



# 2020 CONVENTION EXHIBITOR AND SPONSOR PROSPECTUS



**GSHA 2020 Annual Convention**  
Evidence Based, Client Focused.

**February 13-15, 2020**  
**Atlanta Evergreen Marriott**  
**Conference Resort • Atlanta, GA**

GSHA is pleased to extend an invitation for you and your company to participate in our **2020 Annual Convention at the Atlanta Evergreen Marriott Conference Resort in Atlanta, GA. The Pre-Convention Kickoff will be held Thursday, February 13, 2020, and the Convention will continue through Saturday, February 15, 2020.**

GSHA is comprised of professionals, students, consumers, and corporate members who are focused on providing quality services and resources to individuals of all ages with difficulty in hearing, speech, language, voice, resonance, fluency, cognition, and/or swallowing.

We offer a variety of ways in which you and your company may become involved in our annual Convention, including:

- **Exhibit Area Tables**
- **Various Sponsorships**
- **Corporate Memberships**
- **Branding & Advertising Opportunities**

We look forward to welcoming you to Atlanta and developing a long-term relationship that is mutually beneficial. If we can be of further assistance, please contact us at (770) 405-9552 or [execdir@gsa.org](mailto:execdir@gsa.org).

Not currently a GSHA Corporate Member? For your convenience, we have included a Corporate Membership option on the application in this prospectus.

Become a GSHA Corporate Member today to begin receiving benefits and become eligible for the Corporate Partner booth rate – a 10 percent discount!

The Georgia Speech-Language-Hearing Association (GSHA) is a professional association of individuals specializing in the prevention, diagnosis, and treatment of communication, swallowing, and hearing disorders. The Association advocates for the professional interests of its members and the individuals they serve, and provides a forum for the exchange of professional information and ideas.

Established in 1961, GSHA has a long history of providing numerous membership benefits for continuing education, leadership development, advocacy, and networking. It is the only association in Georgia officially recognized by the American Speech-Language-Hearing Association (ASHA) as an affiliate organization. This recognition allows GSHA to collaborate with ASHA to promote and advocate optimally for the professions, association members, and consumers of audiology and speech-language pathology services.

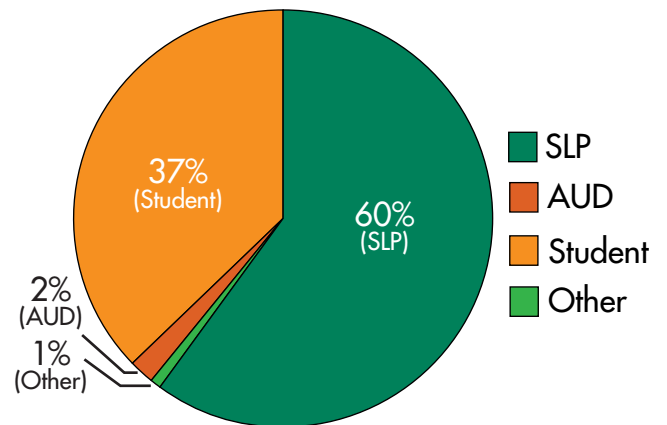


Serving the needs of  
Speech-Language  
Pathologists and  
Audiologists in the  
State of Georgia

## UNIQUE OPPORTUNITIES

- Improved sponsorship opportunities - a variety of cost-effective ways for you and your company to reach the maximum number of attendees and extend your reach beyond the actual convention time.
- Exclusive exhibit times throughout the two days of the convention.
- Re-structured exhibit area activities - maximum traffic flow and opportunity for contact with your potential and current customers, several times each day.

## 2019 GSHA CONVENTION ATTENDEES



## CONVENTION VENUE AND HOTEL INFORMATION



### Atlanta Evergreen Marriott Conference Resort

4021 Lakeview Drive, Stone Mountain, Georgia 30083  
Phone: (770) 879-9900

GSHA attendees will receive a discounted rate of \$149 per night plus tax for double rooms when booked by January 16, 2020 at 5:00 pm. Please call Marriott directly at (770) 879-9900 to book your room.

<b>GSHA EXHIBITOR / SPONSORSHIP OPPORTUNITIES</b>					
<i>Exhibitor Levels</i>	<i>Copper \$500</i>	<i>Bronze \$600</i>	<i>Silver \$1,000</i>	<i>Gold \$1,500</i>	<i>Platinum \$2,000</i>
Exhibit Table: One 6' skirted table and two chairs	★	★	★	★	★
Sponsor Ribbon: Recognition on vendor convention name tag	★	★	★	★	★
Sponsorship Acknowledgments: Listing on GSHA website, in convention registration and marketing materials, and in GSHA e-News	★	★	★	★	★
Convention Program Listing: Company name, logo, and contact information	★	★	★	★	★
Event Signage: Name, logo, and sponsorship level displayed in registration area	★	★	★	★	★
Exhibitor Passport: Opportunity to engage with attendees as they attend your booth, and in return receive stamps for prizes	★	★	★	★	★
Exhibitor Profile in Convention Mobile App	★	★	★	★	★
Attendee Contact Info: List of convention attendees, address, and email (unless opted out), provided by email before and after convention	★	★	★	★	★
Promotional Item: Opportunity to include one promotional item (at your own expense) in attendee packets *Items must arrive at GSHA Headquarters no later than January 27			★	★	★
GSHA Convention Page: Company logo and listing for 6 months after convention			★	★	★
Registration Discounts: Convention registration at half price				★	
Complimentary Registration: One complimentary convention registration (includes food functions in exhibit hall)					★
Convention Program Advertisements: Convention program quarter-page advertisement		★	★		
Convention Program Advertisements: Convention program half-page advertisement				★	
Convention Program Advertisements: Convention program full-page advertisement (back or inside front cover)					★

## TOP TIER SPONSORSHIP OPPORTUNITIES

Opportunity	Fee
<p><b>EXCLUSIVE REGISTRATION SPONSOR:</b>                      Make a first impression! Be a presence from the moment our attendees register to the moment they arrive on site. <u>Includes:</u> Company logo on online registration platform, signage and logo display near registration table, and one complimentary promotional item for attendee tote bag.                      *This sponsorship package is exclusive to one sponsor.</p>	\$250
<p><b>EXCLUSIVE LANYARD SPONSOR:</b>                      Let our attendees wear your brand for effortless and memorable exposure!                      *Lanyards provided/produced at cost to sponsor – Requires approximately 300-350 pieces.                      *This sponsorship package is exclusive to one sponsor.</p>	\$200
<p><b>EXCLUSIVE ATTENDEE TOTE BAG SPONSOR:</b>                      Maximize your company reach during the convention and everywhere in between! Each attendee will receive a tote bag at registration with your logo prominently featured. This option also includes one complimentary promotional item to be included in the attendee tote bag.                      *Bags provided/produced at cost to sponsor; Logo for bag must be approved by GSHA before production. Requires approximately 300-350 pieces.                      *This sponsorship package is exclusive to one sponsor.</p>	\$500
<p><b>PROMOTIONAL ITEM FOR ATTENDEE TOTE BAG:</b>                      Your branded swag included as part of our registration package! Providing printed materials or a promotional item of value is a great way to announce promotions, giveaways, or contests at your booth and to extend your reach beyond our attendees' time on-site at the convention.                      *Items are provided/produced at cost to sponsor – Requires approximately 300-350 pieces. Items must arrive at GSHA Headquarters no later than January 27.</p>	\$150
<p><b>SESSION OR SPEAKER SPONSOR:</b>                      Sponsor the sessions or speakers who represent your company values! A great way to lend your support to your colleagues and GSHA at the same time. <u>Includes:</u> Moderator announcement of sponsorship and logo displayed on session information.</p>	\$150 per session/ speaker
<p><b>REFRESHMENT BREAK SPONSOR:</b>                      Sweeten the deal by sponsoring the refreshment break! This delicious refreshment break sponsorship package is exclusive to one sponsor per break. <u>Includes:</u> Full sponsor acknowledgments, listing in the convention program and mobile app, exclusive branded signage at sponsored break, and promotional item.                      *Four breaks are available for sponsorship throughout the Convention.</p>	\$350 per break
<p><b>EXCLUSIVE AWARDS LUNCHEON SPONSOR:</b>                      Achieve premium brand visibility and reach at the GSHA 2020 awards! Celebrate the best and the brightest in the speech-language pathology and audiology communities with us and maximize your visibility with this captive audience. <u>Includes:</u> 1-2 minute introduction by sponsor at awards, sponsor ribbon on name badge, listing in the convention program and mobile app, branded signage at awards, opportunity to provide promotional item/literature in attendee bags, attendee contact information, and logo on the GSHA convention website page.                      *This sponsorship package is exclusive to one sponsor.</p>	\$1,000
<p><b>EXCLUSIVE BOXED LUNCH SPONSOR:</b>                      The way to an attendee's heart is through a delicious branded boxed lunch! <u>Includes:</u> Exclusive branding on the lunch boxes with stickers, branded visual signage and logo posted at the collection point, and attention-grabbing listing in convention program and mobile app.                      *Stickers produced at cost to sponsor and provided on sheet or roll. Maximum sticker size 2" x 1".                      *This sponsorship package is exclusive to one sponsor.</p>	\$350

## TOP TIER SPONSORSHIP OPPORTUNITIES (continued)

<i>Opportunity</i>	<i>Fee</i>
<p><b>EXCLUSIVE KNOWLEDGE BOWL SPONSORSHIP:</b> Sponsor the Knowledge Bowl! <u>Includes:</u> Full sponsor acknowledgments, listing in the convention program, branded signage &amp; opportunity to submit promotional item in attendee bag. *This sponsorship package is exclusive to one sponsor.</p>	\$500
<p><b>NEW THURSDAY EXHIBITOR SPOTLIGHT:</b> Have all eyes on you with the Exhibitor Spotlight at pre-convention. Includes 6' skirted table and 2 chairs on Thursday for increased visibility and interaction with attendees. Limited tables available.</p>	\$250
<p><b>PRESIDENTIAL RECEPTION SPONSOR:</b> Make a large impact by sponsoring the presidential reception during the convention. Includes company logo on signage during the reception as well as on packets in attendees bags.</p>	\$1,000
<p><b>WI-FI SPONSOR:</b> Be the first thing on attendees' minds by sponsoring WiFi access for the convention. Includes company logo on signage with WiFi password in a high traffic area and company logo with WiFi password in packets in attendee bags.</p>	\$1,000

## CONVENTION PROGRAM ADVERTISEMENTS

<i>Advertisement Size</i>	<i>Fee</i>
<p><b>CONVENTION PROGRAM FULL-PAGE ADVERTISEMENT (BACK OR INSIDE FRONT COVER)</b> Includes banner ad in mobile app.</p>	\$375
<p><b>CONVENTION PROGRAM FULL-PAGE ADVERTISEMENT</b> Includes banner ad in mobile app.</p>	\$275
<p><b>CONVENTION PROGRAM HALF-PAGE ADVERTISEMENT</b></p>	\$175

**DON'T FORGET... GET A 10% DISCOUNT ON CONVENTION SPONSORSHIPS & EXHIBITOR FEES WITH A CORPORATE MEMBERSHIP!**

Cannot be combined with other offers.

## CORPORATE MEMBERSHIP

<i>Membership Description</i>	<i>Fee</i>
<p>Corporate membership is open to vendors or other commercial entities with interest in the goals of GSHA and the field of human communication and its disorders. Corporate members receive all GSHA publications, access to the GSHA member database and members' only website pages, 10% discount on exhibits for convention, 10% discount for employees of your organization on their individual GSHA membership fee, one free job posting per year, and company logo on GSHA home page during membership.</p>	<p>\$400 2019-2020 fiscal year</p>

## DEADLINES

**Exhibitor Registration** – Available on a first-come, first-served basis. Registration is due by November 4, 2019 for your company’s inclusion as an exhibitor in the digital convention program. Later registrations will be included on the mobile app. Please note exhibitor tables sold out in 2018 and 2019, so be sure to get your application in early to ensure your company doesn’t miss out!

**Sponsor Registration** – Available on a first-come, first-served basis. Registration is due by November 4, 2019 for your company’s inclusion as a sponsor in the digital convention program. Late applications will be included in the mobile app.

**Convention Registrations** – Each exhibit table will include two complimentary representative registrations. These registrations do not include entrance to sessions or food functions. Exhibitors can purchase a ticket for all food functions for \$50 per person. Exhibitor booth representatives who wish to attend the convention sessions for CEU credit must register at [www.gsha.org](http://www.gsha.org).

## CANCELLATIONS

Refund requests must be submitted in writing to [execdir@gsha.org](mailto:execdir@gsha.org).

Written cancellation must be submitted by December 16, 2019, for an 80% refund of all exhibitor fees.

Written cancellation must be submitted by December 27, 2019, for a 50% refund of all exhibitor fees.

There are no refunds of exhibitor fees after December 27, 2019.

Tickets are nonrefundable.

## EXHIBITOR ELIGIBILITY

GSHA reserves the right to determine the eligibility of any company wishing to exhibit. The acceptance of a product or service for exhibit does not constitute an endorsement by GSHA.

All products and services to be exhibited must be related to the practice of audiology, speech-language pathology, or related professions. GSHA may deny or revoke eligibility based on a violation of policies or for any action determined to detract from the professional nature of the convention or to disparage the rightful dignity and social equity of any person or group. GSHA reserves the right to remove, at the exhibitor’s expense, any exhibit or products that are not appropriate for display.

Exhibitor events should not conflict with official GSHA Convention activities.

## SECURITY AND LIABILITY

GSHA cannot accept responsibility for the protection of exhibitors’ materials and displays during the convention.

GSHA reserves the right to alter the location of exhibits or booths, if deemed advisable in the best interest of the convention.

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 hotel and the Georgia Speech-Language-Hearing Association and their agents, servants, and employees from any and all such losses, damages, and claims.

**10% OFF EARLY BIRD DISCOUNT FOR EXHIBITORS IF YOU BOOK BY OCTOBER 14, 2019!**  
Cannot be combined with other offers.

## CONTACT US

GSHA Headquarters  
P.O. Box 1867  
Buford, GA 30515  
Phone: (770) 405-9552  
Fax: (470) 777-2634  
E-mail: [execdir@gsha.org](mailto:execdir@gsha.org)

[www.gsha.org](http://www.gsha.org)

## 2020 ANNUAL CONVENTION EXHIBITOR/SPONSOR APPLICATION FORM

We are pleased that you are considering being an exhibitor and/or sponsor for the GSHA 2020 Annual Convention. Exhibitor table locations will be assigned on a first-come, first-served basis as determined by the date the application and payment are received. Please note that GSHA Corporate Members receive a 10% discount on exhibit space and sponsorships.

### Non-Compete Agreement (Required)

By signing up to exhibit and/or sponsor at the GSHA Convention, I agree that our company/organization will not host any event during the time(s) that an official GSHA Convention event is occurring. For purposes of this agreement, an event is defined as a reception, open house, meal, workshop, or similar events.

### Company Information

Company Name:			
Contact Name:		Email:	
Address:			Suite #:
City:		State:	Zip Code:
Work Phone #:		Cell Phone #:	

### Table Hosts

Please provide the names of the two complimentary representatives who will be attending. This information is required for appropriate badge identification. Please note GSHA will supply a table and two chairs per exhibitor booth. Please check which representative should be listed in the convention program as the main contact and whether you would like to purchase the \$50 ticket to attend all food functions.

	First Name	Last Name	Email (if Main Contact)	Main Contact	Food Ticket
1					
2					
3*					

\*There will be a \$75 charge per additional representative attending the convention

### Exhibit or Sponsor Options

Please select one or more of the following options.

Quantity	Description of levels and incentives on pages 3-5 of the 2020 Prospectus.	Cost (Each)	Total Cost
	NEW Thursday Exhibitor Spotlight	\$250	\$
	Exhibitor Level – Copper	\$500	\$
	Exhibitor Level – Bronze	\$600	\$
	Exhibitor Level – Silver	\$1,000	\$
	Exhibitor Level – Gold	\$1,500	\$
	Exhibitor Level – Platinum	\$2,000	\$
	Food Function Ticket	\$50	\$
	Additional Representatives Attending the Convention	\$75	\$
	Promotional Item for Attendee Tote Bag*	\$150	\$
	Session or Speaker Sponsor (per session/sponsor)	\$150	\$
	Convention Program Half-Page Advertisement	\$175	\$

\*Items provided or produced at vendor/sponsor expense



**Exhibit or Sponsor Options (continued)**

Quantity	Description of levels and incentives on pages 3-5 of the 2020 Prospectus.	Cost (Each)	Total Cost
	Exclusive Lanyard Sponsor*	\$200	\$
	Exclusive Registration Sponsor	\$250	\$
	Convention Program Full-Page Advertisement	\$275	\$
	Refreshment Break Sponsor (per break)	\$350	\$
	Exclusive Boxed Lunch Sponsor	\$350	\$
	Convention Program Full-Page Advertisement (back or inside front cover)	\$375	\$
	Corporate Membership	\$400	\$
	Additional Exhibit Table	\$450	\$
	Exclusive Attendee Tote Bag Sponsor*	\$500	\$
	Exclusive Knowledge Bowl Sponsorship	\$500	\$
	Exclusive Awards Luncheon Sponsor	\$1,000	\$
	Presidential Reception Sponsor	\$1,000	\$
	WiFi Sponsor	\$1,000	\$
Subtotal			\$
<i>10% DISCOUNT for Early Bird Booking (by October 14, 2019) or GSHA Corporate Membership</i>			\$
*Items provided or produced at vendor/sponsor expense			Grand Total
			\$

**Arrangements for electricity and Internet access must be made directly with the hotel and at the expense of the exhibiting company.**

**Payment Method:** American Express      Master Card      Visa      Check Enclosed

**If Payment by Credit Card:**

Card Number:	Exp. Date:	CVV:
Name on Card:		
Billing Address:	Suite #:	
City:	State:	Zip Code:
Signature:	Date:	
<b>Company Description:</b> Deadline to submit logo and description is 11/4/19.		

**Door Prize Donations:**

We would like to provide a door prize to be given away during the Convention.	Yes	No
If yes, what do you plan to donate?	Item:	Dollar Value: \$

**Mail, Fax or E-mail to:**

Georgia Speech-Language-Hearing Association  
 P.O. Box 1867, Buford, GA 30515  
 Phone: (770) 405-9552 • Fax: (470) 777-2634 • E-mail: [execdir@gscha.org](mailto:execdir@gscha.org)

Your application will only be confirmed once you have received final approval from the GSHA office.

**Thank you for your support of our convention. We look forward to your participation!**