



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

Exhibits!
PSHA 2009 Annual Convention
in King of Prussia!

Exhibits!

**Pennsylvania Speech-Language-Hearing Association
2009 Annual Convention ~ April 16-17, 2009
Valley Forge Convention Plaza, King of Prussia, PA**

Important Deadlines:

Deadline for Recognition in the Pre-Convention Mailer	November 15, 2008
Placement of Ads in the On-Site Convention Program	January 5, 2009
Special Recognition in the On-Site Convention Program	January 5, 2009
Recognition of Exhibitor Breakfast Sessions in the On-Site Program	January 5, 2009
Exhibitor Registration Deadline	March 30, 2009
Placement of Banner Ads on the PSHA Website	March 30, 2009

EVENTS AND PUBLICITY PLANNED TO PROVIDE ADDITIONAL EXPOSURE

EXHIBITOR BREAKFAST SESSIONS

Participating vendors will present ASHA CE-approved sessions to small groups at their respective booths. The Exhibitor Breakfast Sessions will be held on Friday morning from 7:30 am to 8:30 am in the Exhibitor's Hall, while attendees are enjoying their morning coffee and breakfast. See the enclosed Exhibitor Breakfast Sessions Form for additional information. Exhibitors participating in the breakfast session will be listed in the On-Site Convention Program.

EXHIBITOR RECEPTION

Thursday, April 16, PSHA is sponsoring an Exhibitor Reception that will be held from 4:30 pm to 5:30 pm. Attendees will be invited to relax after a day of learning with refreshments, while exploring the Exhibit Hall. During the reception, door prizes and a raffle drawing will be presented to Convention attendees.

To donate a door prize for this event, please check the door prize box on the Exhibitor Response Form.

EXPOSURE IN THE PRE-CONVENTION PROGRAM MAILER

In January, the Pre-Convention Program will be mailed to more than 2,500 speech-language pathologists, audiologists and teachers of the hearing impaired. Exhibitors who register early will be listed in the promotional material. Deadline for being listed in the Pre-Convention Program mailer is November 15, 2008.

EXPOSURE ON THE PSHA WEBSITE

The PSHA website, 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 30, 2009. In addition, Exhibitors donating door prizes to the Exhibitor Reception will be listed on the website in a special section promoting the reception.

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 an ad in the program. Deadline for placing ads in the program and having your company listed is January 5, 2009.

EXHIBIT SPACE

Exhibit Space starts at \$450. This fee includes a 6' skirted table, 2 chairs and an identification sign. See the Exhibitor Response Form for Booth Package Options (*Please note that the Exhibitor Hall is not carpeted, and is a tiled floor*). The fee also includes one complimentary Convention registration.

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 Exhibitor Response Form.

GENERAL INFORMATION

The PSHA 2009 Annual Convention will be held at the Valley Forge Convention Center, King of Prussia, PA on April 16-17, 2009.

Exhibits will be held in very close proximity to all educational meetings, food services and registration.

We are expecting 600-650 speech-language and hearing professionals to attend the Convention. The program schedule allows attendees free time to visit the easily accessible exhibit area.

EXHIBIT SCHEDULE

Wednesday, April 15	Exhibitor Set-Up	5:00 pm—9:00 pm
Thursday, April 16	Exhibitor Set-Up	7:00 am—7:30 am
	Exhibits Open	7:30 am—5:30 pm
	Exhibitor Reception/Raffles	4:30 pm—5:30 pm
Friday, April 17	Exhibits Open	7:30 am—5:00 pm
	Exhibitor Breakfast Sessions	7:30 am—8:30 am
	Exhibit Tear Down	5:00 pm—6:00 pm

HOTEL

PSHA has obtained a special room rate of \$149 at the Valley Forge Convention Center for all Convention participants. When making your reservations request the Pennsylvania Speech-Language-Hearing Association special rate. Reservations may be made by calling 1-888-267-1500. Please note that the hotel may not be able to honor the above rate beyond March 24, 2009. Call and make your reservations early.

EXHIBIT SHIPMENTS (FREIGHT)

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

OFFICIAL TRADE SHOW RULES AND REGULATIONS

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

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.

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.

PSHA 2009 EXHIBITOR RESPONSE FORM

PSHA ANNUAL CONVENTION
Valley Forge Convention Center
King of Prussia, PA

Exhibit Show Days:	Thursday, April 16	7:30 am— 5:30 pm
	Friday, April 17	7:30 am— 5:00 pm
Exhibit Set Up:	Wednesday, April 15	5:00 pm— 9:00 pm
	Thursday, April 16	7:00 am— 7:30 am

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 5 to be printed in the program.)

Address: _____ City: _____ State: _____ Zip: _____

Phone: _____ Fax: _____ Email: _____

Name(s) for Convention 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 5 to be printed in the program)

		TOTALS
<input type="checkbox"/>	\$450 Standard Display (includes one 6' skirted table, pipe and drape, ID sign, 2 chairs and wastebasket)	\$ _____
<input type="checkbox"/>	\$550 Standard Display + Carpet (includes one 6' skirted table, pipe and drape, ID sign, 2 chairs, wastebasket and carpet)	\$ _____
<input type="checkbox"/>	\$550 Standard Display + Electric (includes one 6' skirted table, pipe and drape, ID sign, 2 chairs, wastebasket and 15 AMP electric)	\$ _____
<input type="checkbox"/>	\$600 Deluxe Package (Standard Display + Carpet + Electric) (includes one 6' skirted table, pipe and drape, ID sign, 2 chairs, wastebasket, 15 AMP electric and carpet)	\$ _____
<input type="checkbox"/>	Sponsorship Opportunity (as checked on the reverse side)	\$ _____
<input type="checkbox"/>	Marketing Opportunity (as checked on the reverse side)	\$ _____
<input type="checkbox"/>	\$100 Non-Profit Exhibit Display (please contact the PSHA Office to determine eligibility)	\$ _____
<input type="checkbox"/>	\$250 Home-Based Business Display (please contact the PSHA Office to determine eligibility)	\$ _____
<input type="checkbox"/>	\$100 Unattended Exhibit Display	\$ _____
<input type="checkbox"/>	Door Prize Donation	NO CHARGE
GRAND TOTAL		\$ _____
PAYMENT OPTIONS		
<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

- \$2,000 **ANNUAL LUNCH KEYNOTE SPEAKER 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 luncheon. 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 exclusive company exposure with the students during the reception, a 1/4-page ad in the On-Site Convention Program, special recognition and logo 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 BREAKFAST 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**
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**
Folder will contain the On-Site Convention Program and Convention flyers. This is a first-come, first-served opportunity.
- \$500 **BADGES FOR CONVENTION ATTENDEES**
Company logo will be placed on attendee badges. This is a first-come, first-served opportunity.
- \$100 **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

- \$250 *Banner Ad, with link, placed on the PSHA homepage from January 1 to April 30, 2009.*
- \$150 *Banner Ad, with link, placed on the PSHA convention page from January 1 to April 30, 2009.*
- \$100 *Banner Ad, with link, placed on the PSHA exhibitor/recruitment page from January 1 to April 30, 2009.*

ADVERTISE IN THE ON-SITE CONVENTION PROGRAM

- \$250 *1/2-page ad*
- \$100 *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: Diane Yenerall, PSHA Business Manager, PSHA@psha.org or 412.366.9858.

EXHIBITOR BREAKFAST SESSIONS

2009 PSHA Convention

Friday, April 17, 2009

7:30 am to 8:30 am

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 Breakfast 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 Exhibitor Booth, on Friday, April 17 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.

Breakfast will be available for the attendees during this time period, so they can enjoy their morning coffee while earning continuing education credits.

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 30, 2009.

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 5, 2009.

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.)

EXHIBITOR BREAKFAST SESSIONS RESPONSE FORM

Name of Company: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Our Company plans to participate in the Exhibitor Breakfast 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, by January 5, 2009.