American Correctional Association’s
2018 Winter Conference
Orlando, Florida
Jan. 4–9, 2018

For more than 147 years, corrections professionals from across the country and around the world have relied on ACA’s Winter Conference for information on the latest products, services and technologies that will impact their profession.

The ACA Winter Conference attracts the best in the field to learn, network and explore the future in the ACA Exhibit Hall. The ACA Exhibit Hall allows members and guests to see, touch and experience the products that make their jobs safer, more efficient and more productive. Wardens, superintendents, administrators, purchasing agents, and other qualified and authorized buyers will be in Orlando to see firsthand your cutting-edge technologies and state-of-the-art products.

This is a great opportunity to meet face-to-face with thousands of decision-makers who have the need and budgets for your products, services and technologies.

Top of the Profession — ACA membership reaches thousands of corrections professionals worldwide

Conference Facts

*Data from the 147th Congress of Correction

Attendees come from all 50 states, District of Columbia, Puerto Rico and 15 different countries.

The Winter Conference has become the largest gathering of corrections personnel in the U.S. Exhibitors have learned firsthand that the decision-makers and purchasers of products and services visit this show annually. Don’t miss this opportunity to reach this exclusive group!

Booth space is now available! Generate invaluable business and goodwill for your company by making the 2018 Winter Conference part of your 2018 schedule. Sign up TODAY by completing the exhibit booth reservation form.
Who is ACA?

For 147 years, the American Correctional Association has championed the cause of corrections and correctional effectiveness. Founded in 1870 as the National Prison Association, the American Correctional Association is the oldest and largest correctional association developed specially for practitioners in the corrections profession. ACA represents thousands of active professional members. The membership consists of individuals and organizations involved in all facets of corrections, including adult and juvenile institutions, community corrections, juvenile justice, health care, and probation and parole located in the U.S., Canada and other nations. ACA is the leader in the improvement of corrections and the professional development of experts in the field.

ACA provides its members with educational materials, publications, training courses, seminars, biannual conferences, accreditation services and a variety of other networking opportunities, not to mention Corrections Today magazine and discount programs. Working toward a unified voice in correctional policy, ACA has been actively involved in:

- Developing national correctional philosophy
- Designing and implementing standards for correctional services and methods for measuring compliance.
- Providing publications, training and technical assistance

Maximize Your ROI

We wish you a profitable 2018 and we want you to have a great show. To maximize exposure, promote your company before, during and after the show. Below are some helpful tips on how to accomplish all three at the ACA Winter Conference. For more information about services and opportunities offered, contact our sales team today!

Tips for Exhibitors

Pre-Show Promotions — Things to Do

- Submit your contract and a 50 percent deposit as soon as possible to ensure you get a prime, high-traffic location in the exhibit hall. Booth assignments are first-come, first-served, based on availability.
- Consider sponsorship as a pragmatic and low-cost way to gain additional exposure throughout the conference. The benefits of being a sponsor are numerous, including advance booth selection.
- Advertise in trade show publications (The Conference Planning Guide, Conference Program Book, Corrections Today magazine, etc.).
- Send personal invitations to prospective and regular clients.
- Submit press releases on new products and services to media.
- Follow up with a phone call to personally invite people or to tell them about new products and services.
- Put a show reminder on ALL correspondence (electronic and physical) to make your presence known.
- Plan and train booth staff to achieve and ensure your team meets sales goals.

At-Show Promotions — Things to Do

- Showcase new products and services. Display your latest innovations and technologies — make it the focus of your booth to draw people inside.
- Grab attendees’ attention. Provide easily accessible information about your company’s products and services such as flyers or small pocket guides.
- Demonstrate your product. Show and sell your products to potential buyers.
- Have a giveaway or a raffle at your booth to attract people.
- Use a lead retrieval scanner/machine to collect contact information from potential clients.

Post-Show Promotions

Things to Do

- Follow up on leads generated at the show. Follow-through generates more contacts and more sales.
- Send a post-show mailing — personalize it to make the person feel like a valued customer.
- Schedule a post-show evaluation meeting. Analyze what works for your continued “high performance” at future shows.
- Provide feedback to show organizers, so that your problems/concerns can be voiced and issues can be resolved.

Special Invitation to Treatment Providers

Launched in 2007 at the Winter Conference in Tampa, Florida, the Healthcare Professional Interest Section (HPIS) of ACA brings together health care practitioners and providers with correctional leaders and security professionals to examine important health care and treatment issues relevant to the corrections field, and to improve communications and operations for all facets of corrections.

ACA is the only organization in the nation that is working with correctional treatment and security professionals toward common goals — quality training and open dialogue. Many workshops, special events, social activities and meetings are planned for HPIS members at the ACA 2018 Winter Conference.

Please join ACA at the Orlando World Center Marriott and participate in this important program with local, state and federal corrections professionals, representing all aspects of the field, to help improve your services, protect the public, and prepare women and men for release into society.
Why Should Your Company Exhibit?

Reach your target market
– Federal, state, provincial and local corrections professionals.
– Administrators, supervisors, wardens and other corrections department officials.
– Juvenile corrections administrators, superintendents and other employees.
– Sheriffs, jail administrators and other employees.
– Community corrections professionals.
– Information technology managers.
– Members from local and foreign government agencies.
– Health Care and other treatment professionals.
– Executives from other related organizations.
– Students within the criminal justice curriculum.
– Line personnel.

Exhibiting at ACA is the perfect place to
– Meet customers face-to-face.
– Discover the tools professionals are using to do business.
– Improve relationships with existing clientele.
– Leave memorable impressions with new contacts.
– Build strong business connections.
– Network and make new contacts.
– Display new products, technologies and services.
– Discover nuances about your target audience.
– Display new products, technologies and services.
– Network and make new contacts.
– Build strong business connections.
– Leave memorable impressions with new contacts.

Your potential for business growth is unlimited

Exhibit Information & Pricing

EXHIBITOR INFORMATION
All booths are standard 10 feet deep by 10 feet wide, unless otherwise indicated on the floor plan. Please note that carpeting and furnishings are not included with the rental of booth space. Electricity and water are available through the Orlando World Center Marriott. Check the Hargrove Exhibitor Kit for details.

PRICING FOR COMMERCIAL BUSINESSES

<table>
<thead>
<tr>
<th>Size</th>
<th>Price</th>
</tr>
</thead>
<tbody>
<tr>
<td>10’ x 20’ Booths $8,600</td>
<td>10’ x 20’ Booths $4,800</td>
</tr>
<tr>
<td>10’ x 10’ Booths $4,400</td>
<td>10’ x 10’ Booths $2,400</td>
</tr>
<tr>
<td>(Bulk Space)</td>
<td>(Corner Location)</td>
</tr>
</tbody>
</table>

PRICING FOR NOT-FOR-PROFIT ORGANIZATIONS

– Federal 501(c)(3) or 501(c)(6) organizations will receive a 50 percent discount of the booth cost for those organizations that qualify.
– Classified as a nonprofit organization — 501(c)(3) or 501(c)(6) documentation.

BOOTH FEE INCLUDES
– 10’ x 10’ booth space with draped 8’ back wall and 3’ side rails.
– Company identification sign.
– Two complimentary full registrations for individuals directly employed as staff of your company.
– Admission to social events available to full registrants only.
– Access to all workshops, seminars and sessions available to full registrants only.
– Four complimentary floor passes limited to individuals directly employed as staff of your company.
– Additional passes available for individuals directly employed as staff of your company for a fee of $50 each.
– 24-hour security service.
– Daily aisle maintenance.
– Complimentary meeting space.

Note: Booth space does not come with carpeting or furnishings. All exhibitors are required to have a carpet or other professional floor covering in their booth.

EXHIBIT DATES AND HOURS

EXHIBITOR MOVE-IN
– Saturday, Jan. 6, 2018 8 a.m.–4 p.m.
– Sunday, Jan. 7, 2018 8 a.m.–1 p.m.

EXHIBITOR ONLY ACCESS
– Sunday, Jan. 7, 2018 3–4 p.m.
– Monday, Jan. 8, 2018 9–10 a.m.
– Tuesday, Jan. 9, 2018 6–9 a.m.

EXHIBITOR MOVE-OUT
– Tuesday, Jan. 9, 2018 1–8 p.m.***

**Exhibitors are allowed in the exhibit hall only during the noted hours. Exhibitors will be allowed to set up at least one hour prior to the exhibit hall opening each day.
***Exhibitors must wait for aisle carpet to be removed by decorator before move out can begin.

EXHIBITOR MOVE-IN
– Monday, Jan. 8, 2018 6–4 p.m. (non-compete times)
– Tuesday, Jan. 9, 2018 9 a.m.–12 p.m.
– 11:45 a.m. Grand Prize Drawing

CANCELLATIONS
Should it become necessary to cancel the booth reservation, the booth rental fee, less the nonrefundable deposit, will be refunded only upon written request received on or before Nov. 13, 2017. After Nov. 13, 2017, no refunds will be made nor will previously paid monies be applied to any future ACA exhibits or other marketing areas. Exhibitors applying after the Nov. 13, 2017, cut-off date must submit the full booth rental fee, none of which is refundable, with the application.

NOTE: Exhibits booths are not transferable and cannot be shared, sold, rented or given gratis to another company by the original contracting company.

2018 Winter Conference Program Book

All exhibitors reserving booth space on or before Nov. 13, 2017, will be given a complimentary description listing in the official 2018 Winter Conference Program Book. Only current exhibiting companies may advertise in the Program Book and Planning Guide.

*Hours are tentative and subject to change.

“Note” Purpose of the Exhibit:
To disseminate knowledge and promote the development and application of the principles of corrections and criminal justice. The comprehensive technical exhibitions will serve to introduce new products and services to the corrections market and to educate individuals in the field of corrections with regard to these products and services. Only exhibitors whose materials are related to these purposes will be allowed to maintain displays. ACA Show Management reserves the right to determine whether exhibitors’ materials are related to the purpose of the exhibition and the overall goals of the ACA Conference.
**2018 Winter Conference**
**Jan. 4–9, 2018**

**Orlando Exhibit Hall**
Orlando World Center Marriott, Cypress Ballroom

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**Purpose of the Exhibit:** To disseminate knowledge and promote the development and application of the principles of corrections and criminal justice. The comprehensive technical exhibition will serve to introduce new products and services to the corrections market and to educate individuals in the field of corrections with regard to these products and services. Only exhibitors whose materials are related to those purposes will be allowed to maintain displays.

**Note**
Exhibitors we would prefer Not to be near

<table>
<thead>
<tr>
<th>Exh. Description</th>
<th>Company Name</th>
<th>Company Web Address</th>
<th>Name of contact person/title to appear in the 2018 Winter Conference program Book</th>
</tr>
</thead>
</table>

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**Deadline for the Exhibitor Directory listing in the Program Book is Nov. 17, 2017.**

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**Booth Fee**

**Standard Exhibit Booth Pricing**

- Inline: $2,000
- Corner: $2,400

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**Authorization**

- Print Name:
- Authorized Signature:
- Date:

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**Payment**

- Deposit Amount (50%)
- Full Payment

- Please Check One:
  - Visa
  - MasterCard
  - American Express
  - Discover
  - Diner’s Club
  - Check

- Credit Card Number (valid through January 2018)
- Exp. Date
- Security Code

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**AMERICAN CORRECTIONAL ASSOCIATION**

206 N. Washington St., Suite 200 • Alexandria, VA 22314
1-800-222-0446, ext. 8030 or 8055 • Fax 703-252-0840
Email sales@aca.org • www.aca.org

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**Booth Currently Unavailable**

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**Visa**

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**MasterCard**

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**American Express**

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**Discover**

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**Diner’s Club**

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**Check**

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**Check Amount $**
Decorating Services and Display Rules and Regulations

BOOTH FEES INCLUDE
1. All show fees due and payable in advance, forming 1st-footside high side rail of a booth.
2. 4-foot by 8-foot by 8-foot exhibitor identification sign.
3. 24-hour Exhibit Hall security from move-in to move-out.
4. General maintenance of the aisles and common exhibit hall areas to ensure a safe and attractive exhibition atmosphere.

SHOW SERVICE CONTRACTOR

Diagram A

Exhibit Limitations

1. All booths are 10-feet deep by 10-feet wide, unless otherwise noted on the floor plan.
2. No booths shall be loaded or unloaded between the hours of 10:00 a.m. and 5:00 p.m., unless otherwise noted on the floor plan or coordinated via ACA Show Management.
3. Exhibitors who need to gain approval and make special arrangements must contact ACA Show Management.
4. Exhibit booths during the show. Arrangements must be made with the contractor for pick-up, storage and return at the exhibitors' expense.

Shipping and DRAKE

Diagram B

5. Exhibitors providing information on equipment rental, decorative, electrical connections, plumbing, labor and other services, will be prepared by the show contractor and included in the exhibitors' Guaranteed show contract for the show.
6. The shipping and storage information in the service kit will instruct exhibitors in the proper preparation for the show and the exhibitor must adhere to the booth space's opening and closing on Tuesday, June 5, 2018, at 9 a.m. in the advance matching contact a full-time show floor service contract.
7. Note that all freight should be shipped with an accompanying bill of lading. When full of a bill of lading does not accompany a shipment, a premium charge will be levied for the full weight of the freight.
8. The name of the contact, along with the exhibitor's company's name and address will be included in the exhibitors' service kit for the show and the service kit for the show before the show.
9. Exhibitors are responsible for the timely and complete return of all equipment and materials used in the show exhibits in accordance with standard waste disposal methods before the exhibit opens. ACA Show Management shall have discretion to order removal or dismantling of exhibits not complying with this requirement.
10. Exhibitors must submit the name of the exhibitor and company or organization shown in the exhibitor's service kit for the show before the show.
11. All exhibits that include the operation of radios, television motion picture equipment, public address systems or any noise-making machines must be operated or played in accordance with the regulations of the respective authorities.
12. Operation of noise-making exhibits must not be permitted to operate between the hours of 10:00 p.m. and 7:00 a.m., unless otherwise noted on the floor plan or coordinated via ACA Show Management.
13. Display of moving images must not exceed the booth space's opening and closing on Tuesday, June 5, 2018, at 9 a.m. in the advance matching on the floor plan.
14. Exhibit booths must be closed as directed and removed in accordance with standard waste disposal methods before the exhibit opens. ACA Show Management shall have discretion to order removal or dismantling of exhibits not complying with this requirement.
15. Exhibitors at the Orlando World Center Marriott and Hargrove Inc. are not allowed to place any materials in ACA's press or registration area.
16. Companies will not be allowed to place any materials in ACA's press or registration area.
17. All exhibit and exhibit hall electrical installations, connections and disconnections must be performed in accordance with the regulations of the respective authorities.
18. In order to preserve tax-exempt status with the Internal Revenue Service, ACA must have a certificate of insurance on file for the Orlando World Center Marriott. However, orders must not be approved by ACA for delivery.
19. In the event of cancellation of the 2018 winter conference for any reason, ACA's Show Management shall have discretion to order removal or dismantling of exhibits not complying with this requirement.
20. During the exhibit setup and dismantling hours and in the evening after the close of the show, vehicles or combustion operated machines that are a part of an exhibit must not exceed the weight of 75,000 pounds or the height of 15 feet.
21. Combustible materials storage. ACA requires that exhibitors' literature to be displayed or to be shown to be identified as above service kit for the show. All boxes, crates, and other packaging materials for the display of exhibits must be approved by the fire marshall. This approval must be coordinated via ACA Show Management and received in writing no less than 60 days prior to the date of the show.
22. Exhibits which include or utilize in their exhibit materials or in their exhibit booths (a) material which is copyrighted by another, including without limitation film music or sound recordings, (b) material or materials incorporating matter subject to any intellectual property right of another, must obtain proper licenses to use such materials, provided, however, that exhibitors need not obtain a license to utilize music the copyright to which is owned by the exhibitor or the exhibitor's agent or the exhibitor's employee, or (c) that the content of the exhibit booth be used as a medium for the advertisement of the exhibitor's exhibit booth or exhibit materials.
23. Exhibit booths must be closed as directed and removed in accordance with standard waste disposal methods before the exhibit opens. ACA Show Management shall have discretion to order removal or dismantling of exhibits not complying with this requirement.
24. All exhibits that include the operation of radios, television motion picture equipment, public address systems or any noise-making machines must be operated or played in accordance with the regulations of the respective authorities.
25. Exhibitors providing information on equipment rental, decorative, electrical connections, plumbing, labor and other services, will be prepared by the show contractor and included in the exhibitors' Guaranteed show contract for the show.
26. The shipping and storage information in the service kit will instruct exhibitors in the proper preparation for the show and the exhibitor must adhere to the booth space's opening and closing on Tuesday, June 5, 2018, at 9 a.m. in the advance matching contact a full-time show floor service contract.
27. Note that all freight should be shipped with an accompanying bill of lading. When full of a bill of lading does not accompany a shipment, a premium charge will be levied for the full weight of the freight.
28. The name of the contact, along with the exhibitor's company's name and address will be included in the exhibitors' service kit for the show before the show.
29. Exhibitors are responsible for the timely and complete return of all equipment and materials used in the show exhibits in accordance with standard waste disposal methods before the exhibit opens. ACA Show Management shall have discretion to order removal or dismantling of exhibits not complying with this requirement.
30. All food and beverage items must be approved by ACA Show Management in cooperation with Convention Center Facility Catering.
Please note the following important dates and deadlines regarding the upcoming 2018 Winter Conference

**September 2017**
- Submit Booth Reservation Contract along with deposit or full payment.

**October 2017**
- Submit Booth Reservation Contract along with deposit or full payment.
- Receive Booth Confirmation Letter via ACA email and Hargrove Exhibitor Kit information from Hargrove.
- Oct. 1 — Housing opens online at register.aca.org.
- Online Registration Opens through Expo Logic, and the Exhibitor Kit is available online through Hargrove.

**November 2017**
- Submit Booth Reservation Contract along with deposit or full payment.
- Nov. 10 — Deadline for Program Book advertising materials.
- Nov. 13 — Deposit deadline. All payments after this date must be in full.
- Nov. 13 — Deadline for the Exhibitor Directory listing in the 2018 Winter Conference Program Book. All contact information and company descriptions must be submitted by this date to be included in the Program Book.
- Nov. 13 — Cancellation deadline. Prior to Nov. 13, 2017, the booth reservation fee less the non-refundable deposit will be refunded upon written request. After Nov. 13, 2017, no refunds will be made.

**December 2017**
- Submit Booth Reservation Contract along with full payment. (No deposits accepted.)
- Dec. 4 — Shipment to advance warehouse begins.
- Dec. 18 — Order forms discount deadline for Hargrove.

**January 2018**
- Jan. 2 — Shipment to advance warehouse ends.
- Jan. 4 — Conference begins, registration opens.
- Jan. 6 — Direct shipping begins.

*Dates Subject to Change Without Notice*

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**Exhibitor Timeline & Important Dates**

**Schedule At A Glance**

**Sponsorship Opportunities**

- **General Session Keynote Speaker SOLD** $25,000
  - Sponsorship of the General Session keynote speaker is a prestigious event to have your company name allied with. Traditionally the keynote speaker will motivate and move our audience to positive action both at work and at home. Some previous speakers include Donna Brazile, Pat Buchanan and others. The General Session is the official gathering of more than 1,500 people to listen and to learn from the speaker’s experiences.

- **Registration Services** $10,000
  - Sponsorship of the conference registration services allows your logo to be placed on each confirmation sent to attendees. The attendees will recognize your company logo and associate it with the state-of-the-art registration services provided before and during the conference.

- **General Session Audio-Visual** $10,000
  - Sponsorship of the General Session audio-visual will bring attention to your company during the General Session. As attendees enter the hall, your company logo will be on display and your company will be recognized from the podium during the event. Your company will be associated with this prestigious event.

- **Registration Tote Bags SOLD** $6,000
  - This sponsorship involves providing tote bags to all of the attendees of the conference which will have your company name and logo, as well as ACA logo, on each bag. Your company name will be in front of everyone in attendance on a daily basis.

- **Lanyards/Badge Holders SOLD** $6,000
  - This sponsorship involves providing badge holders to all of the attendees of the conference, which will have your company name and logo, as well as ACA’s logo, on each badge. Your sponsorship will reinforce your company’s presence at the conference because every attendee must have a badge.

- **Hotel Room Key Cards SOLD** $6,000
  - This sponsorship involves providing hotel room key cards to all of the attendees of the conference, which will have your company name and logo, as well as ACA’s logo, on each key. It’s a great way to advertise your company at the conference because every attendee staying at a conference hotel will receive one.

- **Health Care Reception SOLD** $14,400
  - The Health Care Reception sponsorship can either be a co-sponsorship or an exclusive sponsorship. This is an exceptional event where health care professionals meet and greet in a social setting with their peers and the vendors and agents they work with throughout the year. Reception will honor those serving in corrections health care.

- **Health Care Luncheon SOLD** $14,000
  - This sponsorship is an exclusive luncheon for health care professionals which will provide both an educational and social forum to the men and women in the corrections field. This is a wonderful event that has been a part of the conference for several years and is always a huge success.

- **Military Reception Co-Sponsorship** $6,000 each
  - The Military Reception is one of the most prestigious events at the ACA conference. Sponsorship of this event will allow your company to show their patriotism and support for the military. This “by invitation only” event recognizes the sacrifices and efforts our military make every day on behalf of America.

- **Exhibit Hall Open House Co-Sponsorship** $5,000 each
  - The “Grand Opening” reception in the exhibit hall will allow you and your staff to participate in this festive event. All companies participating will be recognized and participate in a prize drawing.

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For additional information, please call 800-222-5646, ext. 0011, or email KelliM@aca.org
Sponsorship Opportunities

Grand Prize Co-Sponsorship
$5,000 each
This sponsorship helps provide a spectacular Grand Prize to the attendees. The sponsorship includes attendees going to each sponsor booth to have a card stamped before they can enter to win the Grand Prize, guaranteeing a large volume of foot traffic to your booth. Also with this sponsorship, during the drawing itself, a representative from your company will participate in the drawing on stage.

Condensed Meeting-at-a-Glance SOLD
$6,000
This sponsorship is commonly referred to as a pocket guide and is distributed along with the Program Book to all attendees. The Condensed Meeting-at-a-Glance is a compact listing of all the events with locations and times — very handy for the on-the-run attendee.

Charging Station
$6,000 each
Sponsorship allows a company to have a charging station onsite. The company may have their own branding or logo displayed on a station. This sponsorship will give your company continued exposure throughout the conference as attendees and exhibitors charge their electronic devices.

Rise and Shine Morning Coffee
$6,000 each day
Sponsorship of the morning coffee service at the convention center each day — Saturday, Sunday, Monday and Tuesday — will be a wakeup call each person will appreciate. Your staff is welcomed to greet the guests each day.

Monday Morning Munchies Co-Sponsors
$3,000 each
Sponsorship is open to multiple sponsors to provide some light refreshments and snacks to the attendees during and after the General Session. The audience will be most appreciative of the food and beverage provided by the sponsors.

Expo Map SOLD
$2,500
This sponsorship includes the company logo and booth location to be highlighted on the expo maps that will be in and around the exhibit hall. Your booth location will be highlighted on the map for everyone to locate you and your products.

We encourage you to become an integral part of the American Correctional Association's 2018 Winter Conference. Without support from you, we could not continue to provide the educational and professional opportunities to the field of corrections. These are the people that allow us to have the quality of life we enjoy in this country. Don't let them down. Support this event and help ACA continue its mission.

ACA Sponsorship Form

Company Name:
Contact Name:
Address:
City: State: Zip:
Phone: Email:

Exclusive Sponsorship Opportunities

SOLD Expo Map $2,500
Bottled Water* $2,500
Charging Station $6,000
Condensed-Meeting-at-a-Glance $3,500
Tote Bags* $6,000
Hotel Key Cards $6,000
Coffee (daily service) $6,000
Lanyards/Badge Holders* $6,000
General Session Audio-Visual $10,000
Registration Services $10,000
Health Care Luncheon $15,000
Health Care Reception $16,000
General Session Keynote Speaker $25,000

SOLD Grand Prize $5,000
SOLD Monday Morning Munchies $3,000
SOLD Military Reception $5,000
SOLD Exhibit Hall Open House $5,000

Sponsorship Benefits
Ribbon on Badge
Recognition in Program Book
Recognition in Promotional Materials
Pre-Registration List of Attendees
Post-Show List of Attendees
Recognition in Corrections Today magazine
Floor Stickers at Exhibit Booth

*Sponsor responsible for all costs associated with sponsorship. Payment must accompany request.
NOTE: Only current exhibiting companies may be a sponsor for the 2018 Winter Conference.

Signature Required: Date:
Printed Signature:

Payment
Credit Card # Exp. Date:
Security Code (on back of credit card):

Please return form with payment to American Correctional Association
Fax 703-224-0040 Email marym@aca.org
Conference Planning Guide

This publication is a first-hand look at what to expect at the ACA 2018 Winter Conference. It serves as a valuable reference tool, containing pertinent information on conference registration, hotel reservations and airline travel, as well as a schedule of conference workshops and social events. Your advertisement will give you exposure through the months prior to the conference and can let members know that you will be attending the meeting. This guide is sent to thousands of members.

Conference Program Book

This publication is received by all attendees at the 2018 Winter Conference. It will provide your company with a high profile throughout the entire event. You can use your ad to invite attendees to your booth, highlight the products or services offered by your company and profile your company’s history and experience. It also contains all the conference information on sessions, social events, activities, the exhibit hall, convention center and hotel floor plans, as well as an alphabetical index of exhibitors, sponsors and advertisers.

Ad Specifications:
Trim Size: 8.5” x 11”  Bleed: 8.75” x 11.5”  Live Area: 7”x10”
Please keep all essential images and type within the 7”x10” live area (.75” inset from sides and .5” inset from top and bottom)

Special Positions 20 percent Surcharge

Note: Only current exhibiting companies may have an ad in the Program Book and Planning Guide.

Contact the ACA Sales Team for More Information

| Darryl Greenridge    | Da’Shawn Hayden
| Phone: 703-224-0035  | Phone: 703-224-0030
| Fax: 703-224-0040    | Fax: 703-224-0040
| Email: darrylg@aca.org | Email: dashawnh@aca.org

2018 Winter Conference Planning Guide Advertising Contract

Company Name: ____________________________________________________________
Contact Name: ____________________________________________________________
Address: _________________________________________________________________
City: ___________________________ State: __________________ Zip: ____________
Phone: _________________________ Email: _________________________________

AD SPACE RESERVATIONS DUE SEPT. 4, 2017  AD MATERIALS DUE SEPT. 18, 2017

*Please Note: In the case of a cancellation, notice must be sent in writing on or before Sept. 18, 2017, to be eligible for a 50 percent refund. Cancellation after Sept. 18, 2017, will result in no refund of any kind, and monies be applied or transferred to any other marketing areas.

Standard Space
_____ Full Page, 4 Color Ad $1,000
_____ Full Page, BW $750
_____ Full Page, Cover 2, Color $2,000
_____ Full Page, Cover 3, Color $2,000
_____ Full Page, Cover 4, Color $3,000

Premium Space
_____ Special Positions 20 percent surcharge

Preferred Position: _______________________________________________________

These prices are NON-COMMISSIONABLE. Please sign below and return to ACA immediately.

Authorized by: ____________________________________________________________
Date: ____________________________

Prepayment required for this publication.

Payment Options

Check Number: ____________________________ Amount: ____________________________

Card #: ____________________________ Exp. Date ____________ Security Code: ________

Amount Charged $: ____________________________ Signature: ______________________

Please return orders and payment either by fax to 703-224-0040 or email marym@aca.org.

Note: Only current exhibiting companies may have an ad in the Planning Guide.
Company Name: ____________________________________________________________
Contact Name: ____________________________________________________________
Address: _________________________________________________________________
City: __________________________________________ State: __________ Zip: __________
Phone: ____________________________________________________________

**AD SPACE RESERVATIONS DUE OCT. 16, 2017      AD MATERIALS DUE NOV. 10, 2017**

*Please Note: In the case of a cancellation, notice must be sent in writing on or before Nov. 10, 2017, to be eligible for a 50 percent refund. Cancellation after Nov. 10, 2017, will result in no refund of any kind, nor can monies be applied or transferred to any other marketing areas.*

**Standard Space**

- **Full Page, 4 Color Ad** $1,000
- **Half Page, 4 Color Ad** $750 *(Horizontal Only)*
- **Full Page, BW** $750
- **Half Page, BW** $500 *(Horizontal Only)*

**Premium Space**

- **Cover 2, Color** $2,000
- **Cover 3, Color** $2,000
- **Cover 4, Color** $3,000
- **Special Positions** 20 percent surcharge

Preferred Position: __________________________________________________________

**Ad Specifications:** (width x height)

- **Full Page:** Trim Size: 8.5” x 11”  Bleed: 8.75” x 11.5”  Live Area: 7” x 10”
- **Half Page:** Trim Size: 8.5” x 5.5”  Bleed: 8.75” x 5.625”  Live Area: 7” x 5”

Please keep all essential images and type within the “live area” (.75” inset from sides and .5” inset from top and bottom)

- **Repeat ad copy from:** ______________________________________________________ (list publication/date)

**These prices are NON-COMMISSIONABLE. Please sign below and return to ACA immediately. Prepayment required for this publication.**

Authorized by: __________________________ Date: __________

**Payment Options**

Check Number: ______________________________ Amount: __________________________

Card #: __________________________ Exp. Date ________ Security Code: ________

Amount Charged $: __________________________ Signature: ______________________

Please return orders and payment either by fax to 703-224-0040 or email marym@aca.org.

Note: Only current exhibiting companies may have an ad in the Program Book.