

GSHA 2014 Convention Exhibitor and Sponsor Prospectus

February 7-8, 2014

Sheraton Hotel
Atlanta

165 Courtland St. NE
Atlanta, GA 30303

www.sheratonatlantahotel.com

**Spreading Our
Wings: Taking
Communication
into the Future**

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 savings!



GSHA is pleased to extend an invitation for you and your company to participate in our **2014 Annual Convention at the Sheraton Hotel in downtown Atlanta Friday, February 7 through Saturday, February 8, 2014.**

Our organization 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. This year, we are pleased to announce that we are collaborating with GA Tools for Life to include sessions and activities related to Augmentative and Alternative Communication (AAC) and Assistive Technology (AT) that will be of benefit to both professionals and consumers.

We offer a variety of ways in which you may become involved in our annual event, including exhibit area and venue displays, event sponsorships, corporate memberships, and advertising.

We look forward to welcoming you to Atlanta and developing a long-term relationship that is mutually beneficial. If there is any way we can be of further assistance, please contact us at 404.496.5559 or execdir@gsa.org.

New Opportunities

- ❖ Exclusive exhibit times throughout the two days of the convention.
- ❖ Re-structured exhibit area activities - maximum traffic flow and opportunity for contacts with your potential and current customers several times each day.
- ❖ 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.
- ❖ Vendor academy sessions - opportunities for you to provide scholarly information about products or services.
- ❖ Display table - opportunity to purchase unattended display space for promotional items.

Convention Schedule-at-a-Glance

Friday, February 7, 2014		Saturday, February 8, 2014	
7:00 am - 8:00 am	Registration	6:30 am - 7:30 am	Poster Set-Up Group B
7:00 am - 10:30 am	Exhibitor Set-Up	7:00 am - 8:00 am	Registration
8:00 am - 10:30 am	Opening Session Breakfast and Awards	7:00 am - 8:00 am	Continental Breakfast
10:30 am - 7:00 pm	Exhibits	7:30 am - 3:45 pm	Exhibits
10:30 am - 11:00 am	Break/Exhibits	7:30 am - 8:30 am	Posters Group B
11:00 am - 12:00 noon	Breakout Sessions 1	8:30 am - 10:30 am	Breakout Sessions 1
12:00 noon - 1:30 pm	Lunch (on your own)	10:30 am - 11:00 am	Break/Exhibits
12:15 pm - 1:15 pm	Vendor Academy/Exhibits	10:30 am - 11:00 am	Poster Removal
12:15 pm - 1:15 pm	Breakout Session 2	11:00 am - 12:00 noon	Breakout Sessions 2
1:30 pm - 3:30 pm	Breakout Sessions 3	12:00 noon - 1:30 pm	Lunch (on your own)
3:30 pm - 4:00 pm	Break/Exhibits	12:15 pm - 1:15 pm	Vendor Academy /Exhibits
3:30 pm - 4:00 pm	Poster Set-up Group A	12:15 pm - 1:15 pm	Forums
4:00 pm - 5:00 pm	Breakout Sessions 4	1:30 pm - 3:30 pm	Breakout Sessions 3
5:00 pm - 5:30 pm	Membership Meeting	3:30 pm - 4:00 pm	Break/Exhibits
5:30 pm - 6:00 pm	Business Meeting	4:00 pm	Exhibit Removal
6:00 pm - 7:00 pm	Posters Group A	4:00 pm - 5:00 pm	Breakout Sessions 4
6:00 pm - 7:00 pm	Social TBD, if sponsored		
6:00 pm - 7:00 pm	Exhibits		
7:00 pm	Dinner Groups		
7:00 pm	Poster Removal/Poster Set-up Group B		

Bold = Exhibitor Opportunities

Rev. 11-4-13

Vendor Academy Sessions

Vendor academy sessions are available for the first time this year to allow our sponsors or exhibitors an opportunity to present information on a topic that meets ASHA continuing education standards. Sessions should provide information in a scholarly manner regarding theoretical aspects of the product or service and related research when applicable. The presentation must not be for marketing purposes, and speakers must disclose prior to the course that there will be limited or no information provided about similar products or services.

Vendor Academy applications must be submitted through the Call-for-Papers process at www.gsha.org and are due by **November 25, 2013**. A completed application for participating as a sponsor or exhibitor must be submitted before the application will be accepted. Space is limited, so apply early. Don't miss this opportunity!

Convention Hotel

Sheraton Hotel Atlanta

165 Courtland St. NE
Atlanta, GA 30303
404.659.6500
<http://www.sheratonatlantahotel.com>

GSHA Special Room Rate: \$127.00 plus tax / night
Complimentary guest room internet

To reserve a room, contact the hotel at
1-800-325-3535 or go online to:
<https://www.starwoodmeeting.com/Book/GeorgiaSpeechLanguageHearingAssociation>

Deadline for reservations at the GSHA rate:

January 10, 2014 – 5:00 PM

Hotel Parking

Parking:

Self-parking for day and overnight attendees - \$12.00/day (regularly \$22.00)

Valet parking - \$24.00/day

Deadlines

Call for Papers (General Sessions) – October 1, 2013

Call for Papers (Vendor Academy) – November 25, 2013

Exhibitor / Sponsor Registration – Available on a **first-come, first-served basis**. Registration is due by December 15, 2013 for your company's inclusion as an exhibitor in the convention program. Later registrations will be included on a program insert.

Convention Registrations – All representatives who wish to attend the Convention sessions must fully register at www.GSHA.org (unless registration is part of sponsorship package).

Cancellations

Refund requests must be submitted in writing to execdir@gsha.org.

Written cancellation must be submitted by December 15, 2013 for an 80% refund of all exhibitor fees.

Written cancellation must be submitted by January 6, 2014 for a 50% refund of all exhibitor fees.

There are no refunds of exhibitor fees after January 6, 2014.

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 conference.

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.

GSHA EXHIBITOR / SPONSORSHIP OPPORTUNITIES

Exhibitor / Sponsorship Levels	Copper \$500	Bronze \$600	Silver \$1000	Gold \$1500	Platinum \$2000
Exhibit Table: <i>One 6' skirted table and two chairs</i>	★	★	★	★	★
Sponsor Ribbon: <i>Recognition on vendor convention name tag</i>	★	★	★	★	★
Sponsorship Acknowledgements: <i>Listing on GSHA website, in convention registration and marketing materials, and in GSHA e-News</i>	★	★	★	★	★
Convention Program Listing: <i>Company name, contact information, and brief description (50 words or less)</i>	★	★	★	★	★
Event Signage: <i>Name, logo, and brief description in designated area</i>	★	★	★	★	★
Attendee List: <i>List of attendees (in/out) per session</i>					★
Promotional Materials: <i>Opportunity to display and distribute promotional materials, expense covered by exhibitor</i>					★
Listing and Display: <i>Company logo and name on display</i>					★
Logo on Convention Program: <i>Logo displayed for 6 months after convention</i>					★
Registration Discounts: <i>Convention registration at ½ price</i>				★	
Complimentary Registration: <i>One complimentary convention registration</i>					★
Convention Program Advertisements: <i>Convention program ¼ page advertisement</i>		★	★		
<i>Convention program ½ page advertisement</i>				★	
<i>Convention program full page advertisement (back or inside front cover)</i>					★

Exhibitor space sold out!

Additional Sponsorship/Marketing Opportunities	Fee	Amount Due
Breakfast Sponsor: <i>Includes sponsor ribbon, sponsor acknowledgements, convention program listing, event signage, attendee contact information, promotional item, and logo on GSHA Website</i>	\$1000	
Refreshment Break sponsor: <i>Includes sponsor ribbon, sponsor acknowledgements, convention program listing, event signage, attendee contact information, promotional item, and logo on GSHA Website</i>	\$1000	
Evening Social Sponsor: <i>Includes three-minute address to attendees, sponsor ribbon, sponsor acknowledgements, convention program listing, event signage, attendee contact information, promotional item, and logo on GSHA Website as listed above</i>	\$3000	
Forum, Session, or Speaker Sponsor: <i>Includes logo on room sign, publicity at session, and logo by sponsored session listing in convention program</i>	Based on expenses	
Promotional Item for Attendee Bag or Folder: <i>These items are provided/produced at the expense of your company</i>	\$150	
Lanyard Sponsor: <i>Exclusive attendee lanyard sponsor (lanyards provided/produced at cost to sponsor)</i>	\$250	
Folder Sponsor: <i>Exclusive convention folder sponsor (folders provided/produced at cost to sponsor)</i>	\$250	
Presentation Materials Sponsor: <i>Exclusive sponsorship includes logo on conference presentation CD and GSHA presentation material web page (sponsor pays for CD duplication costs)</i>	\$500	
Bag Sponsor: <i>Exclusive attendee bag sponsor (bags provided/produced at cost to sponsor)</i>	\$500	
Display Table: <i>Shared space (up to 2' wide) on a 6' exhibit table for promotional materials, unattended</i>	\$150	
Additional Exhibit Table (each)	\$450	
Convention Program Business Card Advertisement: <i>Business card included in attendee packets</i>	\$75	
Convention Program Advertisements: <i>Convention program ¼ page advertisement</i>	\$110	
Convention program ½ page advertisement	\$220	
Convention program full page advertisement	\$275	
Convention program full page advertisement (back or inside front cover)	\$375	
Sponsorship/Marketing Fees		
Exhibitor/Sponsorship Level Fees		
Subtotal		
<i>Less 10% Corporate Member Discount</i>		-
TOTAL DUE		

2014 Convention Exhibitor/Sponsor Application Form

We are pleased that you are considering being an exhibitor and/or sponsor for the 2014 GSHA 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:	Street/PO Box:	Suite #:
City:	State:	Zip Code:
Work Phone #:	Cell Phone #:	

Table Host Names: Please provide the names of the representatives from your company who will be sitting at your exhibit table during the conference. You are allowed up to three. This information is required for appropriate badge identification.

Representative 1 First Name:	Last Name:
Representative 2 First Name:	Last Name:
Representative 3 First Name:	Last Name:

Exhibit /Sponsor Options - Please select one or more of the following exhibit options.

Please see description of levels and incentives on pages 4-5 of the 2014 Prospectus.		Cost Each	Number (If applicable)	Total Cost
<input type="checkbox"/>	Exhibitor Level — Copper	\$500		
<input type="checkbox"/>	Exhibitor Level — Bronze	\$600		
<input type="checkbox"/>	Exhibitor Level — Silver	\$1000		
<input type="checkbox"/>	Exhibitor Level — Gold	\$1500		
<input type="checkbox"/>	Exhibitor Level — Platinum	\$2000		
<input type="checkbox"/>	Breakfast Sponsor	\$1000		
<input type="checkbox"/>	Refreshment Break Sponsor	\$1000		
<input type="checkbox"/>	Evening Social Sponsor	Based on expenses		
<input type="checkbox"/>	Session or Speaker Sponsor	Based on expenses		
<input type="checkbox"/>	Promotional Item for Attendee Bag or Folder*	\$150		
<input type="checkbox"/>	Lanyard Sponsor*	\$250		
<input type="checkbox"/>	Folder Sponsor*	\$250		
<input type="checkbox"/>	Presentation Materials Sponsor (speaker handouts on CD* and on GSHA website)	\$500		
<input type="checkbox"/>	Bag Sponsor*	\$500		

Please see description of levels and incentives on pages 4-5 of the 2014 Prospectus.		Cost Each	Number (If applicable)	Total Cost
	Display Table (unattended space)	\$150		
	Additional Exhibit Table	\$450		
	Convention Program Business Card Advertisement	\$75		
	Convention program ¼ page advertisement	\$110		
	Convention program ½ page advertisement	\$220		
	Convention program full page ad advertisement	\$275		
	Convention program full page advertisement (back or inside front cover)	\$375		
	Electrical Outlets	TBD		
	Internet Access	TBD		
	Corporate Membership	\$400		
Sponsorship Subtotal				\$
Less 10% Corporate Member Discount (only applies to sponsorship total)				\$
Membership Subtotal				\$
Total Due				\$

**Items provided or produced at vendor/sponsor expense*

PAYMENT METHOD: ☐ Master Card ☐ Visa ☐ Check Enclosed

IF PAYMENT BY CREDIT CARD:

Credit Card #:	Exp. Date:	CVV:
Name on Card:		
Billing Address:	Street/PO Box:	Suite #:
City:	State:	Zip Code:
Signature:	Date:	

Door Prize / Silent Auction Donations:

Would you be able to provide a door prize to be given away during the convention and/or a silent auction item?	<input type="checkbox"/>	Yes	<input type="checkbox"/>	No
If yes, what do you plan to donate?	Dollar Value: \$			
Where do you prefer that we use your item?	<input type="checkbox"/>	Door Prize	<input type="checkbox"/>	Silent Auction

Mail or Fax to:

Georgia Speech-Language-Hearing Association
925B Peachtree Street NE, Suite 620 Atlanta, GA 30309
404.496.5559 (Office) 678.802.7326 (Fax)

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

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



Contact Us

Alison Hines
Executive Director
925B Peachtree Street NE
Suite 620
Atlanta, GA 30309
Phone: 404.496.5559
Fax: 678.802.7326
E-mail: execdir@gsa.org

GSHA

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, their association members, and consumers of audiology and speech-language pathology services.

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.

WWW.GSHA.ORG