



ILLINOIS  
SCHOOL  
COUNSELOR  
ASSOCIATION

CELEBRATING

*Successes*

ISCA CONFERENCE 2024

NOVEMBER 14-15

WESTIN CHICAGO NORTHWEST IN ITASCA, IL



# EXHIBITOR AND SPONSOR PROSPECTUS

LAST UPDATED 2/10/24



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# Conference Highlights

## When and Where



November 14-15, 2024



The Westin Chicago Northwest  
400 Park Blvd in Itasca, IL. 60143

## Who Attends

ISCA had over 600 attendees from across the state for the 2023 conference!





# Benefits of Supporting ISCA

- Show your commitment to the school counseling profession
- Gain exposure and visibility to school counselors, district leaders, and other student-focused professionals
- Network with similar organizations
- Get direct access to over 600 school counselor attendees
- Options for year-round connection through ISCA's online forum: ISCA CONNECTS!
- Multiple opportunities for engagement

## Conference Schedule

### Thursday (11/14/24)

8:00 AM - Registration/Breakfast  
8:45 AM - ISCA Welcome  
9:00 AM - ISCA Updates  
9:15 AM - **Exhibitor Break**  
9:35 AM - Breakout Session 1  
10:25 AM - **Exhibitor Break**  
10:35 AM - Breakout Session 2  
11:30 AM - Lunch  
12:30 PM - IMPACT Awards  
1:00 PM - **Exhibitor Break**  
1:10 PM - Breakout Session 3  
2:00 PM - **Refreshment/Exhibitor Break**  
2:20 PM - Breakout Session 4  
3:10 PM - **Exhibitor Break**  
3:20 PM - Breakout Session 5  
4:10 PM - **Exhibitor Break**  
4:30 PM - ISCA Social

### Friday (11/15/24)

8:00 AM - Registration/Breakfast  
8:30 AM - ISCA Welcome  
8:45 AM - Keynote  
9:45 AM - **Exhibitor Break**  
10:05 AM - Breakout Session 1  
10:55 AM - **Exhibitor Break**  
11:05 AM - Breakout Session 2  
12:00 PM - Lunch  
1:00 PM - SCOY Awards  
1:30 PM - **Refreshment/Exhibitor Break**  
1:50 PM - Breakout Session 3  
2:50 PM - Breakout Session 4

**2 hours and 10 minutes of dedicated exhibitor time is built into the conference schedule.**

NOTE: Schedule is subject to change





# Terms & Conditions

## Liability

The exhibitor agrees to make no claim, for any reason whatsoever, against ISCA, the Westin, or any other contractors for loss, theft, damage, or destruction of goods, or for any injury to self or employees. Nor will claim be made for any damage of any nature or character, including damage by reason of failure to provide space for the exhibit, or for removal of the exhibit or for failure to hold the conference as scheduled. **No one under 18 will be allowed in the exhibit hall or any conference space.**

## Unoccupied Space

Should any rented exhibitor space remain unoccupied on the opening day or should any space be forfeited due to failure to make payment, ISCA reserves the right to rent that space to other exhibitor.

## Acceptability of Exhibits

ISCA reserves the right to refuse to sell exhibit space to any company it deems objectionable or at cross purposes to the association's mission. Exhibitors shall not place any promotional material on tables in common areas or the like outside their assigned exhibit space. Animals and machinery are not allowed without prior approval from management.

## Fire, Safety, & Health

The exhibitor agrees to accept full responsibility for compliance with local, city, and state fire, safety, and health ordinances.

## Damages to Property

Exhibitors are liable for any damage caused to the floors, walls, columns, tables, or any other exhibitor's property.

## Cancellations and Deadlines

Any cancellation request must be made via email to the executive director ([executivedirector@ilschoolcounselor.org](mailto:executivedirector@ilschoolcounselor.org)) by **October 18th, 2024** to receive a refund. In the event that the ISCA Conference is cancelled due to a "force majeure", a refund will be distributed to registrants. The conference app and website information cutoff date to add or edit information is **October 18th, 2024**. No changes will be permitted after this date. If artwork is not provided to ISCA by the due date requested, the organization will forfeit that sponsorship and no refunds will be given.

## Guidelines for Display

A standard exhibit will include a 6ft table with table cloth and two chairs. The height of the back of your exhibit may not exceed 8ft.

- Exhibitors are expected to have their tables fully set-up by 8am on Thursday, November 14th.
- Exhibitors are expected to stay fully set-up until 2pm on Friday, November 15th.
- Exhibitors need to have all of their materials removed from the conference hall by 4pm on Friday, November 15th.
- You are not permitted to conduct business outside of your assigned space.
- Payment is due at the time of registration.
- Exhibitors should keep assigned space neat and clean at all times.
- Exhibitors may not assign, sublet, or share any part of the exhibitor space.
- Exhibitors are solely responsible for monitoring their own property/materials.
- It is recommended that exhibitors include a take-away, give-away, or raffled gift to increase engagement. [Click here](#) to see tips for exhibitors.
- All raffles and gift must be awarded by the refreshment session on Friday.
- **ISCA does not sell attendee lists.**



# Sponsorship At-A-Glance

Level Inclusions	Tier 4	Tier 3	Tier 2	Tier 1	Exhibitor
<b>6ft table</b> display space in the exhibitor hall	★	★	★	★	★
<b>Conference attendance</b> and meals for two representatives	★	★	★	★	★
Participation in <b>sponsor bingo</b>	★	★	★	★	★
Logo included on <b>exhibitor page</b> in the conference manual	★	★	★	★	★
Logo recognition on <b>promotional materials</b>	★	★	★	★	
Logo recognition on the <b>sponsor page</b> of the conference manual	★	★	★	★	
<b>Linked logo</b> recognition in the conference app	★	★	★	★	
Opportunity to insert <b>materials</b> into the participants' tote bags	★	★	★		
<b>Printed logo</b> recognition on signage at the ballroom entrance	★	★	★		
Introduction of your representative at the <b>sponsor engagement sessions</b>	★	★			
Logo recognition on volunteer, board, and committee <b>t-shirts</b>	★	★			
<b>Linked logo</b> recognition in the post-conference newsletter	★	★			
Logo recognition on the <b>ballroom scrolling PowerPoint</b> slide deck	★				
<b>Opportunity to speak</b> with conference participants for 3-5 minutes	★				
Opportunity to offer a <b>breakout session</b> to highlight benefits and services	★				



# Sponsor Benefits

## Tier 4 - \$5000 (2 available)

1 Thursday Sponsor and 1 Friday Sponsor

### Conference Opening Session

The opening session will include an introduction of your sponsorship with a “thank you” and description of your organizations benefits and services.

### Conference App

Get access to update your page on the conference app. Your organization can upload documents and link directly to your website.



### Newsletter Opportunity

A logo with a link to your website will be included in the conference newsletter sent to all school counselors in the state.

### Lunch Sponsorship

Get your message in front of the entire conference during the lunch gathering. A representative from your organization will have the ability to speak to the audience for five minutes.

### Breakout Session

Opportunity to offer a session to demonstrate the benefits and/or services of your organization.

- Logo shown on a scrolling slide deck in the ballroom
- Logo included on the conference t-shirts worn by the board, staff, committee members, and all volunteers
- Introduction of a sponsor representative at the sponsor engagement session
- Printed logo recognition on signage at ballroom entrance
- Opportunity to insert materials to each participants’ tote bag
- Half-page logo recognition on the sponsorship section of the conference manual
- Logo recognition on all promotional materials
- Logo recognition on the exhibitor page
- Participation in sponsor bingo
- Attendance and meals for two representatives at the ISCA Conference
- A 6 foot table display space in the exhibitor hall







# Sponsor Options

## Tier 3 – \$3500 (3 Available)

### Includes one of the following:

#### SCOY Awards Ceremony

The celebration of the school counselor of the year awards will include an opportunity for a representative from your organization to speak to the audience for three minutes.

#### Lanyards

Every attendee wears a badge. Sponsoring the ISCA lanyard provides you with high visibility of your logo throughout the entire conference.

#### IMPACT Awards Ceremony

The celebration of the ISCA IMPACT awards will include an opportunity for a representative from your organization to speak to the audience for three minutes.

#### Also included with Tier 3:

- Logo with a link to sponsor website or shared document included in the conference app
- Logo with link to sponsor website or shared document included in the post-conference newsletter shared with all school counselors in the state
- Logo included on the conference t-shirts worn by the board, staff, committee members, and all volunteers
- Introduction of a sponsor representative at the sponsor engagement session
- Printed logo recognition on signage at ballroom entrance
- Opportunity to insert materials to each participants' tote bag
- Half-page logo recognition on the sponsorship section of the conference manual
- Logo recognition on all promotional materials
- Logo recognition on the exhibitor page
- Participation in sponsor bingo
- Attendance and meals for two representatives at the ISCA Conference
- A 6 foot table display space in the exhibitor hall







# Sponsor Options

## Tier 2 – \$2500 (8 Available)

### Includes one of the following:

#### Tote Bags

Your logo will be printed on a tote bag given for every participant.

#### Printed Schedule

Your logo will be printed on-top of the printed conference manual.

#### Conference App

Your logo will be included as the solo sponsor of the conference app available to all participants.

#### Breakfast (2 Available)

An ISCA representative will announce your sponsorship and give the benefits of your organization during Thursday or Friday's breakfast.

#### Refreshments (2 Available)

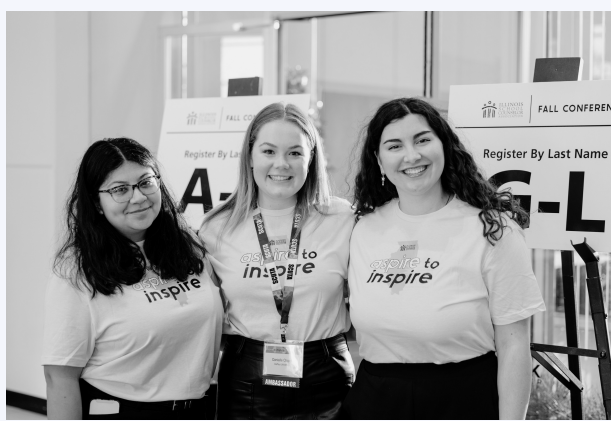
A sign with your logo and benefits of your organization will be placed next to the refreshments during the refreshment break on Thursday or Friday.

#### ISCA Social

A representative from your organization will have the opportunity to speak to the audience for two minutes on Thursday's ISCA Social.

### Tier 2 Sponsorships also include the following:

- Introduction of a sponsor representative at the sponsor engagement session
- Printed logo recognition on signage at ballroom entrance
- Opportunity to insert materials to each participants' tote bag
- Half-page logo recognition on the sponsorship section of the conference manual
- Logo recognition on all promotional materials
- Logo recognition on the exhibitor page
- Participation in sponsor bingo
- Attendance and meals for two representatives at the ISCA Conference
- A 6 foot table display space in the exhibitor hall





# Sponsorship Opportunities

## **Sponsor-Tier1 \$1000 (10 Available)**

- Logo recognition on promotional materials, participants manuals, sponsor recognition materials, and the conference website
- Exhibition booth in the conference exhibit hall
- Exclusive inclusion in conference promotional

## **Conference Exhibitor-\$600**

- 6 foot table display space
- Includes attendance to the two day conference
- Meals for up to two participants
- Participation in Sponsor Bingo
- Inclusion on exhibitor information page in the conference manual



# Enhancements

## ISCA Connects

- ISCA Connects-powered by Tradewing
- Live interaction during our first demo day (limited to 3 sign-ups)
- Hosting webinars to generate leads
- Highlighting your organization in emails to ISCA membership
- Creating sponsor pages for members to learn about your products and services
- Making sponsored posts to engage directly with members.

To learn more, book time with Nick Mulvoy with Tradewing at [nick@tradewing.com](mailto:nick@tradewing.com) or call 1 (512) 877-7101

