

POTOMAC & CHESAPEAKE
ASSOCIATION FOR COLLEGE
ADMISSION COUNSELING

59TH ANNUAL CONFERENCE

Charting the Future

Hilton Norfolk The Main, April 14 - 16, 2024

PCACAC
59TH ANNUAL CONFERENCE



APRIL 14 -16, 2024
HILTON NORFOLK THE MAIN
NORFOLK, VA

ABOUT PCACAC

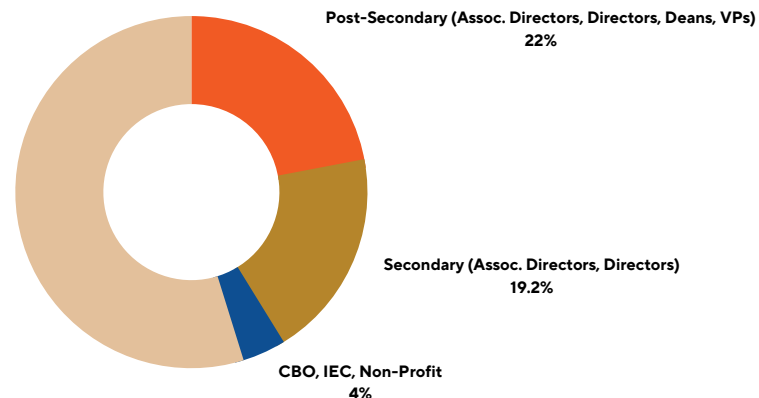
The Potomac and Chesapeake Association for College Admission Counseling (PCACAC) is a non-profit, professional organization for those who work with students in the transition between high school and college. Founded in 1964, PCACAC exists to maintain high professional standards at both the secondary 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 (NACAC), serving:

- Delaware
- the District of Columbia
- Maryland
- Virginia
- West Virginia



CONFERENCE ATTENDEE DEMOGRAPHICS



CONTACT US

 INFO@PCACAC.ORG

 PCACAC.ORG

Charting the Future

Hilton Norfolk The Main, April 14 - 16, 2024

PCACAC 59th Annual Conference

Sponsorship Opportunities*

***We customize
sponsorship packages.**

Potomac
\$8,000

Chesapeake
\$5,000

Appalachian
\$4,000

Blue Ridge
\$3,000

Delmarva
\$2,000

Brandywine
\$1,000

Anchor
\$500

Exhibit at the Conference - \$800

- In addition to exhibit space, exhibitors will have access to all shared meals and events for **one** company representative. Monday's buffet breakfast will be served in the exhibit hall.
- Discounted registration fee for additional company representative - \$300

Conference WiFi - \$5,000

Coming Together Pre-Conference - [Thank you, Old Dominion University!](#)

Conference Social - \$10,000

President's Reception - \$7,000

Counselor College Fair - \$4,500

Hospitality and Registration - [Thank you, Norfolk State University!](#)

Opening Session and Keynote Speaker - \$3,000

Tuesday Morning Coffee - \$2,000

- Help attendees greet the final day of the conference with an extra dose of caffeine!

Professional Headshot Studio - [Thank you, Revolution Prep!](#)

Marion Flagg Scholarship - \$600 per scholarship

- The Marion Flagg Scholarship is awarded annually to a group of exceptional educational professionals **who are not currently members of PCACAC and who have not previously attended a PCACAC conference**. This scholarship targets counselors who work with historically underserved students, minority students or students from disadvantaged backgrounds. The scholarship includes one year of PCACAC membership, one annual conference registration, and hotel lodging.

Sponsor a Counselor - \$175

- One-Day Scholarship for public school counselors, school counseling graduate students, and community-based organizations.
- Give the gift of the conference to professionals who may not have access to professional development opportunities.
- Institutions, vendors, or individual members can sponsor an individual counselor for \$175 for one-day conference registration.

2nd Annual Cornhole Tournament - [Thank you, Hampden-Sydney College!](#)