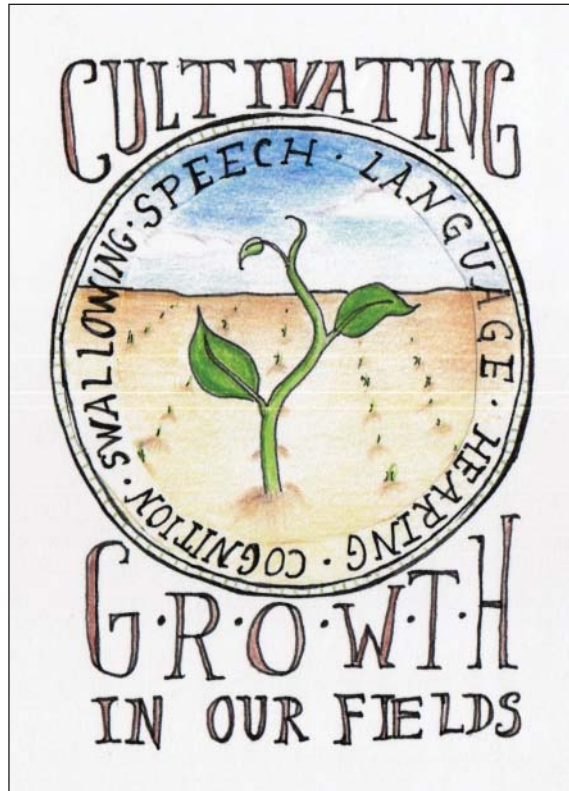


2012 PSHA Convention



**Lancaster Host Resort and
Conference Center
Lancaster, PA
March 28-31**

**NEW
LOCATION**

Check Out What Else Is New This Year!

**Attendee mailing list
included with the purchase
of certain display space
packages!**

**Register and pay by
December 21, 2011 to be included
in our drawing for a chance to
win an ad in one of our
quarterly publications.**

**Win a Free
1/2 Page Ad!**

2012 PSHA Convention ♦ March 29-31 ♦ Lancaster, PA

More Than 500 Attendees!

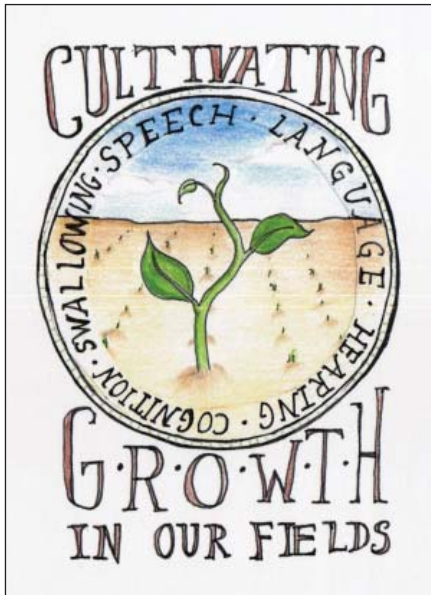


Exhibit Hall Hours - Tentative

Wednesday, March 28

5:00 pm - 9:00 pm Exhibitor Setup

Thursday, March 29

*7:00 am - 7:30 am Exhibitor Setup
7:00 am - 5:00 pm Exhibits Open

Friday, March 30

*7:30 am - 3:00 pm Exhibits Open
*7:30 am - 8:30 am Exhibitor Sessions
3:00 pm - 4:00 pm Exhibitor Tear Down

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

Location and Hotel Information

2012 Location

Lancaster Host Resort and Conference Center
Lancaster, PA

Hotel Reservations

1-800-233-0121

Special room rates ranging from \$104-\$134 per night will be available until March 1, 2012 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 PSHA room block.

Exhibitor Checklist and Deadlines

December 21 Register and pay to be eligible for a free ad drawing.

January 2 Guarantee your recognition in the On-Site Program by purchasing your display space, ads, sponsorships and marketing opportunities.

February 18 Early registration to receive reduced exhibitor rate.

March 9 Final day to register or cancel.

Contact Information

PSHA Office

700 McKnight Park Drive, Suite 708
Pittsburgh, PA 15237

Amy Caye

Account Manager

Email: psha@psha.org

Telephone: 412-366-9858

Fax: 412-366-8804

Other Important Information

- **Cancellations** received in writing and no later than March 9 will receive a 75% refund.
- **Exhibitor Sessions** will take place on Friday, March 30 from 7:30 am - 8:30 am in the Exhibit Hall. Participating exhibitors will present ASHA CE-approved sessions to small groups at their respective booths. See the enclosed Exhibitor Session Form for additional information. Exhibitors participating in the Exhibitor Sessions will be listed in the On-Site Convention Program.
- **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 and booth carpeting will also be included.
- **Donations** needed for door prizes and silent auction. Please consider donating a gift card or merchandise. Money raised at our silent auction benefits our students and PSH-PAC. Please check one of the boxes located on the Exhibitor Selection form.

Display Space & Marketing Opportunities

Display Space

Business, For-Profit Organizations and Health Care Providers: \$450

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. This display space includes *one* complimentary Convention registration.

★ This package now includes one complimentary 2012 Convention attendee mailing list.

Home-Based Business Display: \$250

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. A home-based business is defined as a business that is involved in direct selling of merchandise such as Discovery Toys, Tupperware, Usborne Books, Mary Kay, etc. This display space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

Unattended Exhibit Display: \$150

Includes: one 6' skirted table to display your product, catalogs or printed materials (without a representative). Extra products or materials will not be returned. This display space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

Non-Profit Display: \$100

A non-profit exhibitor is defined as an organization exhibiting to promote "free" services or information for individuals with disabilities. Proof of non-profit status must be provided. Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. 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 PSHA 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 PSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Lanyards for Convention Attendees: \$150

Provide the attendee lanyards and send your company name in motion as the attendees wear them. 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.

Item Placed in Attendee Bag or Folder: \$150

Ensure maximum visibility of your product or services by inserting a marketing item in every attendee's convention bag or folder.

Advertise in the On-Site Convention Program

½ Page Ad \$250
¼ Page Ad \$150

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.

Receive a 10% discount on full or ½ page ads by becoming one of our valued sponsors! Discount also applies to ads for academic training programs.

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 psha@psha.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.

Sponsorships

Cyber Café Sponsor: \$2,000

- Free exhibit display
- Receive exclusive exposure with sign recognition at the Café
- Your banner ad on the PSHA website Home Page for six months
- Company logo displayed on the desktop of Café computers
- 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

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

President Reception Sponsor: \$1,500

- 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
- 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 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

Exhibitor Session Sponsor: \$500

- Receive exclusive exposure with sign recognition during the Friday event
- Recognition on the PSHA Convention website page.
- Recognition in the On-Site Convention Program
- 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

Events Planned to Provide Exposure in Exhibit Hall

- BREAKFAST
- EXHIBITOR SESSIONS
- SILENT AUCTION/DOOR PRIZES
- REFRESHMENT BREAKS

Please note that January 2, 2012, 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: _____

Payment Options

1) Check Enclosed
 Please make payable to PSHA
 2) Credit Card
 Visa or MasterCard Only
 CREDIT CARD ACCOUNT NUMBER

 EXPIRATION DATE

Name(s) for Convention Badges

Registration Accepted by Mail or Fax

Send completed form to:
PSHA Office
700 McKnight Park Drive, Suite 708
Pittsburgh, PA 15237
FAX 412-366-8804
 Questions? Email psha@psha.org
 or call 412-366-9858

PSHA 2012 Exhibitor Selection Form
March 29-31, Lancaster, PA

EXHIBITOR OPTIONS	QUANTITY	REGISTRATION FEE		TOTAL DUE
		BEFORE 2/18/12	AFTER 2/18/12	
DISPLAY SPACE				
Business/For-Profit/Health Care Exhibit Booth		\$450	\$500	
Home-Based Business Display		\$250	\$300	
Unattended Display		\$150	\$200	
Non-Profit Display		\$100	\$150	
Additional Booth Space (limit to one)		\$275	\$325	
Electricity		\$35	\$35	
MARKETING OPPORTUNITIES				
Name Badges for Convention Attendees		\$500		
Bags for Convention Attendees	TAKEN	\$250		
Folders for Convention Attendees		\$250		
Lanyards for Convention Attendees	TAKEN	\$150		
Item for Placement in Attendee Bag or Folder		\$150		
On-Site Program 1/2 Page Ad		\$250		
On-Site Program 1/4 Page Ad		\$150		
Banner Ad for PSHA website with email or web link		\$250		
SPONSORSHIPS				
Cyber Café Sponsor		\$2,000		
President Reception Sponsor		\$1,500		
Student Reception Sponsor	TAKEN	\$1,000		
Exhibitor Session Sponsor		\$500		
Refreshment Break Sponsor		\$500		
Session Sponsor		\$250		
DONATIONS				
Option 1: You can count on us!				
Door Prize	We will bring a donation with us	Yes <input type="checkbox"/>	Qty	No Charge
Silent Auction	We will bring a donation with us	Yes <input type="checkbox"/>	Qty	No Charge
Option 2: No Time to Shop! Please purchase a gift card(s) for us.				
Door Prize	Amount we would like to spend: Our payment is included			
Silent Auction	Amount we would like to spend: Our payment is included			
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 Lancaster Host Resort and Conference Center and their respective employees and agents against any claims or expenses arising out of the use of the Exhibit premises.

Cancellations received in writing and no later than March 9 will receive a 75% refund.

EXHIBITOR SESSIONS

2012 PSHA Convention

Friday, March 30, 2012

7:30 am -- 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 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, March 30 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 9, 2012.

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 2, 2012.

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 SESSIONS RESPONSE FORM

Name of Company: _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Our Company plans to participate in the Exhibitor Sessions on Friday, March 30, 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 2, 2012.