



ASSOCIATION FOR ASSESSMENT AND RESEARCH IN COUNSELING

Conference Sponsorship Guide

AARC

About Us

VISION

The vision of the Association for Assessment and Research in Counseling (AARC) is to recognize and advance excellence in assessment and research in the counseling profession.

MISSION

The mission of AARC is to provide an organization for counselors, educators, students, researchers, and other professionals that advances the counseling profession. AARC develops human and professional resources to create, disseminate, and provide assessment and research for counseling.



Meet the Conference Committee



Dr. Leigh Falls Holman
Conference Chair
Sam Houston State University



Dr. Stephen Lenz
Texas A & M University-
San Antonio



Dr. Kimberlee Mincey
Grand Canyon University



Dr. Jessica Holm
University of Texas at Tyler



Dr. Kami Ball
Texas A&M University-
San Antonio



Dr. Eunae Han
Syracuse University



Dr. Rochelle Cade
Eastern Oregon University



Dr. Olivia Wedel
University of Mary

About The Conference



Hosted at Marriott Legacy Town Center in Plano/Dallas, Texas, the 2026 AARC Conference features two full days of dynamic and engaging peer-reviewed education sessions, roundtable discussions, and poster presentations specific to research, assessment, and evaluation in counseling. Conference attendees will learn from preeminent scholars and practitioners how to advance critical skills needed to serve their clients and communities.

About The Conference

Keynote

Data-Driven Counseling Advocacy for Meaningful Change



Keynote Speaker

Octavio N. Martinez, Jr., M.D., M.P.H., M.B.A., F.A.P.A., Executive Director of the Hogg Foundation for Mental Health at UT Austin.



Keynote Moderator

Patsy Cunningham, LCPC, Director of Legislative Engagement and Strategy at the American Counseling Association and former Behavioral Health Advisor for the U.S. Department of Health and Human Services (HHS), Health Resources and Services Administration (HRSA)



**100
Universities
Represented**



**260+ Unique
Presenters**



**100+ Education
Sessions**



**Membership
Meeting**



**Graduate
Student
Luncheon**

Sponsor Packages

Platinum Sponsor \$2000 and up

- Logo placement on conference event website, program, and marketing materials
- Social media recognition leading up to and during the conference
- Recognition of sponsorship level during luncheon and business meeting
- Inclusion of materials in attendees' conference bags
- Opportunity to sponsor or co-sponsor a specific conference event
 - Welcome reception
 - Luncheon and business meeting
 - Keynote speaker
- Complimentary conference passes for two representatives
- Opportunity to have a booth/sponsor table for early sponsorships

Gold Sponsor \$1500

- Logo placement on conference event website, program, and marketing materials
- Social media recognition leading up to and during the conference
- Recognition of sponsorship level during luncheon and business meeting
- Inclusion of materials in attendees' conference bags
- Opportunity to co-sponsor a specific conference attendee item
 - Conference bags
 - Conference lanyards
- Complimentary conference pass for one representative
- Opportunity to have a booth/sponsor table for early sponsorships

Sponsor Packages

Silver Sponsor \$1000

- Logo placement on conference event website, program, and marketing materials
- Social media recognition leading up to and during the conference
- Recognition of sponsorship level during luncheon and business meeting
- Inclusion of materials in attendees' conference bags
- Opportunity to co-sponsor a specific conference education event
 - Snack breaks

Bronze Sponsor \$500

- Logo placement on the conference website, program, and marketing materials
- Social media recognition leading up to and during the conference
- Recognition of sponsorship level during luncheon and business meeting
- Inclusion of materials in attendees' conference bags

Community Sponsor \$250

- Logo placement on the conference event website and event program
- Social media recognition leading up to and during the conference
- Recognition of sponsorship level during luncheon and business meeting

*This level is reserved for private practice clinicians and/or community non-profit agencies who want to support the conference.

Contact Information



Dr. Rochelle Cade
Eastern Oregon University



Phone Number

541-962-3485



Email

rcade@eou.edu



**Association for Assessment and
Research in Counseling**



Website

<https://aarc-counseling.org/>