorship & Speaking Opportunities**

**500 School Counselors Expected to Attend!**

Exhibiting at and sponsoring the FSCA Convention is the perfect way to increase your visibility at *the only statewide convention targeting professional school counselors.*

## Exhibiting Opportunities

### Why Exhibit?

- Introduce new products
- Generate college referrals
- Give demonstrations
- Recruit new authors
- Reach new markets
- Expand sales
- Meet customers face-to-face
- Build brand recognition



The Wedgwood Ballroom is planned for exhibiting, the opening reception, the general sessions and the Friday evening banquet.

### Exhibitor Calendar

Thursday, October 23

Exhibitor set-up 12:00 to 5:00

Exhibit hall open for the Opening Reception 7:00 to 9:00 pm

Friday, October 24

Exhibit hall open immediately following the general session in the exhibiting area  
10:00 am – 6:30 pm

Note that the special evening banquet also will be held in the exhibiting area

Saturday, October 25

Exhibit hall open immediately following the general session in the exhibiting area  
10:00 am – 12:00 noon

Exhibitor move-out 1:00-4:00

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**FSCA Annual Convention  
Exhibiting & Sponsorship Opportunities**

**Exhibitor Benefits**

- Company listing and description on the FSCA convention website and in the program book given to every attendee,
- Good traffic flow of qualified buyers and recommenders,
- Opening reception planned for the exhibit hall,
- General sessions planned for the exhibit hall,
- Banquet planned for the exhibit hall,
- Promotional opportunities,
- Opportunity to purchase convention attendee mailing labels,
- Huge buyer-to-exhibitor ratio,
- One complimentary convention registration plus two exhibit-only registrations per booth, and
- Free link to your company website in virtual exhibit hall

**Exhibit Tables**

One six-foot draped table, two chairs, one wastebasket. Upon receipt of an executed contract, each exhibitor will receive an Exhibitor Kit, containing forms for:

- Additional booth furniture
- Audiovisual equipment
- Application for electrical utilities, telephone and other services
- Hotel reservation information
- Drayage and shipping information



The Renaissance Orlando Resort at SeaWorld has recently undergone a breathtaking \$27-million renovation, all to your benefit.

**Exhibit Pricing Information**

First table . . . . . \$525  
Each additional table . . . . . \$475

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## **Sponsorship Opportunities**

With sponsorship levels ranging from silver to platinum, plus sponsorship of the tote bags, T-shirts and meal functions, there is something for every marketing objective and budget.

### **Platinum \$4,500 Benefits** *This is an exclusive position available to only one sponsor!*

- One exhibit table,
- Full-page ad on the back front cover of the program book distributed at the annual convention,
- Four complimentary conference registrations,
- Unique listing as the Platinum sponsor in the registration area,
- All of the benefits of the Gold Sponsorship

### **Gold \$3,000 Benefits**

- One exhibit table,
- Full-page ad in the program book distributed at the convention,
- Logo printed on conference marketing materials (if booked by May 1, 2008),
- Side panel ad on the FSCA website for the month before and after the annual convention,
- Listing as a Gold Sponsor in the registration area,
- All of the benefits of the Silver Sponsorship

### **Silver \$1,500 Benefits**

- One-third-page ad in the program book distributed at check-in,
- Listing with 100-word description and company logo in the Virtual Exhibit Hall and sponsor section of the convention program book,
- Link on FSCA 's convention website,
- Two complimentary conference registrations,



Sponsoring a session is a great way to position your firm as an industry thought leader.

## **FSCA Annual Convention Exhibiting & Sponsorship Opportunities**

- One-time use of attendee names and addresses, either pre-convention or post-convention,
- Name badge and sponsor ribbon for all staff attendees,
- Ability to insert company materials in attendees' registration bags (only available to sponsors),
- Listing as Silver Sponsor on on-site signage, and
- Recognition as sponsor in all general sessions.

### **Registration Tote Bags: \$1,500 plus provide item or cost to be negotiated**

Your company's name will be the one with which every attendee is sure to go home when you sponsor the official convention tote bag. All attendees receive a special carry-all bag to hold their convention materials. Take advantage of promoting your company on the bag itself, which also displays the FSCA logo. This is a unique marketing opportunity for the sponsor, as many counselors use the bags all year. Sponsor also receives:

- Your firm's logo on the opposite side of the bag from the conference artwork on the only official convention tote bag distributed at check-in, and
- All of the benefits of the Silver Sponsorship.

### **Convention T-Shirts: \$1,500 plus provide item or cost to be negotiated**

Sponsor the convention T-shirt provided to every attendee, and your booth traffic will skyrocket as all the attendees stop by to pick up their shirts!

- Your firm's name and logo along with the conference artwork on the only official convention t-shirt, distributed either at check-in or from your table, and
- All of the benefits of the Silver Sponsorship.

### **Convention Program Book: \$2,000**

Sponsor the convention program book provided to every attendee, and your company name will remain with school counselors when they return to their schools.

- Your full-page add on the back cover of the program book distributed to every attendee at check-in, and
- All of the benefits of the Silver Sponsorship.



Hosting a Convention function is easy because we can plan the function – you deliver your message!

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## **Speaking Opportunities**

If you are interested in positioning your company or college as an industry thought leader, there are excellent opportunities to participate in the convention program. Only school counselors will be invited to make presentations in the regular sessions; however, a number of session time slots – outlined below – have been set aside for your access.

### **Convention Breakfast Friday or Saturday Morning: \$1500 plus cost of breakfast to be negotiated**

This is your opportunity to talk about your favorite subject – your business! The best presentations are, of course, educational for the audience, and highlight how your company or college can help counselors. Attendance is optional, so your audience is sure to be a self-selected group of counselors interested in your business. To your benefit there will be no more than one convention breakfast each day. Your benefits include:

- 30-40 minutes during a one-hour breakfast to make an educational presentation,
- Ability to display branded items and to distribute company materials during the breakfast rather than through the attendees' registration bags at check-in, and
- All of the benefits of the Silver Sponsorship

### **Convention Lunch Friday or Saturday: \$1500 plus cost of lunch to be negotiated**

This is a more brief opportunity to introduce your business, but to a wider audience. There will be no more than one convention lunch each day, so everyone will be there! Your benefits include:

- 10 minutes during a one-hour lunch to make a presentation on a topic of your choosing, to be approved by the convention,
- Ability to display branded items and to distribute company materials during the lunch rather than through the attendees' registration bags at check-in, and
- All of the benefits of the Silver Sponsorship.

### **Concurrent break-out session Friday or Saturday: \$2000**

You will have control over your time slot to present an educational program of your choosing, to be approved by the convention (this is not an opportunity to discuss your business). Attendance is optional, so your audience is sure to be a self-selected group of counselors interested in your topic. Your benefits include:

- 30-40 minutes during a one-hour breakfast to make a presentation on a topic of your choosing, to be approved by the convention, and
- All of the benefits of the Silver Sponsorship

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