

**Alabama Counseling Association**

**P O Box 131425**

**Birmingham, AL 35213-1425**

Dear Vendor,

You are invited to participate in the Alabama Counseling Association’s 55th Annual Conference, November 16-19, 2021. The Exhibits setup is from 2-5PM Tuesday, Nov 16th with Expo Hall open the 17th & 18th at the Sheraton Birmingham Hotel & Birmingham/Jefferson Convention Center (BJCC), located at 2101 Richard Arrington Jr Blvd N, Birmingham, AL 35203. Our organization boasts a membership of approximately 2,200 counselors in school, mental health centers, college, technical school, hospital, agency, church, rehabilitation centers, addiction recovery centers, and private practice settings throughout Alabama.

Our 2021 annual conference will feature nationally recognized keynote speakers, content sessions presented by professionals from all counseling work settings, committee meetings, and social events. We expect about 1400 participants to attend this year’s conference.

In the past, ALCA has enjoyed and appreciated the support of institutions and organizations such as yours. We invite you to participate in the 2021 conference in the following ways:

1. Providing an exhibit booth(s) in our exhibition area in the Sheraton Birmingham & Birmingham

Jefferson Convention Center (BJCC)

2. Purchasing an ad for your organization in the ALCA printed program

3. Sponsoring an event with well-placed signage (break, reception, luncheon, etc)

4. Any combination of the above three options

Additional information may be found on the Request for Ads/Exhibits/Sponsorship application included with this information. If you have any questions, you may contact the following:

Jerri Lynn Morrow

205-223-1999 (cell)

[jerrilynnmorrow@gmail.com](mailto:jerrilynnmorrow@gmail.com)

Thanks!! I look forward to hearing from you.

Sincerely,

Jerri Lynn Morrow

Jerri Lynn Morrow

ALCA Ads/Exhibits Chair

**2021 Alabama Counseling Association Annual Conference**

**November 17-19, 2021 (Exhibits Setup Nov 16 & Exhibition - Nov 17 & 18)**

**Sheraton Birmingham Hotel & BJCC**

**REQUEST FOR AD/EXHIBIT SPACE/SPONSORSHIP**

**AD INFORMATION**

**ALL ADS MUST BE SENT TO IN HIGH RESOLUTION (MINIMUM 600 DPI) PDF ACTUAL SIZE VIA EMAIL OR CD. Ads from PDF’s cannot be increased in size for printing without distorting the images. Ads can usually be reduced in size without distorting. No enhancement will be performed by ALCA or the printer. Full page ad size- 7” x 10”**

**EXHIBIT INFORMATION**

**Exhibitors will be housed in the Sheraton Birmingham Hotel near the conference registration. This space is very nicely appointed. Draped booths approximately 8’ x 10’ in size furnished with a 6’ skirted table will be provided. Two chairs, an ID sign, and wastebasket will be provided. Each vendor will receive two complimentary conference registrations. Additional vendor representatives must register separately for the conference. Exhibits should be set up by 8:30 a.m. Wednesday, November 17. The exhibit area will close Thursday, November 18, at 4:00 p.m. Note that some convention facilities require vendors selling goods to pay appropriate tax. You are responsible for this fee at facilities that enforce this tax.**

**SPONSORSHIP**

**As a Special Event Sponsor, your institution or organization may choose to be either an individual sponsor or a joint sponsor of a breakfast, dinner, refreshment break, reception or dance. You would be allowed to place information on the special event's assigned tables, but also representatives from your institution or organization would be allowed to greet and speak with conference participants. Rates vary for sponsorships so please reach out to us for this type of involvement in the ALCA Annual Conference at** [**alca@alabamacounseling.org**](mailto:alca@alabamacounseling.org) **or 205-423-5989.**

Advertiser/Exhibitor:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Contact/ ExhibitorReps:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Phone:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_Email:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Address:\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_City\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_State\_\_\_\_ Zip\_\_\_\_\_\_\_\_\_\_\_\_\_\_

**Order (check all that apply):**

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| --- | --- | --- |
| \_\_\_Full page ad in the program ($300) | \_\_\_1/2 page ad in the program ($150) | \_\_\_ Full page program ad + one exhibit space ($500) |
| \_\_\_ Exhibit Booth Space ($350)  \_\_\_ Additional Exhibit Booth Space ($350) | \_\_\_ Interest in Sponsorship - Rate dependent on variables ALCA will contact you soon regarding the possibilities- | \_\_\_ Other - Please contact:  jerrilynnmorrow@gmail.com |

A check or credit card information (accept Visa, Mastercard, & Discover only) for the total amount of all checked items above MUST ACCOMPANY ALL REQUESTS. We do not accept purchase orders. Conference and further details will be sent following receipt of request. Invoices will be provided upon request. Make checks payable to the Alabama Counseling Association or you may pay by credit card. Confrimation sent via email when processed in the ALCA office.

Card Security

type\_\_\_\_\_\_\_\_\_Card #\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Exp.\_\_\_\_/\_\_\_\_Code \_\_\_\_\_\_\_\_

Authorizing Signature\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_ Date\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Please return request form, ads, and checks to **Jerri Lynn Morrow, 2444 Southwood Trace, Hoover, AL 35244** by the following **deadlines**:

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| **ADs** (included in program) due NLT - **8/31/21** | **Exhibit Space Rental** -due NLT **10/31/21** |
| **Sponsorships** to be included in program due NLT **8/31/21** | **Sponsorship** (not to be included program)  Signage only at the event - due NLT **10/31/21** |