NATIONAL DOWN SYNDROME CONGRESS
VIRTUAL CONVENTION
JUNE 21-26

2021 COLLEGE FAIR

For more information contact Alexis Glaubitz at Alexis@NDSCCenter.org

A collaboration of NDSC and Think College
The National Down Syndrome Congress Convention has always been the largest gathering of people with Down syndrome, their families, and professionals who serve the Down syndrome community. This legacy continued even as we were forced to pivot to a virtual event. In 2020 we brought together more than 3,500 attendees, including hosting more self-advocates at the Youth & Adults Conference than any other event in the Down syndrome community. Our NEW 2021 event platform provides the perfect place to showcase higher education opportunities.

We are proud to partner with Think College to host this event. Think College is a national organization dedicated to developing, expanding, and improving inclusive higher education options for people with intellectual disability with a commitment to equity and excellence.

NDSC COLLEGE FAIR EXHIBITOR INFORMATION

NDSC & THINK COLLEGE - A PERFECT COLLABORATION

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THE BENEFITS OF VIRTUAL

INCREASED REACH TO MORE ATTENDEES

One of the biggest upsides of exhibiting at the NDSC Virtual Convention is that you can reach and attract a much broader audience than you could at the in-person event. Attendees are not incurring travel expenses and have access to more learning opportunities because workshops and other sessions are recorded, they are getting a more robust experience by attending a virtual event. This means more brand exposure for exhibitors.

VISIBILITY DURING THE CONVENTION & BEYOND

Each College Fair exhibitor will have their own virtual exhibit booth where they can display their college or university logo, staff details, and includes a highlight video (which is offered to General Convention Sponsors as a $59 add-on to their exhibitor fee). College Fair exhibitors can upload and share relevant documents, links, additional videos, and other content throughout the entire week of the NDSC Virtual Convention. Your virtual booth will remain accessible to attendees for 90 days following the event.

THE RIGHT TOOLS TO MEET THE RIGHT PEOPLE

The NDSC College Fair is an opportunity to meet with potential students and their parents. The College Fair will have video conferencing capabilities built-in. The "live" College Fair, scheduled on Friday, 6/25 from 4:00 PM - 7:00 PM Eastern provides a meeting time when you should plan to have someone staffing at your virtual booth as attendees will be invited to virtually "drop by" to talk live with you during that time. Each virtual College Fair exhibitor booth has the function to allow attendees to easily join a virtual meeting with your staff, similar to walking up to your booth at an in-person event.

CONTACT CAPTURE REPORTS TO HELP YOU FOLLOW UP

From the virtual exhibitor booths, attendees can easily request to be contacted. They can submit their interests and instantly share their contact information directly with College Fair exhibitors. This powerful tool allows exhibitors to later download reports with all contact information needed to follow up and to grow your marketing database. These inbound leads are often more qualified and more interested as they are proactively raising their hand to be contacted.
COLLEGE FAIR EXHIBITOR BOOTH HIGHLIGHTS AND FEATURES

2021 College Fair Highlights

- Highlight video included with each College Fair exhibitor booth (a $59 value. This feature is an add-on for non-College Fair exhibitors)

- Exposure through the entire week of the 49th Annual NDSC Convention

- Attendee viewing ability for 90 days post-convention

- Contact Capture feature allows for future follow up and to build your marketing database

- Ability to upload and share Word, PDF, PNG, JPEG, or GIF files, as well as PowerPoint presentations, Excel spreadsheets, and additional videos with NDSC virtual convention attendees

Virtual Exhibit Booth Features

Attendee Dashboard - Everything in one place, one login

View all exhibitors

Contact us

Virtual meeting times will be pre-scheduled open time blocks. Attendees will be encouraged to visit your virtual booth to meet with your booth staff in an Open House type forum through Zoom.

Exhibitor / Sponsor Content

Files must be less than 20MB and in one of these formats: .doc, .docx, .gif, .jpg, .jpeg, .pdf, .png, .ppt, .pptx, .txt, .xls, .xlsx.

All video links must be from YouTube, Vimeo, or Wistia.