

FAQs for Sponsors and Exhibitors

Below you will find the answers to many of the questions you might have about being an exhibitor at the WACAC Conference this year. This document will be updated periodically with additional relevant information to make your experience at our conference as enjoyable and fruitful as possible.

Exhibitor Registration Information

- \$1,200 includes exhibit booth and attendance for 1 exhibitor
- \$200 for first additional exhibitor team member registration
- Regular registration price for any additional exhibitor team members

What will be in the exhibit booth?

Each Vendor will have the following:

- 8 ft table
- 2 chairs
- Tablecloth
- Conference WiFi available to all attendees

Exhibit Hall Hours

Exhibitor hall hours can be found on our at-a-glance schedule (coming soon).

Where should I stay during the conference?

The Pasadena Convention Center is the conference site, and WACAC will have room blocks at the following hotels: [Hotel Dena](#) (A Tribute Marriott property, adjacent to the Convention Center) and the [Hilton Pasadena](#) (a quick, six minute walk). More information will soon be available on our [conference website](#).

Will my booth have power during the conference?

Power is not automatically provided in our exhibitor hall, but may be purchased for an additional fee through the Pasadena Convention Center vendor, Encore. Please note that all pricing and terms of service are set by Encore. More information about purchasing power via Encore coming soon.

How do I share my company's logo for sponsorship?

If you have purchased a sponsorship opportunity or package that includes the display of your organization's logo, please upload a high quality version of the image to our exhibitor drive [here](#) or send it directly to WACAC Conference at wacacconference@wacac.org. The file size should be no larger than 300 x 300 pixels maximum for a square logo or 250 x 300 pixels maximum for

a rectangular logo. A resolution of at least 300 dpi is necessary, and files must be submitted in .jpg or .png format.

Will I have access to the list of conference registrants?

The list of conference attendees is not automatically provided to vendors, but may be purchased for \$1,000 during the exhibitor/sponsor registration process. By purchasing the attendee list, vendors agree to reach out to attendees no more than two (2) times. The list will be provided in early May and again about a week after the conference has concluded.

If I am shipping materials, where do I send them?

More information about shipping materials to the Pasadena Convention Center coming soon!

How do I receive a W9 for the payee?

Please email wacacadmin@wacac.org for the updated W9, if needed.

How many people will be in attendance?

We expect around 700+ attendees at this year's WACAC Conference. Attendees come from all across our industry - vendors, independent counselors, high school counselors, CBO partners, and a large number of higher education professionals ranging from the recruiter level all the way up through deans and directors.

Will vendor space be first come first serve?

Vendor space will be assigned to those that have an exhibit table as part of their sponsorship first. From there, tables will be assigned based on the date of registration (early registration will be closer to the entrance/front of hall). Based upon the layout of the exhibitor hall this year, all tables will be ideally positioned near various socials, receptions, and presentations for highest exposure to conference attendees.

How large of a pop-up am I able to bring?

Vendors should be mindful that each table is 8 feet in length. Pop-up displays may be used, but should not exceed 8 feet in width, nor may they obstruct walkways or the ability of other exhibitors to table.