



FLORIDA SCHOOL COUNSELOR ASSOCIATION (FSCA) Convention Exhibiting and Sponsorship Opportunities October 15-17, 2026

FSCA invites you to participate as a sponsor or exhibitor at the Florida School Counselor Association's 2026 professional development convention: Florida's largest gathering of school counseling professionals annually.

This year, the Florida School Counselor Association welcomes school counselors, licensed counselors, counselor educators, counselor supervisors, school counseling graduate students, Florida Department of Education, and industry experts to share best practices, curricula and research on methodologies best suited to support our student populations.

Exhibitors are set up for centralized access to attendees, providing you with the opportunity to share how your organization can fill the needs of school counselors to better support K-12 students.

The Florida School Counselor Association purposefully builds our schedule to maximize vendor and attendee interaction opportunities, something critical for you to showcase your brand. With numerous receptions, general sessions, and breaks scheduled in the exhibit area, you will experience high traffic volume and motivated educational professionals.

Location

Our 2026 convention will be held at The Florida Hotel and Conference Center, 1500 Sand Lake Road, Orlando, Florida 32809. A block of rooms has been reserved at a special rate of only \$176 per night (includes all taxes, and fees) for either single or double occupancy

This limited time discount is available October 11 through October 20, 2026 (based on hotel availability). Reservations must be made by September 30, 2026 to obtain the discounted rate.



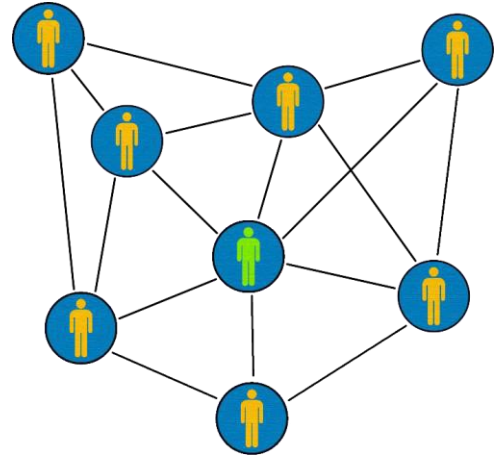
To reserve your room, visit our webpage and/or click on the following link: [2026 FSCA Hotel Registration](#). Don't wait – rooms fill up fast!

Exhibiting

Exhibiting at the Florida School Counselor Association's annual convention provides you with the ideal environment to showcase your products and services.

Why Exhibit at FSCA?

- ❖ Debut new offerings
- ❖ Build brand recognition
- ❖ Expand company sales
- ❖ Increase market exposure
- ❖ Generate referrals and leads
- ❖ Consult with industry experts
- ❖ Meet stakeholders face-to-face
- ❖ Strengthen existing relationships
- ❖ Showcase products and services



Exhibitor and Sponsor Benefits

- ❖ Opening reception planned for the exhibit hall
- ❖ Breakfast and snack breaks in exhibit area with attendees
- ❖ Company logo and summary in the attendee program
- ❖ Traffic flow of empowered buyers and key influencers
- ❖ Opportunity to provide flyers which will be placed in attendee convention bags (subject to exhibitor level)
- ❖ Opportunity to provide company-supplied promotional products which will be placed in attendee convention bags, such as water bottle, USB drive, pens, notepads, etc. (subject to exhibitor level)
- ❖ Opportunity to provide a video that will be imbedded in Exhibitor Recognition presentation at each General Session (subject to exhibitor level)
- ❖ Electronic mailing list of convention attendees (subject to exhibitor level)
- ❖ Pre- and post-convention promotion via FSCA email blasts
- ❖ Recognition in November FSCA Weekly Bulletin

Exhibit Tables

Exhibit tables are comprised of one six-foot by two-foot draped table, two chairs, and one wastebasket. Basic Wi-Fi and electricity are provided in the Exhibit area.

Thirty days prior to the convention, each exhibitor will receive an Exhibitor Kit, which includes forms to request (at additional cost from the hotel)

- ❖ Audiovisual equipment
- ❖ Additional booth furniture
- ❖ Drayage and shipping information

Conference Sponsorship

Sponsoring the Florida School Counselor Association's annual convention provides you with the rare opportunity to maximize the visibility of your brand throughout the duration of the event and beyond. Levels range from Platinum to Gold to Silver, with additional opportunities to sponsor Tote Bags, Lanyards and Meal Functions.

**No matter your marketing budget or promotional objective,
we are here to help!**



Over 450 School Counselors Expected to Attend!

Exhibitor Benefits

All Exhibitors

- ❖ Name badge for company attendees
- ❖ Access to attend breakout sessions
- ❖ Electronic mailing list of convention attendees
- ❖ Pre- and post-convention promotion via FSCA mail blasts
- ❖ Access to attendees during optional Friday in-depth exhibitor session
- ❖ Recognition in the 2026 November FSCA Weekly Bulletin (1 issue)
- ❖ Loyalty Perks for Returning 2025 Partners: Enjoy an exclusive 1-week early access registration window to pick your preferred table location before general sales open, plus special “Loyalty Star” recognition in the 2026 onsite convention program!

Silver Exhibitor Benefits

- ❖ Highlighted as a Silver sponsor in the Exhibitor area
- ❖ Two full-convention registrations, which include the Friday Luncheon
- ❖ Opportunity to provide a flyer and/or company-supplied promotional products which will be placed in attendee convention bags (such as a water bottle, USB drive, pen, notepad, etc.)
- ❖ 10-second video embedded in Exhibitor Recognition presentation at each General Session (subject to availability)
- ❖ Reserved seating during Friday Awards Luncheon
- ❖ Recognition in the 2026 November FSCA Weekly Bulletins (2 issues)

Gold Exhibitor Benefits

- ❖ Highlighted as a Gold sponsor in the Exhibitor area
- ❖ Three full-convention registrations, which include the Friday Luncheon
- ❖ Opportunity to provide a flyer and/or company-supplied promotional products which will be placed in attendee convention bags (such as a water bottle, USB drive, pen, notepad, etc.)
- ❖ PREMIUM LOCATION in Exhibit area
- ❖ 20-second video embedded in Exhibitor Recognition presentation at each General Session (subject to availability)
- ❖ Reserved seating during Friday Awards Luncheon
- ❖ Recognition in the 2026 November/December FSCA Weekly Bulletins (4 issues)

Platinum Exhibitor Benefits

- ❖ Highlighted as a Platinum sponsor in the Exhibitor area
- ❖ Four full-convention registrations, which include the Friday Luncheon
- ❖ Opportunity to provide a flyer and/or company- supplied promotional products which will be placed in attendee convention bags (such as a water bottle, USB drive, pen, notepad, etc.)
- ❖ Two 6-foot exhibit tables in a PREMIUM LOCATION
- ❖ 30-second video imbedded in Exhibitor Recognition presentation at each General Session (subject to availability)
- ❖ Reserved seating during Friday Awards Luncheon
- ❖ Company logo featured on table during Friday Awards Luncheon
- ❖ Recognition in the 2026 November/December FSCA Weekly Bulletins (4 issues)
- ❖ 1-page recognition in the 2026 Winter Issue of the ASCA/FSCA Newsletter

Exciting (No Cost) Feature for All Exhibitors!

Exhibitors will be offered the opportunity to give more in-depth information about their product or program on Friday, 6:30pm - 7:00pm as a presentation in the ballroom. Convention participants will sign up with the exhibitor of interest during the Thursday Opening or on Friday between sessions. They will then attend the exhibitor presentation from 6:30pm – 7:00pm. After the presentation, exhibitors will give participants drawing tickets for the Convention closing on Saturday.

Additional Sponsorship Opportunities

Food Station Sponsorship

Your firm's name and logo will be featured along with verbal recognition by convention organizers. This is a sure way to highlight your contribution to the convention.

- ❖ Friday Snack Table
- ❖ Breakfast (Friday and/or Saturday)
- ❖ Friday Award Luncheon

Convention Tote Bag Sponsorship

Your company's name will be the one every attendee is sure to go home with, knowing that you sponsor the official convention tote bag. All attendees will receive this special carry-all bag to hold their convention materials. Take advantage of promoting your

company on the bag itself, which will also display the Florida School Counselor Association logo.

- ❖ Sponsorship is limited to ONE organization
- ❖ Your firm's logo will be featured on the bag displaying the conference artwork
- ❖ Bags will be chosen and ordered by the FSCA Convention Committee

Convention Lanyard Sponsorship

Provide a lanyard that every attendee will receive and is required to wear at all convention events!

- ❖ Sponsorship is limited to ONE organization
- ❖ Your firm's logo will be featured on the lanyard
- ❖ Sponsor will provide the lanyards – contact noil@fla-schoolcounselor.org for more information

Convention Website Sponsor

Your company's name and logo will be seen each time anyone views the convention home page on our website plus each separate tab on the convention home page. Hundreds of school counselors, potential exhibitors and sponsors will know that your company supports school counselors and has opportunities for students.

Awards Program Booklet

The annual awards event occurs during the formal luncheon. Your company's name and logo will be featured prominently on the awards program which is provided to all convention attendees, plus distinguished guests, and guests of award recipients. With such high visibility as part of a special event, your organization will be promoted well after the convention concludes.

Celebrate Your Brand: Saturday Closing Ceremony Giveaways!

We love celebrating our partners! We kindly ask all exhibitors and sponsors to donate a special door prize that represents your organization's unique mission or local flair.

Why participate? This is a premier marketing moment. Donated items will be prominently displayed throughout the convention with your company name. Best of all, during our highly attended Saturday Closing Ceremony, your organization will take center stage as we verbally highlight your brand and thank you directly before awarding your prize to a lucky attendee!

Pricing Summary

Exhibitor and Sponsorship Levels

❖ Exhibitor	\$1,200
❖ Non-Profit Exhibitor	\$ 950
❖ One additional 6' x 2' table (based on space and availability)	\$ 500
❖ Silver Sponsor	\$2,300
❖ Gold Sponsor	\$3,800
❖ Platinum Sponsor	\$5,300

Exhibitors who reserve their spot and pay prior to July 31, 2026 will receive a 10% discount on the cost of their exhibit fee (which includes additional tables). This discount does not apply to any fees paid directly to the Hilton hotel, nor to any Additional Sponsorship Opportunities (listed below).

Additional Sponsorship Opportunities

(in addition to one of the levels above)

❖ Entertainment	\$1,000
❖ Award Program Booklet (SOLD OUT!)	\$1,000
❖ Convention Website Sponsor	\$1,000
❖ Convention Tote Bags (SOLD OUT!)	\$1,200
❖ Convention Lanyards (SOLD OUT!)	
❖ Friday Snack Station	\$2,500 <i>(co-sponsor, 3 slots remaining)</i>
❖ Friday Breakfast Buffet	\$5,000 <i>(co-sponsor, 4 slots available)</i>
❖ Saturday Breakfast Buffet	\$5,000 <i>(co-sponsor, 4 slots available)</i>
❖ Friday Award Luncheon	\$6,000 <i>(co-sponsor, 4 slots available)</i>

Important Dates

Thursday, October 15

Set up: 1:00 pm - 5:00 pm

Opening Reception: 6:00 pm - 8:00

Friday, October 16

Open: 7:00 am (During Breakfast)

Awards Luncheon: 12:15 pm – 1:45 pm

Snack Break: 4:50 pm-5:05 pm

Exhibitor Presentations: 6:30 pm - 7:00 pm

Saturday, October 17

Open: 7:00 am (During Breakfast)

Drawing: 11:30 am

Close: 12:00 pm (End of Convention)

Tear Down: 12:00 am - 1:00 pm

2026 Convention Exhibitor and Sponsorship Benefit Summary

	NON-PROFIT ORGANIZATION \$950	FOR PROFIT EXHIBITOR \$1,200	SILVER \$2,300	GOLD \$3,800	PLATINUM \$5,300
Name badge for company attendees	X	X	X	X	X
Access to attend breakout sessions	X	X	X	X	X
Basic Wi-Fi in exhibit area	X	X	X	X	X
Meals provided: Thursday Social Friday and Saturday Breakfast Friday Snack Time	X	X	X	X	X
Access to attendees during optional Friday in- depth exhibitor sessions (6:15-6:45)	X	X	X	X	X
Electronic mailing list of convention attendees	X	X	X	X	X
Opportunity to provide printed flyers which will be placed in attendee convention bags			X	X	X
Opportunity to provide company-supplied promotional products which will be placed in attendee convention bags (such as water bottle, USB drive, pens, notepads, etc.)			X	X	X
Highlighted as a sponsor in the Exhibitor area			X	X	X
Sponsorship ribbon for company attendees			X	X	X
Complementary Luncheon tickets <i>(additional tickets available for \$65/ticket)</i>			2	3	4
Reserved seating during awards luncheon (Friday)			X	X	X <i>logo on table</i>
One 6-foot exhibit table, standard location	X	X			
One 6-foot exhibit table, premium location			X	X	
Two 6-foot exhibit tables, premium location					X
Video introduction imbedded in Exhibitor Recognition at each General Session			10 sec	20 sec	30 sec
Pre- and post-convention promotion via FSCA email blasts	X	X	X	X	X
Recognition in the November FSCA Weekly Bulletin (1 issue)	X	X			
Recognition in the November FSCA Weekly Bulletin (2 issues)			X		
Recognition in the November/December FSCA Weekly Bulletin (4 issues)				X	X
1-page recognition in the Winter Issue of the ASCA/FSCA Newsletter					X

ACCEPTABILITY OF EXHIBITS. FSCA reserves the right, for any reason, to refuse to sell exhibit space to any person or company, including but not limited to FSCA's sole determination that the exhibitor and/or exhibit is not aligned with the purposes of the association's mission. FSCA may require exhibitors to submit samples of products and/or publications on request. Exhibitors shall not place any promotional material on tables in common areas or the like outside of their assigned exhibit space. Animals or machinery are not allowed on the exhibit floor without prior approval from show management.