



ANNUAL CONFERENCE

UNSTOPPABLE MOMENTUM

PAVING PATHWAYS FOR STUDENT SUCCESS



NOVEMBER 2-4, 2025

**EMBASSY SUITES BY HILTON DALLAS FRISCO HOTEL
& CONVENTION CENTER**

CALL FOR EXHIBITORS



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You're Invited!

The Lone Star State School Counselor Association (LSSSCA) cordially invites you to join us as an exhibitor for the **2025 LSSSCA Fall Conference: *Unstoppable Momentum***. This conference will bring together school counselors and administrators from all over the State of Texas 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 if you register by July 15

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 Participants' App
Payment and application must be received by October 2, 2025

**1,500+
ATTENDEES!**



Questions??

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



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Quality Exhibitor Time!

30 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
- Principals
- Career & College Coordinators
- Social Workers
- Counselor Educators

Exhibitor Agenda

Set Up

11/2/2025 9:00 am – 11:00 am

Exhibits Open

11/2/2025 11:00 am – 5:30 pm

11/3/2025 7:30 am – 4:30 pm

11/4/2025 8:00 am – 11:15 am

Tear Down, 11:15 am – 2:00 pm

Booth Pricing

Save if you register by July 15!

	By July 15	After July 15
One Table	\$550	\$600
Two Tables	\$1000	\$1100
Three Tables	\$1500	\$1650

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.

Lone Star State School Counselor Association Conference (LSSSCA)
Dallas, TX • November 2-4, 2025

EXHIBITOR APPLICATION (PLEASE PRINT)

Application for exhibit space at the 2025 LSSSCA 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 a LSSSCA 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 6' x 30" skirted table and two chairs. Exhibitors requiring electrical, computer hook-up and phone outlets must make their own arrangements with the Embassy Suites. 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 Correspondence

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 if you register by July 15!

**Exhibitor Tables
Early Bird Rates**
Good through July 15

One Table	\$550
Two Tables	\$1000
Three Tables	\$1,500

**Exhibitor Tables
Standard Rates**
Good after July 15

One Table	\$600
Two Tables	\$1100
Three Tables	\$1,650

Payment due by October 2, 2025

	Quantity	Amount
Exhibitor Tables		
One additional Representative per table (\$100 each)		
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"

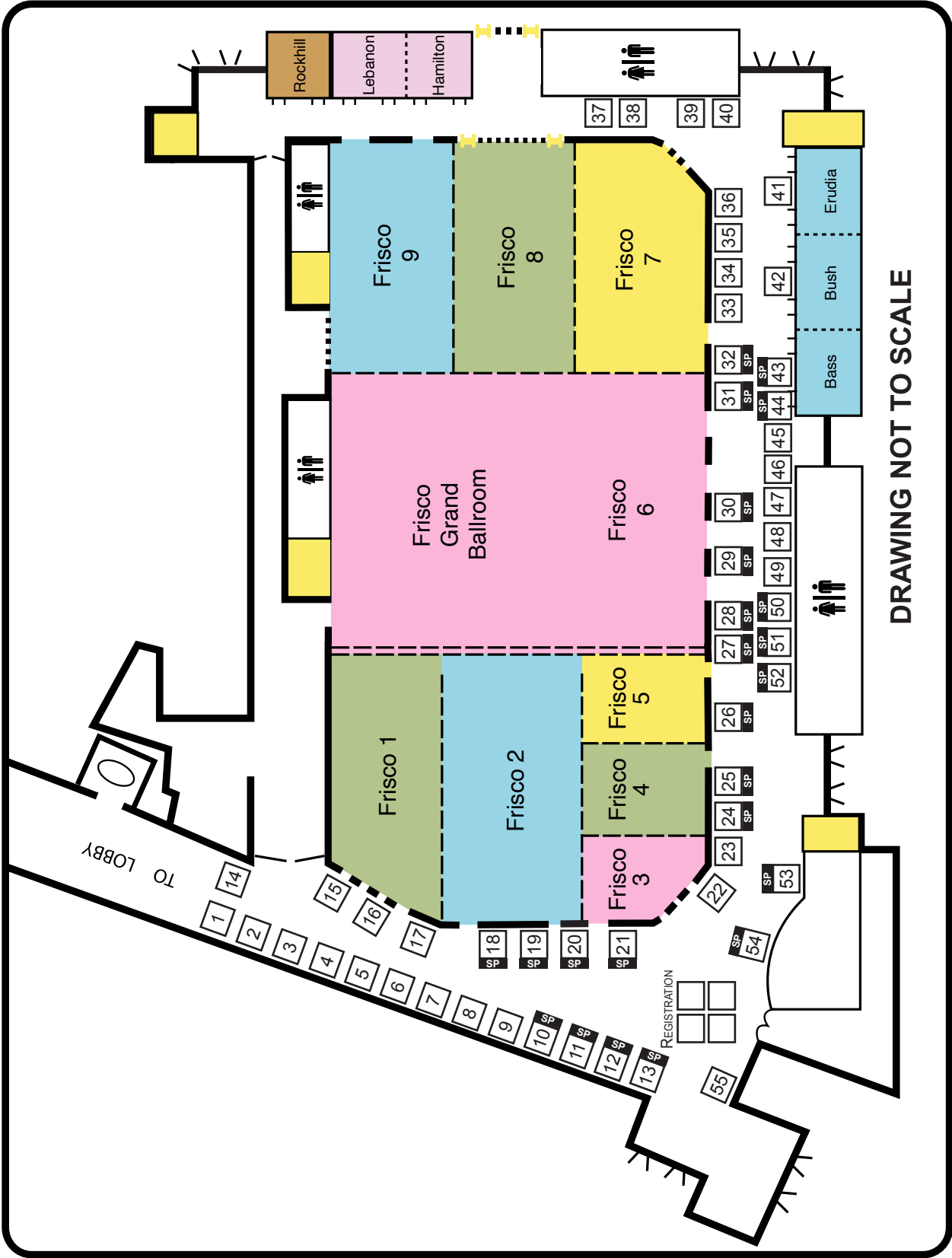
HOTEL RESERVATION INFORMATION:

The LSSSCA Conference will be headquartered at the Embassy Suites Dallas-Frisco Hotel, Convention Center & Spa. To make your reservations, visit the conference webpage at www.ncyonline.org/lssscac.

Questions? Contact NCYI at 866-318-6294

Lone Star State School Counselor Association (LSSSCA) Conference
Embassy Suites, Dallas-Frisco
November 2-4, 2025

PLEASE LIST YOUR PREFERENCE FOR BOOTH LOCATION ON YOUR APPLICATION.
Please note exhibits spaces will be assigned in the order they are received and paid for. Tables labeled "SP" are reserved for sponsors.



*Drawing is not to scale. Position of tables may vary from this drawing somewhat. You will have natural berth around your table.



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ANNUAL CONFERENCE

NOVEMBER 2-4, 2025

EMBASSY SUITES BY HILTON DALLAS FRISCO
HOTEL & CONVENTION CENTER

Conference Exhibitor Agreement

1. Assigning Tables

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

2. Exhibitor Agenda

Exhibitor Set Up:

November 2, 2025, 9:00 am – 11:00 am

Exhibits Open:

November 2, 2025, 11:00 am – 5:30 pm

November 3, 2025, 7:30 am – 4:30 pm

November 4, 2025, 8:00 am – 11:15 am

Exhibitor Tear Down:

November 4, 2025, 11:15 am – 2:00 pm

3. Installation & Removal

All exhibits shall be operational through at least 11am on Tuesday, November 4. 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 LSSSCA 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 LSSSCA 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 LSSSCA, any exhibit table not occupied by 7:30 am, Monday, November 3, will be forfeited by the Exhibitor, and may be reassigned or used by LSSSCA 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 LSSSCA. Social functions shall be scheduled at a time which will not interfere with LSSSCA's scheduled conference activities.

10. Security

Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated exhibit area. LSSSCA 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 LSSSCA 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 LSSSCA in writing by October 2, 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 - LSSSCA

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 LSSSCA, 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 LSSSCA 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.

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

14. Liability and Indemnity - Hotel

Exhibitor shall be fully responsible to pay for any and all damages to property owned by the Hotel, its owners or managers which results from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless the Hotel and each of its respective affiliates and their officers, directors, partners, agents, members, managers and employees (collectively, the "Hotel indemnified parties") from and against any and all demands, claims damages to persons or property, losses and liabilities, including reasonable attorneys' fees (collectively "Claims") arising out of or caused by the Exhibitors or its members', agent's, employees', independent contractors' negligence in connection with the use of Hotel property, except to the extent and percentage attributable to the negligence of the Hotel indemnified parties.

Exhibitor's liability shall include all losses, costs, damages or expenses arising from or out of or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of Exhibitor's occupancy and/or use of the exhibition premises, the Hotel or any part thereof. The Exhibitor understand that the Hotel does not maintain insurance covering the Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain such insurance.

15. Violations

In the event of violation of this Agreement, LSSSCA 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 LSSSCA for the costs associated with such eviction, less fees paid. In addition to the remedies provided in this Agreement, LSSSCA shall have and may exercise all other remedies afforded to it by law for costs or damages suffered on account of such violations.

16. General Rules

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