

Conference Snapshot

June 28-30, 2026

Kalahari Resorts & Convention Center
Pocono Mountain, PA

Questions?

Contact Catherine Reigner
exhibitors-vendors@pacac.org



63RD ANNUAL CONFERENCE

**EXHIBITOR & SPONSORSHIP
PROSPECTUS**

Sponsorship Levels

PACAC ANNUAL
CONFERENCE 2026

All sponsorships include:

- Complimentary registration as an exhibitor for one attendee
- Pre- & post- attendee lists (opt-in attendees only)
- Banner ad in conference app
- Logo recognition on conference app & website

Platinum \$7000

**one exclusive
opportunity**

- Named sponsor & short presentation (3 minutes, 1 slide) at the Gustafson Gala, the premier conference event (all attendees present)
- Social media feature (3 posts & 3 stories)
- Conference website & emails spotlight (inclusion of company logo)
- Two additional complimentary registrations
- First choice of exhibitor booth location
- ½ PACER advertisement (sent to entire membership, pre-conference issue)

Diamond \$4000

two opportunities

- Named sponsor & short presentation (2 minutes, 1 slide) at one of the following:
 - Monday Luncheon
 - School & College Counselor Reception
- Social media spotlight (2 posts & 2 stories)
- One additional complimentary registration
- Second choice of exhibitor booth location
- ¼ PACER advertisement (sent to entire membership, pre-conference issue)

Gold \$2500

several opportunities

- Short presentation (2 minutes, 1 slide) at one of the following:
 - Sunday Kick-Off Dinner (also named sponsor)
 - School & College Counselor Reception (limited to three colleges or vendors)
- Social media highlight (2 stories)
- ¼ PACER advertisement (sent to entire membership, post-conference issue)

Silver \$1500

many opportunities

- Named sponsor of one of the following which includes logo exposure:
 - Tuesday Luncheon
 - Wifi & Technology (includes logo exposure in all education sessions)
 - Conference Giveaway
 - Educational session introduction opportunity (includes brief speaking opportunity)
- Social media mention (1 story)
- Conference app push notification

Selection of sponsorship opportunities are on a first come, first serve basis after payment received.



ADDITIONAL SPONSORSHIP OPPORTUNITIES

Access Partners (\$300): support PACAC's Counselor Assistance Program that assists School Counselors that cannot financially afford to attend the Annual Conference without college and vendor partners committed to increasing access.

Bespoke Sponsorships: we can work with you to create a sponsorship that aligns with your organization's budget and goals to maximize exposure which can include raffle items, smaller sponsorship levels, and more. Please contact us to allow us to meet your needs!

EXHIBITOR INFORMATION

All exhibitor registrations include:

- Complimentary full conference registration for one attendee
- Post-conference attendee list (opt-in attendees only)
- Logo recognition on conference app
- An 8 foot table with black cover & two chairs
- Complimentary wifi

Vendors & Corporations	Before Feb 1st \$680	Feb 1st to June 5th \$800	After June 5th \$850
Colleges & Universities	Before Feb 1st \$580	Feb 1st to June 5th \$700	After June 5th \$750

Optional additional opportunities:

- Banner ad in the conference app (\$200)
- Discounted additional exhibitor registrant (\$300)
- Wired internet connection and/or electrical outlet (purchased through conference venue)