



**FLORIDA SCHOOL COUNSELOR ASSOCIATION (FSCA)  
Convention Exhibiting and Sponsorship Opportunities  
November 7-9, 2024**

FSCA invites you to participate as a sponsor or exhibitor at the Florida School Counselor Association's 2024 professional development convention: Florida's largest gathering of school counseling professionals annually.

This year, the Florida School Counselor Association welcomes school counselors, licensed counselors, counselor educators, counselor supervisors, school counseling graduate students, FL Department of Education, and industry experts to share best practices, curricula and research on methodologies best suited to support our student populations.

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.

### Location

Our 2024 convention will be held at the Hilton Embassy Suites, USF at 3705 Spectrum Blvd, Tampa, FL 33612. A block of rooms has been reserved at a special rate of only \$169 per night for either single or double occupancy.

This limited-time discount is available November 4 through November 11, 2024 (based on hotel availability). Reservations must be made by October 16, 2024 to obtain the discounted rate.

To reserve your room, visit the Hilton Embassy Suites, USF at [FSCA Booking Link](#)

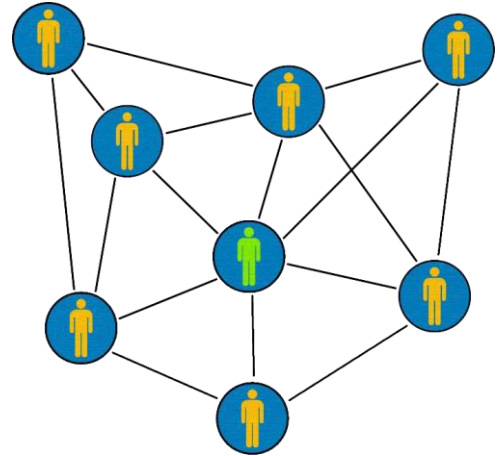


## Exhibiting

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



### Exhibitor and Sponsor 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
- ❖ 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.)
- ❖ Opportunity to provide a video that will be imbedded in Exhibitor Recognition presentation at each General Session (subject to availability)
- ❖ Electronic mailing list of convention attendees
- ❖ Pre- and post-convention promotion via FSCA email blasts
- ❖ Recognition in November FSCA Weekly Bulletin

## Exhibit Tables

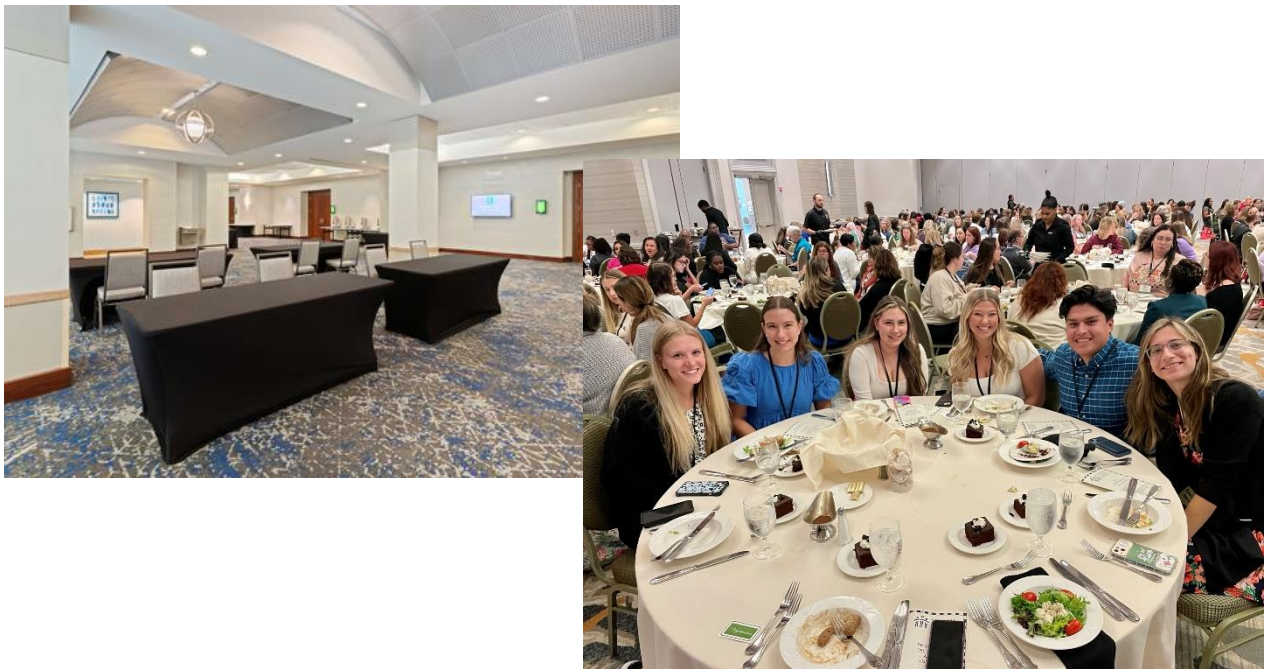
Exhibit tables are comprised of one six-foot by two-foot draped table, two chairs, and one wastebasket. Thirty days prior to the convention, each exhibitor will receive an Exhibitor Kit, which includes forms to request (at additional cost from the hotel)

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

## Conference Sponsorship

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.



***Over 400 School Counselors Expected to Attend!***

## Platinum Benefits

- ❖ Highlighted as a Platinum sponsor in the Exhibitor area
- ❖ Four full convention registrations, which includes the luncheon
- ❖ Opportunity to provide a flyer and 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
- ❖ 30-second video imbedded in Exhibitor Recognition presentation at each General Session (subject to availability)
- ❖ Reserved seating during awards luncheon (Friday)
- ❖ Company logo featured on table during awards luncheon (Friday)
- ❖ 1-page recognition in the 2025 Winter Issue of the FSCA Newsletter



## Gold Benefits

- ❖ Highlighted as a Gold sponsor in the Exhibitor area
- ❖ Three full convention registrations, which includes the luncheon
- ❖ Opportunity to provide a flyer and 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
- ❖ 20-second video imbedded in Exhibitor Recognition presentation at each General Session (subject to availability)
- ❖ Reserved seating during awards luncheon (Friday)
- ❖ Recognition in the 2024 November FSCA Weekly Bulletins (4 issues)





## Silver Benefits

- ❖ Highlighted as a Silver sponsor in the Exhibitor area
- ❖ Two full convention registrations, which includes the luncheon
- ❖ Opportunity to provide a flyer and company-supplied promotional products which will be placed in attendee convention bags (such as water bottle, USB drive, pens, notepads, etc.)
- ❖ 10-second video imbedded in Exhibitor Recognition presentation at each General Session (subject to availability)
- ❖ Reserved seating during awards luncheon (Friday)
- ❖ Recognition in the 2024 November FSCA Weekly Bulletins (2 issues)



## All Exhibitors

- ❖ Name badge and sponsor ribbon for company attendees
- ❖ Access to convention events (sessions, general session, etc.)
- ❖ Luncheon Tickets (number based on level of sponsorship)
- ❖ Opportunity to provide flyers which will be placed in attendee convention bags
- ❖ Electronic mailing list of convention attendees
- ❖ Pre- and post-convention promotion via FSCA mail blasts
- ❖ Recognition in the 2024 November FSCA Weekly Bulletins (1 issue)

## A New Feature for Exhibitors This Year

Exhibitors will be offered the opportunity to give more in-depth information about their product or program on Friday, 6:00pm - 6:45pm as a presentation in the ballroom. Convention participants will sign up with the exhibitor of interest during the Thursday Opening or on Friday between sessions. They will then attend the exhibitor presentation from 6:00pm – 6:45pm. After the presentation, exhibitors will give participants Saturday drawing tickets for the Convention closing. More information coming!

## Additional Sponsorship Opportunities

### 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 bag displaying the conference artwork
- ❖ Bags will be chosen and ordered by FSCA Convention Committee.

### Snack Station Sponsorship

Sponsor one (or all) of the centrally located snack tables that attendees will frequent throughout the convention. This is a sure way to highlight your contribution to the convention.

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

### Saturday Drawing

ALL exhibitors and sponsors are encouraged to enter items for the drawing that will take place on Saturday, November 9 at 11:30 am. Organizations will be highlighted as the donor when items are displayed during the convention and also when items are awarded to recipients.



# Pricing Summary

## Exhibitor and Sponsorship Levels

❖ Exhibitor	\$900
❖ Additional 6' x 2' tables	\$500 ea. (based on space and availability)
❖ Silver Sponsor	\$2,300
❖ Gold Sponsor	\$3,800
❖ Platinum Sponsor	\$5,300

Exhibitors who reserve their spot and pay prior to **July 31, 2024** will receive a **10% discount** on the cost of their exhibit fee (which includes additional tables). This discount does not apply to any fees paid directly to the Hilton hotel, nor to any Additional Sponsorship Opportunities (listed below).

## Additional Sponsorship Opportunities

*(in addition to one of the levels above)*

❖ Snack Station	\$1400 (availability of several organizations)
❖ Convention Tote Bags	\$800 (limited to ONE organization)
❖ Keynote Speaker	For more information contact <a href="mailto:fscaexhibitor.sponsor@gmail.com">fscaexhibitor.sponsor@gmail.com</a>

## Important Dates

*Thursday, November 7*

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

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

*Friday, November 8*

Open: 7:00 am (During Breakfast) Awards Luncheon: 12:15 pm

Exhibitor Presentations: 6:00 pm - 6:45 pm

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

*Saturday, November 9*

Open: 7:00 am (During Breakfast)

Drawing: 11:30 am

Close: 12:00 pm (End of Convention)

Tear Down: 12:00 am - 1:00 pm

## Convention Exhibitor and Sponsorship Benefit Summary

	EXHIBITOR \$900	SILVER \$2,300	GOLD \$3,800	PLATINUM \$5,300
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	X			
Two full convention registrations		X		
Three full convention registrations			X	
Four full convention registrations				X
Number of Luncheon tickets included	1	2	3	4
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	X	X		
Six-foot exhibit table, premium location			X	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 November (1 issue) FSCA Weekly Bulletin	X			
Recognition in the November (2 issues) FSCA Weekly Bulletin		X		
Recognition in the November (4 issues) FSCA Weekly Bulletin			X	
1-page recognition in the Winter Issue of the FSCA Newsletter and recognition in the November (4 issues) FSCA Weekly Bulletin				X

*“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.”*