

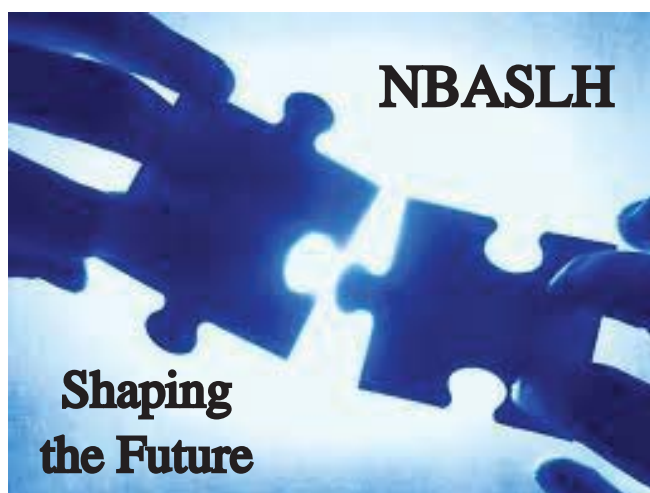
National Black Association For Speech-Language and Hearing  
Annual Convention

# EXHIBITOR INVITATION

April 19-21, 2012

Raleigh Marriott City Center

Raleigh, North Carolina



**Check Out What's New This Year!**

**Welcome Discount**

**New to NBASLH?**  
**Welcome!**  
As a first-time exhibitor, NBASLH would like to extend to you a 25% discount off the cost of your exhibit booth.

**Win a Free Banner Ad!**

**Register and Pay by October 31, 2011 to be included in our drawing for a chance to win a three-month banner ad on the NBASLH website.**

# 2012 NBASLH Convention ♦ April 19-21 ♦ Raleigh, NC

The National Black Association for Speech-Language and Hearing would like to invite you to promote your company at NBASLH's 2011 Annual Convention.

The Annual Convention is attended by some of the most active, highly regarded leaders in the field of speech-language pathology and audiology. Nationally renowned speakers present the latest research, clinical techniques, data and findings.

Don't miss this opportunity to be a part of this exciting event! There is no better way to gain access to an expert audience of researchers, academicians, clinicians, educators, administrators and future leaders. You may support our efforts by becoming an exhibitor, purchasing an advertisement, sponsoring an event, or contributing financially. Advertisements will be printed in the onsite Convention program. Sponsors will receive free advertisement when a sign acknowledging your sponsorship is displayed during the sponsored event and you will be acknowledged in the onsite program. Contributions of tax-deductible financial donations will also be recognized in the program souvenir booklet.

Additionally, you may consider sending advertisement materials to be displayed during the Convention. Any support that you are able to give will be greatly appreciated.

Enclosed you will find various methods that you may use to meet with, market to and connect with this year's Convention attendees, whether you are able to attend personally or through marketing your company name.

## ***Exhibit Hall Hours - Tentative***

### **Thursday, April 19**

12:00 pm - 3:00 pm Exhibitor Setup  
3:00 pm - 5:00 pm Exhibits Open

### **Friday, April 20**

8:00 am - 5:00 pm Exhibits Open

### **Saturday, April 21**

8:00 am - 12:00 pm Exhibits Open  
12:00 pm - 2:00 pm Exhibit Tear Down

## ***Contact Information***

### **NBASLH Office**

700 McKnight Park Drive  
Suite 708  
Pittsburgh, PA 15237

Diane Yenerall  
Business Manager  
Email: [nbaslh@nbaslh.org](mailto:nbaslh@nbaslh.org)  
Telephone: 412-366-1177  
Fax: 412-366-8804



## ***Exhibitor Checklist and Deadlines***

### **February 1, 2012**

- Deadline for ads placed in the On-Site Convention Program
- Deadline for Recognition in the On-Site Convention Program

### **March 25, 2012**

- Early Registration Deadline to receive reduced fee

### **April 1, 2012**

- Final registration deadline
- Cancellation deadline (see below for details)

## ***Location and Hotel Information***

### **2012 Location**

Raleigh Marriott City Center  
Raleigh, NC

### **Hotel Reservations**

Raleigh Marriott City Center  
919-833-1120

A special group rate has been obtained at the Raleigh Marriott City Center of \$135. Reservations may be made by calling 919-833-1120 and identifying the group as the National Black Association for Speech-Language and Hearing. Please note that the hotel may not be able to honor the above rate beyond March 2, 2012. Call and make your reservations early.

## ***Other Important Information***

- **Cancellations** received in writing, by mail or email, and no later than April 1 will receive a 75% refund. After this date, your entire fee will be forfeited.
- **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. Please consider donating a gift card or merchandise. Please check the appropriate box located on the Exhibitor Response Form.

# *Display Space & Marketing Opportunities*

## *Display Space*

### **Company Exhibit Display: \$550**

Display space includes one table, draping around the table, signage, listing in the On-Site Convention Program and listing on the NBASLH website exhibitor page. This display space includes *one* complimentary Convention registration.

### **Educational Program Display: \$300**

Display space includes one table, draping around the table, signage, listing in the On-Site Convention Program and listing on the NBASLH website exhibitor page. This display space does not include *one* complimentary Convention registration.

### **Non-Profit Display: \$300**

Display space includes one table, draping around the table, signage, listing in the On-Site Convention Program and listing on the NBASLH website exhibitor page. Additional tables may be purchased at the rate of \$100 per table. This display space does not include *one* complimentary Convention registration.

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### **Small and Home-Based Business Display: \$300**

Display space includes one table, draping around the table, signage, listing in the On-Site Convention Program and listing on the NBASLH website exhibitor page. This display space includes *one* complimentary Convention registration. Home-based businesses include those which are involved with direct selling of merchandise such as Discovery Toys, Tupperware, Usborne Books, etc. This display space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

**Please note:** *Home-Based and Private Practice Displays are provided at this reduced fee based on availability of space in the Exhibit Hall.*

### **Unattended Exhibit Display: \$200**

Includes one table to display company products with your catalog or printed materials, without a representative. Extra products and materials will not be returned. This display 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: \$250**

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 NBASLH Office. Shipping instructions will be provided with your exhibitor confirmation.

### **Folders for Convention Attendees: \$250**

Provide Convention attendees with your company folder! Your folder will be distributed to all attendees and contain the On-Site Convention Program and other Convention materials. This is a first-come, first-served opportunity. As the exclusive folder sponsor, your company will be responsible to order and ship the folders as instructed by the NBASLH Office. Shipping instructions will be provided with your exhibitor confirmation.

### **Lanyards for Convention Attendees: \$150**

Provide the attendee lanyards that hold the attendees badges. The lanyards will be worn by all Convention attendees. 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 NBASLH Office. Shipping instructions will be provided with your exhibitor confirmation.

### **Catalog, Literature, Notepads, Flyers or Trinkets For Placement in Attendee Bag or Folder: \$100**

Ensure maximum visibility of your product or services by inserting a marketing item in every attendee's convention bag or folder. Shipping instructions will be provided with your exhibitor confirmation.

### **Advertise in the On-Site Convention Program**

Full Page Ad.....\$200  
½ Page Ad (7.75" wide x 5" high).....\$125  
¼ Page Ad (3.75" wide x 5" high) ..... \$75

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.

### **Web Banner Ad on the NBASLH Website: \$250**

Ad your company banner to your listing on [www.nbaslh.org/exhibitors](http://www.nbaslh.org/exhibitors). All exhibitors and recruiters will be listed on the Exhibitor/Recruitment Page. The banner ad will be displayed from date received until two weeks after the Convention. Ads must be submitted via email to [nbash@nbash.org](mailto:nbash@nbash.org) as either a jpg, gif or pdf file. Banner size is to be no larger than 100 x 50 pixels.

# Sponsorships

2012 NBASLH Convention sponsorships are available to give your company additional exposure. Show your support of our long-standing professional organization of dedicated professionals through one of these sponsorship options, or call 412-366-1177 for more information. The deadline for sponsorship commitment to receive recognition in the On-Site Convention Program and promotional materials is February 1, 2012.

## Friday Annual Awards Dinner: \$2,000

The Annual Awards Dinner allows NBASLH to honor colleagues and community leaders. Sponsorship includes:

- Free exhibit booth
- Sign recognition at the Annual Awards Dinner
- Company brochure included in attendee tote bags
- Half-page ad in On-Site Convention Program
- Recognition in the NBASLH Summer *Resound* newsletter
- Company banner displayed on the NBASLH website home page for the duration of 2012

## Saturday Student Luncheon: \$2,000

The Student Luncheon presents the opportunity for students to enjoy a program specifically designed for students. Student Luncheon Sponsorship includes:

- Free exhibit booth
- Sign recognition during the event
- Sponsor announcement at the Luncheon
- Company brochure included in attendee tote bags
- Half-page ad in the On-Site Convention Program
- Recognition in the NBASLH Summer *Resound* newsletter
- Company banner displayed on the NBASLH website home page for the duration of 2012

## Opening Reception Sponsor: \$1,000

Opening Reception Sponsorship includes:

- Exhibit booth discount - 50% off one booth
- Sign recognition during the event
- Quarter-page ad in the On-Site Convention Program
- Recognition in the NBASLH Summer *Resound* newsletter

## PRAXIS Review Course Sponsor: \$500

During the Convention, faculty from across the United States provide an intensive three-day review course to prepare students for the PRAXIS Exam. PRAXIS Review Course Sponsorship includes:

- Recognition during the PRAXIS Review Course
- Recognition in On-Site Convention Program
- Recognition in the NBASLH Summer *Resound* newsletter

## Session Sponsor: \$500

Session Sponsorship includes:

- Verbal and sign recognition during the session
- Recognition in On-Site Convention Program
- Recognition in the NBASLH Summer *Resound* newsletter

## Break Sponsor: \$500

Break Sponsorship includes:

- Sign recognition during break
- Sponsor announcement at break
- Recognition in On-Site Convention Program
- Recognition in the NBASLH Summer *Resound* newsletter

## PRAXIS Review Binder Sponsor: \$250

Participants of the PRAXIS Review Course are provided a binder of course handouts and materials for preparation for the PRAXIS Exam. PRAXIS Review Binder Sponsorship includes:

- Recognition during the PRAXIS Review Course
- Recognition in On-Site Convention Program
- Recognition in the NBASLH Summer *Resound* newsletter

## Student Convention Registration Sponsor: \$150 Each

Sponsor a student to attend the NBASLH Annual Convention. Students attending the Convention are provided a unique experience of interacting with fellow students across the United States while having the opportunity to share their research through presentations, enhance their learning by attending sessions designed for students and preparing for the PRAXIS Exam. Student Convention Registration Sponsorship includes:

- Recognition in On-Site Convention Program
- Recognition in the NBASLH Summer *Resound* newsletter

**Please note that February 1, 2012 is the deadline to be recognized in the Convention On-Site Program.**

