



## KENTUCKY SPEECH-LANGUAGE-HEARING ASSOCIATION

### 2010 ANNUAL CONVENTION ON COMMUNICATION DISORDERS

Convention Dates: February 24-27, 2010

Exhibit Dates: February 24-26, 2010

Lexington Convention Center, Lexington, KY

*We invite you to join us to display your products and/or services at  
Kentucky's largest convention of speech-language pathologists and audiologists.*

The Kentucky Speech-Language-Hearing Association (KSHA) is a professional organization of more than 1,400 speech-language pathologists, audiologists and hearing instrument specialists that promotes quality speech, language and hearing services and encourages increased awareness of communication disorders. The Association is again sponsoring the Annual Kentucky Convention on Communication Disorders at the beautiful Lexington Convention Center, Lexington, KY, on February 24-27, 2010. This Convention has attracted more than 1,400 attendees for the past few years, and we expect attendance to increase.

KSHA offers you many ways to participate:

- ◆ Exhibits
- ◆ Marketing Opportunities
- ◆ Sponsorships

The Exhibit Area will provide ample space for exhibitors to display their products and services Wednesday evening through Friday afternoon. On Wednesday evening, an opening reception will be held in the Exhibit Area, which will include raffles and a food function to encourage attendees' participation in the Exhibit Area.

Our exhibitors/sponsors are an important part of the Convention. We are grateful for your generous support. If you have any questions, please contact the KSHA Office at 800-837-2446 or email: [meetings@ksha.info](mailto:meetings@ksha.info).

#### **EARLY REGISTRATION COMES WITH BENEFITS!**

Exhibitor registration forms completed with payment **no later than January 8, 2010**, will be guaranteed inclusion in the Exhibitor Listing in the Convention Onsite Program. Registrations submitted after this date will be subject to late fees.



#### **KSHA Contact Information:**

**KSHA Office, 838 East High Street, Suite 263, Lexington,  
KY 40502**

**Phone: 800-837-2446**

**Fax: 888-729-3489**

**Email: [meetings@ksha.info](mailto:meetings@ksha.info)**

## EXHIBIT OPPORTUNITIES:

### For-Profit Organizations and Businesses Exhibit Booth

**\$525**

A booth display includes: One 8' x 10' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. One representative has full access to Convention activities.

### Health Care Providers Exhibit Booth

**\$525**

**(hospitals, rehab agencies, home health agencies, long-term care facilities, etc.)**

A booth display includes: One 8' x 10' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. One representative has full access to Convention activities.

### Non-Profit Service Organizations Exhibit Booth

**\$300**

**(e.g., Alzheimer's Association, Heart Association - must provide proof of non-profit status):** A booth display includes: One 8' x 10' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. One representative has full access to Convention activities.

### Academic Institutions/Universities; National and State Agencies; Home-Based Businesses\* Exhibit Booth \$300

A booth display includes: One 8' x 10' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. One representative has full access to Convention activities.

*\*This includes home-based businesses that are involved in direct selling of merchandise such as Discovery Toys, Tupperware, Usborne Books, etc. Only one company/organization per booth.*

### Unattended Table Display for Products and Catalogs

**\$175**

One 6' skirted table to display company products with your catalog or printed materials (without a representative present). KSHA representatives will be available to set up your materials. Extra products will not be returned.

## CONVENTION MARKETING OPPORTUNITIES:

### Convention Onsite Program Advertising:

Be in the hands of all Convention attendees in our Onsite Program throughout the Convention

Ad Size	Fee
Full Page Back Cover (Full Color)*	\$700
Full Page Inside Back Cover (Full Color)*	\$600
Full Page Inside Front Cover (Full Color)*	\$600
Full Page Ad (Black and White)	\$400
1/2 Page Ad	\$250
1/4 Page Ad	\$150
Business Card Ad	\$95

#### IMPORTANT NOTE

Email attachments are preferred.  
Please submit advertisements as a gif, pdf or jpeg file.

If ad is hard copy, please submit in "camera ready" art form.

10% discounts are available on full- and half-page ads for academic training programs or for individuals, groups or organizations that are supporting our Convention through sponsorships.

\* First-come, first-served basis.

### KSHA Website Advertising

The website Exhibitor Page lists all exhibitors. You can add your company banner ad with a link to either your company's website or email address or, if you do not have a banner ad, you can have an email or web link to your company.

Type	Fee
Banner Ad for KSHA website with email or web link	\$250
Email or Website Link Only	\$200

#### IMPORTANT NOTE

Banner ads must be submitted via email to [kshaoffice@ksha.info](mailto:kshaoffice@ksha.info) as either a jpeg or gif file. Size to be no larger than 234 x 60 pixels and any animation to be limited to two cycles.

Banner ads are posted two months prior to Convention dates and remain on the website for one month after the close of Convention. If your organization chooses to become a Platinum Sponsor, posting of banner ad will be extended to September 2010.

## **CONVENTION MARKETING OPPORTUNITIES (CONTINUED):**

### **Name Badges for Convention Attendees**

**\$500**

Provide your company's logo for inclusion on all Convention attendees' name badges. Convention attendees must wear their name badges at all times during Convention. This will allow your company a continuous marketing opportunity throughout the Convention. This is a first-come, first-served opportunity.

### **Bags for Convention Attendees**

**\$500**

Be the company to provide carrying bags for Convention attendees. For just \$500, your company will have maximum visibility through your exclusive attendee bags, which should be able to hold up to five pounds of literature. This is a first-come, first-served opportunity. For the benefit of our attendees, we request that bags be constructed of a material other than paper, which can be loud and distracting to those in sessions. **IMPORTANT:** Specific shipping instructions will be provided with your confirmation notice.

### **Folders for Convention Attendees**

**\$500**

Provide the folders for Convention attendees. Your company's folder will be in the hands of Convention attendees! The folder will contain the Convention Onsite Program and other Convention materials. This is a first-come, first-served opportunity. **IMPORTANT:** Specific shipping instructions will be provided with your confirmation notice.

### **Lanyards for Convention Attendees**

**\$500**

Provide the lanyards for Convention attendees. Your company's lanyard will be displayed on the Convention attendees! This is a first-come, first-served opportunity. **IMPORTANT:** Specific shipping instructions will be provided with your confirmation notice.

### **Notepads for Convention Attendees**

**\$250**

Provide the full-size notepads for Convention attendees. Your company's notepads will be provided to the attendees for their use during Convention! This is a first-come, first-served opportunity. **IMPORTANT:** Specific shipping instructions will be provided with your confirmation notice.

### **Catalog/Literature/Flyers/Trinket for Placement in Attendee Bag or Folder**

**\$150**

Ensure maximum visibility of your product or service by inserting a marketing item in every attendee's Convention bag or folder. **IMPORTANT:** Specific shipping instructions will be provided with your confirmation notice.

### **Door Prize Donation**

Another way to receive recognition at the KSHA Convention is to donate a door prize. Contributors will be recognized in the Convention Onsite Program (if an indication to donate is received by January 8). If you will be attending, door prizes should be delivered to the Convention registration desk upon arrival. If you are not attending, but would like to take advantage of this marketing opportunity, complete the registration form, and complete shipping details will be provided with your confirmation notice.

### **Silent Auction Donation**

The Silent Auction is sponsored by the Kentucky chapters of the **National Student Speech-Language-Hearing Association (NSSLHA)** and the **National Association of Future Doctors of Audiology (NAFDA)**. You may donate products or services to be included in the Auction to raise money for these student groups. Companies will receive printed recognition in the Convention Onsite Program (if an indication to donate is received by January 8). If you will be attending, Silent Auction items should be delivered to the Convention registration desk upon arrival. If you are not attending, but would like to take advantage of this marketing opportunity, complete the registration form, and complete shipping details will be provided with your confirmation notice. A listing of University chapters will be provided for your selection purposes.

Through the generous contributions of organizations throughout the years, KSHA has enjoyed an exceptionally engaging educational program at the Annual Convention. As a result of these training and educational sessions, speech-language pathologists and audiologists can efficaciously intervene with children and adults who are facing communication and swallowing impairments.

## **SPONSORSHIP OPPORTUNITIES:**

*Please note the January 8, 2010 deadline to be recognized in the Convention Onsite Program.*

### **Event Sponsorship**

#### ***Students' Event - Silent Auction Sponsor***

**\$7,000**

As the sponsor, you will have exclusive company exposure during the Thursday evening Silent Auction and a full-page ad in the Convention Onsite Program, special recognition and logo on the KSHA website Convention page and special recognition at the event. You may invite two representatives of your choice to the event as our guests. Your organization's contribution will be acknowledged at the event. In addition, you will receive the benefits of a "Platinum Sponsor" (see page 5 for details).

#### ***Awards Luncheon Sponsor***

**\$5,000**

As the sponsor, you will have exclusive company exposure during the Friday luncheon and a full-page ad in the Convention Onsite Program, special recognition and logo on the KSHA website Convention page and special recognition at the social event. You may invite two representatives of your choice to the event as our guests. Your organization's contribution will be acknowledged at the event. In addition, you will receive the benefits of a "Platinum Sponsor" (see page 5 for details).

#### ***Cyber Café Sponsor***

**\$4,000**

As the sponsor, you will have exclusive company exposure with signage at the Café and a full-page ad in the Convention Onsite Program, special recognition and logo on the KSHA website Convention page. In addition, you will receive the benefits of a "Platinum Sponsor" (see page 5 for details).

#### ***Breakfast Sponsor***

**3 @ \$3,500 each**

Sponsor one or more of the breakfast events scheduled for Convention attendees. Signage will be displayed during the breakfast, and you will receive recognition in the Convention Onsite Program. In addition, you will receive the benefits of a "Platinum Sponsor" (see page 5 for details).

#### ***Exhibitors' Reception Sponsor***

**\$3,000**

As the sponsor, you will have exclusive company exposure with signage at the event and a full-page ad in the Convention Onsite Program and special recognition on the KSHA website Convention page. In addition, you will receive the benefits of a "Platinum Sponsor" (see page 5 for details).

#### ***Audiology Manufacturers' Luncheon Sponsor***

**\$2,000**

This event is held on Thursday. You will have exclusive company exposure to address the audiologists personally at this event. You will submit a course description, biography of the presenter and learning outcomes for this event to be submitted for continuing education hours. In addition, you will receive the benefits of a "Gold Sponsor" (see page 5 for details).

#### ***Morning/Afternoon Refreshment Break Sponsor***

**\$1,000**

Sponsor one or more of the refreshment breaks scheduled during the Convention for attendees. Signage will be displayed during the break, and you will receive recognition in the Convention Onsite Program. In addition, you will receive the benefits of a "Silver Sponsor" (see page 5 for details).

#### ***KSHA Business Meeting Sponsor***

**\$500**

This event is scheduled for Thursday morning. As the sponsor, you will have exclusive company exposure with signage at the event, a business card ad in the Convention Onsite Program, and special recognition on the KSHA website Convention page. In addition, you will receive the benefits of a "Bronze Sponsor" (see page 5 for details).

### **Speaker Sponsorship**

Sponsoring organizations have discovered that it pays to support the KSHA Annual Convention. Each level comes with a multitude of opportunities for exposure to your target audience: audiologists and speech-language pathologists.

Closer to the event, a full program will be provided to you for you to determine which speaker your donation will help to fund.

*Each of the four levels of giving provides your organization with opportunities to stretch your marketing dollars even further.*

#### **Platinum Sponsor**

Donations of \$3,000 and above defrays the costs for the honorarium, airfare and other expenses for featured speakers. Sponsors receive:

- A link on KSHA's website to your organization's website for one year.
- A full-page ad in the Convention Onsite Program.
- Sign recognition in the Exhibit Area with your organization's name acknowledging your contribution.
- An ad (or web link) in email blasts to KSHA membership for one year.

#### **Gold Sponsor**

Donations of between \$1,500 and \$2,999 will defray the costs for the honorarium for a full-day presentation. Sponsors receive:

- A link on KSHA's website to your organization's website through August 2010.
- A half-page ad in the Convention Onsite Program.
- Signage in the Exhibit Area with your organization's name acknowledging your contribution.
- An ad (or web link) in email blasts to KSHA membership for eight months.

#### **Silver Sponsor**

Donations of between \$1,000-\$1,499 will defray the costs for the honorarium for a half-day presentation. Sponsors receive:

- A quarter-page ad in the Convention Onsite Program.
- Signage in the Exhibit Area with your organization's name acknowledging your contribution.
- An ad (or web link) in email blasts to KSHA membership for four months.

#### **Bronze Sponsor**

For donations of between \$500-\$999, Sponsors receive:

- A business card ad in the Convention Onsite Program.
  - Signage in the Exhibit Area with your organization's name acknowledging your contribution.
- ◆ **If you would like to select which speaker your donation will help fund, please indicate on the registration form.**
- ◆ **An updated list of speakers will be provided to you upon request.**

**KSHA Contact Information:  
KSHA Office, 838 East High Street, Suite 263, Lexington, KY 40502  
Phone: 800-837-2446  
Fax: 888-729-3489  
Email: [meetings@ksha.info](mailto:meetings@ksha.info)**

## GENERAL INFORMATION

### MAKE A DIFFERENCE WITH SPONSORSHIP

We've revamped the Sponsorship Program to allow organizations a multitude of opportunities for exposure to your target audience: Audiologists and Speech-Language Pathologists. Each of the opportunities provides your organization with a chance to stretch your marketing dollars even further. See Pages 4-5 for further details.

### ADVERTISING OPPORTUNITIES GALORE

KSHA offers an array of alternatives for promoting your organization. Choose from ad options in KSHA's Convention Onsite Program to online advertising options to sponsorship opportunities.

### SET UP, BREAK DOWN AND EXHIBITOR HOURS

KSHA continues to improve on the success of previous Conventions through suggestions from vendors. Below is a tentative schedule for the Exhibit Area:

#### Set Up

Wednesday, February 24, 3-6 p.m.

#### Exhibit Area Hours

Wednesday, February 24, 7-9 p.m.

Thursday, February 25, 7 a.m.-9 p.m.

Friday, February 26, 7 a.m.-6 p.m.

#### Breakdown

Friday, February 26, 6-8 p.m.

The cost to exhibit includes exhibit space that measures 8' x 10', one skirted (on three sides) 6' table, 7" x 48" Exhibitor ID sign, two Samsonite folding chairs, one wastebasket and two exhibitor badges, pipe and drape. One additional table may be purchased for use within your space. Note: A single booth space will accommodate only two tables, one in the front of the booth and one in the back or on the side.

**Overnight security is provided, but KSHA does not guarantee the security of booth contents. Valuables should be removed each night.**

You will receive shipping and move-in information from Lexpo Exposition Services closer to the event.

### HOTEL INFORMATION

KSHA has a room block at the Hyatt Regency Lexington, 401 West High Street, Lexington, KY 40507. Contact the Hyatt at 1-800-233-1234 by February 3, 2010 to receive the Convention discounted rate of \$137 for single, double, triple or quad occupancy. *Be sure to mention the Kentucky Speech-Language-Hearing Association in order to receive this rate.* Hotel room rates are subject to applicable state and local taxes. Visit their website at [www.lexington.hyatt.com](http://www.lexington.hyatt.com).

### SHIPMENT OF MATERIALS AND AMMENITY INFORMATION

Upon receipt of exhibitor applications, a notice will be sent by the KSHA Office with complete mailing instructions and order information for electrical outlets, AV equipment, etc.

### AVOID LATE CHARGES

Send your registration accompanied with full payment by January 8, 2010. Fees received by this date are guaranteed inclusion in the Exhibitor Listing in the Convention Onsite Program distributed at the Convention.

Mail to:

KSHA Office  
838 East High Street, Suite 263  
Lexington, KY 40502

or

Fax to: 888-729-3489

### REFUND POLICY

Refunds must be requested in writing by January 8, 2010. A \$150 processing fee will be assessed.

**NOTE:** The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Kentucky Speech-Language-Hearing Association, the Hotel, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

## Exhibitor Deadlines

**Exhibitors' Early Convention Registration**                      **January 8, 2010**

**Deadline to receive special rates at the  
Hyatt Regency Lexington**    **February 3, 2010**

## Tentative Exhibitor Schedule

<b>DAY</b>	<b>DATE</b>	<b>TIME</b>	<b>EVENT</b>
<b>Wednesday</b>	February 24	3:00 p.m.-6:00 p.m.	Exhibitor Set-Up
<b>Wednesday</b>	February 24	7:00 p.m.-9:00 p.m.	Opening Reception
<b>Thursday</b>	February 25	7:00 a.m.-9:00 p.m.	Exhibit Area Hours
<b>Friday</b>	February 26	7:00 a.m.-6:00 p.m.	Exhibit Area Hours
<b>Friday</b>	February 26	6:00 p.m.-8:00 p.m.	Breakdown

**For information contact the KSHA Office:**

**Phone: Toll Free (800) 837-2446**

**Fax: Toll Free (888)729-3489**

**E-mail:** [meetings@ksha.info](mailto:meetings@ksha.info)

**Website:** [www.ksha.info](http://www.ksha.info)

**Kentucky Speech-Language-Hearing Association  
2010 Annual Convention on Communication Disorders**



**EXHIBITOR REGISTRATION FORM**

Convention Dates: February 24-27, 2010      Exhibit Dates: February 24-26, 2010  
Lexington Convention Center, Lexington, Kentucky

PLEASE PRINT OR TYPE

COMPANY \_\_\_\_\_

*(as to be printed in Convention materials)*

CONTACT PERSON \_\_\_\_\_

ADDRESS \_\_\_\_\_

PHONE \_\_\_\_\_

FAX \_\_\_\_\_

EMAIL \_\_\_\_\_

NAME(S) FOR CONVENTION BADGES:

\_\_\_\_\_

\_\_\_\_\_

QUANTITY	EXHIBIT OPPORTUNITIES	FEE (received by 1/8/10)	LATE FEE (received after 1/8/10)	TOTAL DUE
	For-Profit Organizations and Businesses Exhibit Booth	\$525	\$575	
	Health Care Providers Exhibit Booth	\$525	\$575	
	Non-Profit Service Organizations Exhibit Booth	\$300	\$350	
	Academic Institutions/Universities; National and State Agencies; or Home-Based Businesses	\$300	\$350	
	Unattended Table Display for Products and Catalogs	\$175	\$225	
QUANTITY	CONVENTION MARKETING OPPORTUNITIES	FEE		TOTAL DUE
	Onsite Program Full Page Back Cover (Full Color)*		\$700	
	Onsite Program Full Page Inside Back Cover (Full Color)*		\$600	
	Onsite Program Full Page Inside Front Cover (Full Color)*		\$600	
	Onsite Program Full Page Ad (black and white)		\$400	
	Onsite Program 1/2 Page Ad		\$250	
	Onsite Program 1/4 Page Ad		\$150	
	Onsite Program Business Card Ad		\$95	
	Banner Ad for KSHA website with email or web link		\$250	
	Email or Website Link Only		\$200	
	Name Badges for Convention Attendees		\$500	
	Bags for Convention Attendees		\$500	
	Folders for Convention Attendees		\$500	
	Lanyards for Convention Attendees		\$500	
	Notepads for Convention Attendees		\$250	
	Item for Placement in Attendee Bag or Folder		\$150	
	Door Prize Donation		NO CHARGE	
	Silent Auction Donation		NO CHARGE	
QUANTITY	SPONSORSHIP OPPORTUNITIES	FEE		TOTAL DUE
	Students' Event - Silent Auction Sponsor		\$7,000	
	Awards Luncheon Sponsor		\$5,000	
	Cyber Café Sponsor		\$4,000	
	Breakfast Sponsor		3 @ \$3,500 ea.	
	Exhibitors' Reception Sponsor		\$3,000	
	Audiology Manufacturers' Luncheon Sponsor		\$2,000	
	Morning/Afternoon Refreshment Break Sponsor		\$1,000	
	KSHA Business Meeting Sponsor		\$500	
CONVENTION SPONSORSHIP		SPONSORSHIP AMOUNT		
	Platinum (\$3,000 and above)			
	Gold (Between \$1,500 and \$2,999)			
	Silver (Between \$1,000 and \$1,499)			
	Bronze (Between \$500 and \$999)			
	Speaker Selection _____			
<b>GRAND TOTAL DUE</b>				

**METHOD OF PAYMENT**

Make check payable to "2010 KSHA Convention" or check your choice of credit card and complete account information.

Check     Visa     MasterCard

X \_\_\_\_\_  
Your Signature

\_\_\_\_\_  
Credit Card Account Number

\_\_\_\_\_  
Expiration Date



**Send or Fax completed form to:**  
**KSHA Office**  
**838 East High Street**  
**Suite 263**  
**Lexington, KY 40502**  
**FAX 888-729-3489**

Questions? Email [kshaoffice@ksha.info](mailto:kshaoffice@ksha.info)  
or call 800-837-2446.

*\*First-come, first-serve basis.*