Missouri School Counselor Association invites you to join school counselors, college professors, graduate students and counseling supervisors to the 2014 MSCA Fall Conference held at Tan-Tar-A Resort in Osage Beach, MO on November 2-4, 2014 (Exhibit Hall open November 2-3). If you are looking to sell to or reach out to school counselors, or want student referrals, you cannot afford to miss this opportunity to become an Exhibitor.

Approximately 1,200 school counselors attend each MSCA conference and come ready to expand their knowledge, network with colleagues, browse the Exhibit Hall, and shop till they drop! You will see the best foot traffic in our Hall … MSCA has been recognized as one of the largest and best school counselor conferences in the nation! Our advertising helps make that happen … we appreciate YOU!!

EXHIBITOR CALENDAR

SUNDAY
November 2
Exhibitor Set-Up
8 a.m. — 11 a.m.

Exhibit Hall Open
11 a.m. — 6 p.m.

MONDAY
November 3
Exhibit Hall Open
7:30 a.m. — 12:00 p.m.
Vendors may stay until 5 p.m.

LOCATION
Tan-Tar-A Resort is the official conference hotel.

If you plan to stay at Tan-Tar-A, make your reservation EARLY.

Reservations:
800.826.8272 or 573.348.3131

INFORMATION
For more information or to reserve your space, contact the MSCA Office:
msca@mvp.net 800.763.6722

MSCA reserves the right to refuse to sell exhibit space or advertising to any company or organization.

Additionally, MSCA reserves the right to require individuals or organizations to remove materials from the MSCA Conference venue.
WHY EXHIBIT?
you ask

EXHIBIT BOOTH INCLUDES:

- NEW Virtual Exhibit Hall: Vendor url listed on MSCA website www.moschoolcounselor.org
- Wireless internet access
- 10x8 professionally draped exhibit booth
- One 6-ft. draped table, two chairs, one wastebasket, and an exhibit identification badge
- Up to 4 exhibit hall badges
- A sign with your organization’s name will be hung on the drape above your booth.

OTHER WAYS TO GET INVOLVED

- **Hospitalities**
  Advertise your organization to the conference attendees by hosting a hospitality room. This is a time to provide food and/or drinks while networking with attendees.
  Contact: Tawnya Conner tconner@clinton.k12.mo.us 660/909-1248

- **John Michael Classic Golf Tournament**
  Saturday, November 1st
  To sponsor a hole for $100 each
  Contact: Karen Bader. Bader.Karen@gmail.com 417/466-0251

- **Event Sponsor**
  Get recognition sponsoring food/items at an event during the conference.
  Contact: Jennifer Grossman jgrossma@nkcschools.org 816/806-4282

INFORMATION

Mail or fax application (page 4) to the MSCA Office. For more information contact the MSCA Office:

Phone: 573.632.6722 | 800.763.6722
Fax: 573.632.6724 | 800.264.6722
msca@mvp.net
www.moschoolcounselor.org

To guarantee exhibit space, respond no later than **October 1, 2014**

Cancellations must be received by October 15th for a refund. A $50 service fee will be charged on all cancellations.

WHO CAN EXHIBIT?

- Organizations
- Publishers
- Colleges/Universities
- Schools
- Military
- Educational Programs
- And other agencies

THINGS YOU NEED TO KNOW

- NEW Exhibit Hall Hours
  *Sunday, November 2nd*
  11:00 a.m.—6:00 p.m.
  *Monday, November 3rd*
  7:30 a.m.—12:00 p.m.
- If you choose, your booth can remain open until 5 p.m. on Monday
- Social events are held in the Exhibit Hall to enhance participation
- Consider donating a prize for our drawings and have your name announced during exhibit hall hours and at general session
- Exhibit Hall will be locked when not in use and a security guard will be on duty Sunday night.
  MSCA will not be responsible for loss due to fire, theft, or other causes.
- Tan-Tar-A will charge for electricity, tables, and internet hardware.
- If you have special needs (i.e. electrical, shipping, etc...), please contact Tan-Tar-A Convention Services Dept. at 573.348.8550
- MSCA Governing Board has determined that the conference (including the Exhibit Hall) is only for adults who register for the conference or purchase tickets for certain events. Please make arrangements for any children you may bring with you to have a place to stay other than the exhibit hall
- Mail or fax application (page 4) to the MSCA Office in Jefferson City.

INTRODUCE NEW PRODUCTS/INFORMATION

GENERATE STUDENT REFERRALS

GIVE DEMONSTRATIONS

EXPAND SALES

REACH NEW MARKETS

MEET FACE-TO-FACE WITH STATEWIDE SCHOOL COUNSELORS

FACILITATE NAME BRAND RECOGNITION
2014 EXHIBITOR APPLICATION FORM

Today’s Date: __________________________________________________

NAME OF ORGANIZATION/FIRM/INSTITUTION
________________________________________________

Contact Name (person who should receive all exhibit information)
________________________________________________

Address
________________________________________________

City State Zip
________________________________________________

Phone Fax
(____) ____________________ (____) ____________________

Email
________________________________________________

Web Site Address
________________________________________________

MSCA Sustaining Membership
☐ Yes ☐ Applying For (see attached application on page 8)
☐ No

PAYMENT INFORMATION
☐ Single Booth: $400
☐ Double Booth: $775
☐ Early Bird Discount (Single Booth) $350
   (Application & Payment due by September 1, 2014)
☐ Early Bird Discount (Double Booth) $675
   (Application & Payment due by September 1, 2014)
☐ Premium Booth: $415 (denoted by shaded areas on
diagram (page 5)... these booths don’t last long!)
☐ Sustaining Member Discount: $25 discount
☐ On-Site Registration after October 24, 2014
   (Single Booth) $450

Sub-Total: $________________ 
Less $25 Sustaining Member Discount: $________________
Total Amount Enclosed: $________________

Form and payment must be received by MSCA
by October 1, 2014
Make checks payable to MSCA!

Cancellations and request for refunds must be made in writing to MSCA prior to
October 15, 2014. A $50 service fee will be charged on all cancellations.
Cancellations after October 15, 2014 will be subject to full booth rental payment.

Booth Preferences

See diagram on page 5 and REMEMBER—Booths are on first
come, first served basis.

1st Choice
________________________________________________

2nd Choice
________________________________________________

3rd Choice
________________________________________________

How many people will be working at your booth? ______

Other Ways To Get Involved
Please check if you would like someone to contact you about
one of these opportunities:
☐ Hospitals
☐ John Michael Classic Golf Tournament
☐ Event Sponsor

Exhibitor’s Acceptance

I, ____________________________________________,
the duly authorized representative of the firm named above,
subscribe and agree to all terms and conditions contained in this
exhibitor document.

Exhibitor Printed Name
________________________________________________

Exhibitor Signature
________________________________________________

Yes, I’d like to increase my visibility at the MSCA Conference.
Please find attached my
☐ Advertising Application Form (page 7)
☐ Sustaining Membership Application Form (page 8)

PLEASE COMPLETE AND RETURN THIS FORM with
PAYMENT BY OCTOBER 1, 2014. (Retain a copy for
your records.) MAKE CHECKS PAYABLE TO MSCA:

Missouri School Counselor Association (MSCA)
Dr. Lela Kosteck Bunch
MSCA Executive Director
3340 American Avenue; Suite F
Jefferson City, MO 65109
Phone: 573.632.MSCA (6722) || 800.763.MSCA (6722)
Fax: 573.632.6724 || 800.264.MSCA (6722)
Email: msca@mvp.net
www.moschoolcounselor.org
Booths are on a first come, first served basis. Premium booths go fast!
WHY ADVERTISE? you ask

ADVERTISING OPPORTUNITIES!
- Fall Conference Program Book
- MSCA Journal: The Counseling Interviewer

BENEFITS

Program Book
- Inform approximately 1200 school counselors who attend our conference of your goods and/or services

MSCA Journal: The Counseling Interviewer
- Official journal of MSCA, published since 1968
- Mailed quarterly to more than 1300 MSCA members
- Mailed to non-members such as school and college libraries, military branch offices, and state officials
- Complimentary copies of each issue sent to the American School Counselor Association, leading officers, and 49 other state guidance and counseling divisions

THINGS YOU NEED TO KNOW

Program Book
- We prefer that you submit ads that are camera ready; however, our printer will accept ads that require artwork
- The printer will bill advertisers for an artwork fee

MSCA Journal: The Counseling Interviewer
- We prefer that you submit advertising camera-ready
- No portion of the journal’s front or back cover is available for advertising
- The ratio of advertising to text material cannot exceed 25:75 under provisions of our mailing permit
- For additional information contact our printer at 877.429.5702 or by email at graphics@benchmark-print.com.

WHY Become a Sustaining Member? you ask

BENEFITS

Subscriptions
- MSCA Journal: The Counseling Interviewer
- MSCA Newsletter The Counseling Connection

Notices of
- Professional meetings
- Workshops
- Seminars

Reduced Rates
- MSCA Journal Advertising in The Counseling Interviewer
- Conference Exhibit Hall Booth Fee

THANK YOU!

We appreciate your continuing support and look forward to working with you as a sustaining member during 2014-15. Institutions like yours enable all of us to better serve Missouri’s youth. On behalf of the MSCA Governing Board and its membership, we thank you for your consideration in becoming a sustaining member.

SUSTAINING MEMBERSHIP / DUES

Membership: July 1 to June 30
Dues: $75.00

INFORMATION

Mail or fax applications (page 7, 8) to the MSCA Office. For more information contact the MSCA Office:

Dr. Lela Kosteck Bunch
MSCA Executive Director
3340 American Avenue; Suite F
Jefferson City, MO 65109
Phone: 573.632.MSCA (6722)
800.763.MSCA (6722)
Fax: 573.632.6724
800.264.MSCA (6722)
Email: msca@mvp.net
**2014 MSCA FALL CONFERENCE PROGRAM BOOK**

Today's Date: __________________________

**NAME OF ORGANIZATION/FIRM/INSTITUTION**

Contact Name

Address

City State Zip

Phone Fax

**MSCA Sustaining Membership**

☐ Yes

☐ Applying For (see attached application; page 8)

☐ No

**AD SIZE & PAYMENT INFORMATION**

<table>
<thead>
<tr>
<th>Ad Type</th>
<th>Cost</th>
<th>Size</th>
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<tr>
<td>Full Page</td>
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<td>7 1/2” x 10”</td>
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<tr>
<td>Half Page</td>
<td>$125</td>
<td>7 1/2” x 4 3/4”</td>
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Total Amount Enclosed: $ ____________

**AD INFORMATION (please check appropriate box)**

☐ Ad E-mailed directly to printer at graphics@benchmark-print.com

☐ Camera-ready Ad Enclosed

☐ Duplicate Ad from 2013 Conference Booklet

☐ Ad Coming

Program Book Deadline: June 30, 2014. Cancellations of advertising orders must be made in writing to MSCA before June 15, 2014. A $50 service fee will be charged on all cancellations. After June 15, all ads will be printed as ordered and will be subject to full payment.

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**2014 MSCA JOURNAL: THE COUNSELING INTERVIEWER**

Today’s Date: __________________________

**NAME OF ORGANIZATION/FIRM/INSTITUTION**

Contact Name

Address

City State Zip

Phone Fax

**MSCA Sustaining Membership**

☐ Yes

☐ Applying For (see attached application; page 8)

☐ No

**AD SIZE & PAYMENT INFORMATION**

<table>
<thead>
<tr>
<th>Ad Size</th>
<th>Per Issue</th>
<th>4 Issues</th>
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<tbody>
<tr>
<td>Full Page</td>
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<td>$350</td>
</tr>
<tr>
<td>Quarter Page</td>
<td>$75</td>
<td>$250</td>
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</table>

*MSCA Sustaining Members may deduct a 10% discount.

Sub-Total: $ ____________

Minus 10% Sustaining Member Discount: $ ____________

Total Amount Enclosed: $ ____________

**AD INFORMATION (please check appropriate box)**

☐ Ad E-mailed directly to printer at graphics@benchmark-print.com

☐ Camera-ready Ad Enclosed

☐ Duplicate Ad from 2013 Journal

☐ Ad Coming

Check Issue(s) requested (multiple orders must run consecutively)

<table>
<thead>
<tr>
<th>Issue</th>
<th>Deadline</th>
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<tbody>
<tr>
<td>Summer 2014</td>
<td>May 1, 2014</td>
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<tr>
<td>Fall 2014</td>
<td>Aug. 1, 2014</td>
</tr>
<tr>
<td>Winter 2015</td>
<td>Nov. 1, 2014</td>
</tr>
<tr>
<td>Spring 2015</td>
<td>Feb. 1, 2015</td>
</tr>
<tr>
<td>Summer 2015</td>
<td>May 1, 2015</td>
</tr>
</tbody>
</table>
Please complete the form and return with your $75 check (made payable to MSCA) to:

Missouri School Counselor Association
Dr. Lela Kosteck Bunch
MSCA Executive Director
3340 American Avenue; Suite F
Jefferson City, MO 65109
Phone: 573.632.MSCA (6722) | 800.763.MSCA (6722)
Fax: 573.632.6724 | 800.264.MSCA (6722)
msca@mvp.net | www.moschoolcounselor.org

Today’s Date: ________________________________

NAME OF ORGANIZATION/AGENCY/FIRM/INSTITUTION, ETC.

Official Address of applicant (if multiple, use main office or home)

Street: ____________________________________________________________________________

City: ______________________________________________________________ State: ____________ Zip: _____________

Name and title of individual who will be listed as MSCA sustaining member contact and will receive mailings

Address of individual where mailings should be sent if different from above.

Street: __________________________________________ Phone: __________________________

City: ___________________________________________ State: ____________ Zip: _____________

Email Address: __________________________________ Fax: __________________________

In recognition of the goals of the Missouri School Counselor Association, the applicant named above does apply for sustaining membership in the Missouri School Counselor Association for the period of one year. This application shall be approved by the MSCA Governing Board. The membership year runs from July 1 to June 30. Membership applications received after the first week of May will be processed for the next membership year. The applicant understands and agrees that said sustaining membership does not include the right to vote or hold office by either the applicant organization or its designated MSCA sustaining member. In consideration, however, of payment in the amount of seventy-five dollars ($75), the applicant organization shall upon approval of this application be entitled to receive any and all notices, publications, and materials sent by the association to its paid professional members, as well as reduced rates for journal advertising, fall conference exhibit fees and membership mailing labels.

__________________________________________________  _____________________________________________
Signature of Applicant                                                         Date Approved by Governing Board

Note: MSCA is incorporated as a non-profit professional association.