

Louisville, KY

**KSHA
2012
Exhibitor
Invitation**



February 15–18

Check Out What's New This Year!

**Attendee mailing list
included with the purchase
of certain display space
packages!**

**Register and Pay by
November 15, 2011, to be included
in our drawing for a chance
to win an ad in one of our
quarterly publications.**

**Win a Free
1/2 Page Ad!**

2012 KSHA Convention ♦ February 15—18 ♦ Louisville, KY Over 1,000 Attendees!



Hitting A Home Run For Communication Disorders

Exhibit Hall Hours - Tentative

Wednesday, February 15

4:30 pm - 8:00 pm Exhibitor Setup

Thursday, February 16

*7:00 am - 6:30 pm Exhibits Open

Friday, February 17

*7:00 am - 3:30 pm Exhibits Open
3:30 pm - 5:30 pm Exhibitor Tear Down

**** Breakfast is provided for exhibitors and attendees
in the Exhibit Hall!***

Location and Hotel Information

2012 Location

Kentucky International Convention Center
Louisville, Kentucky

Hotel Reservations

Marriott Louisville Downtown
1-800-533-0127

Special room rates ranging from \$145-\$175 per night will be available until January 17, 2012 or until the room block is sold out, whichever occurs first. To receive the special room rate, please ask that your reservation be booked within the KSHA room block. A skywalk from the Marriott to the Convention Center provides easy access.

Exhibitor Checklist and Deadlines

November 15 Register and pay to be eligible for a free ad drawing.

November 23 Guarantee your recognition in the On-Site Program by purchasing your display space, ads, sponsorships and marketing opportunities.

December 31 Early registration to receive reduced exhibitor rate.

January 25 Final day to register or cancel.

Contact Information

KSHA Office

838 East High Street, Suite 263
Lexington, KY 40502

Melissa Joseph
Exhibitor Coordinator
Email: kshaoffice@ksha.info
Telephone: 800-837-2446
Fax: 888-729-3489

Other Important Information

- **Cancellations** received in writing and no later than January 25 will receive a 75% refund.
- **Exhibitor Kits** will be sent 30-45 days prior to the event. Please review them carefully for shipping instructions. Details on how to order items such as extra tables and booth carpeting will also be included.
- **Donations** needed for door prizes and silent auction. Please consider donating a gift card or merchandise. Money raised at our silent auction benefits our students. Please check one of the boxes located on the Exhibitor Selection form.

Display Space & Marketing Opportunities



Display Space

Business, For-Profit Organizations and Health Care Providers: \$475

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. This display space includes *one* complimentary Convention registration.

★ This package now includes one complimentary 2012 Convention attendee mailing list.

Non-Profit Display: \$300

A non-profit exhibitor is defined as an organization exhibiting to promote "free" services or information for individuals with disabilities. Proof of non-profit status must be provided. Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. This display space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

Academic Institutions/Universities, National and State Agencies or Home-Based Businesses: \$300

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. A home-based business is defined as a business that is involved in direct selling of merchandise such as Discovery Toys, Tupperware, Usborne Books, Mary Kay, etc. This display space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

Unattended Exhibit Display: \$175

Includes: one 6' skirted table to display your product, catalogs or printed materials (without a representative). Extra products or materials will not be returned. This display space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

Marketing Opportunities

Company Banner Ad Placed on the KSHA Website

Banner Ad for KSHA Website with email or web link..... \$250

Banner ads must be submitted by email to kshaoffice@ksha.info as either a jpeg or gif file. Ad size to be no larger than 234 x 60 pixels and any animation shall be limited to two cycles. Banner ads will be displayed on Convention information page.

Badges for Convention Attendees: \$500

Your company logo will be placed on all attendee badges. This is a first-come, first-served opportunity. As the exclusive badge sponsor, your company will be responsible to provide the logo for placement on the attendee badge. Sizing and email instructions will be provided with your exhibitor confirmation.

Bags for Convention Attendees: \$500

Be the company that is in the hands of every attendee by providing the carrying totes. The bags should be strong enough to hold up to five pounds and made of material other than paper. This is a first-come, first-served opportunity. As the exclusive bag sponsor, your company will be responsible to order and ship the bags as instructed by the KSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Folders for Convention Attendees: \$250

Provide Convention attendees with your company folder! Your folder will be distributed to all attendees and contain the On-Site Convention Program and other Convention materials. This is a first-come, first-served opportunity. As the exclusive folder sponsor, your company will be responsible to order and ship the folders as instructed by the KSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Lanyards for Convention Attendees: \$250

Provide the attendee lanyards and see your company name in motion as the attendees wear your name. This is a first-come, first-served opportunity. As the exclusive lanyard sponsor, your company will be responsible to order and ship the lanyards as instructed by the KSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Notepads for Convention Attendees: \$150

Provide note pads for use by the attendees. This is a great opportunity for your company name to be seen while the attendee is taking notes. This is a first-come, first-served opportunity. Shipping instructions will be provided with your confirmation notice. As the exclusive notepad sponsor, your company will be responsible to order and ship the notepads as instructed by the KSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Catalog, Literature, Flyers or Trinkets For Placement in Attendee Bag or Folder: \$150

Ensure maximum visibility of your product or services by inserting a marketing item in every attendee's convention bag or folder.

Advertise in the On-Site Convention Program

*Back Cover – Full Page, Color	\$700
*Back Cover – Inside, Full Page, Color	\$600
*Front Cover – Inside, Full Page, Color	\$600
Full Page Ad (Black and White)	\$400
½ Page Ad	\$250
¼ Page Ad	\$150
Business Card Ad.....	\$95

*Indicates first-come, first-served basis. Email attachments are preferred. Advertisements should be in the form of a gif, pdf or jpeg file. All hard copy ads must be submitted in "camera ready" art form.



Sponsorships

Cyber Café: \$4,000

- Free exhibit booth
- Receive exclusive exposure with signage at the Café
- Your banner ad on the KSHA website Home Page for six months
- Full page ad in the On-Site Convention Program
- One year ad or web link in email blasts to KSHA members

Awards Luncheon: \$2,000

- Free exhibit booth
- Receive exclusive exposure with signage during the Friday event
- Special recognition at the event
- Your banner ad on the KSHA website Home Page for three months
- Two representatives of your choice will be our guests at the event
- Half page ad in the On-Site Convention Program
- Eight month ad or web link in email blasts to KSHA members
- Sign recognition at the event

Audiology Manufacturer's Lunch: \$2,000

- Free exhibit booth
- Receive exclusive company exposure to address the audiologists personally at the event
- Half page ad in the On-Site Convention Program
- Six month ad or web link in email blasts to KSHA members
- Sign recognition at the event

This event will be submitted for continuing education hours and you will be required to submit a course description, biography of the presenter and learner outcomes for this event.

Silent Auction/Welcome Reception: \$1,500

Your sponsorship will help to make this reception and university competition a success

- Free exhibit booth
- Receive exclusive exposure with signage during the Thursday event
- Special recognition at the event
- Your banner ad on the KSHA Convention website page.
- Half page ad in the On-Site Convention Program
- Eight month ad or web link in email blasts to KSHA members

Breakfast Sponsor: \$1,000

- Exhibit booth discount – 50% off one booth
- Receive exclusive company exposure with signage at one of the three events
- Special recognition on the KSHA Convention website page
- Quarter-page ad in the On-Site Convention Program

Refreshment Break Sponsor: \$1,000

Sponsor one of our scheduled refreshment breaks.

- Exhibit booth discount – 50% off one booth
- Receive exclusive company exposure with signage at one of the scheduled events
- Special recognition on the KSHA Convention website page
- Quarter-page ad in the On-Site Convention Program

KSHA Business Meeting Sponsor: \$500

- Receive exclusive company exposure with signage at this Thursday morning event
- Special recognition on the KSHA Convention website page
- Business card ad in the On-Site Convention Program
- Sign recognition at the event

Speaker Sponsorships: \$500 and Up

You determine the level of your sponsorship!

Speaker Sponsorships defray the costs for the honorarium, airfare and other expenses for the featured speakers.

- Receive acknowledgement in the On-Site Convention Program
- Business card ad in the On-Site Convention Program
- Sign recognition at the session.

Events Planned to Provide Exposure in Exhibit Hall

Thursday Evening – 5:00 pm - 6:30 pm

- WELCOME RECEPTION
- POSTER SESSIONS
- SILENT AUCTION

Daily

- BREAKFAST – 7:00 am
- SESSION BREAKS/REFRESHMENTS

Please note that November 23, 2011 is the deadline to be recognized in the Convention On-Site Program.



KSHA 2012 Exhibitor Selection Form February 15-18, Louisville, Kentucky

Registration Information

Company Name (preferred for badge): _____

Address: _____

Contact Information

Name: _____
 Email: _____
 Phone: _____
 Fax: _____

Payment Options

- 1) Check Enclosed
 Please make payable to KSHA
- 2) Credit Card
 Visa or MasterCard Only

CREDIT CARD ACCOUNT NUMBER

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EXPIRATION DATE

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Name(s) for Convention Badges

Registration Accepted by Mail or Fax

Send completed form to:

KSHA Office
838 East High Street, Suite 263
Lexington, KY 40502
FAX 888-729-3489

Questions? Email kshaoffice@ksha.info
 or call 800-837-2446.

EXHIBITOR OPTIONS	QUANTITY	REGISTRATION FEE		TOTAL DUE
		BEFORE 12/31/11	AFTER 12/31/11	
DISPLAY SPACE				
Business/For-Profit/Health Care Exhibit Booth		\$475	\$575	
Non-Profit Display		\$300	\$400	
Academic Institutions/Universities; National and State Agencies; or Home-Based Businesses		\$300	\$400	
Additional Booth Space		\$275	\$375	
Unattended Display		\$175	\$275	
Electricity		\$100	\$150	
MARKETING OPPORTUNITIES				
On-Site Program Full Page Back Cover (Full Color)*	TAKEN		\$700	
On-Site Program Full Page Inside Back Cover (Full Color)*			\$600	
On-Site Program Full Page Inside Front Cover (Full Color)*			\$600	
On-Site Program Full Page Ad (black and white)			\$400	
On-Site Program 1/2 Page Ad			\$250	
On-Site Program 1/4 Page Ad			\$150	
On-Site Program Business Card Ad			\$95	
Banner Ad for KSHA website with email or web link			\$250	
Name Badges for Convention Attendees			\$500	
Bags for Convention Attendees	TAKEN		\$500	
Folders for Convention Attendees			\$250	
Lanyards for Convention Attendees			\$250	
Notepads for Convention Attendees			\$150	
Item for Placement in Attendee Bag or Folder			\$150	
SPONSORSHIPS				
Cyber Café			\$4,000	
Awards Luncheon	TAKEN		\$2,000	
Audiology Manufacturers' Lunch	TAKEN		\$2,000	
Silent Auction			\$1,500	
Breakfast Sponsor			\$1,000	
Refreshment Break Sponsor			\$1,000	
Welcome Reception in Exhibit Hall			\$500	
KSHA Business Meeting Sponsor			\$500	
Speaker Sponsor – You Determine the Level of Sponsorship				\$
DONATIONS				
Option 1: You can count on us!				
Door Prize	We will bring a donation with us	Yes <input type="checkbox"/>	Qty	No Charge
Silent Auction	We will bring a donation with us	Yes <input type="checkbox"/>	Qty	No Charge
Option 2: No Time to Shop! Please purchase a gift card(s) for us.				
Door Prize	Amount we would like to spend: Our payment is included			
Silent Auction	Amount we would like to spend: Our payment is included			
TOTAL DUE				

THE EXHIBITOR AGREES TO THE FOLLOWING PROVISIONS:

It is agreed that failure on part of the exhibitor to meet booth payment in full shall automatically forfeit all rights, privileges and claims of any nature the exhibitor has, may have, including the forfeit of any payments previously made. Exhibitor assumes responsibility and agrees to defend KSHA and Kentucky International Convention Center and their respective employees and agents against any claims or expenses arising out of the use of the Exhibit premises.

Cancellations received in writing and no later than January 25 will receive a 75% refund.