

FLORIDA SCHOOL COUNSELOR ASSOCIATION

2021



Keynote Speaker

Dr. Michele Borba

Parenting & Child Expert • Educational Psychologist
Best-Selling Author • Speaker



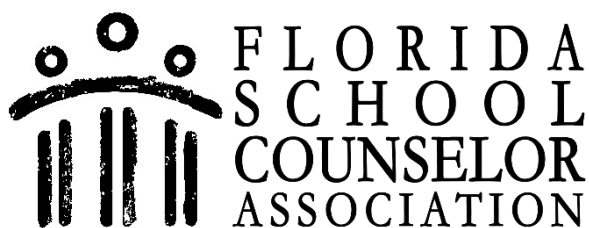
Exhibiting and Sponsorship Prospectus

RESILIENCY:

CONNECTION • EMPOWERMENT • PURPOSE

OCTOBER 28, 29, 30, 2021 • HILTON TAMPA DOWNTOWN, TAMPA, FL

**FSCA
2021
Convention**



As an organization that caters to the education marketplace, FSCA invites you to participate as a sponsor or exhibitor at the Florida School Counselor Association's 2021 professional development convention; Florida's largest gathering of school counseling professionals annually.

This year, the Florida School Counselor Association will welcome school counselors, licensed counselors, counselor educators, counselor supervisors, school counseling graduate students, and industry experts to share best practices, curricula and research on methodologies best suited to support our student population in a post COVID-19 landscape.

Exhibitors are set up for centralized access to attendees, providing you with the opportunity to share how your organization can fill the needs of school counselors to better support K-12 students.

The Florida School Counselor Association purposefully builds our schedule to maximize vendor and attendee interaction opportunities, something critical for you to showcase your brand. With numerous receptions, general sessions, and breaks scheduled in the exhibit area, you will experience high traffic volume and motivated educational professionals.

Best Regards,

A handwritten signature in purple ink that reads "Rebecca A. Schumacher".

Dr. Rebecca A. Schumacher

Executive Director

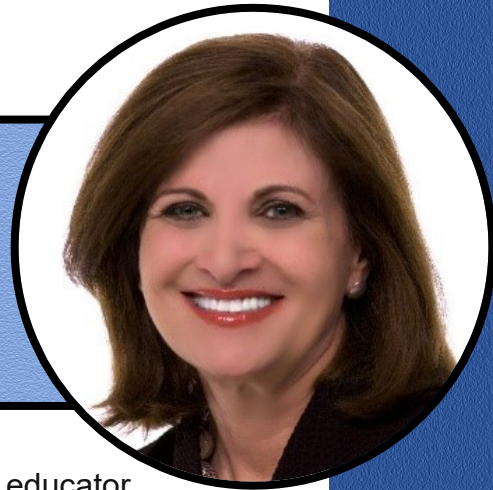
Florida School Counselor Association (FSCA)

"FSCA empowers school counselors with the knowledge, skills, connections, and resources to promote equity, access to high-quality education and overall student success in school."

WELCOME

Keynote Speaker Dr. Michele Borba

Parenting & Child Expert • Educational Psychologist
Best-Selling Author • Speaker



Michele Borba, Ed.D. is an internationally renowned educator, award-winning author, and parenting child expert recognized for her solution-based strategies to strengthen children's and social-emotional intelligence and character, and reduce peer cruelty. A sought-after motivational speaker, she has spoken on 19 countries in five continents, and served as a consultant to hundreds of schools and corporations. Clients include Sesame Street, Harvard, U.S. Air Force Academy, 18 US Army Bases in Europe and the Asian-Pacific, H.R.H. the Crown Prince of Abu Dhabi, and a TEDx Talk: "Empathy Is a Verb." She offers realistic, research-based advice culled from a career working with over one million parents and educators worldwide.

Dr. Borba is an NBC contributor who has appeared 150 times on the TODAY show and countless shows including: three Dateline specials, Dr. Phil, The View, NBC Nightly News, The Doctors, Dr. Oz, Anderson Cooper, MSNBC, Fox & Friends, Countdown, three NBC Education Nation specials, Fox, The Early Show, and CNN. Her work is featured in TIME, Washington Post, Newsweek, People, Boston Globe, U.S. News & World Report, The New York Times, Reader's Digest and Globe and Mail. She's a media spokesperson for major corporations including 3M, Office Depot, Unilever, Similac, General Mills, Mastercard, All, Galderma, V-Tech, Cetaphil, Splenda, Walmart, Johnson & Johnson and consultant to McDonalds and Disney.

She is the award-winning author of 24 books translated into 19 languages including Nobody Likes Me, No More Misbehavin', Don't Give Me that Attitude!, Building Moral Intelligence, Parents Do Make A Difference, The Big Book of Parenting Solutions, End Peer Cruelty, Build Empathy, and UnSelfie: Why Empathetic Kids Succeed in Our All-About-Me World. Her latest book (spring 2021) Thrivers: Surprising Reasons Why Some Kids Struggle and Others Shine.

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KEYNOTE SPEAKER



Keynote Speaker

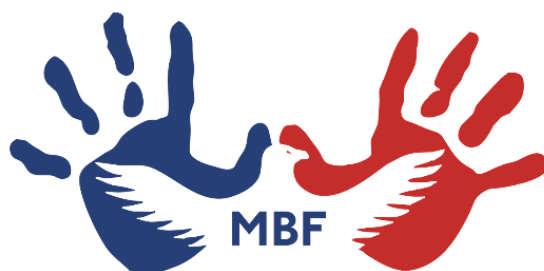
Dr. Michele Borba

Parenting & Child Expert • Educational Psychologist
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Her awards include the National Educator Award (presented by the National Council of Self-Esteem), National Child Safety Award of 2016 by Child Safety Network, Santa Clara University's Outstanding Alumna Award, Outstanding Contribution to the Educational Profession by the Bureau of Education and Research and a 2016 SHORTY nominee for "Best Social Media Influencer in Parenting.". She was named Honorary Chairperson for Self-Esteem in Hong Kong, consultant for the Character Education and Civic Engagement for the U.S. Dept of Education, Disney Influencer, and Goodwill Ambassador for M.I.T.'s One Laptop per Child project. Board memberships include Parents, Character.org, Child Safety Network, Boys & Girls Club of America, USTA Sportsmanship Committee. Her proposal: "Ending School Violence and Bullying" (SB1667) was signed into California law in 2002.

Dr. Borba is a former classroom and special education teacher with a wide range of teaching experience, including work in a private practice with children with learning and emotional disabilities. She received a Doctorate in Educational Psychology and Counseling from the University of San Francisco, an M.A. in Learning Disabilities and B.A. from the University of Santa Clara, and Life Teaching Credential from San Jose State University. She lives in Palm Springs, California with her husband and has three grown sons.

2021 Keynote Sponsor

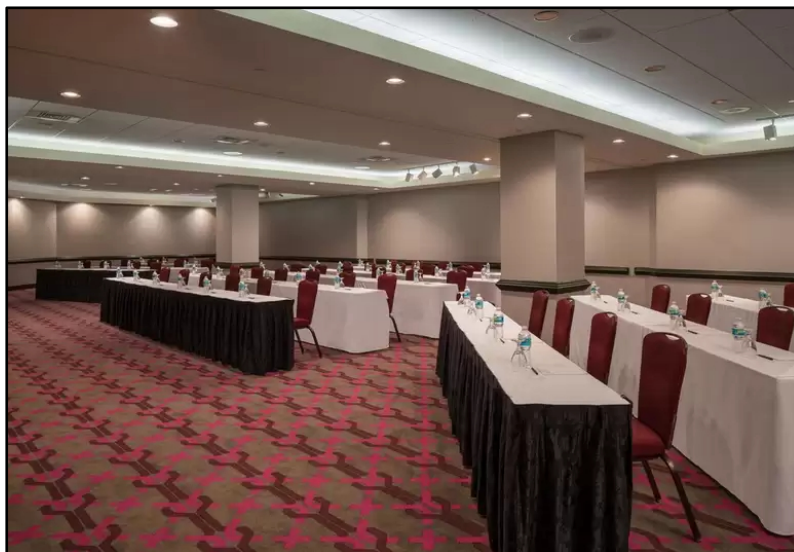


MONIQUE BURR
FOUNDATION FOR CHILDREN
PREVENTION EDUCATION PROGRAMS

Location

Our 2021 convention will be held in-person at the Hilton Tampa Downtown; only two blocks from the iconic Riverwalk and other popular entertainment venues. The physical address of the Hilton is 211 North Tampa Street, Tampa, Florida 33602. A block of rooms has been reserved at a special rate of only \$145 per night for either single or double occupancy. This limited-time discount will expire on October 6th, 2021 or when the room block is sold out, whichever comes first. To reserve your room, visit the Hilton [here](#).

Right: The Hilton Tampa Downtown includes multiple meeting spaces, enabling large and small groups to share best practices, discover industry trends, and develop future student advocacy strategies.



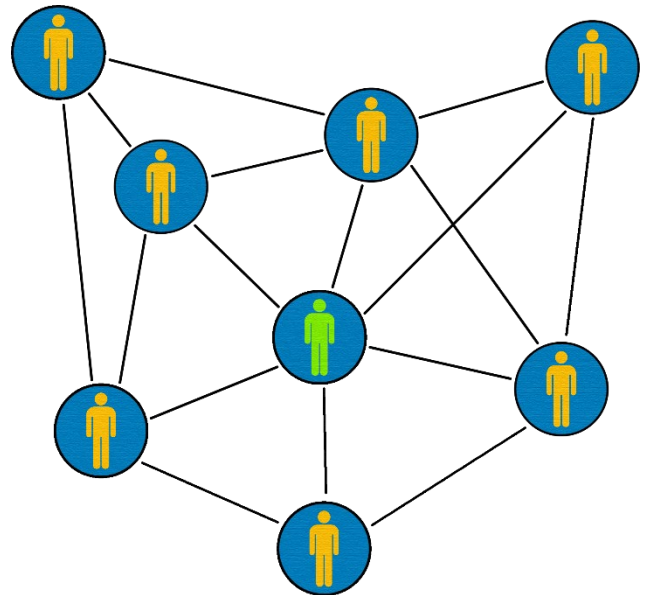
Left: In addition to multiple meeting spaces, the Hilton Tampa Downtown also features a lounge, a restaurant, and a Starbucks coffee.

Exhibiting

Exhibiting at the Florida School Counselor Association's annual convention provides you with the ideal environment to showcase your products and services.

Why Exhibit at FSCA?

- ↳ Debut new offerings
- ↳ Build brand recognition
- ↳ Expand company sales
- ↳ Increase market exposure
- ↳ Generate referrals and leads
- ↳ Consult with industry experts
- ↳ Meet stakeholders face-to-face
- ↳ Strengthen existing relationships
- ↳ Showcase products and services



Basic Exhibitor Benefits

- ↳ Opening reception planned for the exhibit hall
- ↳ Coffee and snack breaks in exhibit area with attendees
- ↳ Company logo and summary in the attendee program
- ↳ Traffic flow of empowered buyers and key influencers
- ↳ Two convention registrations per booth
- ↳ Opportunity to provide flyers which will be placed in attendee convention bags
- ↳ Opportunity to provide company-supplied promotional products which will be placed in attendee convention bags (such as water bottle, USB drive, pens, notepads, etc.)
- ↳ Electronic mailing list of convention attendees
- ↳ Pre- and post-convention promotion via FSCA email blasts
- ↳ Recognition in December FSCA Weekly Bulletin

Exhibit Tables

Exhibit tables are comprised of one six-foot by two-foot draped table, two chairs, and one wastebasket. Thirty days prior to the convention each exhibitor will receive an Exhibitor Kit, which includes forms to request (at additional cost from the hotel):

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



Above and Left: The Hilton Downtown Tampa has hallways spaciously organized to maximize attendee capacity.

Sponsoring

Sponsoring the Florida School Counselor Association's annual convention provides you with the rare opportunity to maximize the visibility of your brand throughout the duration of the event and beyond. Levels range from Platinum to Gold to Silver, with additional opportunities to sponsor Tote Bags, and Meal Functions. No matter your marketing budget or promotional objective, we are here to help.



Above: The Hilton Downtown Tampa has multiple meeting spaces to network with attendees and other industry professionals.

~ 400 + School Counselors Expected to Attend! ~

Platinum Benefits



- Highlighted as a Platinum sponsor in the Exhibitor area
- Name badge and sponsor ribbon for company attendees
- Four full convention registrations (\$600 value)
- Opportunity to provide flyers which will be placed in attendee convention bags
- Opportunity to provide company-supplied promotional products which will be placed in attendee convention bags (such as water bottle, USB drive, pens, notepads, etc.)
- Six-foot exhibit table, PREMIUM LOCATION (\$1,075 value)
- Private demonstration room (subject to availability)
- 30-second video imbedded in Exhibitor Recognition presentation at each General Session (subject to availability)
- Electronic mailing list of convention attendees
- Reserved seating during awards luncheon (Friday)
- Company logo featured on table during awards luncheon (Friday)
- 1-page recognition in the 2022 Winter Issue of the FSCA Newsletter and recognition in the 2021 November and December FSCA Weekly Bulletins (8 issues)

Gold Benefits



- ↳ Highlighted as a Gold sponsor in the Exhibitor area
- ↳ Name badge and sponsor ribbon for company attendees
- ↳ Three full convention registrations (\$450 value)
- ↳ Opportunity to provide flyers which will be placed in attendee convention bags
- ↳ Opportunity to provide company-supplied promotional products which will be placed in attendee convention bags (such as water bottle, USB drive, pens, notepads, etc.)
- ↳ Six-foot exhibit table, PREMIUM LOCATION (\$1,075 value)
- ↳ 20-second video imbedded in Exhibitor Recognition presentation at each General Session (subject to availability)
- ↳ Electronic mailing list of convention attendees
- ↳ Reserved seating during awards luncheon (Friday)
- ↳ Recognition in the 2021 November and December FSCA Weekly Bulletins (8 issues)

Silver Benefits



- Highlighted as a Silver sponsor in the Exhibitor area
- Name badge and sponsor ribbon for company attendees
- Two full convention registrations (\$300 value).
- Opportunity to provide flyers which will be placed in attendee convention bags
- Opportunity to provide company-supplied promotional products which will be placed in attendee convention bags (such as water bottle, USB drive, pens, notepads, etc.)
- Six-foot exhibit table, standard location (\$750 value)
- 10-second video imbedded in Exhibitor Recognition presentation at each General Session (subject to availability)
- Electronic mailing list of convention attendees
- Reserved seating during awards luncheon (Friday)
- Recognition in the 2021 December FSCA Weekly Bulletins (4 issues)

Convention Tote Bag Sponsorship

Your company's name will be the one every attendee is sure to go home with, knowing that you sponsor the official convention tote bag. All attendees will receive this special carry-all bag to hold their convention materials. Take advantage of promoting your company on the bag itself, which will also display the Florida School Counselor Association logo.

- Sponsorship is limited to ONE organization
- Your firm's logo will be featured on the opposite side of the bag displaying the conference artwork

Snack Station Sponsorship

Sponsor one (or all) of the centrally located snack tables that attendees will frequent throughout the convention. Located in each major hallway, this is a sure way to highlight your contribution to the convention.

- Your firm's name and logo will be featured at each table along with a verbal recognition by convention organizers

Raffle Item Entries

All exhibitors and sponsors are eligible to enter items for the raffle that will take place on Saturday, October 30 at 10:55 am. Recipients will be chosen from a roster of booth visitors. Organizations will be highlighted as the donor when items are awarded to recipients.



Exhibit Pricing Summary

Exhibitor	\$750
Silver Sponsor	\$2,000
Gold Sponsor	\$3,500
Platinum Sponsor	\$5,000

Additional 6' x 2' tables \$500 ea. (based on availability)

Convention Tote Bags \$~1500 (limited availability)
(Cost of ~500 tote bags which will be chosen by FSCA Convention Committee.)

Snack Station \$1500 (limited availability)

Exhibitors who reserve their spot and pay prior to August 1, 2021 will receive a 10% discount on the cost of their exhibit fee. This discount does not apply to any fees paid directly to the Hilton hotel.

Important Dates and Deadlines

Thursday, October 28th

Set up: 1:00 pm - 5:00 pm

Open: 6:00 pm - 8:00 pm (Opening Reception)

Friday, October 29th

Open: 7:00 am (During Breakfast)

Awards Luncheon: 12:15 pm

Close: 6:00 pm (Dinner on Your Own)

Saturday, October 30th

Open: 7:00 am (During Breakfast)

Raffle: 10:55 am

Close: 11:30 pm (End of Convention)

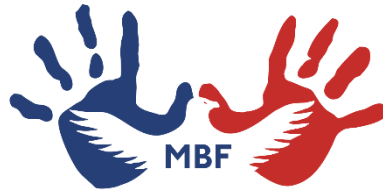
Tear Down: 11:30 am - 1:00 pm

Convention Sponsorship Summary

	EXHIBITOR \$750	SILVER \$2000	GOLD \$3500	PLATINUM \$5000
Highlighted as a sponsor in the Exhibitor area		X	X	X
Name badge and exhibitor ribbon for company attendees	X	X	X	X
Sponsorship ribbon for company attendees		X	X	X
Access to convention events	X	X	X	X
One full convention registration (\$215 value)	X			
Two full convention registrations (\$430 value)		X		
Three full convention registrations (\$645 value)			X	
Four full convention registrations (\$860 value)				X
Opportunity to provide flyers which will be placed in attendee convention bags	X	X	X	X
Opportunity to provide company-supplied promotional products which will be placed in attendee convention bags (such as water bottle, USB drive, pens, notepads, etc.)		X	X	X
Six-foot exhibit table, standard location (\$750 value)	X	X		
Six-foot exhibit table, premium location (\$1,075 value)			X	X
Private demonstration room (subject to availability)				X
Video introduction imbedded in Exhibitor Recognition at each General Session (subject to availability)		10 sec	20 sec	30 sec
Electronic mailing list of convention attendees	X	X	X	X
Reserved seating during awards luncheon (Friday)		X	X	X (logo on table)
Pre- and post-convention promotion via FSCA email blasts	X	X	X	X
Recognition in the December (1 issue) FSCA Weekly Bulletin	X			
Recognition in the December (4 issues) FSCA Weekly Bulletin		X		
Recognition in the November (4 issues) and December (4 issues) FSCA Weekly Bulletin			X	
1-page recognition in the Winter Issue of the FSCA Newsletter and recognition in the November (4 issues) and December (4 issues) FSCA Weekly Bulletin				X

SPONSORSHIP

Keynote Sponsor



MONIQUE BURR
FOUNDATION FOR CHILDREN
PREVENTION EDUCATION PROGRAMS

Platinum-Level



Gold-Level

SCHILLER
INTERNATIONAL UNIVERSITY

Tampa • Madrid • Paris • Heidelberg

Silver-Level



—THE—
COLLEGE FUNDING COACH®



AUGUST 2021

EXHIBITORS



NATIONAL CENTER for
YOUTH ISSUES



Mesa Cloud



MINDING
YOUR **MiND**



KidSafe
FOUNDATION



SCHOOL OF FOREST,
FISHERIES, AND
GEOMATICS SCIENCES

AUGUST 2021