

NJACAC ANNUAL CONFERENCE
NEW JERSEY ASSOCIATION FOR COLLEGE ADMISSION COUNSELING

CROSSROADS OF COUNSELING

May 19th – 21st, 2024

EXHIBITOR / SPONSORSHIP PROSPECTUS



**HARRAH'S RESORT
ATLANTIC CITY, NJ**

#NJACAC24

Dear Prospective Exhibitor/Sponsor,

We're excited to extend an invitation for your participation in the NJACAC Annual Conference, set for May 20-21, 2024, at Harrah's Resort and Casino in Atlantic City, themed "The Crossroads of Counseling."

This premier event is a beacon for professionals who navigate the complexities of college admissions, providing an exceptional platform for sponsors and exhibitors like you to connect, engage, and influence.

Why Participate?

- **Targeted Exposure:** Your organization will gain direct access to a concentrated audience of educators and decision-makers, including high school counselors, admissions officers, and independent consultants, all seeking innovative solutions and partnerships to enhance their services.
- **Brand Leadership:** By sponsoring or exhibiting, you signal your organization's commitment to advancing educational opportunities and supporting the professional development of those guiding students' futures. This positions your brand as a forward-thinking leader in the education sector.
- **Networking Opportunities:** With dedicated networking times, including special events like the FUNdraiser and social gatherings, you're provided with numerous touchpoints to build meaningful relationships, understand client needs firsthand, and showcase how your offerings can make a difference.
- **Supporting Access and Equity:** The "Bring 1 in '24" Initiative offers a unique chance to contribute to inclusivity in professional development, directly supporting counselors from underrepresented communities. This not only amplifies your brand's commitment to equity but also enriches the counseling field with diverse perspectives.

Our tiered pricing model is designed to accommodate a range of budgets, ensuring your investment aligns with your marketing goals and desired level of engagement. Whether you're interested in high-visibility sponsorship options or prefer to make an impact through our exhibit hall or educational session technology, we're here to tailor a package that maximizes your ROI.

Join Us: Embrace this opportunity to cement your position as a key player in the education landscape, driving your brand forward while contributing to the collective success of our professional community.

For detailed information on sponsorship packages and to explore how we can best showcase your offerings, please reach out directly. Let's discuss how we can collaborate to make NJACAC '24 a landmark event for both our attendees and your organization.

Thank you for considering this opportunity. We're eager to partner with you and look forward to the potential impact we can create together.

Sincerely,



Ryan DePuy
Executive Director of Undergraduate Admissions, Iona University
President-Elect and 2024 Conference Chair
presidentelect@njacac.org

2024 NJACAC CONFERENCE

CROSSROADS OF COUNSELING Exhibitor and Sponsorship Opportunities (full exhibitor prospectus to be posted soon)

This year, the New Jersey Association for College Admission Counseling (NJACAC) invites you to join us at #NJACAC24 under the encompassing theme: "The Crossroads of Counseling." This conference is set to be a pivotal gathering for professionals in the field of college admission counseling, reflecting on the multifaceted and evolving nature of our roles at a critical junction in higher education.

Exhibitor Opportunities

Exhibitor Type	Benefits	Cost
College/University	<ul style="list-style-type: none">• 1 conference registration• \$50 discount on advertisements• Post conference attendee list• Name and logo in conference program	\$600
Corporation	<ul style="list-style-type: none">• 1 conference registration• \$50 discount on advertisements• Post conference attendee list• Name and logo in conference program	\$700

Advertising Opportunities in Conference Brochure

Quarter Page	\$225
Half Page	\$275
Full Page	\$375
Inside Front Cover	\$1500 (if not taken by Doctoral Level sponsor)
Inside Back Cover	\$1500

Thank you for your consideration and support of NJACAC!!

For more information please contact dLPLAN
Tel: 609-344-1333 · Email: njacac@dlplan.com or presidentelect@njacac.org

www.njacac.org

Sponsorship Opportunities

Level	Benefits	Cost
Certificate Level	<ul style="list-style-type: none"> • Recognition on Social Media • Company Name and Logo on Sponsorship Page in Conference Program • Choice of NJACAC Logo'd Giveaway (item to be produced & provided by sponsor) 	\$800 plus cost of product
Associate's Level	<ul style="list-style-type: none"> • Designation as sponsor for Monday breakfast (<i>multiple sponsors</i>) or Monday or Tuesday break (<i>multiple sponsors</i>) • 1/4 page ad • 25% discount on exhibitor table • Recognition on Social Media • Company Name and Logo on Sponsorship Page in Conference Program 	\$2500 (multiple opportunities)
Bachelor's Level	<ul style="list-style-type: none"> • Designation as sponsor for Keynote Speaker (<i>up to 3</i>) or FUNdraiser (supports Camp College, College Key, Rainbow Key Programs) (<i>up to 3</i>) • Half page ad • 1 conference registration • 50% discount on exhibitor table • Recognition on Social Media • Company Name and Logo on Sponsorship Page in Conference Program 	\$3000 (limited opportunities)
Graduate Level	<ul style="list-style-type: none"> • Designation as sponsor at Monday Luncheon (<i>up to 2</i>) or Tuesday Brunch (<i>up to 2</i>) • Full page ad • 2 conference registrations • Recognition from podium at lunch/brunch • 50% discount on exhibitor table • Recognition on Social Media • Company Name and Logo on Sponsorship Page in Conference Program 	\$4000 (limited opportunities)
Doctoral Level	<ul style="list-style-type: none"> • Designation as sponsor for Conference Social • Display of logo'd material during conference social • Full page ad (inside front cover) • Exhibitor booth preference & free exhibitor booth • 3 conference registrations • Corporate or college logo at entrance to exhibitor area as a Doctoral sponsor • Post conference attendee list • Recognition on Social Media • Company Name and Logo on Sponsorship Page in Conference Program 	\$7000 (limited opportunities)
Conference Mobile App	<ul style="list-style-type: none"> • Designation as exclusive sponsor of conference app • Push notification to all conference app users • 1 conference registration • 50% discount on exhibitor table • Recognition on Social Media • Company Name and Logo on Sponsorship Page in Conference Program 	\$3500 (exclusive opportunity)
Conference Photographer	<ul style="list-style-type: none"> • Recognition on Social Media • Company Name and Logo on Sponsorship Page in Conference Program • Hotel costs and labor for conference photographer 	\$1000 (exclusive opportunity)
Workshop Room Sponsorship	<ul style="list-style-type: none"> • Company logo on signage outside of workshop room • Recognition of Social Media • Company Name and Logo on Sponsorship Page in Conference Program • Main Room sponsor only: additional social media recognition 	\$800 per room \$1200 for Main Meeting Space (exclusive opportunity)
Bring 1 in 24 (Sponsor a Counselor)	<ul style="list-style-type: none"> • Recognition on Social Media • Company Name and Logo on Sponsorship Page in Conference Program • Each sponsorship will provide one full conference registration and hotel costs for a first-time attending school counselor or CBO counselor, with preference to those serving Title 1 students. 	\$600 (multiple opportunities)