



Exhibit space is available only to nonprofit organizations, private or public (including a church or religious entity), that provide direct services and/or programs in educational advising, college access/admission counseling and/or financial aid advising to students in the transition to postsecondary education.

### **Space Assignments and Staffing**

- Strictly limited to 100 exhibitors, and reservations will be confirmed on a first-come, first-served basis.
- Only one registration and one table per institution are permitted. NACAC will assign table space alphabetically according to the name listed as "booth sign" on the registration form. Onsite ACF registrations will be assigned a table, space permitting, at the end of the alphabetical order of organizations.
- A maximum of three people may staff each booth, and the booth personnel must be registered attendees of the 75th National Conference.

### **Exhibitor Set-up/Breakdown Policy**

- Each registered organization will be furnished with one six-foot draped table and booth ID sign. Banners or signs placed on exhibit tables must fit within this allotted space and may not impede sight lines of adjacent booths.
- Exhibitors must prepare their tables before the opening of the ACF and remove their materials from the table immediately after the close of the ACF.
- Tables will be available for set-up on Friday from 9:45 a.m.- 10:15 a.m.
- Table representatives must be in the ACF, at their booths, by 11:30 a.m. on Friday and are required to remain until the end of the ACF at 1:15 p.m. Any table not set up by 10:15 a.m. and staffed by 11:30 a.m. on Friday may be removed from the ACF.
- Each exhibitor is responsible for lost or misplaced lead retrieval scanners at \$600 per scanner. NACAC will invoice the exhibitor upon notification that a scanner has not been returned.

### **Table Displays and Guidelines**

- Fire marshal regulations restrict the number of booth personnel staffing each table to a maximum of three people—no exceptions. All booth personnel must be registered attendees of the 75th National Conference.
- Arrive on time for the fair, and staff your booth during all fair hours.
- Stay for the entire program – counselors are excited to see you! There will be no refunds for no-shows.
- Dress to best represent your organization, and wear identification with either your name or institution name.
- Recruitment and distribution of literature is restricted to the parameters of the booth.
- Representatives must remain behind their booth or within its parameters when speaking to attendees.
- Audiovisual equipment is not permitted. Laptops or tablet computers may be used but must be fully charged before the ACF. No electrical power is provided to ACF exhibitors.
- Table displays cannot exceed 20" in height and may not impede sight lines of adjacent booths.
- Keep the aisles clear of boxes and materials.
- Booth tables must remain in direct alignment with all others in the assigned row. Tables may not be realigned to a different traffic pattern or impede intended traffic flow.
- Organization representatives who exhibit at the ACF are expected to distribute only official printed materials (brochures, catalogs, etc.) regarding their organization.
- Small promotional giveaways, including key chains, water bottles, stickers, pens/pencils, t-shirts, pennants, bags, and food/candy, are allowed! Prohibited items/activities include demonstrations (including those with live animals, food preparation, drawings/raffles, etc.), competitions of any kind or gifts that violate (or may be in violation) of the SPGP. (If you are not sure if an item is acceptable, call 703/299-6844 or ask the NACAC representative onsite.) NACAC reserves the right to dismantle an exhibitors' table for violation of this policy.

### **Shipping Information**

- Do not ship any materials until you receive confirmation from NACAC stating that you have been assigned an exhibit table space. Instructions for shipping materials will be emailed in June.