

54th Annual Conference **PROSPECTUS**

sponsor
exhibit
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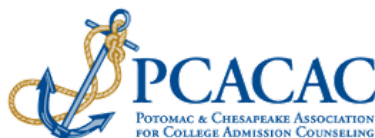
54th Annual Conference PROSPECTUS

JOIN US

AND CONNECT WITH OUR MEMBERS.

Our conference focuses on supporting and advancing college admission professionals as they guide their institutions, students, and families in an ethical manner. We aim to connect you with our attendees to support your goals and provide a quality experience.

ABOUT US



The Potomac & Chesapeake Association for College Admission Counseling is a nonprofit, professional organization for those who work with students in the transition between high school and college. Founded in 1964, PCACAC exists to maintain high professional standards at the secondary and college levels and to connect college admission officers, secondary school counselors, independent counselors, financial aid officers and educational organizations to discuss common professional concerns and to explore ways to empower students.



PCACAC is a chartered affiliate of the National Association for College Admission Counseling, serving Delaware, the District of Columbia, Maryland, Virginia, and West Virginia.

Where

College Park Marriott
3501 University Blvd East
Hyattsville, MD | (301) 985-7300

When

Thursday, May 2 to
Saturday, May 4, 2019

Who

Each year, between 350-425 people attend. The conference invites a wide array of professionals who provide counseling, admission and/or financial aid services:

- Public, private and independent high school counselors
- Regional representatives for colleges and universities
- Organizational and financial aid representatives
- Community based organizations (CBOs)
- Students, instructors and retired counselors

How

Visit www.pcacac.org/conferences by **April 5, 2019** to complete the sponsor or exhibitor registration form.

Stay

PCACAC has secured a special rate of \$149/night (plus taxes and fees), guaranteed through **April 10, 2019**.

[CLICK HERE](#) to book your room.

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54th Annual Conference PROSPECTUS

BECOMING A PARTNER

WHEN YOU INVEST ANY AMOUNT, YOU BECOME A VALUED PARTNER. As a Partner, you can determine the level of support given through designated or undesignated sponsorships. **Sign up today via the [PARTNER WITH PCACAC](#) form at www.pcacac.org/conferences.**



PARTNER BENEFITS

Each category offers different benefits, but all Partners will be recognized via the Socio mobile app and in the conference program. Sponsor more than one designated item on the next two pages or contribute any amount you'd like to maximize your perks!

The Baltimore 695

\$4,500+

- Recognition via conference signage
- Conference registration for three (3) people
- Full-page (8" X 10") colored ad on a *premium page in the program
- Advertising banner on our website for one year (full-color, 980x280px)
- The spotlight on Facebook, Twitter and in the *Anchor Splash* newsletter

The Inner 495

\$3,500-4,499

- Recognition via conference signage
- Conference registration for two (2) people
- Full-page (8" X 10") colored ad on a *premium page in the program
- The spotlight on Facebook, Twitter and in the *Anchor Splash* newsletter

395 to the Capital

\$2,500-3,499

- Recognition via conference signage
- Conference registration for two (2) people
- Full-page (8" X 10") colored ad in the program

The Potomac 295

\$1,500-2,499

- Recognition via conference signage
- Conference registration for one (1) person
- 1/2-page colored ad in the program (horizontal 8" X 5" or vertical 4" X 10")

The Route 50

\$700-1,499

- Recognition via conference signage
- Conference registration for one (1) person
- 1/4-page colored ad in the program (horizontal 8" X 2.5" or vertical 4" X 5")

The Virginia 29

Up to \$699

Recognition as a partner in the program.

*A premium page in the program includes the front inside cover, front-inside page, the back cover or back-inside page.

DESIGNATED PARTNERSHIPS

Our goal is to build lasting relationships with a focus on partners who are committed to our mission and vision. Designating your gift gives you the opportunity to provide support in the best way you see fit. The following sponsorships emphasize where your partnership is of greatest benefit.



The Baltimore 695

\$5,000

One sponsorship
available for each

AWARDS CEREMONY & DINNER

On Thursday, May 2 from 7:30-9:30pm, help us celebrate the evening with a fabulous dinner, drinks, entertainment and awards ceremony.

CONFERENCE SOCIAL

On Friday, May 3 from 9pm-1am, help friends and colleagues unwind to music, karaoke, dancing, drinks and a fabulous dessert.

The Inner 495

\$3,500

One sponsorship
available for each

PRESIDENT'S RECEPTION

On Thursday, May 2 from 6-7pm, start the conference with a celebratory reception, where everyone comes together to enjoy live entertainment and delicious hors d'oeuvres.

PRINTED & ONLINE PROGRAM

As the program sponsor, EVERYONE will appreciate the printed and online program and enjoy your ad on a *premium page and on our website.

395 to the Capital

\$2,500

One sponsorship
available for each

BUFFET BREAKFAST FOR ALL

On Friday, May 3 from 8-9am, start the day off right with attendees knowing that YOU provided this delicious buffet breakfast.

MEMBERSHIP MEETING & AWARDS LUNCHEON

On Friday, May 3 from 11:45am-1:45pm, attendees gather for a delicious plated lunch, with special recognition of our sponsor, a little business and awards.

The Potomac 295

\$2,000

One sponsorship
available for each

CLOSING SESSION & BRUNCH

On Saturday, May 4 from 10:30am-noon, help us wind up the conference with a fabulous meal at the Closing Session. They will thank YOU for the hot and delicious buffet brunch!

COUNSELORS COLLEGE FAIR

On Friday, May 3 from 4:45-6pm, provide tailgate-style hors d'oeuvres to feed the hungry masses. 55+ colleges participate each year!

*A premium page in the program includes the front inside cover, front-inside page, the back cover or back-inside page.



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DESIGNATED PARTNERSHIPS

The Potomac 295

\$1,500

One sponsorship
available for each

LANYARDS & NAME BADGES

Conference-goers will showcase your logo on high-quality lanyards and name badges. Any extras are used at other PD events throughout the year.

SOCIO MOBILE APPLICATION

Display your logo on the home page of our popular mobile app, available for both Android and Apple devices and on the web!

The Route 50

\$1,000

One sponsorship
available for each

PAST PRESIDENTS BREAKFAST

On Friday, May 3 from 8-9am, help us honor contributions made to the field of college admissions and the Association by our Past Presidents at this well-deserved, plated breakfast!

FIRST TIMERS SESSION

On Thursday, May 2 from 4-5pm, counselors attending for the first time can enjoy special prizes provided by your sponsorship of this welcoming session.

The Virginia 29

\$500

One sponsorship available

HOSPITALITY TABLE

This booth, set up near the registration desk or Exhibit Hall, provides a warm welcome to all attendees, with a fanfare of fun and delicious gifts and treats provided with your support.

\$500 each

Multiple sponsorships
accepted

SNACK & REFRESHMENT BREAKS

Help attendees maintain their energy before or between sessions by sponsoring a snack or refreshment break throughout the conference.

MARION FLAGG SCHOLARSHIP*

Support counselors who work with historically underserved students, minority students or students from disadvantaged backgrounds.

\$125 each | \$45 each

Multiple sponsorships
accepted

LOCAL COUNSELOR SCHOLARSHIP

Each \$125 donated will support a counselor's attendance at all events from 8am-6pm on Friday, May 3. Those registered from your organization will have face-time with sponsored counselors.

ANNUAL MEMBERSHIP

Support membership dues for those in need. Eligible members will be vetted by PCACAC leadership for the next membership cycle.

*Each awarded scholarship includes one year of free PCACAC membership and paid conference expenses (includes registration, lodging for two nights, meals, and transportation up to \$150). www.pcacac.org/marion-flagg-scholarship-program



54th Annual Conference PROSPECTUS

EXHIBITING & YOUR BENEFITS

If your products or services offer resources and solutions to college admission and counseling professionals, our attendees want to meet YOU!

For \$700, each exhibitor will receive one 6' x 30" skirted table, 2 chairs and 1 wastebasket for use from 12pm on Thursday, May 2 to 12pm on Saturday, May 4, 2019. PLUS:

- All meals and events for one company representative. **For high visibility, Friday's buffet breakfast will be served in or near the Exhibit Hall. Please feel free to join us for ALL meals!**
- Your logo displayed in the program and on the mobile app. Email to in JPEG or PNG format to info@pcacac.org by **April 5, 2019**.

EXHIBITOR SETUP & BREAK DOWN

SETUP: Thursday, May 2 between 12-2pm

BREAKDOWN: By 1pm on Saturday, May 4

EXHIBIT TIMES

Thursday, May 2 from 2-4:15pm

Friday, May 3 from 7:30am-5:30pm

Saturday, May 4 from 7:30am-12pm

AUDIO/VISUAL

If you have A/V needs other than a standard electrical outlet, contact Sherifa Phillipotts at (301) 985-7857 no later than **April 11, 2019**. *Additional fees apply.* All booths will have an electrical outlet. We will send a diagram for booth selection at least two weeks in advance.

EXHIBIT MATERIALS

The hotel will store your exhibit materials for up to 7 days prior to the conference at no cost to you. Deliveries are accepted at the west loading dock from 9am-9pm. Marriott staff will NOT sign for any deliveries. Please label your boxes 1 of 5, 2 of 5, etc. and mail to:

College Park Marriott Hotel & Conference Center
PCACAC 54th Annual Conference
c/o CSM Sherifa Phillipotts (Chesapeake BR)
3501 University Blvd. East
College Park, MD 20783

REGISTRATION

Complete the **Exhibitor Registration Form** at www.pcacac.org/conferences by **April 5, 2019**.

THERE'S MORE!

At PCACAC, we aim to provide a variety of options to our exhibitors. Take a look at these additional offerings on our registration form:

ADDITIONAL REPS

Additional company representatives may register at \$195 per person. Fee covers conference events and meals.

THINK TANKS*

For only \$200, hold your own 75-minute THINK TANK session on Friday, May 3 from 10:30-11:45am (C sessions) or 3:15-4:30pm (E sessions). This is the perfect opportunity for you to address a specific issue in a structured, interactive workshop environment.

*Registration is limited to 4 exhibitors on a first-come, first-served basis. The \$200 fee covers conference events and meals from 7:30am-6pm on Friday, May 3.

EXHIBITOR LIABILITY: Exhibitors assume all responsibility and liability for losses, damages and claims arising out of their activities on the hotel premises and will indemnify, defend and hold harmless PCACAC, College Park Marriott and its owner, management company, respective agents, servants and employees from any and all such losses, damages and claims.

Companies and their representatives agree to abide by the ethical guidelines described in NACAC's Code of Ethical Practices and Procedures found at www.nacacnet.org/advocacy--ethics/NACAC-Code-of-Ethics.

REFUNDS: If you must cancel your registration, please send your request to info@pcacac.org no later than April 1, 2019. Refunds will not be given for cancellations after that date or in the event of non-participation. A \$50 processing fee will be applied for refunds.

PCACAC reserves the right to cancel an event if there is insufficient registration.



54th Annual Conference PROSPECTUS

ADVERTISING

Advertising gives you the recognition you deserve! Ads will be displayed in online and printed copies of our program and on social media (depending on ad size) or as designated here.

THE RIGHT FIT FOR YOU

If you'd like extra face-time or can't make it to the conference, let us advertise for you. Select one of the following options on the Partnering with PCACAC or Exhibitor Registration forms at www.pcacac.org/conferences.



\$500

WEBSITE BANNER

Horizontal full-color website banner (980X280px) displayed at www.pcacac.org for 1 year

FULL-PAGE AD

Full-color
full-page ad (8" x 10")

\$300

1/2-PAGE AD

Full-color
½ page horizontal (8" x 5")
½ page vertical (4" x 10")

\$150

1/4-PAGE AD

Full-color
¼ page horizontal (8" x 2.5")
¼ page vertical (4" x 5")

YOUR LOGO

Advertisers who wish to have their company logo appear in the program and on our Socio mobile application should email their logo to info@pcacac.org no later than **March 29, 2019**.

REGISTRATION

Conference registration and lodging are not included in the advertising fee. If you plan to attend, visit www.pcacac.org/conferences early next year to register for the conference.

LODGING

PCACAC has secured a special rate of \$149/night (plus taxes and fees), guaranteed through April 10, 2019. **CLICK HERE** to book your room.

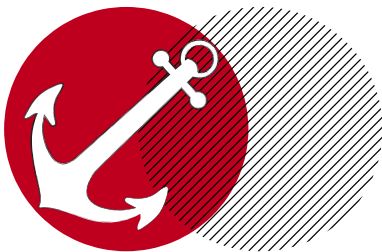
QUESTIONS? WE'RE HAPPY TO HELP!

www.pcacac.org/conferences

PCACAC office: Rhonda Douthit, Executive Assistant & Site Director, info@pcacac.org, 434-989-7557

Conference: Rosemary Martin, Conference Chair, rmartin@stjohnschs.org

We look forward to partnering with you!



54th Annual Conference **AT-A-GLANCE**

See you there!



54th Annual Conference AT-A-GLANCE

PROFESSIONAL DEVELOPMENT DESIGNED WITH YOU IN MIND

Through this spring, the Conference Planning Committee (CPC) will be working hard to prepare for our 54th Annual Conference. Add May 2-4, 2019 to your calendar now and visit our conference site regularly at www.pcacac.org/conferences for exciting conference updates.

THURSDAY, MAY 2

8:30am-12pm

PRESIDENT'S COUNCIL MEETING

PRECONFERENCE EVENTS

9am-2pm

COLLEGE TOURS

12-2pm

EXHIBITOR SETUP

12-5pm

Registration

2-4:15pm

EXHIBITS OPEN

4-5pm

A Sessions

MIDDLE MANAGEMENT

SENIOR LEADERSHIP

FIRST TIME? GET CONNECTED

5:15-6pm

CONFERENCE KICK-OFF &
KEYNOTE, JAYNE FONASH

6-7:30pm

PRESIDENT'S RECEPTION

7:30-9:30pm

PRESIDENT'S DINNER & AWARDS
CEREMONY

FRIDAY, MAY 3

ONE-DAY REGISTRANTS WELCOME!

* See page 2 for more details.

7:30-11:30am

Registration

7:30am-5:30pm

EXHIBITS OPEN

8-9am Breakfasts

PAST PRESIDENTS BREAKFAST

BREAKFAST BUFFET FOR ALL

Grab breakfast in the Hall of Distinction and enjoy at a high top in the Main Concourse or a table in Chesapeake AB. And don't forget to visit exhibitors after you eat!



54th Annual Conference AT-A-GLANCE

ONE-DAY REGISTRANTS WELCOME!

* If you can only attend one day, Friday, May 3 is the day to come - just select the One-day option during registration. One-day registration includes participation in events & sessions scheduled from 7:30 am – 6:00 pm on May 3. Visit www.pcacac.org/conferences for more information.

FRIDAY, MAY 3

8-9am

SPECIAL INTEREST GROUPS (SIGS) AND COMMITTEE MEETINGS

- African-American
- First Generation
- Independent Educational Consultants
- Latinx

PCACAC Committee Meetings

9-10:15am

B Sessions

10:30-11:45am

C Sessions & Think Tanks

11:45am-1:45pm

MEMBERSHIP MEETING & AWARDS LUNCHEON

2-3pm

Anchor Talks

3:15-4:30 pm

E Sessions & Think Tanks

4:45-6pm

COUNSELORS COLLEGE FAIR & TAILGATE PARTY

6-8:30pm

DINNER ON YOUR OWN

9pm-1am

THE SOCIAL

SATURDAY, MAY 4

8:30-9am

BEVERAGE STATION

9-10:15am

F Sessions

10:30am-12pm

CLOSING SESSION & BRUNCH

1:30-2:30pm

COLLEGE TOURS