

Exhibitor Prospectus GSCA Annual Conference 2010

Georgia School Counselors Association (GSCA) is pleased to invite you to participate in the Fall 2010 Annual GSCA Conference themed, "Empowering Students to Imagine • Believe • Achieve," at The Classic Center, November 3-5, 2010. Over 750 counselors were in attendance in 2009, and we are thrilled to be coming back in 2010 to engage in workshops and conversation about how we can empower our students across the state of Georgia.

GSCA is about growth and development, not only for the students served in Georgia's schools, but for the counselors charged with ensuring that growth and development take place in each child's life. This year we invite exhibitors to supply us with resources that will help us achieve this great task.

By the Numbers

- 1,000: GSCA Annual Membership- counselors and counselor educators across the state
- 2,000: GSCA e-mail reach- counselors and counselor educators across the state
- 1,000+: GSCA Annual Conference Attendance
- 12,000+: Visitors to the web site in the 12 weeks leading up to conference
- 132: Average number visitors per day
- 60%+: Visitors who return to the site more than once
- 75,000+: page views in the 12 weeks leading up to conference

Empowering Students to
Imagine • Believe • Achieve

Web Site

Content is king, and in today's mobile society, vast numbers of people get their content from the Internet. The GSCA web site is an invaluable tool for the savvy advertiser to reach not only GSCA's large membership, but also permeate the education community by touching the teachers, administrators, counseling supervisors and educators, students and state employees who access the site every day.

Partial List of 2009 Exhibitors

- 3rd Millenium Classrooms
- ACT, Inc.
- Active Parenting Publishers
- Advanced Academy of Georgia Honors House
- African Butterfly
- American Book Company
- AnComm's Talk About It
- ASVAB Career Exploration Program
- Brenau University
- BYU Independend Study
- Capella University
- Career Cruising
- Character County! Productions, Inc.
- Clayton State University
- DeVry University
- Educational Media Corporation
- Enduring Regret
- Fashion Institute of Design & Merchandising
- GA Counterdrug Task Force
- Georgia Career Information Center
- Georgia College & State University
- Georgia National Guard
- Georgia Southwestern State University
- Georgia Student Finance Commission
- Georgia Virtual School
- Gordon College
- GUIDE, Inc.
- It Won't Happen to Me, Inc.
- Kaplan
- Life University
- Mar*Co Products
- Mendez Foundation
- National Center for Youth Issues
- Oglethorpe University
- PAGE
- Parents, Families & Friends of Lesbians & Gays
- Pearson
- Piedmont College
- Reinhardt College
- Ridgeview Institute
- Rising Star Education
- Savannah College of Art and Design
- Shorter College
- South Georgia Technical College
- Southern College Tours
- Universal Technical Institute
- University of West Georgia
- University System of Georgia
- Valdosta State University
- Walden University
- West love
- Young Harris College

Logistics

Investment:

- \$545/booth space for for-profit organizations
- \$295/booth space for non-profit organizations

Includes:

Exhibit space for 6' x 30" skirted table (one provided) and two staff members
Each additional staff member (over two) is \$25/person.
Each additional table is \$75

Hall Hours:

Wednesday, November 3, 2010 - 12:00 PM - 6:00 PM

Thursday, November 4, 2010 - 8:00 AM - 9:00 PM

Friday, November 5, 2010 - 8:00 AM - 11:00 AM

Move In / Set-up

Set-up: Wednesday, November 3, 2010

Tear-Down: Friday, November 5, 2010

Exact load in/out and trade show times TBA

The Classic Center can install your exhibit for you prior to your arrival. This service is guaranteed only if the order form is received 15 days prior to the first day of your show. However, schedule adjustments may be made with 48 hours notice with no penalty. If exhibitor fails to use requested workers, a one hour "no show" charge per worker will be applied. Minimum charge per worker is one hour; thereafter, 1/2-hour increments will apply. Rates reflect hours between 8am-5pm Monday - Friday. Overtime rates (\$30.00/hr) apply for weekends, holidays, and non-business hours (before 8am or after 5pm).

Loading Dock – The Classic Center has a covered loading dock designed to allow multiple exhibitors to unload simultaneously. During stated move-in hours of Licensee's event, the loading dock will be available for unloading. No one is permitted in the loading dock area outside of the stated hours of the scheduled event move-in without permission from the Operations Department. All vehicles are to be removed from the loading dock area immediately upon unloading materials. To insure the safety of all involved, no vehicle will be allowed to park in the loading dock area.

Move-In – The Classic Center has a covered loading dock designed to allow multiple exhibitors to unload simultaneously. The Classic Center is a multi-purpose facility, and as such, may schedule established move-in times to accommodate multiple events. During the stated move-in hours of your event, the loading dock will be available for unloading. No one is permitted in the loading dock area outside the stated hours of the event move-in without permission from the Operations Department.

Move-Out – Tear down your exhibit first. Once your exhibit has been packed and is ready to be removed from the facility, obtain material handling equipment to assist in move-out. Load and move all equipment to the loading dock area. Unload materials and return the material handling equipment for others to use.

Audio / Visual

If you require electricity or special A/V needs, please complete the appropriate order form provided by The Classic Center and submit it directly to The Classic Center. A confirmation email and space assignment will be sent by October 15 via email, so please ensure we have a valid email address for you on file.

Shipment and Deliveries

All deliveries shall be made no more than 5 days prior to move in day and should be clearly labeled as to your show name. Deliveries obtained prior to 5 business days before scheduled move in day will receive a flat charge from The Classic Center of \$25.00 per container.

Incoming packages should be address as follows:

The Classic Center Operations Department

(Hancock St Loading Dock)

300 N. Thomas St.

Athens, GA 30601

ATTN: Vendor Name or Company

For Georgia School Counselors Association Conference

To cover the handling (receiving, storage, etc.) of materials, The Classic Center charges a material-handling fee of \$10.00 per package received or shipped. Failure to make proper advance arrangements for your shipment will result in delays obtaining your package. Provided The Classic Center operations department receives proper form 15 days prior to the first day of your show, your materials will be at your booth when you arrive on move-in day.

Security

Security guards are provided by The Classic Center for the entire complex.

Special security may be contracted and will exercise control over all move-in and move-out operations and vehicular traffic. Fees for these special services are the responsibility of the Licensee. The Classic Center provides 24-hour security at building access points. These precautions do not constitute a guarantee to the Licensee's personal property or the personal property of exhibitors or other parties. If valuable items need to be secured by the Licensee or the exhibitor, additional 24-hour security coverage should be requested.

Other Notes

No outside food and beverage can be brought into the conference center for consumption or sale.

Vendors should not block exit doors or fire pull stations with their displays.

All vendors are expected to comply with the laws of the state of Georgia and Athens Clarke-County and the policies and procedures of The Classic Center as outlined in their exhibitor information kit, which can be found on the GSCA web site.

Direct links to make hotel rooms reservations at the hotel can be found at the GSCA web site.

Note: GSCA reserves the right to refuse to sell exhibit space to any company it deems objectionable or cross-purposed to the association's mission. Additionally, GSCA reserves the right to require exhibitors to remove promotional materials from the show floor that are deemed objectionable.

Cancellation policy: Cancellations made prior to October 15, 2010 will be subject to processing and administrative fees as determined by the Executive Committee, but not to exceed 25% of the amount paid. Cancellation and/or refund requests made after October 15, 2010 will be reviewed by the Executive Committee after the event with decision notification being sent within 30 days of the last day of the event. All cancellations must be made **in writing** via email to info@gaschoolcounselors.com, fax to (678) 560-9112, or US mail to 2100 Roswell Road, PMB 326, Marietta, GA 30062 by October 15, 2010.

Questions: Contact the Executive Office Toll-Free at 888-455-0997 or info@gaschoolcounselors.com.

To become a GSCA 2010 Annual Conference exhibitor, please visit www.gaschoolcounselors.com to register.

Empowering Students to
Imagine • Believe • Achieve

ANNUAL ADVERTISING OPPORTUNITIES

Ad in Rotational on Homepage - \$400

- Inclusion on web site for one calendar year
- Logo inclusion (clickable) in e-newsletter *The Counselor Connection* for one calendar year

Clickable Logo in 3 issues of e-newsletter, *The Counselor Connection* - \$300

Beacon

- Full-page ad: \$545
- Half-page ad: \$295
- ¼ page ad: \$195

Conference Program

- Full-page ad: \$545
- Half-page ad: \$295
- ¼ page ad: \$195

***Please note: conference exhibitors receive 10% off of listed advertising rates.
Annual sponsors receive 20% off of listed advertising rates.**



GSCA Advertising Opportunities

July 1, 2010 – June 30, 2011

WEB

Ad on homepage (for one calendar year) \$400

The Counselor Connection

3 issues \$300

6 issues \$600

9 issues \$900

12 issues \$1200

Tracking link must be provided if data desired

Logos must be sent in .JPG or .EPS format and must be received 5 business days prior to desired commencement of advertising

BEACON (Investments are per edition)

Full-page ad \$545

Half-page ad \$295

Quarter-page ad \$195

Please indicate which edition(s) for which you would like to purchase advertising space

Artwork Submission Due Dates:

Conference Edition July 7, 2010

Mid-Year Edition December 8, 2010

Legislative Edition March 23, 2011

CONFERENCE PROGRAM

Full-page ad \$545

Half-page ad \$295

Quarter-page ad \$195

*Please note that all artwork for conference program is due by October 1

Annual sponsors receive 10% off of listed advertising rates. Conference exhibitors receive 5% off of listed advertising rates.

TOTAL SPONSORSHIP \$ _____

ADVERTISER INFORMATION

Company _____

Contact Person _____

E-mail _____

Company Address _____

City _____ State _____ Zip _____

Phone _____ Fax _____

PAYMENT INFORMATION

Check Enclosed (payable to GSCA)

Please send invoice

Visa Master Card

Card # _____

Expiration Date _____

Security Code _____

Signature _____

MAIL OR FAX TO:

Georgia School Counselors Association
2100 Roswell Road
Suite 200C PMB 326
Marietta, GA 30062
Fax: 678-560-9112

QUESTIONS?

Sarah Jackson
GSCA Executive Office
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Email: sarah@gaschoolcounselors.com