



Proposal to Host the International ACAC 2025 Annual Conference

The International Association for College Admission Counseling (International ACAC) is calling for proposals to host our annual summer conference and pre-conference programming, July 12-17, 2025. This will mark the 33rd time that international secondary school counselors, post-secondary representatives, and other professionals assisting students with the transition to higher education will come together for industry-leading professional development and first-rate networking on a university/college campus.



The membership of International ACAC is made up of over 3,100 professionals from more than 130 countries worldwide, dedicated to serving students as they make choices about pursuing post-secondary education. Our organization brings together secondary school counselors, independent counselors, college admission and financial aid officers, enrollment managers, and organizations engaged in guiding students through the secondary to higher education transition process.

The 2022 International ACAC Annual Conference was hosted by the University of New Mexico, with over 1,100 in-person and 350 virtual participants, providing a great opportunity for our hosts to showcase their campus, programs, and hospitality. In 2023, we anticipate 1,300-1,400 participants joining us on the campus of Florida International University. With a growing membership and increasing global representation, we anticipate a diverse and dynamic annual conference in 2025.

Hosting International ACAC is an excellent strategy to increase your international profile and enrollment by highlighting what makes your campus and community unique. Previous hosts have reported that having hundreds of secondary school counselors on their campus has had an immediate impact on their application pool. Some have seen increases in international applications of up to 45%, and all have seen increases in diversity and quality.

Those interested in joining the list of leading institutions that have hosted International ACAC are asked to submit completed proposals by 5:00 pm (Eastern Time) Friday, September 1, 2023. Proposals should be sent by email to Erin Garcia, International ACAC Executive Director, at egarcia@internationalacac.org.

2025 Conference Schedule:

July 12 - 14	International ACAC Executive Board meeting
July 14 - 15	International ACAC Institute/Pre-Conference programming
July 15 - 17	Conference

Minimum Attendees

International ACAC is seeking hosts that can accommodate 1,300 - 1,400 attendees for the 2025 annual conference. (If up to 1,600 can be accommodated, please detail this option in your proposal.)

The 2025 International ACAC conference will include a multi-track Pre-Conference Institute that will offer sessions for up to 150 attendees. The Pre-Conference Institute is held in conjunction with the conference at the host institution site for the two days (Monday and Tuesday) prior to the conference, which begins on Tuesday afternoon.

Complete Proposals will include:

- A. Conference Facilities Overview and Capacity
- B. Residential Hall Overview and On/Off Campus Accommodations Capacity
- C. Catering, Meals, and Reception
- D. Location
- E. Pre-Conference programming
- F. Global Fund Events
- G. Executive Board Meeting
- H. Miscellaneous
- I. Budget(s) (Pre- and post-conference and conference)

Details outlining the above items are explained below. To prepare your institution's submission, please address the following as specifically as possible:

A. Conference Facility Overview and Requirements

Please highlight the capacity of campus and, if applicable, off-campus venues proposed to be used for the conference—including auditorium or gymnasium for opening events, receptions space(s), and housing. Address the minimum attendee requirement of 1,300 - 1,400 and how/if your campus can accommodate a larger number (impact on facilities, costs, etc.).

*Please note any anticipated limitations of use due to construction or other events. Describe how your conference facilities can accommodate the following requirements. Include all associated costs and fees for each service individually.

- Lecture room/auditorium to seat a minimum of 1,300 - 1,400
- 18 or more breakout rooms to be used for education sessions; rooms should vary in size, with a minimum capacity of 100. Please supply photos of sample rooms (include pictures of smallest and largest rooms).

- Rooms for Pre-Conference Institute programming (up to 12 total). Rooms should accommodate 50 to 150 people; an area for catering is required, as well as breakout meeting space.
- Conference room (or similar) that can comfortably support 25 people for the Executive Board meeting.
- Technology to accommodate presentations; such as computers, AV equipment, Internet. This includes technical staffing support throughout the week.
- An appropriately sufficient area or room to be used for high school and college/university fairs that can accommodate up to 600 institutions (shared 6-foot tables are acceptable).
- Raffle item display area and a secure storage area for raffle items.
- Exhibitor/Vendor space (up to 40) (6-foot tables for each are acceptable) in an area central to the conference proceedings.
- Wireless Internet access for the duration of the conference.

B. Residential Hall Overview and On/Off Campus Accommodations Capacity

Include all associated per-person costs and fees for each service individually.

- 700-1,000 single rooms (preferable). Please be very specific and identify room type (e.g. single bedroom/bath, single bedroom/shared bath, double bedroom, triple single bedroom/shared bath, etc.) along with the number of each type of room or suite in each residence hall. Please send photos of each type of proposed rooms.
- 600-900 hotel rooms in close proximity to campus. Please include distance from host campus (walking and driving times), average room rates, and available transportation to/from each hotel to campus. Hotel blocks would be available beginning Sunday evening.
- Ideally, housing would be available from Sunday through Friday for a total of 5 nights to accommodate pre-conference programming, and those attendees who arrive early. Housing as early as the Friday prior to the conference would be needed for the Executive Board members and International ACAC Staff (total of about 26 people) attending the Executive Board meetings.
- Air-conditioning is required for on-campus housing used for the conference.
- Sheets, pillows, blankets, towels, and toiletries (soap, shampoo, etc.).
- After-dinner hospitality area.
- Optional athletic/workout facilities (additional fees for members).
- Parking.
- Shuttle transportation to run in a loop from campus to off-campus hotel locations throughout the days of the conference.

C. Catering, Meals, and Reception

Please describe how your food service provider can accommodate the following requirements. Include all associated costs and fees (per person) for each service individually.

- Full breakfasts—Monday, Tuesday, Wednesday, Thursday, and Friday – for those guests who are staying in on-campus housing
- Executive Board Meeting
 - 2 lunches (Saturday and Sunday)
 - 2 breaks with refreshments (one each, Saturday and Sunday)
- Pre-conference meals
 - Monday lunch
 - Monday reception (dinner or heavy hors d'oeuvres)
 - 2 breaks with refreshments (one on each day, Monday and Tuesday)
- Main Conference
 - Tuesday evening opening reception
 - Mid-morning and mid-afternoon breaks on Wednesday and Thursday.
 - Two lunches: Wednesday and Thursday.
 - Two dinners:
 - Tuesday - part of the opening reception
 - Wednesday - can be on-your-own, but will need support in accessing dining options (food trucks, on-campus options, nearby restaurants, etc.)
 - Late night event on Wednesday evening
 - social events (dodgeball, trivia quiz, etc.) which includes food and beverages.
 - Closing Event and Dinner
 - Often held off campus, this is a “wow” event meant to celebrate a successful conference.
 - Catering for dinner and drinks, entertainment (band, DJ, etc.) and other components needed for an engaging event should be considered
- Global Fund Events (see more detail in section F)
 - Breakfast for the golf tournament and 3K/5K
 - Refreshments at the golf tournament and 3K/5K
 - Lunch following the golf tournament
- Special Group Programs
 - Mentor Year Program (MYP)
 - Space for a casual reception on Monday evening, light refreshments, approximately 50 people
 - Past Presidents Lunch
 - Traditionally held on Tuesday, catered lunch with drinks (alcoholic and nonalcoholic), approximately 20 people
 - Past VP Reception
 - Typically held Tuesday afternoon, light refreshments, 30-40 people

D. Location

Please describe the location of the host campus in relation to airports and other transportation hubs, as well as access to local shops, restaurants, etc.

- Location/distance (transit times) to the nearest airport(s). Please include type(s) and average cost of transportation to/from airports.
- Parking on campus for those driving (please indicate if additional cost).
- Information on the surrounding area, specifically highlighting restaurants, shops, and nightlife within walking or short taxi distance from the host institution.

E. International ACAC Pre-Conference Institute

As highlighted above, the annual Pre-Conference Institute will have multiple streams from which attendees can choose, organized by International ACAC. The host campus does not need to submit curriculum, topics, or streams. We anticipate approximately 150 attendees. A separate Excel budget worksheet can be found on the tabs of the budget document.

F. Global Fund Events

The International ACAC Conference offers members three events that support the organization's Global Fund. Events typically include the following, though are subject to change (please use these examples for budgeting purposes; final plans will be shared 10-11 months prior to the conference):

- Tuesday morning Golf Scramble. The host institution would identify a local golf course for this event, and the budget should include associated costs (golf carts, etc.). Catering for breakfast (on-campus prior to departure or at the course upon arrival), drinks and snacks on the course, and lunch should be included. The Golf Scramble typically attracts 20 - 25 participants.
- Wednesday morning 3K/5K Run/Walk. This annual event draws up to 300 participants each year. Held on Wednesday morning, the host institution is asked to provide an official 5K route with a modification for those completing only the 3K portion, timing support (chips optional), and design and delivery of T-shirts. Light breakfast and water stations should be provided.
- Annual Raffle. The Raffle requires indoor space for the display of raffle items, and must be in a location that can be secured or provide locked storage. Table display space for up to 100 items is required.
- The budget should include all costs for these events, including green fees, shuttle services, catering, etc.

G. Executive Board Meeting

The Saturday, Sunday, and Monday morning prior to the start of the conference, the International ACAC Executive Board will hold its annual retreat. The retreat will include 22 Executive Board Members and the 4 International ACAC staff, for a total of 26 participants. The conference host is expected to provide the following support for the Executive Board Meeting:

- On-campus housing accommodations beginning the Friday prior to the conference, and continuing through the Friday after.
- Meeting space with AV capabilities and technical support
- Catering for 2 lunches and 2 coffee breaks

H. Miscellaneous

Please describe in your proposal how you will accommodate the following requirements. Include all associated costs and fees for each service individually.

- Conference program printing
 - Including design, formatting, printing, and delivery

- Conference package
 - Conference tote bags and water bottles are provided by the campus host.
 - Assembly of packages
 - Packages normally include items such as T-shirts, lanyards, name tags, water bottles, tote bags, etc.
- On-site registration and campus housing check-in (including staffing).
- Creating and hosting a conference website.
- Signage as needed throughout the conference.
 - This includes way-finding signage, and conference event and sponsor recognition signage.
- Security fees (sometimes charged for late-night hospitality areas).
- Provide a weather contingency plan (rain locations, etc.), and indicate costs associated in the budget proposal.
- On-campus Solutions Center to handle issues that may arise for conference attendees. In previous years, the Solutions Center has handled lock-outs, maintenance issues, forgotten items like toothbrushes and soap, and has provided extra supplies such as toilet paper and trash bags, among other things. It is generally staffed 24-hours/day throughout the conference and pre-conference.
- Provide walking times from space to space on your campus. Please give distance and minutes to the best of your ability.

The following, required items intended to promote your institution and your role as conference host in the year prior to the 2025 conference

- Full-page advertisement on the back cover of the 2024 International ACAC Conference Program. Cost is \$2,000.
- Host International ACAC Membership Meeting during the fall 2024 NACAC Conference (food & beverage for approximately 200 people). Cost is approximately \$2,500.

I. Budget

The budget submitted with your narrative is a critical piece of the proposal. Please use the attached budget document to prepare and submit your proposal.

- Please ensure that all anticipated costs are documented, providing a per-person breakdown when appropriate. Be sure to include any costs associated with weather contingencies.
- Please note that the average per-person cost quoted to International ACAC by host institutions for previous conferences has been between \$250-\$300 per person. Preference will be given to bids that offer the highest quality experience at the lowest per-person cost.
 - Note that International ACAC charges attendees a registration fee that allows for revenue for the Association, and International ACAC expects to realize a profit from this conference, i.e. if the per-person cost is \$285, International ACAC may charge \$400 per person to realize revenues for the Association. This is the largest source of revenue for the Association. Proceeds from the conference contribute to covering the annual operating expenses for International ACAC.
- Keep in mind that the conference registration fees will cover many of the expenses.

- Please note, the host institution typically provides a significant measure of tangible financial support for the conference. For the 2025 proposals, we are requesting a minimum contribution of \$100K. This follows the pattern of funding amounts that past successful bids have contributed in recent years with considerations for inflation.
- International ACAC is responsible for identifying sponsors (such as other member institutions, national, and international sponsors). Sponsorship is a key factor to ensure that the conference does not operate at a loss. The host institution may choose to find additional local sponsors, such as local businesses, to help underwrite their costs. It is expected that International ACAC and the host institution will work collaboratively in these discussions.

Please make sure you address the following questions in your budget reply:

- General conference charges (on a per-person basis under the assumption of 1300 - 1400 attendees).
- Transportation costs to any off-campus site.
- Whether other offices on your campus are charging for services provided, such as a publications office assisting with the program, or a buildings and grounds office doing setup for the College/High School Fairs.
- Any rental charges, such as the tables for the Fairs.
- Be sure to include all costs for event space, equipment, custodial services, labor costs, and facilities (including tables, chairs, linens, etc.).
- Consider how meals would be charged; will a count be taken, will there be a charge for each person eating a meal, or is there a flat fee for the entire meal?
- Don't forget to budget for the Global Fund Events, including the Golf Scramble, 5K Run/Walk, and annual Raffle.
- Consider whether alcohol and beverages be charged on a consumption basis (i.e. number of bottles of wine/beer/soda) or consumed cumulatively. International ACAC has instituted a policy of utilizing drink tickets for Tuesday late-night and Wednesday evening activities (2 tickets per-night are provided to each registrant), other events such as the Closing Event can be open bar or utilize drink tickets. The host institution will be required to provide a system for attendees to purchase additional tickets at each event; special campus licensing may be necessary.
- Take into account any other expenses your college/university typically charges for a conference.
- Look into any local taxes or other similar considerations.
- For institutions not located in the US, please consider what conversion rate you would use for billing.

Please note that if selected as a host, the Memorandum of Understanding will include a warranty clause that ensures the venues at the time of proposal are the same as those used at the time the conference is held. In addition, please note there will be terms prohibiting construction and requiring advance notice of any projects.

Past International ACAC Conferences

(Should you wish to contact people who have been involved with the conferences listed below, we will provide you with their contact details.)

- 1994 – George Washington University
- 1995 – Loyola University Chicago
- 1996 – University of Central Florida
- 1997 – College of Notre Dame
- 1998 – Dartmouth College
- 1999 – Duke University
- 2000 – Villanova University
- 2001 – Clark University
- 2002 – Cornell University
- 2003 – Brown University
- 2004 – University of Toronto
- 2005 – Washington University, St. Louis
- 2006 – Texas Christian University
- 2007 – University of British Columbia
- 2008 – Michigan State University
- 2009 – Chapman University
- 2010 – Northeastern University
- 2011 – University of Calgary
- 2012 – University of Denver
- 2013 – Marist College
- 2014 – University of South Florida, Eckerd College, University of Tampa
- 2015 – University of Oregon
- 2016 – Rutgers, The State University of New Jersey
- 2017 – Case Western Reserve University
- 2018 – Tulane University, Loyola University New Orleans
- 2019 – Western University, London, Ontario
- 2020 - Virtual due to the COVID-19 Pandemic
- 2021 - Virtual due to the COVID-19 Pandemic
- 2022 - University of New Mexico
- 2023 - Florida International University
- 2024 - Western University, London, Ontario