



MICHIGAN
SCHOOL
COUNSELOR
ASSOCIATION

FALL CONFERENCE

JOURNEY FORWARD

November 17-18, 2025

Radisson Plaza Hotel
at Kalamazoo Center



CALL FOR EXHIBITORS

hosted and managed by



NATIONAL CENTER for
YOUTH ISSUES

JOURNEY FORWARD



FALL CONFERENCE

November 17-18, 2025

Radisson Plaza Hotel at Kalamazoo Center

You're Invited!

The Michigan School Counselors Association (MSCA) cordially invites you to join us as an exhibitor for the **2025 Michigan School Counselor Association Conference: Journey Forward**. This conference will bring together school counselors from all over the State of Michigan looking for information from organizations like yours that can help them to do their jobs better. Insights, inspiration, and effective plans of action from various speakers will be presented during the conference. Don't miss this tremendous exhibiting and networking opportunity!

- Exhibits located in the center of all the activity!
- Special rates on hotel room reservations! (See application for more details)
- Save \$50 if you register by August 15, 2025

See schematic to plan your best location for your table. These tables will be assigned in the order in which the application and payment are received. **SPACE IS LIMITED – SIGN UP TODAY!!** If you have any questions please call 866-318-6294 or email exhibitors@ncyi.org.

What Your Organization Receives:

- One 6' x 30" skirted table and two chairs
(please see floor plan to mark your choices for table location)
- One full Conference registration per table purchased
(includes all meals and breaks)

You may add **ONE** additional representative per table for \$100 (food privileges only, conference registration is not included). You may only register 2 people per table.

- Listing in the Conference App

Payment and application must be received by October 17, 2025

**500+
ATTENDEES!**



Questions??

Call 866-318-6294 or e-mail exhibitors@ncyi.org



Quality Exhibitor Time!

20 minutes of **EXCLUSIVE** attendee exhibit viewing time between breakout sessions!

Who Will Attend?

- Elementary School Counselors
- Middle School Counselors
- High School Counselors
- Post-Secondary Ed Counselors
- Administrators
- Career & College Coordinators
- Social Workers
- Counselor Educators

Exhibitor Agenda

Set Up

11/17/2025 8:00 a.m. - 11:00 a.m.

Exhibits Open

11/17/2025 11:00 a.m. – 6:00 p.m.

11/18/2025 7:00 a.m. – 3:00 p.m.

Tear Down, 3:00 p.m. – 4:00 p.m.

Booth Pricing

Save \$50 if you register by August 15, 2025

Hallway Tables: \$500 each

Great Lakes Tables: \$400 each

You may add **ONE** additional representative per table for \$100 (food privileges only, conference registration is not included). Payment must be included with Exhibitor Application to receive this special price for an additional exhibit staff member.

Michigan School Counselor Association Conference (MSCA)
Radisson Plaza Hotel at Kalamazoo Center • Kalamazoo, MI • November 17-18, 2025

EXHIBITOR APPLICATION (PLEASE PRINT)

Application for exhibit space at the 2025 MSCA Conference indicates the applicant's willingness to abide by exhibit terms and general regulations, as Management deems necessary to the success of the exhibition, as long as this does not materially alter the exhibitor's contractual rights. Reference the enclosed *Conference Exhibitor Agreement*. This application will become a contract when a confirming return email is sent by an MSCA authorized representative. Full payment should accompany this application. Federal and state agencies may defer payment if a purchase order is submitted with the application.

Space Requested: Exhibit space will consist of a 8' x 30" skirted table and two chairs. Exhibitors requiring electrical, computer hook-up and phone outlets must make their own arrangements with Radisson Plaza Hotel at Kalamazoo Center. Further information concerning this and shipping information will be sent via email with the exhibitor confirmation.

Organization Name (as it is to appear in the Conference App) _____

Website _____

Street Address _____

City _____ State _____ Zip _____ ☐

Contact Name for Exhibiting Correspondance _____

Phone _____

Email _____

☐ I would like to donate an item for the Door Prize. Item: _____

Number of tables purchased _____	
Table #1 Name of Primary Representative _____	
Phone _____	Email _____
Table #1 Name of Additional Representative (add \$100) _____	
Table #2 Name of Primary Representative _____	
Phone _____	Email _____
Table #2 Name of Additional Representative (add \$100) _____	
Table #3 Name of Primary Representative _____	
Phone _____	Email _____
Table #3 Name of Additional Representative (add \$100) _____	

**REQUIRED
EXHIBITOR TABLE
LOCATIONS**

See floor plan for reference.

Choose 5 tables or range of tables where you prefer to be placed. If none of your choices are available, you will be assigned the nearest available table. Please note that tables labeled "SP" are reserved for sponsors. Tables will be assigned in the order they are received and paid for.

CHOICE 1

CHOICE 2

CHOICE 3

CHOICE 4

CHOICE 5

☐ PLEASE CHOOSE
FOR ME.

Save \$50 if you register by August 15, 2025

Payment due by October 17, 2025

	Quantity	Amount
Hallway Tables (\$500 each)		
Great Lakes Tables (\$400 each)		
One additional Representative per table (\$100 each)		
Less the Early Bird Discount (Good through August 15, 2025)	-\$50	
TOTAL DUE:		

METHOD OF PAYMENT

CHECK

Please make check payable to NCYI, and mail it, along with this completed application to:
NCYI, P.O. Box 22185, Chattanooga, TN 37422-2185

CREDIT CARD

Visa ☐ MasterCard ☐ Discover ☐ American Express

Card # _____

Name on Card _____

Billing ZIP _____ Expiration _____ 3-Digit Sec. Code _____

Signature _____

Email _____

If you pay by credit card, you may either mail (see address above), fax, or scan/email your completed application to:
FAX: 423.899.4547 / Scan/Email: exhibitors@ncyi.org

REFUND POLICY:

See Section 12 on the "Conference Exhibitor Agreement"

HOTEL RESERVATION INFORMATION:

The MSCA Conference will be headquartered at the Radisson Plaza Hotel at Kalamazoo Center.
To make your reservations, visit the conference webpage at www.ncyionline.org/mi-scac.

Questions? Contact NCYI at 866-318-6294

SP = Tables Reserved
for Major Sponsors

For sponsor opportunities,
please contact: **TStarks@ncyi.org**

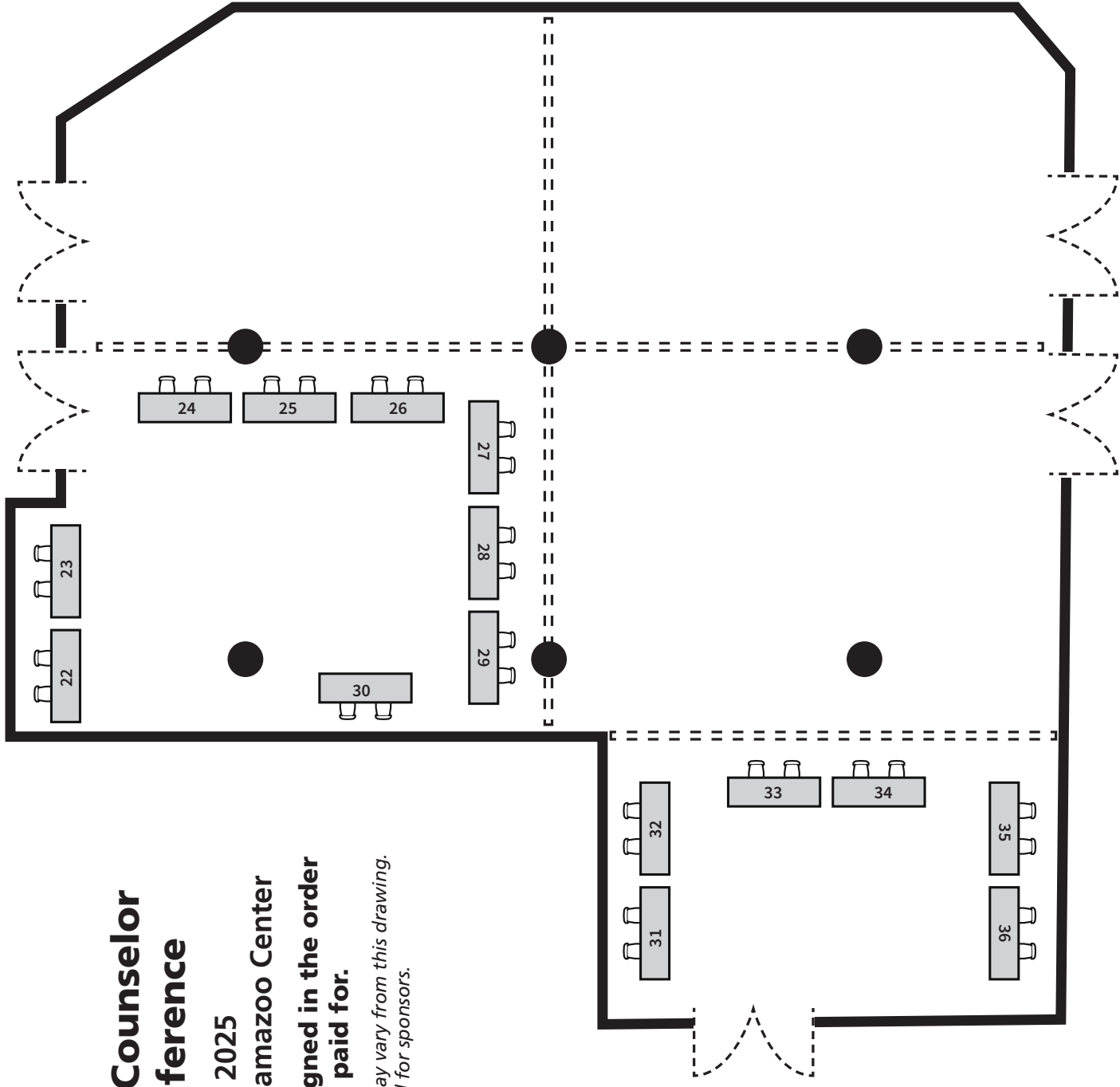
Michigan School Counselor Association Conference

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**Please note tables will be assigned in the order
they are received and paid for.**

**Drawing is not to scale. Position of tables may vary from this drawing.
Tables marked "SP" are reserved for sponsors.*

Great Lakes Tables

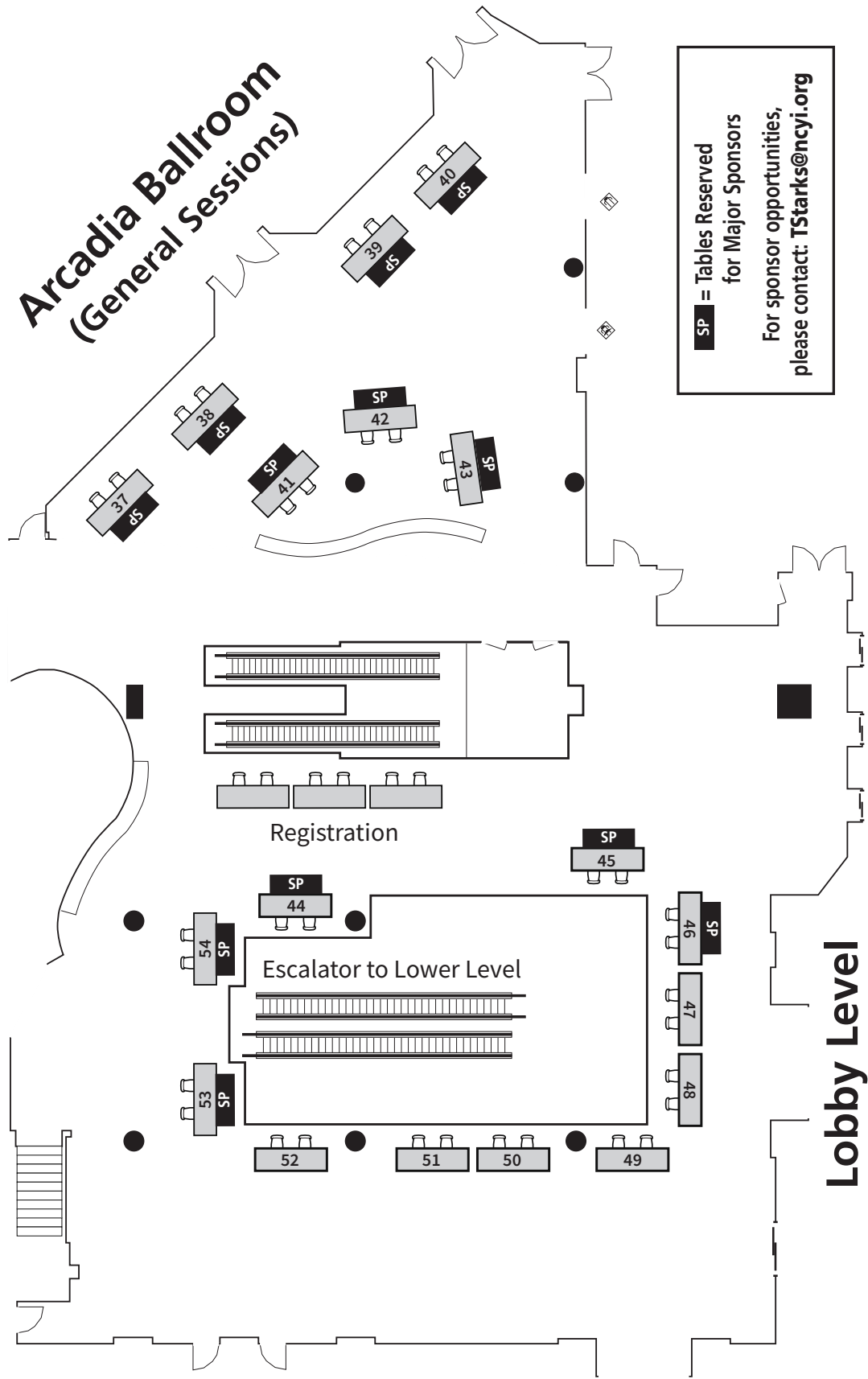


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Conference Exhibitor Agreement

1. Assigning Tables

Table locations are assigned on a first-come, first served basis. Michigan School Counselor Association (MSCA) reserves the right to change location assignments at any time, as it may in its sole discretion seem necessary.

2. Exhibitor Agenda

Exhibitor Move-In:

11/17/2025, 8:00 a.m. – 11:00 a.m.

Exhibit Hall Open:

11/17/2025 from 11:00 a.m. – 6:00 p.m.

11/18/2025 from 7:00 a.m. – 3:00 p.m.

Exhibitor Move-Out:

11/18/2025, 3:00 p.m. – 4:00 p.m.

3. Installation & Removal

All exhibits shall be operational through 3:00 p.m., 11/18/2025. Thereafter, packing and removal shall be done as quickly as possible. Exhibitors shall not deface or harm the property in which the exhibits are housed. Nothing shall be tacked, nailed or screwed to walls, floors, columns or other parts of the convention center without the permission of the MSCA and the convention center.

4. Storage

Crates, boxes and packing materials shall be stored away from the display area. Packing materials must be kept in the crates and boxes. Materials in violation of this rule will be considered refuse and discarded. Fire regulations must be strictly followed.

5. Use and Care of Exhibit Space

No part of an exhibit shall obstruct the view of adjacent exhibits. Exhibits shall not be unduly noisy, glaring or otherwise objectionable. Audiovisual and other sound effects will be permitted only where and when they do not interfere with activities in adjacent tables. The Exhibitor shall maintain his exhibit in good order at his own expense. Exhibitors shall comply with any municipal, state and federal laws, rules and regulations, including, but not limited to, fire and safety codes, building codes, the requirements of the Americans with Disabilities Act and all laws relating to access by disabled persons.

6. Prohibited Activities

Except within the rented exhibit area, the following activities are prohibited by any Exhibitor: The sale or any gift of intoxicating beverage. Conducting lotteries, raffles or drawings, except when gratis to persons registering. Drawings that require MSCA conference registrants to be present to win.

Distribution to delegates and visitors of printed matter, samples, souvenirs and the like.

7. Subletting Space

Exhibitors may not sublet or assign any part of their exhibit space nor advertise or display goods or services other than their own. Exhibition advertisements and displays must conform to the statement in the Exhibitor's application describing displays.

8. Failure to Occupy Space

Unless prior approval for delayed occupancy is received from MSCA, any exhibit table not occupied by 8:00 a.m. on 11/18/2025, will be forfeited by the Exhibitor, and may be reassigned or used by MSCA without refund to the Exhibitor.

9. Social Functions

Exhibitors may not conduct social functions in the exhibit area or in public areas of the hotel during the conference unless approved by MSCA. Social functions shall be scheduled at a time which will not interfere with MSCA's scheduled conference activities.

10. Security

Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated exhibit area. MSCA officers, directors, members and staff are not responsible for the safety of the Exhibitor, his agents or employees, or harm or damage to such persons resulting from theft, fire, accidents or any other cause. Exhibitors are required to provide all insurance and/or policy riders necessary to cover all exhibits.

11. Cancellation or Relocation of Conference

If MSCA fails to hold its conference as herein provided, relocates its conference site to another hotel or city or fails to furnish Exhibitor exhibit space as stated herein, it shall refund to Exhibitor in full settlement of any loss of damage suffered or claimed by Exhibitor.

12. Cancellation by Exhibitor

If the Exhibitor notifies MSCA in writing by 10/17/2025, that it will not occupy the exhibit space stated herein, the Exhibitor will be liable for 50 percent of the exhibit fee. Exhibitors will be responsible for 100 percent of the exhibit fee if such notice is received after that date.

13. Liability and Indemnity

Exhibitor agrees to assume sole responsibility and liability for all damages and injuries arising out of, resulting from or in any manner

connected with its exhibit (including installation and dismantling) that may be suffered by (a) Exhibitor and its employees and representatives (b) other Exhibitors and their employees or representatives, (c) conference participants, guests or visitors, (d) the hotel and the owners, employees and representatives thereof and (e) any other persons lawfully on or about the conference premises.

Exhibitor agrees to indemnify and hold harmless MSCA, its members, directors, officers, employees, agents, affiliates, successors and assigns, from and against any and all liabilities, obligations, losses, damages, penalties, actions, judgments, suits, costs, expenses, including reasonable attorneys' fees or disbursements of any kind or nature whatsoever, which may be imposed on, incurred by, or asserted against MSCA in any way relating to or arising out of this Agreement and/or Exhibitor's use of exhibit spaces at the Conference. The Exhibitor further agrees to obtain, maintain and pay for general insurance coverage in amounts sufficient to insure against liability assumed pursuant to the provisions of this section.

MSCA shall not be liable for failure to deliver exhibit space to an Exhibitor as contracted for herein due to causes beyond MSCA's control. In such event, MSCA will reimburse fees paid hereunder, less expenses incurred by MSCA including advertising, administration and related expenses.

14. Violations

In the event of violation of this Agreement, MSCA may evict Exhibitor from the exhibit space and/or have exhibit materials removed. No fees will be returned to Exhibitor and the Exhibitor shall be liable to MSCA for the costs associated with such eviction, less fees paid. In addition to the remedies provided in this Agreement, MSCA shall have and may exercise all other remedies afforded to it by law for costs or damages suffered on account of such violations.

15. General Rules

Exhibitors must confine their activities to their contracted space. Exhibitors shall follow all rules and regulations of the conference hotel and MSCA relating to the conference.