



# 2022 CONFERENCE PROSPECTUS For Exhibitors and Sponsors

**Sunday, June 19 — Tuesday, June 21, 2022**

**Join us for the 59th annual PACAC Conference at:**

**Hershey Lodge & Convention Center**

**Hershey, PA**



**REGISTRATION  
WILL OPEN IN  
EARLY 2022!!**



## Greetings from PACAC!

We are excited for you to join us at The Hershey Lodge, for the 59th Annual PACAC Conference from **June 19 - 21, 2022**. Without the generosity of Exhibitors and Sponsors like you, this event would not be possible. We hope that you will be able to join us at this year's conference, and we look forward to sharing the many exciting opportunities offered to Exhibitors at the 2022 Annual Conference. Even if you are not able to join us in person, we invite you to join us as a sponsor of the 2022 conference.

**Registration Opens in early February 2022. You will be notified via email.**

**The costs for Exhibitors, including a booth and one conference registration for a representative are:**

**3 Days \$650**

**2 Days \$630**

**Additional representative \$165**

**\*\*If your organization has questions about sessions, please contact [sessions@pacac.org](mailto:sessions@pacac.org).**

You will have the ability to purchase advertising space in our conference booklet, which is printed and offered online for smart phones, tablets, etc. Additionally, you also have the opportunity to sponsor a variety of activities and events during the conference.

A sponsorship of **\$2,500** or more comes with a free booth (which includes registration for one representative)! In the following pages, you will find a list of advertising rates, sponsorship levels, and opportunities and events available for full or partial sponsorship. If you do not see an option you are interested in listed here, but remain interested in supporting PACAC in some way, please contact us, and we will work with your budget.

### **CPC Exhibitors & Sponsors Chair:**

*Jeremy Miller*

Shippensburg University

[exhibitors-vendors@pacac.org](mailto:exhibitors-vendors@pacac.org)

### **Conference Planning Committee Chair:**

*Candice Duckworth*

University of Vermont

[conferenceplanning@pacac.org](mailto:conferenceplanning@pacac.org)

## Numbers to Know

**Number of PACAC Members:** 1,003

**Number of attendees at 2019 conference:** 400

**Number of College Admissions Deans and Directors at 2019 conference:** approximately 50

**Number of High School Counselors at 2019 conference:** 83

**Number of Exhibitors at 2019 conference:** 25

**Number of Independent Educational Consultants at 2019 conference:** 23

## Who We Are

Pennsylvania Association for College Admission Counseling is a nonprofit association comprised of more than 1,000 school counselors, college admission counselors, independent education consultants and other professionals responsible for guiding students through the important transition from high school to post-graduation options. As one of 23 affiliates of the National Association for College Admission Counseling (NACAC), we strive to:

- Advance professional development, best practices, and collaboration in admission counseling.
- Facilitate effective communication among students, families, education professionals and institutional representatives.
- Promote equal access to post-secondary education.
- Maintain high standards that foster ethical and social responsibility through our own Strategic Plan

## What We Do

- Serve as a central resource for college fairs and other information helpful to students and families.
- Create professional development opportunities through our Annual Conference, Summer Institute, College Counseling Workshops, Online Workshops, and more.
- Provide updated information about current education issues and state and national legislative developments.
- Offer members the chance to network and share their talents and expertise by serving in leadership roles and on our committees.
- Lead education advocacy and government relations efforts through our College Access Forum, Advocacy Days, Advocacy Leadership Credential, NACAC Action Alerts, etc.



*We encourage a business casual dress code. Sunday night's Gustafson Gala is cocktail attire or business formal.*

Conference Exhibit Hall 2016-Hershey Lodge





# General Information

<b>Where</b>	Hershey Lodge & Convention Center Hershey, PA
<b>When</b>	Sunday, June 19 to Tuesday, June, 21, 2022
<b>Attendees</b>	Estimated 400+
<b>What to Expect</b>	For close to 60 years, our annual conference has been the highlight of the year for our members, who come together from all over the state to enjoy three days of: <ul style="list-style-type: none"><li>• Meeting with exhibitors and sponsors who provide services to help our members help our students.</li><li>• Networking and camaraderie with fellow attendees</li><li>• Talks from distinguished keynote speakers</li><li>• Pre-conference activities including our annual golf tournament</li><li>• Stellar food and dancing at our semi-formal gala</li><li>• Awards and installation of leaders</li></ul>
<b>Lodging</b>	Lodging is the responsibility of each sponsor or exhibitor. Hershey Lodge features 665 rooms. <b>More information about the available room block will be provided when registration opens.</b>
<b>Meals</b>	Dinner on Sunday and Monday, as well as lunch on Monday and Tuesday, are all included in the cost of registration for each PACAC conference attendee.

## What makes us different from other ACAC Conferences?

- ◆ We encourage **ALL** attending vendor representatives to participate in any and all aspects of conference! We want all networking opportunities to be utilized by **ALL** attendees.
- ◆ Included in your conference registration is our night at Hershey Park on Monday!
- ◆ **PLEASE** join us for the **Closing Luncheon on Tuesday** of Conference. This allows our members to finish talking to you during lunch before leaving conference.

# Sponsorship Packages

## William Penn Sponsorship

**\$10,000**

- Full Page Ad in conference booklet (first come, first serve).
- Preference for Exhibitor Booth location.
- Conference Registration for up to 3 total attendees.
- Recognition as a William Penn Sponsor at a conference Event and in the conference booklet.
- Recognition as a William Penn Sponsor in remarks by the association leadership at a speaking event.
- Ability to display company or corporate logo at the entrance of the exhibitor area. *(must be able to displayed on an easel and not to exceed 24" x 36")*

## Liberty Bell Sponsorship

**\$7,500**

- Full Page Ad in the conference booklet (first come, first serve)
- Preference for Exhibitor Booth location
- Conference Registration for up to 2 total attendees
- Recognition as a Liberty Bell Sponsor in the conference booklet
- Recognition as a Liberty Bell Sponsor in remarks by the association leadership at a speaker
- Ability to display company or corporate logo at the entrance of the exhibitor area *(must be able to displayed on an easel and not to exceed 24" x 36")*

## Keystone Sponsorship

**\$5,000**

- Half Page Ad in the conference booklet
- Exhibitor Booth
- Conference Registration for 1 attendee
- Recognition as a Keystone Sponsor in the conference booklet
- Recognition as a Keystone Sponsor in remarks by the association leadership

## John Harris Sponsorship

**\$2,500**

- Half Page Ad in the conference booklet
- Exhibitor Booth
- Conference Registration for 1 attendee
- Recognition as a John Harris Sponsor in the conference booklet

## Steel City Sponsors

**\$500 - \$1,500**

- Recognition as a Steel City Sponsor in the conference booklet
- See below for specific sponsorship opportunities
- Exhibitor booth fees are **not included**
- Conference Registration **not included**



# Sponsorship Opportunities

Event	Opportunities	Sponsorship Level Request
Pre-Conference Golf Outing	2	\$500 each
Sunday President’s Reception	2	\$1500
Sunday Opening Reception	2	\$1000
Sunday Gustafson Gala	1	\$5000 each
Monday Breakfast	2	\$1500 each
Monday BBQ Dinner at Hershey Park	2	\$2500 each
Trivia Night	2	\$1000 each
Monday Snack Break	1	\$2500
Membership Luncheon	2	\$2500 each
Keynote Speaker	1	\$5000
Conference Social (majority of attendees present)	2	\$2500 each
Tuesday Closing Luncheon	2	\$2500 each
Conference Give Away	1	\$850 plus cost of item
School Counselor Attendance	20	\$600 each
Conference Internet Access	5	\$500 each
Raffle Prizes	10	\$300 each

## Advertising Rates for Conference Booklet

**Full Page Ad – \$250 (Free with Sponsorship of \$2500 or more)**

**Half Page Ad – \$200 (Free with Sponsorship of \$1000 or more)**

*Non-Exhibitors - add \$50 to the rates above*

**\*\*Booklet Measurements\*\***

**Full Page-8.5 in by 5.5 in**

**Half-Page-4.5 in by 5.5 in**

**\*All logos MUST be emailed to Conference Planning at [conferenceplanning@pacac.org](mailto:conferenceplanning@pacac.org) by APRIL 15, 2022.**

# Opportunity Descriptions

**(Pre) Conference Activities (Golf, etc...)** — Opportunities for early Conference attendees to participate in social activities

**Opening Reception** — The first opportunity for all attendees to touch base, catch up, and be introduced. Roughly 300-400 attendees present.

**Trivia Night** — A popular Monday evening social event that has turned into a Conference tradition. Bragging rights are always a perk! Roughly 100-150 attendees present.

**Monday Snack Break** — Between sessions and hosted in Exhibit Hall we offer refreshments for attendees while they network with vendors and other attendees.

**Keynote Speaker** — This is who will set the tone for the whole conference at the opening of conference. Roughly 300 to 400 of attendees present.

**Monday Membership Luncheon** — The annual opportunity to update membership on PACAC as a whole, any changes, and new opportunities in the new academic year. All attendees present.

**Sunday President's Reception** — All of membership will join the President Reception in Exhibitor Hall prior to dinner. All attendees present.

**Gustafson Gala Award Banquet** — Our long-standing annual opportunity to highlight specific members of our organization who have gone above and beyond in the field. All attendees present.

**Conference Social** — The opportunity to dance your socks off or take part in our activities after the Awards Banquet. Majority of attendees present.

**Tuesday Closing Luncheon** — Our wrap-up of conference and opportunity for final good-byes.

**Conference Giveaway** — Take advantage of the opportunity for your organization's logo to be on the item each attendee will receive at registration. Recent gifts have included: tote bags, toiletry kits, and beverage sleeves

**School Counselor Attendance** — Please consider sponsoring a high school counselor whose school may not have the means to send them to conference for professional development. Counselors are able to apply for sponsorship through PACAC's Counselor Assistance Program Grants (CAP).

**Raffle Prizes** — Our attendees love the opportunity to win different prizes through raffle baskets.



2019 - Hershey



**Reserve Your Space Today!!**

We thank you in advance for your consideration of the exhibition and sponsorship opportunities available for the 59th Annual PACAC Conference in June 2022. As always, we are grateful for your partnership and support.

**REGISTRATION WILL OPEN IN EARLY 2022!!**

