

GSHA 2015 Convention Exhibitor and Sponsor Prospectus



GSHA is pleased to extend an invitation for you and your company to participate in our **2015 Annual Convention at the UGA Hotel & Conference Center at the Georgia Center in Athens, Georgia. The Convention will be Thursday, February 26 through Saturday, February 28, 2015.**

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. We are pleased to announce that we will continue to collaborate with GA Tools for Life. This year, they will be providing some exciting hands-on opportunities to learn and explore cutting-edge technology that will benefit professionals and consumers alike.

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 Athens 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@gscha.org.

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.*
- ❖ *Vendor academy sessions - opportunities for you to provide scholarly information about products or services.*
- ❖ *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.*

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!





Thursday, February 26, 2015	
11:30 am-12:00 pm	Registration
12:00 pm-2:30 pm	Pre-Conference
2:30 pm - 3:00 pm	Afternoon Break
3:00 pm- 5:30 pm	Pre-Conference
Friday, February 27, 2015	
7:00 am-8:00 am	Registration
7:00 am-8:00 am	Breakfast Buffet
7:00 am-9:30 am	Exhibitor Set-Up
8:00 am-9:30 am	Keynote & Awards
9:30 am-7:30 pm	Exhibits
9:30 am-10:00 am	Morning Break/Exhibits
10:00 am-12:00 noon	Breakout Sessions 1
12:00 noon-1:00 pm	Lunch (on your own) / Exhibits
1:00 pm-2:00 pm	Breakout Session 2
2:00 pm-2:30 pm	Afternoon Break/Exhibits
2:00 pm-4:30 pm	Poster Set-up Group A
2:30 pm-4:30 pm	Breakout Sessions 3
4:30 pm-5:30 pm	Posters Group A
4:30 pm-7:30 pm	Exhibits
5:30 pm-6:00 pm	Membership Meeting
6:00 pm-6:30 pm	Business Meeting
6:00 pm-7:30 pm	Poster Removal/ Poster Set-up Group B
6:30 pm-7:30 pm	Social TBD, if sponsored
7:30 PM	Dinner Groups TBD
Saturday, February 28, 2015	
6:30 am-7:30 am	Poster Set-Up Group B
7:00 am-8:00 am	Registration
7:00 am-8:00 am	Posters Group B / Exhibits
7:00 am-5:00 pm	Exhibits
8:00 am-10:00 am	Breakout Sessions 1
10:00 am-10:45 am	Morning Break/Exhibits
10:45 am-11:45 am	Breakout Sessions 2
11:45 pm -1:30 pm	Exhibits
12:00 noon-1:00 pm	Vendor Academy/ Forums
1:00 pm-1:30 pm	Lunch (on your own)
1:30 pm-2:30 pm	Breakout Sessions 3
2:30 pm-3:00 pm	Afternoon Break/Exhibits
3:00 pm-5:00 pm	Breakout Sessions 4
3:00 pm-5:30 pm	Exhibit Removal

Bold = Exhibitor Opportunities

Vendor Academy Sessions

Vendor academy sessions are available for the second 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 marketing products or services. These sessions will vary in length from 1-3 hours, subject to approval by the Convention Committee.

Vendor Academy applications must be submitted through the online application process at www.gsha.org and are due by **August 30, 2014**. 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!

Conditions

- As Vendor Academy presenters are exhibitors/sponsors, they are considered exhibitor booth attendants and are not required to pay for convention registration in addition to the exhibitor fee.
- Vendor Academy presenters will be eligible to earn CEU credit from their own presentation(s).
- If Vendor Academy presenters/exhibitor booth attendants would like to attend other sessions **and receive additional CEU credit**, they will be required to register for the convention.
- This Vendor Academy presenter's convention registration will be discounted at 25%, if the exhibitor/sponsorship level is Copper or above. Each exhibitor booth may not have more than three booth attendants.
- The Vendor Academy presenter will not be eligible to receive an honorarium or travel expenses.

Convention Hotel

UGA Hotel & Conference Center Athens

1197 S. Lumpkin Street
The University of Georgia
Athens, GA 30602
706-542-2134

www.georgiacenter.uga.edu/uga-hotel

GSHA Special Room Rates starting at
\$109.00 plus tax / night
Complimentary guest room internet

To reserve a room, contact the hotel at
1-800-884-1381 or go online to:
www.UGAHotel.com using block code 82663

Deadline for reservations at the GSHA rate:

January 26, 2015

Deadlines

Call for Papers (General Sessions) – June 30, 2014

Call for Papers (Vendor Academy) – August 30, 2014

Exhibitor / Sponsor Registration – Available on a **first-come, first-served basis**. Registration is due by **October 31, 2014** for your company's inclusion as an exhibitor in the convention program. Later registrations will be included on a program insert. Please note 2014 exhibitor tables sold out quickly, so be sure to get your application in early to ensure your company doesn't miss out!

Convention Registrations – All exhibitor booth representatives who wish to attend the Convention sessions for CEU credit must register at www.GSHA.org.

Stay tuned for more information once general Convention registration opens.

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.

Hotel Parking

Parking:

Parking Pass (with in and out privileges)
included with hotel stay

Reduced rate one time in/out parking
passes available for day attendees

Cancellations

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

Written cancellation must be submitted by December 15, 2014 for an 80% refund of all exhibitor fees.

Written cancellation must be submitted by January 6, 2015 for a 50% refund of all exhibitor fees.

There are no refunds of exhibitor fees after January 6, 2015.

GSHA EXHIBITOR / SPONSORSHIP OPPORTUNITIES

Exhibitor 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</i>					★
Sponsorship: <i>Listing on GSHA website and marketing materials</i>					★
Convention Program: <i>Company name</i>					★
Event Signage: <i>Name, logo, address</i>					★
Attendee Conference: <i>List of convention attendees (if available)</i>					★
Promotional: <i>Opportunity to promote (e.g., expense), such as packets</i>					★
Listing and logo: <i>Company logo and listing for 6 months after convention</i>					★
Logo on GSHA website home page: <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>					★

Top Tier Sponsorship Opportunities

Fee

AWARDS RECEPTION SPONSOR:

Achieve premium brand visibility and reach at the GSHA 2015 awards reception! Celebrate the best and the brightest in the speech-language pathology and audiology community with us and maximize your visibility with this captive audience.

Includes: 1-2 minute introduction by sponsor at a seated luncheon, sponsor ribbon on name badge, listing in the convention program, branded signage at reception, opportunity to provide promotional item/literature on tables (promotional item on tables provided/produced at cost to sponsor), attendee contact information, and logo and active link to company website on GSHA Convention page.

**Maximum 3 awards sponsors, if exclusive sponsorship not selected; Sponsorship is first come, first served and sponsorship is exclusive by industry/company type. Awards reception will be scheduled either as breakfast or lunch.*

Add-on to exhibitor level:
\$1500

A la carte sponsorship:
\$2500

Exclusive Sponsorship
\$5000

SOCIAL SPONSOR:

Kick off the convention with an excellent networking opportunity with attendees in an intimate, informal setting!

Includes: 2-3 minute introduction by sponsor, opportunity to distribute one piece of company literature, sponsor ribbon on name badge, listing in the convention program, exclusive branded signage at sponsored social, attendee contact information, complimentary promotional item/literature tote bag insert, and active link to company website on GSHA Convention page.

**Maximum three social sponsors, if exclusive sponsorship not selected; Sponsorship is first come, first served and sponsorship is exclusive by industry/company type.*

Add-on to exhibitor level:
\$1000

A la carte sponsorship:
\$2500

Exclusive Sponsorship
\$5000

REGISTRATION SPONSOR:

Make a first impression! Be a presence from the moment our attendees register to the moment they arrive on-site. The registration sponsorship package can be maximized further when combined with the lanyard package.

Includes: 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.*

\$500

BOXED LUNCH SPONSOR:

The way to an attendee's heart is through a delicious branded boxed lunch! This delicious boxed lunch sponsorship package is exclusive to one sponsor.

Includes: Exclusive branding on the lunch boxes with stickers, branded visual signage and logo posted at the collection point, attention-grabbing listing in convention program.

**Stickers produced at cost to sponsor and provided on sheet or roll. Maximum sticker size 2" x 1".*

Cost based on
attendance
Approx. \$13 per attendee

SESSION OR SPEAKER SPONSOR:

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.

Includes: Moderator announcement of sponsorship and logo displayed on session information.

\$250
per session/speaker

REFRESHMENT BREAK SPONSOR:

Sweeten the deal by sponsoring a refreshment break! This refreshment break sponsorship package is exclusive to one sponsor.

Includes: Full sponsor acknowledgment at sponsored break, promotional item, and active link to company website on GSHA Convention page.

**Four breaks are available for sponsorship throughout the convention.*

\$200
per break

SOLD OUT

POWDER ROOM SPONSOR:

Capture attendee attention in these highly trafficked areas! Provide attendees access to luxurious amenity baskets (mints, tissues, Advil, etc.). Baskets will be placed in the restrooms for all attendees to access and be accompanied with exclusive 'brought to you by' branded signage.

**Amenity basket contents and number (maximum of 4) will be up to the discretion of the GSHA Convention Committee. Amenity baskets will be placed in the highest trafficked bathrooms and replenished as possible. Any specific requests/requirements must be discussed with the GSHA office when submitting application.*

\$150
Maximum 4 baskets

Additional Sponsorship/Marketing Opportunities	Fee
EXCLUSIVE PRESENTATION MATERIALS SPONSOR: Be a lasting part of the knowledge gained at convention! You'll be at every attendee's fingertips with branding USB flash drives containing all speaker presentations and handouts. <i>Includes: Logo on conference presentation USB drive and GSHA on presentation material web page.</i> <i>*USB flash drives & duplication at cost to sponsor – Requires approximately 250-300 pieces</i>	\$500
EXCLUSIVE ATTENDEE TOTE BAG SPONSOR: Maximize your company reach during convention and everywhere in between! Each attendee will receive a tote bag at registration. This option also includes one complimentary promotional item. <div data-bbox="456 575 997 695" style="background-color: white; color: red; text-align: center; padding: 10px; font-size: 2em; font-weight: bold;">SOLD OUT</div> *Bags provided/produced at cost to sponsor – Requires approximately 250-300 pieces *Approved by GSHA before production. Requires approximately 250-300 pieces	\$500
EXCLUSIVE LANYARD SPONSOR: Let our attendees wear your brand for effortless and memorable exposure! The lanyard sponsorship can be maximized further when combined with the registration package. <i>*Lanyards provided/produced at cost to sponsor – Requires approximately 250-300 pieces</i>	\$250
PROMOTIONAL ITEM FOR ATTENDEE TOTE BAG: 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 convention. <i>*Items must be 8.5" x 11" or smaller and maximum individual weight of 2 lbs. Please contact the GSHA office with any questions about items. Examples: Business cards, catalogs, flyers, pens, stickers, notepads, magnets, etc.</i> <i>*Items are provided/produced at cost to sponsor – Requires approximately 250-300 pieces</i>	\$150
Convention Program Advertisements	
Convention program ½ page advertisement	\$175
Convention program full-page advertisement	\$275
Convention program full-page advertisement (back or inside front cover)	\$375
Don't Forget... Get a 10% Discount on Convention Sponsorships & Exhibitor Fees!	
CORPORATE MEMBERSHIP: 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 advocacy pages, 10% discount on exhibits for conference , 10% discount for employees of your organization on their individual GSHA membership fee, and one free job posting.	\$400 for 2014-2015 fiscal year

GSHA 2015 Exhibitor and Sponsor Prospectus

Page 7

2015 Convention Exhibitor/Sponsor Application Form

We are pleased that you are considering being an exhibitor and/or sponsor for the 2015 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. Please note GSHA will supply a table and two chairs per exhibitor booth. **Please check which representative should be listed in convention program as main contact.**

Representative 1 First Name:	Last Name:	<input type="checkbox"/>
Representative 2 First Name:	Last Name:	<input type="checkbox"/>
Representative 3 First Name:	Last Name:	<input type="checkbox"/>

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

Description of levels and incentives on pages 4-6 of the 2015 Prospectus.		Cost Each	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"/>	Awards Lunch Sponsor	\$1500 add-on to exhibitor level	
		\$2500 a la carte sponsorship	
		\$5000 Exclusive Sponsorship	
<input type="checkbox"/>	Evening Social Sponsor	\$1000 add-on to exhibitor level	
		\$2500 a la carte sponsorship	
		\$5000 Exclusive Sponsorship	
<input type="checkbox"/>	Registration Sponsor	\$500	
<input type="checkbox"/>	Boxed Lunch Sponsor	Cost based on attendance Approx. \$13 per attendee	

Description of levels and incentives on pages 4-6 of the 2015 Prospectus.		Cost Each	Total Cost
Refreshment Break Sponsor (per break)		\$200	
Session or Speaker Sponsor (per session/sponsor)		\$250	
Restroom Sponsor		\$150	
Presentation Materials Sponsor (speaker handouts on USB* and on GSHA website)		\$500	
Exclusive Attendee Tote Bag Sponsor*		\$500	
Exclusive Lanyard Sponsor*		\$250	
Promotional Item for Attendee Tote Bag*		\$150	
Convention Program ½ Page Advertisement		\$175	
Convention Program Full-page Advertisement		\$275	
Convention Program Full-page Advertisement (back or inside front cover)		\$375	
Corporate Membership		\$400	
Dedicated Power Strip at Exhibitor Table (for full convention)		\$100	
Internet Access		Included	
		Subtotal	\$
Less 10% Corporate Member Discount (no discount off of membership dues)			\$
		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, Fax or Email to:

Georgia Speech-Language-Hearing Association
925B Peachtree Street NE, Suite 620, Atlanta, GA 30309
 404.496.5559 (Office) 678.802.7326 (Fax) execdir@gsa.org (email)

Please allow additional time with mailed application. Your application will only be confirmed once you have received final approval from GSHA office.

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.