



## Alabama Counseling Association

5184 Caldwell Mill Rd., Ste. 204 #137  
Hoover, AL 35244

Dear Vendor,

You are invited to participate in the Alabama Counseling Association's 57th Annual Conference, November 14-17, 2023. The Exhibits setup is from 2-5PM Tuesday, Nov 14<sup>th</sup> with Expo Hall open the 15<sup>th</sup> & 16<sup>th</sup> at the Sheraton Birmingham Hotel, 2101 Richard Arrington Jr Blvd N, Birmingham, AL 35203. Our organization boasts a membership of approximately 2,400 counselors in school, mental health centers, college, technical school, hospital, agency, church, rehabilitation centers, addiction recovery centers, and private practice settings throughout Alabama.

Our 2023 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 2023 conference in the following ways:

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

Lisa Patterson

**334-488-5959**

[playtherapylisa@outlook.com](mailto:playtherapylisa@outlook.com)

Thanks!! I look forward to hearing from you.

Sincerely,

*Lisa Patterson*

Lisa Patterson  
ALCA Ads/Exhibits Chair

**2023 Alabama Counseling Association Annual Conference  
November 15-17, 2023 (Exhibits Setup Nov 14 & Exhibition - Nov 15 & 16)  
Sheraton Birmingham Hotel  
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 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 15. The exhibit area will close Thursday, November 16, 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):**

|   |  |   |
|---|--|---|
| <input type="checkbox"/> Full page ad in the program (\$300)  | <input type="checkbox"/> 1/2 page ad in the program (\$150)  | <input type="checkbox"/> Full page program ad + one exhibit space (\$500)   |
| <input type="checkbox"/> Exhibit Booth Space (\$350)<br><input type="checkbox"/> Additional Exhibit Booth Space (\$350) | <input type="checkbox"/> Interest in Sponsorship - Rate dependent on variables ALCA will contact you soon regarding the possibilities- | <input type="checkbox"/> Other - Please contact: <a href="mailto:playtherapylysa@outlook.com">playtherapylysa@outlook.com</a> |

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. Confirmation sent via email when processed in the ALCA office.

You may pay online at: <https://alca.memberclicks.net/adsandexhibits2023> We do prefer this method. You will need to register as a new user and then follow the directions for payment. If you prefer to send a check, please mail it to the ALCA office at 5184 Caldwell Mill Rd. Ste. 204 #137 Hoover, AL 32244.

Please return request form to **Lisa Patterson, 32068 Antioch Road, Dozier, AL 36028** by the following **deadlines:**

|   |  |
|---|--|
| <b>ADs (included in program) due NLT - 8/31/23</b>            | <b>Exhibit Space Rental -due NLT 10/31/23</b>  |
| <b>Sponsorships to be included in program due NLT 8/31/23</b> | <b>Sponsorship (not to be included program)<br/>Signage only at the event - due NLT 10/31/23</b> |