

2026 Sponsorship & Exhibitor Guide

Writing Our Legacy

EMPOWER. EDUCATE. ELEVATE.

IOWA SCHOOL COUNSELOR ASSOCIATION'S ANNUAL CONFERENCE

NOVEMBER 1-3, 2026
PRAIRIE MEADOWS
ALTOONA, IOWA





WELCOME TO ISCA 2026:

Writing our Legacy 

**FROM SUNDAY THROUGH
TUESDAY, PARTICIPANTS
WILL EXPERIENCE:**

 Pre-conference
workshop options designed
for deep learning

 A powerful Opening
Keynote from **Malcolm
Mitchell**

 Dozens of breakout
sessions aligned to real-
world practice

 Dedicated opportunities
for networking, reflection,
and celebration

WRITE YOUR LEGACY: EMPOWER. EDUCATE. ELEVATE

Since 1965, the Iowa School Counselor Association has been the voice, the heart, and the future of professional school counseling in Iowa. Each year, our annual conference brings together around 600 professionals dedicated to supporting the academic, college/career, and social/emotional success of every K-12 student across our state. In 2026, we invite you to take part in something more than a conference... an opportunity to reflect, contribute, and lead. We invite you to join us not simply as a sponsor or exhibitor, but as a partner.

WHY PARTNER WITH ISCA?

High-Impact Access to 600+ school counselors, administrators, and decision-makers

✓ Mission-Aligned Visibility at a values-driven event centered on student success

✓ Year-Round Connection through new digital platforms and social media integration

✓ Innovative Engagement via refreshed conference features and interactive sponsorships

WHETHER YOU'VE PARTNERED WITH US FOR YEARS OR THIS IS YOUR FIRST TIME, ISCA 2026 IS YOUR MOMENT TO CONNECT WITH EDUCATORS WHO TRANSFORM LIVES EVERY DAY.

Andrew

INTERIM EXECUTIVE DIRECTOR

 641-425-4466

 ANDREW.EISENMAN@IASCHOOLCOUNSELOR.ORG

A CONFERENCE DESIGNED FOR IMPACT... A NOTE FROM THE CONFERENCE CHAIR:

ISCA 2026 has been thoughtfully designed to engage, inspire, and equip today's school counselors through meaningful and relevant learning experiences. Programming will continue to focus on the areas that matter most... well-being, advocacy, equitable systems, college and career readiness, and practical strategies that support student success.

As an exhibitor, you play a vital role in making this event a truly enriching experience. Our goal is to create an atmosphere where connections thrive and conversations matter; not only for the hundreds of school counselors in attendance, but for you as well. We believe this conference is more than a gathering; it's an opportunity to share innovative ideas, spotlight valuable resources, and inspire new ways to support the students we serve.

We hope your time with us is both rewarding and impactful, and that the relationships you build here will extend far beyond the conference. Together, we can continue investing in the future, one student, one school, one conversation at a time.

Thank you for being part of this exciting journey. We can't wait to see you in Altoona!

-Dallas,

CONFERENCE CHAIR

 DALLAS.VANDERPOL@IASCHOOLCOUNSELOR.ORG

 WWW.IASCHOOLCOUNSELOR.ORG

CONFERENCE SNAPSHOT:



NOVEMBER 1-3, 2026

- **NOVEMBER 1ST:**
 - Pre-Conference Workshops
- **NOVEMBER 2ND: 7-4PM**
 - General Session Keynotes
 - Exhibitor Showcase
 - Promising Practices Breakouts
 - Sponsor Spotlight Sessions
- **NOVEMBER 3RD: 7-12PM (HALF DAY)**
 - Morning Wellness Sessions
 - Breakout Sessions



LOCATION

1 PRAIRIE MEADOWS DRIVE | ALTOONA, IA
THE MEADOW EVENTS & CONFERENCE
CENTER



AUDIENCE

600+ SCHOOL COUNSELORS

- Administrators
- State & Regional Consultants
- Graduate Students & Interns
- Mental Health Partners
- + and more ...



EXHIBITOR SETUP*

SUNDAY, NOVEMBER 1 | 12-4PM

MONDAY, NOVEMBER 2 | 6-7AM

*Exhibit Hall Opens @ 7:00AM

TUESDAY, NOVEMBER 3 | 6-7AM

*Exhibit Hall Opens @ 7:00AM

EXHIBITOR SHOWCASE



PRICING

STANDARD BOOTH:

- 6' Table + 2 Chairs

DOUBLE BOOTH:

- 12' Table + 4 Chairs

STANDARD BOOTH

MONDAY/TUESDAY: \$700
ONE DAY: \$400

DOUBLE BOOTH

MONDAY/TUESDAY:
\$1000
ONE DAY: \$600

EXHIBITOR BENEFITS & SHOWCASE DETAILS

MONDAY, NOVEMBER 2
7:00AM - 4:00PM
TUESDAY, NOVEMBER 3
7:00AM-12:00PM

- BOOTH FEES INCLUDE ELECTRICITY & WIFI
- LINKED LISTINGS IN CONFERENCE GUIDE & WEBSITE
- UP TO TWO FULL REGISTRATION PASSES
 - ADDITIONAL PASSES AVAILABLE FOR \$100
- ON-SITE RECOGNITION

MONDAY NIGHT MIXER (IF SPONSORED)

MONDAY, NOVEMBER 2
4:30PM - 6:00PM

Stay Tuned

Note: There are no discounts for nonprofit organizations, as pricing already reflects the lowest possible price.

***Due to the early nature of this prospectus, scheduling details are preliminary and subject to change.*



SPONSORSHIP PACKAGES

	SILVER \$1,500	GOLD \$3,000	PLATINUM \$5,000
INCLUDED EXHIBITOR BOOTH	50% OFF ONE	ONE BOOTH	TWO, FIRST CHOICE OF LOCATION
FULL EXHIBITOR PASS WITH ALL MEALS INCLUDED (ADDITIONAL REGISTRATIONS \$100 EACH)	1	1	2
EXHIBITOR STAFF PASSES	2	3	5
ON-STAGE SPEAKING OPPORTUNITY	X	X	YES
WEBSITE BANNER SPOTLIGHT	X	X	12 MONTHS
CONFERENCE PROGRAM RECOGNITION	NAME LISTED	HALF PAGE	FULL PAGE
ROOM SPONSORSHIP	X	1	2
PRAIRIE MEADOWS ROADSIDE DIGITAL MEDIA SIGN	X	X	1 FIRST COME ONLY, 3 SPOTS
INDOOR DIGITAL MEDIA SIGNS	NAME LISTED	HALF PAGE	FULL PAGE
BREAKFAST/LUNCH SPONSOR	X	X	INCLUDED
INCLUDE AN INSERT/ITEM IN REGISTRATION PACKET	X	INCLUDED	INCLUDED

Exhibitor Add Ons

- \$250: Room Sponsorship: First-come basis, limited spots available
- \$250: Registration Packet: Include an insert/item in packet
- \$500: 1/3 page or logo on indoor digital media signs
- \$500: ISCA Pens (First-come basis, limit of one)
- \$1000: Ribbon Station Sponsor
- \$1000: Lanyards (First-come basis, limit of two)
- \$1,000: Tote Bags (First-come basis, limit of two)
- \$1500: Breakfast Sponsor: comes with on-stage moment (3-5 minutes)
- \$1500: Lunch Sponsor: comes with on-stage moment (3-5 minutes)

ASK ABOUT OUR NEW LEGACY SPONSORSHIPS:

Commit to sponsoring for 5 years at any level and lock in the 2026 rate! Legacy sponsors will be uniquely recognized at conference and throughout the year.

*payment plans available

\$5000: MONDAY NIGHT MIXER (INCLUDES BAND, ON-STAGE MOMENT, NAME ON ALL MARKETING OF THE MONDAY NIGHT MIXER

EXHIBITOR GUIDELINES



Thank you for your partnership and participation of Writing Our Legacy: Empower. Educate. Elevate. We are grateful for your support in making this milestone event a success. Please note that all exhibitors and sponsors are expected to comply with the guidelines outlined in this prospectus. If you have any questions about these guidelines or any details regarding your participation, please don't hesitate to contact us. We're here to help make your experience meaningful, smooth, and successful.

ACCEPTABILITY OF EXHIBITS

ISCA reserves the right to refuse or remove any exhibit or promotional material deemed objectionable or inconsistent with the mission of the association. Exhibitors may not display materials in common areas or outside their assigned booth space.

ATTENDEE LISTS & DATA

ISCA does not sell attendee lists. Sponsors and exhibitors may only collect attendee information through approved methods (e.g., lead retrieval system) and only from attendees who have opted in.

CANCELLATIONS

Written notice of cancellation received by October 1, 2026, will be refunded minus a \$100 service fee per booth. No refunds will be issued after that date. Exhibitors are responsible for any storage or handling fees if materials are not removed at the end of the event. Failure to adhere to scheduled move-in or move-out times may result in additional fees.

DAMAGE TO PROPERTY

Exhibitors are responsible for any damage they cause to the venue's floors, walls, columns, tables, or to another exhibitor's property. No paint, adhesives, tape, or other materials may be applied to any facility surface or furnishings.

DRAWINGS & GIVEAWAYS

Exhibitors are welcome to conduct drawings or giveaways at their booth. It is the exhibitor's responsibility to notify winners and distribute prizes. ISCA is not responsible for managing or announcing booth-specific contests.

FIRE, SAFETY, AND HEALTH

Exhibitors are solely responsible for complying with local, city, and state fire, safety, and health codes related to the setup and operation of their booth. Venue-required precautions (e.g., fireproofing) must be followed.

FOOD & BEVERAGE SAMPLES

Distribution of food or beverage samples requires prior written approval from Prairie Meadows and ISCA. Descriptions and portion sizes must be submitted for review. Approved booths must comply with all venue health and safety regulations, including provision of handwashing stations if required.

GUIDELINES FOR DISPLAY

- Single booth: 6' table with cover, two chairs, electricity, and a wastebasket.
- Double booth: 12' space with two tables, four chairs, electricity, and a wastebasket.
- Displays and banners must stay within booth space and be set at least 2' back from the aisle.
- Electronic, audio, and visual equipment allowed; WiFi and electricity are included.
- Hanging/suspended materials require prior approval and may be limited.

LIABILITY

Exhibitors agree to hold harmless Iowa School Counselor Association, Prairie Meadows, and any contracted vendors from any claims related to loss, theft, damage, or destruction of goods, or injury to self or employees. No claims will be honored for damages of any kind, including but not limited to failure to provide exhibit space, removal of an exhibit, or cancellation of the conference.

SALES & ORDER-TAKING

Exhibitors may sell or take orders from their booth, provided that the items sold are central to the conference's purpose or directly related to the exhibitor's organization or services.

SETUP & TAKEDOWN

Exhibitors will be notified of official setup and takedown times by October 1st.

- Failure to follow scheduled move-in/out times may result in fees or impact future eligibility.

STAFFING & CONDUCT

- A representative must be present at the booth during all exhibit hours (exceptions allowed for brief breaks).
- Representatives must stay within booth space and may not conduct business in aisles or common areas.
- Badge sharing or swapping is prohibited.
- Professional business-casual attire is expected.
- Smoking (including e-cigarettes) is prohibited in all conference spaces.
- Exhibitors must keep booths neat and orderly.

UNOCCUPIED SPACE

If any reserved exhibitor space remains unoccupied on the opening day or is forfeited due to nonpayment, ISCA reserves the right to reassign or use that space without liability. This does not relieve the exhibitor of the financial obligation under the contract, even if the space is resold.

USE OF ISCA NAME & LOGO

The ISCA name, logo, or any facsimile thereof may not be used, displayed, or reproduced by exhibitors without prior written consent from ISCA.

QUESTIONS?

ANDREW EISENMAN, ISCA INTERIM EXECUTIVE DIRECTOR
ANDREW.EISENMAN@IASCHOOLCOUNSELOR.ORG | 641-425-4466

**SPONSOR & EXHIBITOR
REGISTRATION:
[HTTP://BIT.LY/4ELLYCB](http://bit.ly/4ellycb)**