

All Bridges
Lead to—



18
PSHA
CONVENTION

COMMUNICATIVE SUCCESS

MARCH 21-24, 2018 | **PITTSBURGH**
Sheraton Station Square

Exhibitor Prospectus

Sheraton Station Square
Pittsburgh, PA
March 21-24, 2018

For more information, please visit www.psha.org, send email to psha@psha.org or call 412-366-9858.

2018 PSHA Convention

March 21-24 - Pittsburgh, PA



Location and Hotel Information

2018 Location

Sheraton Station Square Hotel
300 W. Station Square Drive
Pittsburgh, PA

Hotel Reservations

800-325-3535

A special room rate of \$169 per night (single/double) will be available until February 27, 2018, 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 Pennsylvania Speech-Language-Hearing Association room block.

Exhibit Hall Hours - Tentative



Wednesday, March 21

6:00 pm - 9:00 pm Exhibitor Setup



Thursday, March 22

6:30 am - 7:00 am Exhibitor Setup
* 7:00 am - 7:00 pm Exhibits Open
5:15 pm - 7:00 pm Exhibitor/President's Reception



Friday, March 23

* 7:00 am - 12:00 pm Exhibits Open
12:00 pm - 1:00 pm Exhibitor Tear Down

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

Exhibitor Checklist and Deadlines



January 5

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



February 7

Early registration deadline to receive reduced exhibitor rate.



February 28

Final day to register or cancel.

Contact Information

PSHA Office

Dawn Klinefelter

Email: dklinefelter@robertcraven.com

Telephone: 412-366-9858

Fax: 412-366-8804

Other Important Information

- **Cancellations** received in writing and no later than February 28, 2018, 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 will also be included.
- **Donations** needed for door prizes and silent auction. Please consider donating a gift card or merchandise. Money raised at the silent auction benefits the students fund and PSH-PAC Fund. Please check one of the boxes located on the Exhibitor Selection Form.

Display Space & Marketing Opportunities

Display Space

Single Booth: \$475

Display space includes: One 8'x8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. One complimentary Conference registration and one complimentary post Conference attendee mailing list is also included.

Strategy Package: \$800

Achieve your goals by purchasing this enhanced exhibitor package. This option includes our single booth package plus all of the marketing items below, enabling you to reach more of your audience.



- Your choice of a prime location on the exhibit floor
- Half-page advertisement in the Convention On-Site Program
- Company logo with a link to your home page from the PSHA website for a six-month period

Non-Profit or Home-Based Booth: \$275

Display space includes: One 8'x8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. This display space does not include one complimentary Conference registration or a Conference attendee mailing list.

*Note: The **non-profit** rate is available to those filing as 501(c) who are exhibiting to promote **FREE** services/information for individuals with disabilities. Proof of non-profit status or similar IRS documentation must accompany the exhibitor application. Applications without proof of tax status will be placed on hold and coded as incomplete. Your booth space will not be reserved until your application is complete. **Home-based** is defined as a business that is involved in direct selling of merchandise such as Mary Kay and Discovery Toys out of their home.*

Take-One Display: \$175

Can't attend the Convention but would still like a presence? Have a Take-One Display to showcase your product, catalogs or printed materials (without a representative). Extra products or materials will not be returned. Receive recognition on the Exhibitor Page of the PSHA website and the On-Site Convention Program. This table space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

Marketing Opportunities

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: \$350

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 a 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 PSHA Office. Shipping instructions will be provided with your exhibitor confirmation.



Lanyards for Convention Attendees: \$150

Provide the attendee lanyards and wear 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 PSHA Office. Shipping instructions will be provided with your exhibitor confirmation.



Company Banner Ad Placed on the PSHA Website

Banner Ad for PSHA website with email or web link\$250

Banner ads must be submitted by email to psa@psa.org 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 the Convention information page.



Advertise in the On-Site Convention Program

*Back Cover – Full Page	TAKEN
*Back Cover – Inside, Full Page	\$400
*Front Cover – Inside, Full Page	\$400
½ Page Ad.....	\$200
¼ Page Ad.....	\$150
Company Logo in On-Site Program by Exhibit Listing.....	\$50

*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

Awards Luncheon Sponsor: \$2,000

- Free exhibit display
- Receive exclusive exposure with sign recognition during the Friday event
- Your banner ad on the PSHA website Home Page for three months
- Half-page ad in the On-Site Convention Program
- Company brochure included in the attendee bag or folder
- Recognition in the summer issue of the *Keystater* newsletter

Exhibitor/President's Reception Sponsor: \$1,500

- 50% discount on exhibit display
- Receive exclusive exposure with sign recognition during the Friday event
- Your banner ad on the PSHA website Home Page for three months
- Quarter-page ad in the On-Site Convention Program
- Company brochure included in the attendee bag or folder
- Recognition in the summer issue of the *Keystater* newsletter

Student Reception Sponsor: \$1,000

- 50% discount on exhibit display
- Receive exclusive exposure with sign recognition during the Thursday event
- Receive exclusive company exposure to address the students personally at the Thursday event
- Quarter-page ad in the On-Site Convention Program
- Recognition on the PSHA website Convention page
- Recognition in the summer issue of the *Keystater* newsletter

Refreshment Break Sponsor: \$500

- Receive exclusive exposure with sign recognition
- Recognition on the PSHA Convention website page
- Recognition in the On-Site Convention Program
- Recognition in the summer issue of the *Keystater* newsletter

Session Sponsor: \$250

- Receive exclusive exposure with sign recognition at the sponsored session
- Recognition on the PSHA Convention website page
- Recognition in the On-Site Convention Program
- Recognition in the summer issue of the *Keystater* newsletter

***Have a suggestion or new idea
for a sponsorship?***

***Call the PSHA Office
412-366-9858***

Contact Information

PSHA Office
700 McKnight Park Drive, Suite 708
Pittsburgh, PA 15237

Dawn Klinefelter
dklinefelter@robertcraven.com
p: 412-366-9858 f: 412-366-8804



***Please note that December 27, 2017, is the deadline
to be recognized in the Convention On-Site Program.***



Registration Information

Company Name (preferred for badge): _____

Address: _____

Contact Information

Name: _____

Email: _____

Phone: _____

Fax: _____

How would you like your company listed in the On-Site Program? (i.e., company name, phone, website, email)

Payment Options

Check Enclosed (Payable to PSHA)

Credit Card

Visa MasterCard Discover American Express

CREDIT CARD ACCOUNT NUMBER

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EXPIRATION DATE

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Name(s) for Convention Badges

Send completed form to:

PSHA Office

700 McKnight Park Drive, Suite 708

Pittsburgh, PA 15237

FAX 412-366-8804

Questions? Email: dklinefelter@robertcraven.com

412-366-9858

**PSHA 2018 Exhibitor Selection Form
March 21-24, Pittsburgh, PA**

EXHIBITOR OPTIONS	QUANTITY	REGISTRATION FEE		TOTAL DUE
		BEFORE 2/7/18	AFTER 2/7/18	
DISPLAY SPACE				
Single Booth		\$475	\$525	
Strategy Package		\$800	\$850	
Non-Profit, Home-Based Booth		\$275	\$325	
Take-One Display		\$175	\$225	
Additional Booth Space (limit to one)		\$300	\$350	
Electricity* (Pre-order fees)		\$120	\$145	
MARKETING OPPORTUNITIES				
Name Badges for Convention Attendees		\$500		
Bags for Convention Attendees		TAKEN		
Lanyards for Convention Attendees		TAKEN		
On-Site Program Full Page Back Cover		TAKEN		
On-Site Program Full Page Inside Back Cover		\$400		
On-Site Program Full Page Inside Front Cover		\$400		
On-Site Program 1/2 Page Ad		\$200		
On-Site Program 1/4 Page Ad		\$150		
Company Logo on Exhibit Listing		\$50		
Banner Ad for PSHA website with email or web link		\$250		
SPONSORSHIPS				
Awards Luncheon Sponsor		\$2,000		
Exhibitor/President's Reception Sponsor		\$1,500		
Student Reception Sponsor		TAKEN		
Refreshment Break Sponsor		\$500		
Session Sponsor		\$250		
DONATIONS				
You can count on us!				
Door Prize		Yes <input type="checkbox"/>	Qty	No Charge
Silent Auction		Yes <input type="checkbox"/>	Qty	No Charge
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 PSHA and Sheraton Station Square Hotel and their respective employees and agents against any claims or expenses arising out of the use of the Exhibit premises.

* Electricity: To receive the discounted rate, orders must be placed by February 7, 2018. Orders placed after February 7 will be \$145.

Cancellations received in writing and no later than February 28 will receive a 75% refund.