

***Here's Your Opportunity to Exhibit
at the***



NEW JERSEY
ASSOCIATION
for COLLEGE
ADMISSION
COUNSELING

**2012
ANNUAL CONFERENCE**

June 4 & 5, 2012
Ocean Place Resort & Spa
Long Branch, NJ

Attended by:

College Admission Officers
Financial Aid Officers
Transfer Counselors
School Counselors
Independent Counselors



Dear Prospective Exhibitor or Sponsor:

The New Jersey Association for College Admission Counseling is delighted to invite you to participate in the 2012 Annual Conference, to be held June 4 & 5, 2012 at the **Ocean Place Resort & Spa** in Long Branch, NJ.

We expect approximately 500 college admission officers, financial aid officers, transfer counselors, school counselors and independent counselors to attend this conference, thus we are confident it will be worth your while. We will have dedicated times throughout the conference to visit the exhibitors as well as daily open exhibition times.

A portion of the money generated by your registration fee will cover the cost of prizes that will be given away each day. Similar to years past, all individuals attending the conference will be eligible to compete for the prize only by completing the exhibitor "BINGO" card we give them in their registration packet. This card will have a square for each vendor to place a mark and can only be turned in when it is full. This will ensure a high volume of traffic for all exhibitors!

Please see the attached forms to determine the costs of registration, sponsorship options, and ad space in our program book. Sponsors will receive complimentary recognition in the conference program book along with many other benefits. Depending on your sponsorship level, this can include a free Exhibit Table, free FULL PAGE Program Book ad valued at \$200, your Logo on NJACAC's website, literature distribution and an introduction from the podium by the NJACAC President and Executive Director during the luncheon. Also, if you sponsor an event, signs will acknowledge your contribution.

Your continued support is deeply appreciated by our members; NJACAC depends upon organizations and schools such as yours. We look forward to seeing you all again, or for the first time, at the 2012 NJACAC Conference.

Sincerely yours,

Melissa Mezzina-O'Sullivan

Melissa Mezzina-O'Sullivan
NJACAC President-Elect/Conference Chair
melissamezzina@yahoo.com

PS: For updated information on the conference, please monitor the web site at www.njacac.org

2012 NEW JERSEY ASSOCIATION FOR COLLEGE ADMISSION COUNSELING ANNUAL CONFERENCE

Ocean Place Resort & Spa, Long Branch, NJ • June 4 & 5, 2012

Thank you for expressing an interest in this year's conference and exhibit program.

The New Jersey Association for College Admission Counseling has retained D. Lawrence Planners, L.L.C. as management for the exhibit program. Please direct all exhibit inquiries, exhibit and ad payments, and correspondence to them.

Enclosed you will find a contract/application for tabletop space. Please complete the application, make a copy for your records, and return the original with your check, made payable to "NJACAC," or credit card information to the address listed below.

Exhibit space is limited and will be assigned on a first-come, first-served basis. A written cancellation on or before April 11 will receive a full refund less a \$25 administrative fee. There will be no refunds for cancellations after April 11, 2012.

MAIL: NJACAC Exhibits
c/o D. Lawrence Planners, L.L.C.
1125 Atlantic Ave., Ste. 634
Atlantic City, NJ 08401

Tel: 609-344-1333
Fax: 609-348-4433
njacac@dlplan.com

TABLE TOP SPACE RENTAL FEES

COLLEGE / UNIVERSITY RATE: SINGLE TABLE - \$375.00
COMPANY / CORPORATE RATE: SINGLE TABLE - \$500.00

RENTAL FEES INCLUDE: One 6' skirted table, two side chairs, and a post-convention attendee list.

You will be notified of your space assignment, shipping and load-in instructions, and any additional updated information via confirmation letter.

ELECTRICAL SERVICES must be ordered through Ocean Place Resort & Spa. An electrical service order form will be included with your confirmation packet. Outlets not ordered in advance and provided on-site will be charged at a higher rate.

TENTATIVE EXHIBITOR AGENDA

EXHIBITOR SET UP:

Monday June 4, 2012: 7 AM - 8:00 AM

EXHIBIT HOURS:

Monday, June 4, 2012: 8:00 AM - 2:30 PM
Tuesday, June 5, 2012: 8:00 AM - 1:30 PM

EXHIBITOR BREAKDOWN:

Tuesday, June 5, 2012: 1:30 PM - 3:00 PM

HOTEL RESERVATIONS should be made between 8 AM - 7 PM Monday through Friday or Saturday 9 AM - 5 PM to get the discounted conference rate of \$169.00 (plus tax & fees) for single and double occupancy. Please call Ocean Place Resort & Spa immediately at 800-411-6493 or 732-571-4000, ext. 8002 and identify yourself with the New Jersey Association for College Admission Counseling.

NJACAC APPLICATION FOR EXHIBIT / TABLE SPACE

NEW JERSEY ASSOCIATION FOR COLLEGE ADMISSION COUNSELING ANNUAL CONFERENCE 2012

OCEAN PLACE RESORT & SPA, LONG BRANCH, NJ • JUNE 4 & 5, 2012

Exhibitors will receive one 6' skirted table, two side chairs, and a post-conference attendee list. Exhibit space will be allocated at the discretion of the program committee with order of returned contracts determining priority.

The information below will appear in the NJACAC Program Book/ Exhibitor Directory that is distributed to all attendees.

COMPANY / COLLEGE NAME _____

MAILING ADDRESS _____

CITY, STATE & ZIP _____

PHONE _____ FAX _____

WEBSITE _____

DESCRIPTION OF COMPANY/COLLEGE FOR PROGRAM BOOK (40 words or less): _____

CONTACT NAME _____ TITLE _____

CONTACT PHONE _____ CONTACT EMAIL _____

The undersigned is an officer, agent, or representative of the exhibitor authorized to enter into this agreement.

SIGNATURE _____ DATE _____

COLLEGE / UNIVERSITY:

Number of Tables _____ x \$375.00 = **Total Amount Due:** _____

COMPANY / CORPORATION

Number of Tables _____ x \$500.00 = **Total Amount Due:** _____

A written cancellation on or before April 11 will receive a full refund less a \$25 administrative fee.

There will be no refunds for cancellations after April 11, 2012.

PAYMENT METHOD:

Check made payable to NJACAC in the amount of \$ _____ . (NJACAC Tax ID #22-2918655)

Credit Card*: Visa MasterCard American Express Discover

CREDIT CARD NO.: _____ EXP. DATE: _____

NAME ON CREDIT CARD: _____

SIGNATURE: _____

CREDIT CARD BILLING ADDRESS (if not the same as above) _____

**Please note that credit card payments to NJACAC will appear as a purchase from D. Lawrence Planners on your credit card statement.*

Please send the completed application, with check or credit card information to: NJACAC, c/o D. Lawrence Planners, L.L.C.,
1125 Atlantic Ave., Suite 634, Atlantic City, NJ 08401 • Tel: 609-344-1333 • Fax: 609-348-4433 • Email: njacac@dlplan.com

NJACAC PROGRAM BOOK / DIRECTORY

ADVERTISING OPPORTUNITIES*

This publication will be distributed at the Conference.

- **Full Page** - \$200 (Free with sponsorship of \$1,250 or more)
 - **Half Page** - \$150 (Free with sponsorship of \$600 or more)
 - **Quarter Page** - \$100
- (Non-Exhibitors please add \$50 to above prices)

AD SPECIFICATIONS

Please send either a high resolution PDF or correctly sized **camera-ready** art (black & white - a good quality laser print is acceptable) with your check made payable to NJACAC by **May 13, 2012**. The PDF can be emailed to gdonlan@dlplan.com; however, a printout of the PDF must also be mailed or faxed. *No agency commission for this publication.*

Full Page
7-1/2" wide x 10" deep

Half Page
7-1/2" wide x 5" deep

Quarter Page
3-3/4" wide
x 5" deep

Please fill out 1 - 3 and mail completed form along with the appropriate payment for the indicated ad size and your PDF or camera ready art to:

NJACAC ANNUAL CONFERENCE ADVERTISING
c/o D. Lawrence Planners, L.L.C.,
1125 Atlantic Ave.,
Suite 634
Atlantic City, NJ
08401

Phone: 609-344-1333
Fax: 609-348-4433
Email:
gdonlan@dlplan.com

*All advertisements are subject to NJACAC approval. NJACAC retains the right to deny advertising space. Should approval not be granted, a full refund of the ad fees will be given.

1. PLEASE CHECK YOUR AD SIZE BELOW:

- FULL PAGE 1/2 PAGE 1/4 PAGE

2. EXHIBITOR INFORMATION:

- We are a NJACAC Sponsor _____
Sponsored Event/Sponsor Type

College/Company Name: _____

Ad Contact: _____

Address: _____

City/State/Zip: _____

Phone: _____

Email: _____

3. PAYMENT: (NJACAC Tax ID #22-2918655)

Check made payable to NJACAC in the amount of \$_____.

Credit Card*: Visa MasterCard American Express Discover

Credit Card No.: _____ Exp. Date: _____

Name on Credit Card: _____

Signature: _____

Credit Card Billing Address (if not the same as above) _____

*Please note that credit card payments to NJACAC will appear as a purchase from D. Lawrence Planners, L.L.C. on your credit card statement.

NJACAC 2012 CONFERENCE SPONSORSHIP OPPORTUNITIES

<u>SPONSORSHIP EVENTS</u>	<u>OPPORTUNITIES</u>	<u>SPONSORSHIP FEE</u>
Monday Afternoon/Evening Social	1	\$4,500
Conference Program Book - Back Cover	1	\$1,750
Monday Luncheon	2	\$1,750 each
Tuesday Luncheon	2	\$1,750 each
Keynote Speaker	2	\$1,250 each
Dessert Receptions	2	\$1,250 each
Continental Breakfast	2	\$1,250 each
Signage	1	\$1,250
Beverage/Snack Breaks (Monday/Tuesday)	2	\$1,000 each
Conference Badge Holders or Lanyards	1	\$600 plus cost of item
<i>(Badge holders/lanyards may use NJACAC logo & must be approved by Conference committee)</i>		<i>(minimum 400 items)</i>
Reusable Water Bottles	1	\$600 plus cost of item
Hand Sanitizer	1	\$600 plus cost of item
Notepads	1	\$300 plus cost of item
Additional Sponsorship opportunities are available. Please call for specific details.		

SPONSORSHIP BENEFITS: All sponsors will receive complimentary recognition in the conference program booklet and special signage acknowledging your contribution at each sponsored event. In addition:

- Conference sponsorship of **\$1,750** or more receives a **free Exhibit Table, free FULL PAGE Program Book Ad* (valued at \$200), Logo on NJACAC Website, Literature Distribution at the event, and Recognition from the podium by the NJACAC President and Executive Director during the Luncheon.**
- Conference sponsorship of **\$1,250** or more receives a **free FULL PAGE Program Book Ad* (valued at \$200) and Logo on NJACAC website.**
- Conference sponsorship of **\$600** or more receives a **free HALF PAGE Program Book Ad* (valued at \$150.)**

** Please review the enclosed Program Book advertising form for ad requirements associated with your sponsorship level.*

1. PLEASE INDICATE YOUR SPONSORSHIP EVENT AND FEE:

Sponsored Event	Sponsorship fee
-----------------	-----------------

2. SPONSOR INFORMATION:

SPONSOR NAME: _____

SPONSORSHIP CONTACT: _____

ADDRESS: _____

CITY/STATE/ZIP: _____

PHONE: _____ EMAIL: _____ WEB SITE: _____

3. PAYMENT: (NJACAC Tax ID #22-2918655)

Check made payable to NJACAC in the amount of \$ _____.

Credit Card*: Visa MasterCard American Express Discover

CREDIT CARD NO.: _____ EXP. DATE: _____

NAME ON CREDIT CARD: _____

SIGNATURE: _____

CREDIT CARD BILLING ADDRESS (if not the same as above) _____

**Please note that credit card payments to NJACAC will appear as a purchase from D. Lawrence Planners, L.L.C. on your credit card statement.*

4. PLEASE MAIL/FAX COMPLETED SPONSORSHIP FORM AND PAYMENT TO: D. Lawrence Planners, L.L.C., NJACAC Meeting/Exhibition Management, 1125 Atlantic Ave., Suite 634, Atlantic City, NJ 08401 • Phone: 609-344-1333 Fax: 609-348-4433

Don't Miss This Opportunity!

**Send in Your Exhibit
Application Today!**



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