Sheraton Pittsburgh Hotel
at Station Square
Pittsburgh, PA
April 1-4, 2020

2020 PSHA Convention
Exhibitor Prospectus

IT STARTS WITH US
PENNSYLVANIA SPEECH-LANGUAGE-HEARING ASSOCIATION

Sheraton Pittsburgh Hotel
at Station Square
Pittsburgh, PA
April 1-4, 2020
2020 PSHA Convention
April 1-4 · Pittsburgh, PA

Location and Hotel Information

2020 Location
Sheraton Pittsburgh Hotel at Station Square
300 West Station Square Drive
Pittsburgh, PA 15219

Hotel Reservations
800-325-3535

A special room rate of $169 per night (single/double) will be available until March 10, 2020, 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

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Activity</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wednesday, April 1</td>
<td>6:00 pm - 9:00 pm</td>
<td>Exhibitor Setup</td>
</tr>
<tr>
<td>Thursday, April 2</td>
<td>6:30 am - 7:00 am</td>
<td>Exhibitor Setup</td>
</tr>
<tr>
<td></td>
<td>*7:00 am - 7:00 pm</td>
<td>Exhibits Open</td>
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<tr>
<td></td>
<td>5:15 pm - 7:00 pm</td>
<td>Exhibitor/President's Reception</td>
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<tr>
<td>Friday, April 3</td>
<td>*7:00 am - 1:00 pm</td>
<td>Exhibits Open</td>
</tr>
<tr>
<td></td>
<td>1:00 pm - 2:00 pm</td>
<td>Exhibitor Tear Down</td>
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</tbody>
</table>

* Breakfast is provided for exhibitors and attendees in the Exhibit Hall! Lunch items will be available for purchase.

Exhibitor Checklist and Deadlines

- **January 9**: Guarantee your recognition in the On-Site Program by purchasing your display space, ads, sponsorships and marketing opportunities.
- **February 20**: Early registration deadline to receive reduced exhibitor rate.
- **March 12**: Final day to register or cancel.

Other Important Information

- **Cancellations** received in writing and no later than March 12, 2020, 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.

Contact Information

Craven Management Associates
Dawn Klinefelter
Email: dklinefelter@robertcraven.com
Telephone: 412-366-1177
Fax: 412-366-8804
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 Convention registration and one complimentary post Convention 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 Convention registration or a Convention 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. 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.

*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.*

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 see 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 dklinefelter@robertcraven.com 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 ..............................................$500
*Back Cover – Inside, Full Page ......................................$400
*Front Cover – Inside, Full Page ......................................$400
½ Page Ad.......................................................................$200
¼ Page Ad.......................................................................$150

*Disclaimer:* All hard copy ads must be submitted in “camera ready” art form.
Sponsorships

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?
Contact us to discuss.
412-366-1177

Contact Information
Craven Management Associates
700 McKnight Park Drive, Suite 708
Pittsburgh, PA 15237
Dawn Klinefelter
dklinefelter@robertcraven.com

Please note that January 9, 2020, is the deadline to be recognized in the Convention On-Site Program.
PSHA 2020 Exhibitor Selection Form
April 1-4, Pittsburgh, PA

EXHIBITOR OPTIONS | QUANTITY | REGISTRATION FEE | TOTAL DUE
---|---|---|---
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) | | $135 | $135
MARKETING OPPORTUNITIES
Name Badges for Convention Attendees | | $500 |
Bags for Convention Attendees | | $350 |
Lanyards for Convention Attendees | | $150 |
On-Site Program Full Page Back Cover | | $500 |
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 |
Banner Ad for PSHA website with email or web link | | $250 |
SPONSORSHIPS
Exhibitor/President’s Reception Sponsor | | $1,500 |
Student Reception Sponsor | | $1,000 |
Refreshment Break Sponsor | | $500 |
Session Sponsor | | $250 |
DONATIONS
You can count on us!
Yes ❑ Qty No Charge
Door Prize
Silent Auction
Yes ❑ Qty No Charge
TOTAL DUE

Payment Options
❑ Check Enclosed (Payable to PSHA)
Credit Card
❑ Visa ❑ MasterCard ❑ Discover ❑ American Express

CREDIT CARD ACCOUNT NUMBER

EXPIRATION DATE

Name(s) for Convention Badges

Send completed form to:
Craven Management Associates
ATTN: Dawn Klinefelter
700 McKnight Park Drive, Suite 708
Pittsburgh, PA 15237
FAX 412-366-8804
Questions? Email: dklinefelter@robertcraven.com
412-366-1177

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 Pittsburgh Hotel at Station Square and their respective employees and agents against any claims or expenses arising out of the use of the Exhibit premises.

* Electricity: Electric cannot be added once the Convention has commenced.

Cancellations received in writing and no later than March 12 will receive a 75% refund.