



Spring Conference

WORKING WITH TOMORROW'S LEADERS, TODAY



MARCH 15-17, 2026

**SHERATON FRAMINGHAM HOTEL & CONFERENCE CENTER
FRAMINGHAM, MA**

CALL FOR EXHIBITORS

You're Invited!

The Massachusetts School Counselors Association (MASCA) cordially invites you to join us as an exhibitor for the **2026 Massachusetts School Counselor Association Conference: Working With Tomorrow's Leaders, Today!** This conference will bring together school counselors from all over the State of Massachusetts 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 January 15, 2026

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
- 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 February 15, 2026

**500+
ATTENDEES!**



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
- Career & College Coordinators
- Social Workers
- Counselor Educators

Exhibitor Agenda

Set Up

3/15/2026 9:00 a.m. - 11:30 a.m.

Exhibits Open

3/15/2026 11:30 a.m. – 5:30 p.m.

3/16/2026 7:00 a.m. – 4:30 p.m.

3/17/2026 7:30 a.m. – 10:30 a.m.

Tear Down, 10:30 a.m. – 12:00 p.m.

Booth Pricing

Save \$50 if you register by January 15, 2026!

Exhibitor Tables

One Table	\$500
Two Tables	\$900

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.



Questions??

If you have any questions please call **866-318-6294**
or email exhibitors@ncyi.org.

Massachusetts School Counselor Association Conference (MASCA)
Framingham, Massachusetts • March 15-17, 2026
EXHIBITOR APPLICATION (PLEASE PRINT)

Application for exhibit space at the 2026 MASCA 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 MASCA 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 Sheraton Framingham Hotel & Convention Center in Framingham, MA. 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

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)

**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 January 15, 2026!

Exhibitor Tables

One Table	\$500
Two Tables	\$900

Payment due by February 15, 2026

	Quantity	Amount
Exhibitor Tables		
One additional Representative per table (\$100 each)		
Less the Early Bird Discount (Good through January 15, 2026) -\$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"

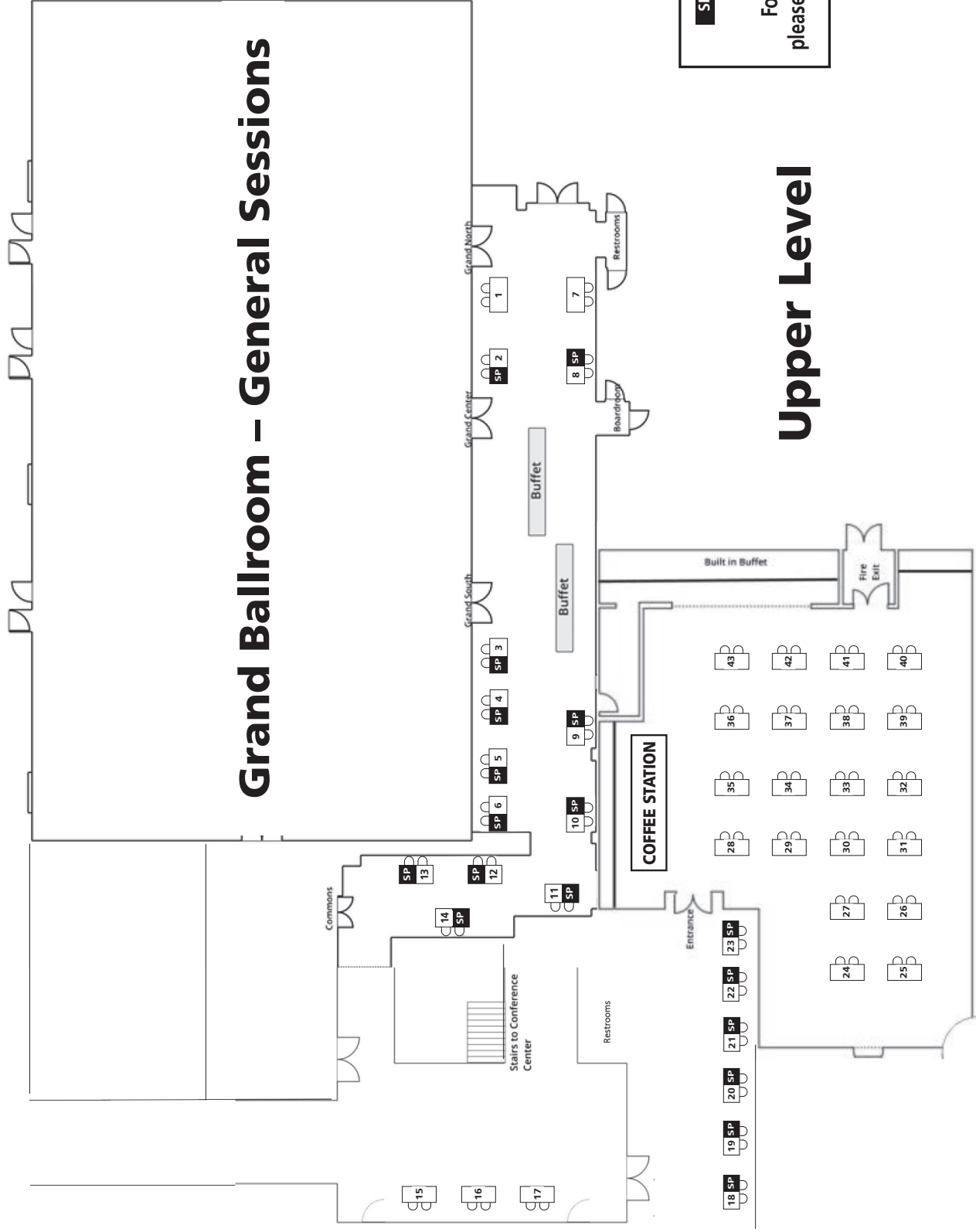
Questions? Contact NCYI at 866-318-6294

Massachusetts School Counselor Association Conference

March 15-17, 2026 Sheraton Framingham Hotel & Convention Center • Framingham, MA

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 somewhat.*



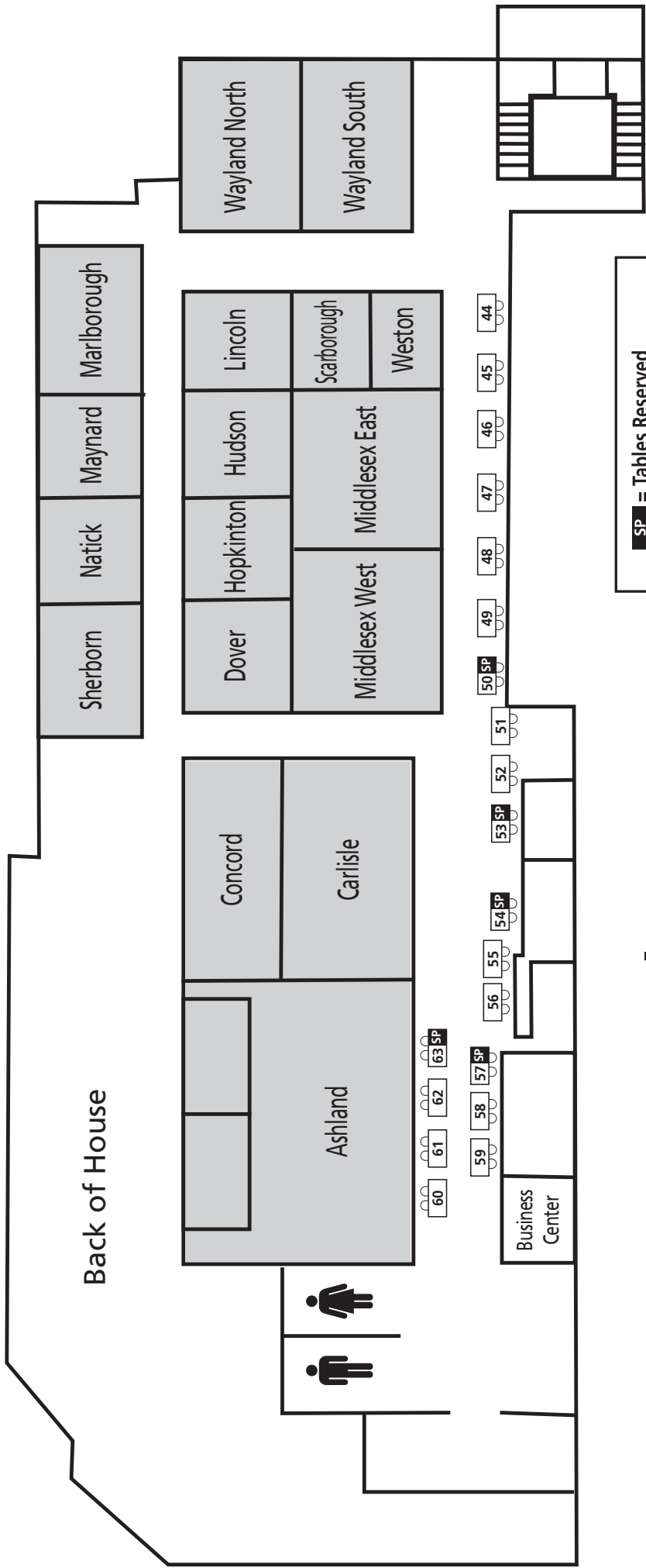
SP = Tables Reserved
for Major Sponsors
For sponsor opportunities,
please contact: Tstarks@ncyi.org

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Lower Level
(Breakout Sessions Held On This Level)

MARCH 15-17, 2026

**SHERATON FRAMINGHAM
HOTEL & CONFERENCE CENTER
FRAMINGHAM, MA**

**WORKING WITH
TOMORROW'S LEADERS,**



Conference Exhibitor Agreement

1. Assigning Tables

Table locations are assigned on a first-come, first served basis. Massachusetts School Counselor Association (MASCA) 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:

March 15, 2026 from 9:00 a.m. – 11:30 a.m.

Exhibit Hall Open:

March 15, 2026 from 11:30 a.m. – 5:30 p.m.

March 16, 2026 from 7:00 a.m. – 4:30 p.m.

March 17, 2026 from 7:30 a.m. – 10:30 a.m.

Exhibitor Move-Out:

March 17, 2026 from 10:30 a.m. – 12:00 p.m.

3. Installation & Removal

All exhibits shall be operational through 10:30 a.m., March 17. 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 MASCA 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 MASCA 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 MASCA, any exhibit table not occupied by 8:00 a.m. on March 16, 2026, will be forfeited by the Exhibitor, and may be reassigned or used by MASCA 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 MASCA. Social functions shall be scheduled at a time which will not interfere with MASCA's scheduled conference activities.

10. Security

Exhibitors shall exercise reasonable care for the protection of their materials and display in the designated exhibit area. MASCA 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 MASCA 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 MASCA in writing by February 15, 2026, 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 MASCA, 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 MASCA 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.

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

14. Violations

In the event of violation of this Agreement, MASCA 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 MASCA for the costs associated with such eviction, less fees paid. In addition to the remedies provided in this Agreement, MASCA 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 MASCA relating to the conference.