



PSHA Office  
800 Perry Highway, Suite 3  
Pittsburgh, PA 15229

**Exhibits!  
PSHA 2010 Annual Convention  
in State College!**

# ***Exhibits!***



**Pennsylvania Speech-Language-Hearing Association  
2010 Annual Convention ~ April 8-9, 2010  
Penn Stater Conference Center, State College, PA**

## **New To PSHA 2010 Exhibits**

Welcome To the 2010 PSHA Convention and the Penn Stater Conference Center  
We are expecting 600-650 speech-language and hearing professionals to attend the Convention.

The 2010 Convention will be held at the Penn Stater Conference Center which offers a unique venue. During the 2010 Convention, attendees will be provided lunch on both Thursday, April 8 and Friday, April 9. *We are pleased to announce that the attendee lunches will be provided in the Exhibit Hall.* Seating for attendees will be provided in the Exhibit Hall and in space adjacent to the Exhibit Hall.

*This year, Exhibitors will also be provided with lunch.* Free lunches will be provided to Exhibitors based on the number of badges provided in accordance with your display space. Additional badges for the two days can be purchased. *(Please see the Exhibit Response Form for pricing.)*

**PSHA 412.366.9858**

**PSHA@psha.org**

**www.psha.org**

### **EXHIBIT SPACE**

**Exhibit Display** space is \$450. This fee includes a six-foot table, two chairs, identification sign and two convention exhibitor badges with one free convention registration.

**Home-Based Business Display** space is \$250. This fee includes a six-foot table, two chairs, identification sign and one convention exhibitor badge. **Eligibility for this exhibit display must be pre-approved by the PSHA Office.**

**Association/Organization Display** space is \$100. This fee includes a six-foot table, two chairs, identification sign and one convention exhibitor badge. **Eligibility for this exhibit display must be pre-approved by the PSHA Office.**

**Unattended Exhibit Display** space is \$100. This fee includes a table to display company products with your catalog or printed materials, without a representative. Extra products and materials will not be returned.

### **SPONSORSHIP AND MARKETING OPPORTUNITIES**

PSHA provides additional opportunities for you to increase your exposure to attendees during the Convention through sponsorship of events and items provided to attendees. **Sponsorship and Marketing Opportunities are listed on the Exhibit Response Form.**

### **EXHIBITOR SESSIONS**

Participating exhibitors will present ASHA CE-approved sessions to small groups at their respective booths. The Exhibitor Sessions will be held on Friday morning from 7:30 a.m. to 8:30 a.m. in the Exhibit Hall. See the enclosed Exhibitor Sessions Form for additional information. Exhibitors participating in the Exhibitor Sessions will be listed in the On-Site Convention Program.

### **EXPOSURE ON THE PSHA WEBSITE**

The PSHA website, [www.psha.org](http://www.psha.org), receives its heaviest traffic in the months preceding the PSHA Convention. Attendees visit the website to view the program, read session descriptions and download session handouts. All Exhibitors will be listed on the PSHA website. You can increase your exposure on the PSHA website, by adding a banner ad to your listing. Deadline for banner ads is March 19, 2010. **See the Exhibit Response Form for pricing.**

### **EXPOSURE IN THE ON-SITE CONVENTION PROGRAM**

Attendees will receive the official On-Site Convention Program providing detailed descriptions of the Convention sessions and activities. Exhibitors will be listed in the program, along with your contact information for the attendees' reference after the Convention. You may increase your exposure by placing a 1/2- or 1/4-page ad in the program. Deadline for placing ads in the program and having your company listed is January 8, 2010. **See the Exhibit Response Form for pricing.**

### **EXHIBIT SCHEDULE**

The program schedule allows attendees free time to visit the easily accessible exhibit area.

Wednesday, April 7	Exhibit Set-Up	5:00 p.m.—9:00 p.m.
Thursday, April 8	Exhibit Set-Up Exhibits Open	7:00 a.m.—7:30 a.m. 7:30 a.m.—5:00 p.m.
Friday, April 9	Exhibits Open Exhibitor Sessions Exhibit Tear Down	7:30 a.m.—2:00 p.m. 7:30 a.m.—8:30 a.m. 2:00 p.m.—3:00 p.m.

### **IMPORTANT DEADLINES**

Placement of Ads in the On-Site Convention Program	1/8/2010
Special Recognition in the On-Site Convention Program	1/8/2010
Recognition of Exhibitor Sessions in the On-Site Convention Program	1/8/2010
Exhibit Registration Deadline	3/19/2010
Placement of Banner Ads on the PSHA Website	3/19/2010

### **HOTEL**

PSHA has obtained a special room rate of \$125 at the Penn Stater Conference Center for all Convention participants. When making your reservations, request the Pennsylvania Speech-Language-Hearing Association special rate. Reservations may be made by calling 1-800-233-7505. Please note that the hotel may not be able to honor the above rate beyond March 7, 2010. Call and make your reservations early.

### **OFFICIAL CONVENTION RULES AND REGULATIONS**

**ELIGIBLE EXHIBITORS:** The Association reserves the right to determine the eligibility of any company or product for inclusion in the Convention.

**BADGES:** Exhibitors and their representatives must wear their official identification badges at all times while on the exhibitor floor. These badges are issued for the exhibitor's protection and identification. They must not be loaned or given to other persons. **See the Exhibit Response Form to request your badges.**

**CONSTRUCTION:** Exhibits shall be constructed so that they do not obstruct the general view or hide the exhibits of others. No booth shall be more than 8' high without the written permission of the Association. No exhibitor may have displays of equipment in the front one-half of their booth that will interfere with the sign-lines of other booths.

**FURNISHINGS:** Furniture, additional draping, accessories, signs, electrical outlets, etc., are the sole responsibility of exhibitors and should be ordered in advance from the service contractors on forms that will be provided in the Exhibitors' Packet.

**DISTRIBUTION OF LITERATURE:** Product and promotional literature may be distributed only by exhibitors and only from their exhibit booth.

### **EXHIBIT SHIPMENTS (FREIGHT)**

Upon receipt of exhibitor applications, a confirmation notice will be sent with complete mailing instructions for shipments.

## PSHA 2010 EXHIBIT RESPONSE FORM

PSHA ANNUAL CONVENTION  
Penn Stater Conference Center  
State College, PA

Exhibit Show Days:	Thursday, April 8	7:30 a.m.— 5:00 p.m.
	Friday, April 9	7:30 a.m.— 2:00 p.m.
Exhibit Set Up:	Wednesday, April 7	5:00 p.m.— 9:00 p.m.
	Thursday, April 8	7:00 a.m.— 7:30 a.m.

Exhibitor/Company Name: \_\_\_\_\_  
(as to be printed on signage and in Convention publicity.)

Contact Person: \_\_\_\_\_  
(will be used for printing in the On-Site Convention Program. If you would prefer a different contact name and contact information printed in the program, please include a separate piece of paper with this information. Must be received by January 8 to be printed in the program.)

Address: \_\_\_\_\_ City: \_\_\_\_\_ State: \_\_\_\_\_ Zip: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email: \_\_\_\_\_

Badges are provided based on the type of Display space you are eligible for. Additional badges may be purchased.

Badge Number 1: \_\_\_\_\_ Badge Number 2: \_\_\_\_\_  
*(Badge 2 available only to Exhibit Displays)*

Additional purchased Badges (\$20 per badge):  
\_\_\_\_\_

Type of Exhibit *(please check one)*

Speech/Language Product  Hearing Product  Book Publisher/Curriculum  Recruiter  Other (specify) \_\_\_\_\_

Brief Description of Material/Equipment to be Displayed in the Exhibit Hall (Printed in the On-Site Convention Program, 25 words or less)  
PLEASE PRINT (must be received by January 8 to be printed in the program)  
\_\_\_\_\_  
\_\_\_\_\_

		TOTALS
<input type="checkbox"/>	\$450 Exhibit Display (Includes one 6' table and two name badges)	\$ _____
<input type="checkbox"/>	\$250 Home-Based Business Display (Includes one 6' table and one name badge) <small>(Eligibility for this exhibit display must be pre-approved by the PSHA Office)</small>	\$ _____
<input type="checkbox"/>	\$100 Association/Organization Display (Includes one 6' table and one name badge) <small>(Eligibility for this exhibit display must be pre-approved by the PSHA Office)</small>	\$ _____
<input type="checkbox"/>	\$100 Unattended Exhibit Display	\$ _____
<input type="checkbox"/>	\$250 Additional Display Space (Creates double space with two 6' tables)	\$ _____
<input type="checkbox"/>	\$20 ea. Additional Name Badges	\$ _____
<input type="checkbox"/>	\$15 Electricity	\$ _____
<input type="checkbox"/>	Sponsorship Opportunity (As checked on the reverse side of this form)	\$ _____
<input type="checkbox"/>	Marketing Opportunity (As checked on the reverse side of this form)	\$ _____
<input type="checkbox"/>	Door Prize Donation	NO CHARGE
<b>GRAND TOTAL</b>		<b>\$ _____</b>
<b>PAYMENT OPTIONS</b>		
<input type="checkbox"/>	Check (Make payable to PSHA)	
<input type="checkbox"/>	Credit Card <i>(PSHA accepts Visa or MasterCard)</i>	
	Account # _____ Exp. Date _____	
	Signature _____	

### QUESTIONS

Contact: PSHA Office . 800 Perry Hwy, Suite 3 . Pittsburgh, PA 15229 . 412-366-9858 . Fax 412-366-8804 . PSHA@psha.org

# SPONSORSHIP AND MARKETING OPPORTUNITIES

All sponsors will be promoted in the On-Site Convention Program and with appropriate signage at the Convention. Sponsors will receive public recognition at Convention events and a special "thank you" in the PSHA Keystater, summer publication.

## Sponsorship Opportunities

\$1,500 **PRESIDENT RECEPTION SPONSOR**

As sponsor, you will receive a 1/2-page ad in the On-Site Convention Program, special recognition and logo on the PSHA website homepage, and special recognition at the reception. You will also receive a special "thank you" in the PSHA Keystater summer publication.

\$1,000 **STUDENT RECEPTION SPONSOR**

As the sponsor, you will have company exposure with the students during the reception, a 1/4-page ad in the On-Site Convention Program, special recognition on the PSHA website Convention page, and special recognition at the student reception. You will also receive a special "thank you" in the PSHA Keystater summer publication.

\$500 **EXHIBITOR SESSION SPONSOR**

Signage will be displayed in the exhibit hall during the breakfast, special verbal recognition during the event, and recognition in the On-Site Convention Program. You will also receive a special "thank you" in the PSHA Keystater summer publication.

\$500 **EXHIBIT HALL REFRESHMENT SPONSOR**

Signage will be displayed in the exhibit hall during the reception, special verbal recognition during the reception, and recognition in the On-site Convention Program. You will also receive a special "thank you" in the PSHA Keystater summer publication.

\$250 **SESSION SPONSOR**

Recognized with verbal and signage recognition at the session, and printed recognition next to the session in the On-Site Convention Program. You will also receive a special "thank you" in the PSHA Keystater summer publication.

## Marketing Opportunities

\$250 **BAGS FOR CONVENTION ATTENDEES**

Be the company seen in the hands of all attendees by providing the carrying bags. Bags should be strong enough to carry up to five pounds of literature. This is a first-come, first-served opportunity.

\$250 **FOLDERS FOR CONVENTION ATTENDEES**

Provide the folders for Convention attendees! Your company folder will be given to all Convention attendees and will contain the Convention program and Convention flyers. This is a first-come, first-served opportunity.

\$500 **BADGES FOR CONVENTION ATTENDEES**

Your company logo will be placed on attendee badges. This is a first-come, first-served opportunity.

\$150 **LANYARDS FOR CONVENTION ATTENDEES**

Provide the lanyards that hold the attendees' name badges. The lanyards will be worn by all Convention attendees. This is a first-come, first-served opportunity.

\$150 **ITEM PLACED IN ATTENDEE BAG OR FOLDER**

Items can be company catalog, flyers, pens, pencils or other types of trinkets.

### **COMPANY BANNER AD PLACED ON THE PSHA WEBSITE, [www.psha.org](http://www.psha.org)**

\$250 Banner Ad, with link, placed on the PSHA homepage from January 1 to April 30, 2010.

\$150 Banner Ad, with link, placed on the PSHA convention page from January 1 to April 30, 2010.

\$100 Banner Ad, with link, placed on the PSHA exhibitor/recruitment page from January 1 to April 30, 2010.

### **ADVERTISE IN THE ON-SITE CONVENTION PROGRAM**

\$250 1/2-page ad

\$150 1/4-page ad

Carry payment forward to reverse side of this form. Return this form with payment to PSHA. If you are interested in other sponsorship opportunities or have questions, please contact: PSHA Office, PSHA@psha.org or 412.366.9858.

## EXHIBITOR SESSIONS

2010 PSHA Convention

Friday, April 9, 2010

7:30 a.m. to 8:30 a.m.

PSHA knows that it is important to vendors to have new and creative ways to attract attendees to exhibits, and it is important to attendees to have additional methods for obtaining continuing education units. The Exhibitor Sessions provide these opportunities for both vendors and attendees.

Participating vendors will present ASHA CE-approved sessions relative to speech-language pathology and audiology in areas such as product information, services, technology, industry trends or professional issues to small groups of attendees. The sessions will be held at your Exhibit Booth, on Friday, April 9 from 7:30 am to 8:30 am. Sessions are to last 15-20 minutes, and will be repeated to attendees (as needed) during a one-hour time-range.

To participate, indicate your interest below and return with your Exhibitor Response Form.

### SUBMISSION DEADLINE FOR PARTICIPATION

Deadline to participate in the Exhibitor Breakfast Sessions is March 20, 2010.

### DEADLINE FOR APPEARING IN THE ON-SITE CONVENTION PROGRAM

Exhibitors participating in the Exhibitor Breakfast Sessions will be listed in the On-Site Convention Program with the abstract submitted below. The deadline to be listed in the program is January 18, 2010.

### INFORMATION REQUIRED FOR PRESENTATION

**Title of Your Presentation** (not to exceed 60 characters)

**Bio** of the individual(s) presenting the session at your booth – The bio should be in narrative format, including credentials.

**Presentation Summary** (100 words maximum)

**Level of Learning:** Introductory, Intermediate or Advanced

**Three or Four Learning Outcomes** - Learning Outcomes are behavioral statements reflecting the knowledge/skills participants are expected to demonstrate following participation in the session. Learning Outcomes are written in the format, "At the culmination of the session, the participant will be able to ..." (e.g., ... describe the function of the swallowing station. ...list three considerations in selecting candidates for cochlear implants.)

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### EXHIBITOR SESSIONS RESPONSE FORM

Name of Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Contact Phone: \_\_\_\_\_ Contact Email: \_\_\_\_\_

Our Company plans to participate in the Exhibitor Sessions on Friday, from 7:30 am to 8:30 am.

Our Presentation Information is attached to this form.

Our Presentation Information will be emailed to the PSHA Office, [psha@psha.org](mailto:psha@psha.org), by January 18, 2010.