56th Annual Professional Growth Conference

www.txca.org/galveston

BRIGHTEN LIVES

GALVESTON, TX • NOVEMBER 14-17, 2012

Exhibit • Sponsorship • Advertising

PROSPECTUS

(512) 472-3403 • (800) 580-8144 • Fax: (512) 472-3756

Greetings from Galveston! Plans are underway for the Texas Counseling Association's 56th Annual Professional Growth Conference – November 14-17, 2012. We invite you to join us as an Exhibitor, Sponsor and/or Advertiser.

THE GALVESTON PROFESSIONAL GROWTH CONFERENCE OFFERS MANY BENEFITS

- Diamond, Platinum, Gold and Silver Sponsorships, which include exhibit space
- Reaching your target audience(s), quickly and inexpensively
- Events held in Exhibit Hall provide networking opportunities and help to build customer relationships
- Conference attendance expected to reach 2,000+ professional counselors
- Complimentary exhibitor lounge with refreshments
- Discounts on conference exhibitor advertising

EXHIBIT HALL HOURS (Subject to Change)

Conference registration and exhibit space will be located in Exhibit Hall A of the Galveston Island Convention Center – www.GalvestonIslandConventionCenter.com.

Tuesday, November 13:

Convention Decorator Move-In.....6:00am - Midnight
Exhibitor Packet Pick –Up and Move-In (also available on Wednesday) ....11:00am – 6:00pm

Wednesday, November 14:

Exhibitor Packet Pick-Up and Move-In.....7:00am – 2:00pm
(Installation and Set-Up of Booth Materials MUST be completed by 2:00pm)
Exhibit Hours .....2:00pm – 8:00pm
Opening Celebration (open to all attendees) .....6:00pm – 8:00pm

Thursday, November 15:

Conference Registration .....7:00am – 6:00pm
Exhibit Hours .....7:00am – 6:00pm

Friday, November 16:

Conference Registration .....7:00am – 1:00pm
Exhibit Hours .....7:00am – 3:00pm
Exhibitor Move-Out .....3:00pm – 6:00pm
(*Dismantle and Move-Out of Booth Materials MUST be completed by 6:00pm)*

The Convention Decorator (contract pending) will have a representative onsite and available during exhibit hours and exhibitor move-in and out.

Questions/Comments/Concerns

Jennifer Taylor, Exhibits Coordinator
jennifer@txca.org
512.472.3403 or 800.580.8144 ext. 10

This premiere professional development event draws professional counselors from across Texas and throughout the Southwest. Professional counselors seek a wide range of resources and services at TCA Conferences. Reserve your exhibit space, sponsorship and/or advertising space today to secure a prime location.

EXHIBIT SPACE SPECIFICATIONS

Each 10-foot x 10-foot Space features:

- One (1) Standard Identification Sign (7" x 44")
- One (1) 6-foot Draped Table with two (2) Chairs
- One (1) 8-foot Back Drape and 3-foot Side Drape, in show colors

EXHIBIT SPACE RATES

* Rates below must be postmarked by the dates given for each Registration category, to qualify for the reduced rate.

Professional Exhibitor – *Resources which enhance the counseling profession*
Commercial Exhibitor – *All other merchandise, materials or resources*

	PRE-Registration	**LATE Registration**	**ONSITE Registration**
	*(March 1 – September 3, 2012)	*(September 4 – November 2, 2012)	*(After November 2, 2012)
PROFESSIONAL	$500/Booth	$650/Booth	$900/Booth
COMMERCIAL	$750/Booth	$900/Booth	$1,150/Booth

PROGRAM ADVERTISING

Advertising in the Conference Program Book, which is handed out onsite to all conference attendees, attracts traffic to your booth! Significant discounts on advertising rates are available to exhibitors. Reserve your advertising space when you reserve your booth space! Send your full color, high resolution artwork in a **.jpg format to jennifer@txca.org by September 3, 2012** to be included in the Conference Program Book.

PROGRAM ADVERTISING RATES

	EXHIBITOR Price	**NON-EXHIBITOR Price**
Full Page (7" x 10")	$625	$700
Half Page (7-5/8" x 5")	$400	$475
Quarter Page (3-3/4" x 7-7/8")	$250	$325

CONFERENCE SPONSORSHIP

Give your company the added visibility, a competitive edge and receive enhanced marketing opportunities. Sponsorships are awarded as they are received and recognized in the Conference Program Book.

SPONSORSHIP LEVELS AND BENEFITS

	Advertisment in Conference Pre-Registration Book	Advertisment in Conference Program Book	Complimentary Exhibit Booth Space	Hotlink on TCA Website	Complimentary Conference Registration	Quarter Page Advertisments in TCA's Newsletter, *Guidelines*
DIAMOND ($15,000+)	Full Page	Full Page	2	12 months	3	4
PLATINUM ($5,000 - $14,999)	Half Page	Half Page	1	6 months	2	3
GOLD ($3,000 - $4,999)	Quarter Page	Quarter Page	1	6 months	1	2
SILVER ($2,000 - $2,999)	NA	Quarter Page	1	3 months	1	NA
BRONZE ($500 - $1,999)	NA	Quarter Page	NA	1 month	NA	NA

COMPLIMENTARY EXHIBITOR LOUNGE

The Texas Counseling Association provides a complimentary exhibitor lounge to all conference exhibitors. This lounge is generally located adjacent to the conference registration booths, and will provide snacks on Wednesday and Thursday afternoons, as well as a continental breakfast on Thursday and Friday mornings. Please enjoy this space and take advantage of your wellness needs.

EXHIBITOR DOOR PRIZE DONATIONS

Each year, we draw for door prizes that exhibitors have donated at the Opening Celebration in the Exhibit Hall on Wednesday evening. If you would like to participate and donate a door prize, please bring your one donation with you and notify the onsite worker at the "Exhibitor Check-In" booth when you arrive. This is voluntary and NOT a requirement.

As each conference participant visits your booth, please give them the "KEEP THIS COUPON" side of the double-sided ticket which entitles them to enter the drawing for your door prize. All qualifying tickets MUST be handed out to conference attendees by 6:00 pm on Wednesday, November 14th to be included in the drawing. Place the "TICKET" side of the double-sided ticket inside the brown paper bag, given to you at check-in. Only those exhibitors who've donated a door prize will receive tickets to hand out. A representative from the conference committee will walk around and collect the brown paper bags from each exhibitor, which should have the "TICKET" side of the double-sided tickets that were handed out to conference participants as they visited your booth. The tickets inside the brown paper bag will be used for the door prize drawing during the Opening Celebration, and at random times throughout the evening and conference. Only one winner will be drawn from each brown paper bag, so please only donate one door prize donation. The holder of the matching ticket number will go directly to your booth to redeem their prize.

BOOTH FURNITURE AND ACCESSORIES

If you need additional furniture, carpeting (the exhibit hall is NOT carpeted), booth cleaning, etc. you will receive information from TCA 4-6 weeks in advance of the conference on how to order these items. Each exhibitor will be responsible for any additional furniture, carpeting, booth cleaning, etc., not provided for in the exhibitor application.

ELECTRICITY, INTERNET AND/OR PHONE

If you desire electricity, internet and/or phone line service, a "Utility Service and Credit Card Authorization" form will be sent to you along with your exhibitor confirmation 4-6 weeks prior to the conference. If you need immediate assistance, please contact David Townsend at either (409) 740-8635 or by email at DavidTownsend@ldry.com. All orders, must be submitted at least seven (7) days prior to your arrival.

SHIPPING OF MATERIALS TO SHOW

TCA assumes no responsibility or liability for any materials shipped to the show. If you are shipping your booth materials to the convention center directly, please use the courier of your choice and ship to the address below. **All deliveries should be scheduled to arrive no earlier than Friday, November 9, 2012.** Your materials will be stored by the Convention Center, free of charge to you, and delivered to the Exhibit Hall on Tuesday, November 13th.

Galveston Island Convention Center
ATTN: David Townsend for TCA Professional Growth Conference
5600 Seawall Blvd.
Galveston, Texas 77551
For: Booth Number & Company Name
(will be sent to you 4-6 weeks prior to conference)

The Galveston Island Convention Center does not have a standard pick-up or delivery. All return shipments should have the proper labeling and payment/account information on the packages and the courier must be scheduled ahead of time and by you directly. The business center, located on the first floor of the Convention Center, can assist you with return ground shipping.

If you wish to bring your materials, please unload at the loading dock. Park on the loading dock and bring all materials through the loading dock door into Exhibit Hall B. During peak times, each exhibitor will be limited to 30 minutes of unloading time on the loading dock. After unloading, please move your vehicle to the parking garage.

Texas Counseling Association

56th Annual Professional Growth Conference • November 14-17, 2012 • Galveston, Texas

TEXAS COUNSELING ASSOCIATION
APPLICATION AND AGREEMENT

APPLICATION

Applicant's Name:_____

Applicant's Address: _____

City:_____State:_____ZIP: _____

Applicant's Website: _____Applicant's Phone:_____

Name of Contact Person: _____Phone of Contact Person:_____

Email of Contact Person:_____

Description of Product/Services: _____

_____

_____

PLEASE PRINT CLEARLY. Information submitted above will be printed in the Conference Program Book, if received by September 3, 2012.

Have you submitted a Call-for-Program to present at this conference? ❏ Yes ❏ No
Have you exhibited with the Texas Counseling Association before? ❏ Yes ❏ No

EXHIBIT SPACE

Exhibit Space $_____

	3/1 – 9/3, 2012	9/4 – 11/2, 2012	After 11/2, 2012
____ Professional Exhibit Space(s)	_____$500/Booth	_____$650/Booth	_____$900/Booth
____ Commercial Exhibit Space (s)	_____$750/Booth	_____$900/Booth	_____$1,150/Booth

Preferred Booth Location (see diagram on page 6): ____ 1st choice ____ 2nd choice ____ 3rd choice ____ 4th choice

SPONSORSHIP see page 2 for more information

Sponsorship $_____

For the levels marked below with an asterisk (*), please complete the following information:

Name of Person(s) to Receive Complimentary Registration(s):_____

Email(s): _____

____ *Diamond Sponsorship ($15,000+)
____ *Platinum Sponsorship ($5,000 - $14,999)
____ *Gold Sponsorship ($3,000 - $4,999)
____ *Silver Sponsorship ($2,000 - $2,999)
____ Bronze Sponsorship ($500 - $1,999)

ADVERTISING

Advertising $_____

Full Page:	Exhibitor Price: $625	Non-Exhibitor Price: $700
Half Page:	Exhibitor Price: $400	Non-Exhibitor Price: $475
Quarter Page:	Exhibitor Price: $250	Non-Exhibitor Price: $325

TOTAL APPLICATION FEE: $_____

PAYMENT

Payment must be received in full with the completed Application. TCA accepts cashier's checks, checks, American Express, Discover, MasterCard and Visa for payment of Application Fee. **Purchase Orders are not accepted.**

Paying by:
❏ Cashier's Check or Check Check Number: _____
❏ American Express ❏ Discover ❏ MasterCard ❏ Visa

Credit Card Number: _____ Exp. Date:_____

Name as Printed on Card:_____

I affirmatively authorize TCA to make charges to the above credit card sufficient to cover the Application Fee.

Cardholder Signature: _____ Date: _____

AGREEMENT

WHEREAS, Applicant has applied to Texas Counseling Association ("TCA") to be a conference sponsor, to exhibit or advertise the listed products/services at the 2012 TCA Professional Growth Conference ("Conference"), to be held in Galveston, TX from November 14 - 17, 2012.

Applicant acknowledges, processing of Application Fee does not constitute acceptance, or guarantee availability. Application Fee will be refunded if Application is not accepted.

Applicant acknowledges TCA has a policy on human rights that is based on beliefs that the worth, dignity, potential, and uniqueness of each individual is an inherent guarantee of all persons, regardless of his or her condition, belief, or status.

Applicant affirmatively represents and warrants its products/services, and related materials, comply with such policy. Further, Applicant affirmatively represents and warrants its products and services do not discriminate on the basis of ethnic group, race, religion, gender, sexual orientation, age and/or disability.

Applicant acknowledges, and accepts, TCA is the exclusive and final arbiter regarding all applications. TCA reserves the right to prohibit any exhibit or any part of an exhibit at its sole discretion.

If Application is accepted:

Confirmations will be sent to the "Email of Contact Person" listed in Application, 4-6 weeks prior to Conference.

Application Fee shall convert to the appropriate Fee for Exhibitor, Advertiser, or Sponsor, and, hereafter, Applicant will be referred to as "Company."

NOW, THEREFORE, in consideration of the foregoing, the provisions contained herein, the mutual benefits to be derived from this Agreement, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, TCA and Exhibitor agree as follows:

The Exhibitor's Fee entitles Company to a 10-foot by 10-foot space to accommodate one 6-foot draped table, two chairs, ("Exhibit Space"), a listing in the Conference Program Book (if contracted before September 3, 2012), and two exhibitor name badges.

The Advertiser's Fee entitles Company to place an ad in the Conference Program Book for the dimensions and size, set forth in the Application.

The Sponsor's Fee entitles Company to the benefits associated with the level of sponsorship, set forth in the Application above.

Only Company's name shall be displayed in Exhibit Space, listed in Conference Program Book (if contracted before printing deadline), on exhibitor badges, and displayed as a Sponsor.

Company expressly acknowledges it is not authorized nor shall it assign, share, sublet, or in any other manner transfer access to its Exhibit Space without the express written consent of TCA.

TCA shall not refund, rebate, or provide any other form of credit to Company, except as stated herein. Company may cancel its participation in Conference by giving TCA written notice. If TCA receives such notice by the **close of business on September 3, 2012,** TCA shall return Exhibitor's Fee, less a 50% administrative fee, which Exhibitor authorizes and grants permission for TCA to withhold. TCA shall not refund, rebate, or credit any fees associated with Advertising or Sponsorship.

In the event Company fails to occupy Exhibit Space by **2:00p.m., Wednesday, November 14, 2012,** it shall be considered to have abandoned the Exhibit Space. In such event, Company grants TCA the right to use Exhibit Space in any manner TCA deems appropriate, including but not limited to providing Exhibit Space to another exhibitor. TCA shall not be liable in any manner for the inclusion of Company's name, or a description of the products / services offered in any materials.

Company shall arrange its displays to use only Exhibit Space, and in such a manner as to recognize the rights of other exhibitors and conference attendees. Distribution of materials by Company is limited to Exhibit Space. Company will limit its activities to Exhibit Space, and will refrain from activities that will affect conference attendees during exhibit hours. Operation of sound movies or audio devices is permitted only if the sound level is kept at, or below, conversational level and is not objectionable to neighboring exhibitors. Audio and video machines shall be positioned so attendees viewing or listening to such will not block walkways. Operation and use of machines that create noise and/or disrupt neighboring exhibits may, at the sole discretion of TCA, be restricted. Company shall be responsible for maintaining a neat and orderly appearance in Exhibit Space, shall arrange for removal of trash and waste materials from Exhibit Space, and shall keep Exhibit Space free of any and all conditions that might be dangerous or constitute an unreasonable risk.

Company shall not represent, expressly or impliedly, that its products or services are, in any manner, approved, recommended, sanctioned, or endorsed by TCA.

In the event of any breach or violation of this Agreement, TCA, exercising its sole discretion, may immediately terminate use of Exhibit Space. Company agrees to vacate Exhibit Space immediately and peaceably. Should TCA terminate use of Exhibit Space in accordance with this provision, Company expressly understands and acknowledges it shall not be entitled to, or receive, any refund, rebate, or any other form of credit from TCA.

Company releases TCA, its employees, agents, representatives, officers, directors, and any other related parties from any and all liability for damages or loss sustained while exhibiting at Conference. Company shall be solely responsible for taking all reasonable care to protect itself, its employees, agents, representatives, and product from damages or loss, and, insuring against such damages or loss at all relevant and material times.

Performance under this Agreement is subject to acts of God, war, government regulation, terrorism, disaster, strikes, civil disorder, curtailment of transportation facilities, or any other emergency of a comparable nature beyond the parties' control, making it impossible, illegal or which materially affects a party's ability to perform its obligations under this Agreement. In such event, each party agrees to waive any and all claims for damages or loss.

Company agrees to **indemnify, hold harmless, protect, and defend,** TCA, its employees, agents, officers, directors, representatives, and any other related parties ("Indemnities") from and against any and all liability or loss whether or not resulting from the negligence, gross negligence, or misconduct of Indemnities, including strict liability or product liability claims that Indemnities may sustain as a result of claims, demands, costs, or judgments arising from the occupation and use of Exhibit Space, its advertisement, or sponsorship of Conference.

This Agreement shall be governed by and construed under the laws of the State of Texas without regard to its conflicts of law provisions. TCA and Company agree that claims, disputes, or other differences between them regarding formation or performance under this Agreement shall be exclusively resolved by binding arbitration pursuant to the Commercial Arbitration Rules of the American Arbitration Association, with arbitration to occur in Austin, Travis County, Texas.

This Agreement contains the entire agreement between the Parties with respect to the subject matter of this Agreement, and it supersedes all other prior and contemporary agreements, under¬standings, and commitments between TCA and Company with respect to the subject matter of this Agreement.

TCA and Company represent and warrant each has full power and authority to make the representations and warranties herein, concede the rights and privileges granted, and enter into this Agreement.

By my signature below: I acknowledge that I am at least 18 years of age and competent to enter into this Agreement; I have read this Agreement and fully understand its contents, meaning, and consequences; I certify that without exception I accept the terms of this Agreement and sign it freely and voluntarily.

ACCEPTED AND AGREED:

_____ Date_____

Signature

_____

Printed Name – Title / Position

_____ Date_____

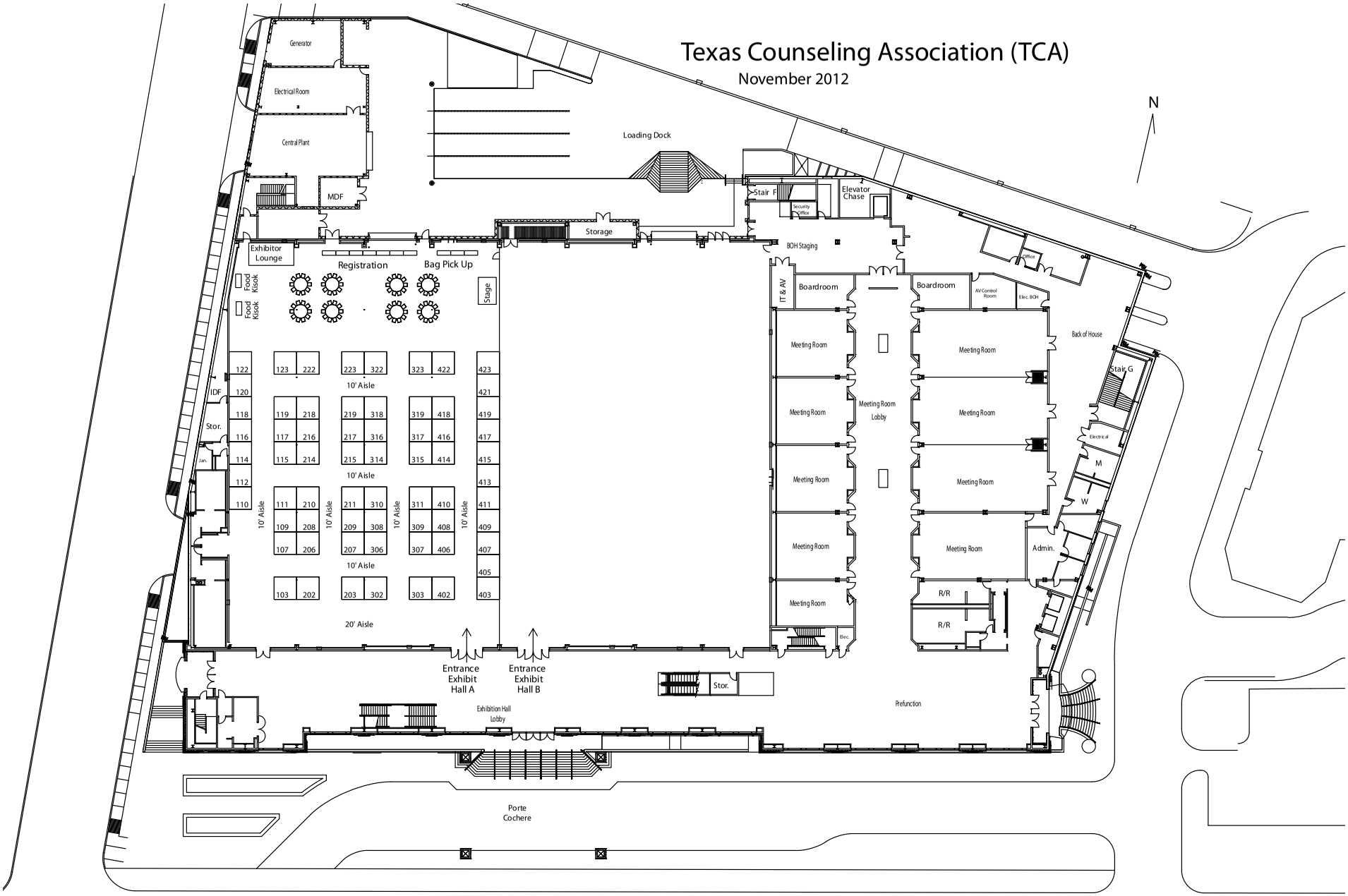
Texas Counseling Association

Send Completed Application and Agreement, including Application Fee to:

Texas Counseling Association ▪ 1204 San Antonio, Suite 201 ▪ Austin, Texas 78701
Fax: (512) 472-3756
Online: www.txca.org/galveston

Texas Counseling Association (TCA)

November 2012



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