



MISSOURI SPEECH-LANGUAGE-HEARING ASSOCIATION 2010 ANNUAL MEETING & CONVENTION

Convention Dates: April 15-18, 2010

Exhibit Dates: April 16-17, 2010

Tan-Tar-A Resort, Osage Beach, Missouri

We invite you to come and display your products or services at Missouri's largest convention of speech-language pathologists and audiologists.

Be a part of the Missouri Speech-Language-Hearing Association's 2010 Annual Meeting & Convention at the beautiful Tan-Tar-A Resort in Osage Beach, MO on April 15-18. The MSHA Convention caters to the training and educational expectations of speech-language pathologists and audiologists, resulting in attendance of more than 1,000 the last four years. The Convention Planning Team, comprised of professionals from around the state, are planning another exceptional program this year, including a number of events designed to attract attendees to spend more time in the exhibit hall. *These functions will be held in the exhibit hall* allowing you more time with professionals to talk about your services and/or products:

- ◆ Friday evening social w/silent auction
- ◆ Poster sessions
- ◆ Continental breakfast
- ◆ *Exhibitor Round Robin (ERR)*-You won't want to miss this unique opportunity to interact in small groups with attendees! See information on Page 7 of this brochure for more details.
- ◆ Sponsorship opportunities to provide you the greatest exposure.

AS AN EXHIBITOR, YOUR FEE INCLUDES:

- ◆ Friday evening social food and beverage (2 persons)
- ◆ Saturday Continental Breakfast (2 persons)
- ◆ Saturday Lunch (2 persons)
- ◆ Promotional listing in the **Convention Special**, MSHA's Convention program (guaranteed listing if registration and fees are postmarked no later than February 25, 2010)
- ◆ Exhibitor's Packet, which includes your copy of the *Convention Special*
- ◆ One - 8x10 ft. booth
- ◆ One - 6' skirted table, two chairs, pipe and drape, wastebasket and signage

Tickets for the following can be purchased at the Registration Desk at Convention:

Friday Beverage Break	\$ 5.00
Friday Social Event	\$15.00
Saturday Continental Breakfast	\$10.00
Saturday President's Luncheon	\$25.00
Sunday Continental Breakfast	\$10.00

EARLY REGISTRATION COMES WITH BENEFITS!

Exhibitor registration forms completed with payment **no later than February 25, 2010**, will be guaranteed inclusion in the Exhibitor Listing in the onsite issue of the *Convention Special*, MSHA's Convention program. Registrations submitted after this date will be subject to late fees.

EXHIBIT OPPORTUNITIES:

For-Profit Organizations and Businesses Exhibit Booth

\$450

A booth display includes: One 8' x 10' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. One representative has full access to Convention activities.

Health Care Providers Exhibit Booth

\$450

(hospitals, rehab agencies, home health agencies, long-term care facilities, etc.)

A booth display includes: One 8' x 10' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. One representative has full access to Convention activities.

Non-Profit Service Organizations Exhibit Booth

\$250

(e.g., Alzheimer's Association, Heart Association - must provide proof of non-profit status): A booth display includes: One 8' x 10' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. One representative has full access to Convention activities.

Academic Institutions/Universities; national and state agencies; home-based businesses* Exhibit Booth \$250

A booth display includes: One 8' x 10' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. One representative has full access to Convention activities.

**This includes home-based businesses that are involved in direct selling of merchandise such as Discovery Toys, Tupperware, Usborne Books, etc. Only one company/organization per booth.*

Unattended Table Display for Products and Catalogs

\$175

One 6' skirted table to display company products with your catalog or printed materials (without a representative present). MSHA representatives will be available to set up your materials. Extra products will not be returned.

CONVENTION MARKETING OPPORTUNITIES:

Convention Special Advertising:

Be in the hands of all Convention attendees in our onsite program throughout the Convention

Ad Size	Fee
Full Page Back Cover (Full Color)*	\$500
Full Page Inside Back Cover (Full Color)*	\$400
Full Page Inside Front Cover (Full Color)*	\$400
Full Page Ad (black and white)	\$200
1/2 Page Ad	\$100
1/4 Page Ad	\$75
1/8 Page Ad	\$50

IMPORTANT NOTE

Email attachments are preferred.
Please submit advertisements as a gif or jpeg file.
If ad is hard copy, please submit in
"camera ready" art form.

* First-come, first-serve basis.

MSHA Website Advertising

The website Exhibitor Page lists all exhibitors. You can add your company banner ad with a link to either your company's website or email address or, if you do not have a banner ad, you can have an email or web link to your company.

Type	Fee
Banner Ad for MSHA website with email or web link	\$100
Email or Website Link Only	\$100

IMPORTANT NOTE

Banner ads must be submitted via email to msha@showmemsha.org as either a jpeg or gif file. Size to be no larger than 234 x 60 pixels and any animation to be limited to two

Banner ads are posted two months prior to Convention dates and remain on the website for one month after the close of Convention. If your organization chooses to become a sponsor in the President's Circle, posting of banner ad will be extended to October 2010.

CONVENTION MARKETING OPPORTUNITIES (CONTINUED):

Name Badges for Convention Attendees

\$500

Provide your company's logo for inclusion on all Convention attendees' name badges. Convention attendees must wear their name badges at all times during Convention. This will allow your company a continuous marketing opportunity throughout the Convention. This is a first-come, first-served opportunity.

Bags for Convention Attendees

\$250

Be the company to provide carrying bags for Convention attendees. For just \$200, your company will have maximum visibility through your exclusive attendee bags, which should be able to hold up to five pounds of literature. This is a first-come, first-served opportunity. For the benefit of our attendees, we request that bags be constructed of a material other than paper, which can be loud and distracting to those in sessions. **IMPORTANT:** Specific shipping instructions will be provided with your confirmation notice.

Folders for Convention Attendees

\$250

Provide the folders for Convention attendees. Your company's folder will be in the hands of Convention attendees! The folder will contain the *Convention Special* and Convention materials. This is a first-come, first-served opportunity. **IMPORTANT:** Specific shipping instructions will be provided with your confirmation notice.

Lanyards for Convention Attendees

\$250

Provide the lanyards for Convention attendees. Your company's lanyard will be displayed on the Convention attendees! This is a first-come, first-served opportunity. **IMPORTANT:** Specific shipping instructions will be provided with your confirmation notice.

Notepads for Convention Attendees

\$250

Provide the full-size notepads for Convention attendees. Your company's notepads will be provided to the attendees for their use during Convention! This is a first-come, first-served opportunity. **IMPORTANT:** Specific shipping instructions will be provided with your confirmation notice.

Catalog/Literature/Flyers/Trinket for Placement in Attendee Bag or Folder

\$150

Ensure maximum visibility of your product or service by inserting a market item in every attendee's Convention bag or folder. **IMPORTANT:** Specific shipping instructions will be provided with your confirmation notice.

Door Prize Donation

Another way to receive recognition at the MSHA Convention is to donate a door prize. Contributors will be recognized in the *Convention Special* (if an indication to donate is received by February 25). If you will be attending, door prizes should be delivered to the Convention registration desk upon arrival. If you are not attending, but would like to take advantage of this marketing opportunity, complete the registration form, and complete shipping details will be provided with your confirmation notice.

Silent Auction Donation

MSHA's silent auction is one of the most popular activities at the Convention. Many organizations choose to take advantage of this marketing opportunity by donating gifts. Companies will receive printed recognition in the *Convention Special* (if an indication to donate is received by February 25). If you will be attending, silent auction items should be delivered to the Convention registration desk upon arrival. If you are not attending, but would like to take advantage of this marketing opportunity, complete the registration form, and complete shipping details will be provided with your confirmation notice.

MSHA Contact Information:
MSHA Central Office
2000 East Broadway, PMB 296
Columbia, MO 65201
Phone: 888-729-6742
Fax: 888-729-3489
Email: msha@showmemsha.org
Website: www.showmemsha.org

Through the generous contributions of organizations throughout the years, MSHA has enjoyed an exceptionally engaging educational program at the Annual Convention. As a result of these training and educational sessions, speech-language pathologists and audiologists can efficaciously intervene with children and adults who are facing communication and swallowing impairments.

SPONSORSHIP OPPORTUNITIES:

Please note the February 25, 2010 deadline to be recognized in the Convention Special.

Event Sponsorship:

Breakfast Sponsor

\$1,000

Sponsor one or more of the breakfast events scheduled for Saturday or Sunday for Convention attendees. Signage will be displayed during the breakfast, and you will receive recognition in the *Convention Special*. In addition, you will receive the benefits of a "Friend of the Association" (see page 5 for details).

Morning/Afternoon Refreshment Break Sponsor

\$1,000

Sponsor one or more of the refreshment breaks scheduled during the Convention for attendees. Signage will be displayed during the break, and you will receive recognition in the *Convention Special*. In addition, you will receive the benefits of a "Friend of the Association" (see page 5 for details).

Friday Social Event

\$2,000

As the sponsor, you will have exclusive company exposure during this social event and a 1/2-page ad in the *Convention Special*, special recognition and logo on the MSHA website Convention page and special recognition at the social event. In addition, you will receive the benefits of a "Leadership Circle" (see page 5 for details).

Saturday President's Luncheon

\$2,000

As the sponsor, you will have exclusive company exposure during the luncheon and a 1/2-page ad in the *Convention Special*, special recognition and logo on the MSHA website Convention page and special recognition at the social event. In addition, you will receive the benefits of a "Leadership Circle" (see page 5 for details).

Saturday Student/Attendee Reception (Tailgate Party)

\$2,000

MSHA's Quest for the Cup event is something special. The main event is an university competition in a Jeopardy-style format. Prior to this event, Convention attendees and university students will meet at the reception to relax and enjoy each other's company before the battling begins. As a sponsor of this event, you will have exclusive company exposure and a 1/2-page ad in the *Convention Special*, special recognition and logo on the MSHA website Convention page and special recognition at the social event. In addition, you will receive the benefits of a "Leadership Circle" (see page 5 for details).

Cyber Café Sponsor

\$2,000

As the sponsor of MSHA's Cyber Café, you will have exclusive company exposure with signage at the Café, a 1/2-page ad in the *Convention Special* and special recognition and logo on the MSHA website Convention page. In addition, you will receive the benefits of a "Leadership Circle" (see page 5 for details).

Session Sponsor

\$500

Sponsor an individual session, and you will be recognized with verbal and signage recognition at the session and printed recognition next to the session in the *Convention Special*. In addition, you will receive the benefits of a "Patron" (see page 5 for details).

NOTE: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the Hotel premises and will indemnify, defend and hold harmless the Missouri Speech-Language-Hearing Association, the Hotel, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.

Convention Sponsorship:

Sponsoring organizations have discovered that it pays to support the MSHA Annual Convention. Each level comes with a multitude of opportunities for exposure to your target audience: audiologists and speech-language pathologists.

Each of the four levels of giving provides your organization with opportunities to stretch your marketing dollars even further.

PRESIDENT'S CIRCLE

For donations of \$3,000 and above, MSHA will:

- Post a link on MSHA's website to your organization's website through October 2010.
- Invite two representatives of your choice to the President's Luncheon as our guests. Your organization's contribution will be acknowledged at the luncheon.
- Include your organization's name and level of giving in a special promotional listing in the *Convention Special*, MSHA's Convention program distributed at the Convention.
- Recognize your organization's name as a sponsor in the spring edition of the MSHA Newsletter (circulation 1,500).
- Display a large sign in the exhibit hall with your organization's name acknowledging your contribution.
- In addition, if your organization would like to sponsor specific events, speakers or any other costs associated with Convention, MSHA will prepare a sign for all attendees to view at the sponsored event/speaker session(s), further enhancing advertising dollars. MSHA extends this offer up to two events/sessions of the sponsor's choice.

LEADERSHIP CIRCLE

For donations of between \$1,500 and \$2,999, MSHA will:

- Recognize your organization as a sponsor of the Convention through October 2010.
- Invite two representatives of your choice to the President's Luncheon as our guests. Your organization's contribution will be acknowledged at the luncheon.
- Include your organization's name and level of giving in a special promotional listing in the *Convention Special*, MSHA's Convention program distributed at the Convention.
- Recognize your organization's name as a sponsor in the spring edition of the MSHA Newsletter (circulation 1,500).
- Display a large sign in the exhibit hall with your organization's name acknowledging your contribution.
- In addition, if your organization would like to sponsor specific events, speakers or any other costs associated with Convention, MSHA will prepare a sign for all attendees to view at the sponsored event/speaker session(s), further enhancing advertising dollars. MSHA extends this offer for one event/session of the sponsor's choice.

FRIEND OF THE ASSOCIATION

For donations of between \$1,000-\$1,499, MSHA will:

- Invite one representative of your choice to the President's Luncheon as our guest. Your organization's contribution will be acknowledged at the luncheon.
- Include your organization's name and level of giving in a special promotional listing in the *Convention Special*, MSHA's Convention program distributed at the Convention.
- Recognize your organization's name as a sponsor in the spring edition of the MSHA Newsletter (circulation 1,500).
- Display a large sign in the exhibit hall with your organization's name acknowledging your contribution.
- In addition, if your organization would like to sponsor specific events, speakers, or any other costs associated with Convention, MSHA will prepare a sign for all attendees to view at the sponsored event/speaker session(s), further enhancing advertising dollars. MSHA extends this offer for one event/session of the sponsor's choice.

PATRON

For donations of between \$250-\$999, MSHA will:

- Acknowledge your organization's contribution at the President's Luncheon.
- Include your organization's name and level of giving in a special promotional listing in the *Convention Special*, MSHA's Convention program distributed at the Convention.
- Recognize your organization's name as a sponsor in the spring edition of the MSHA Newsletter (circulation 1,500).
- Display a large sign in the exhibit hall with your organization's name acknowledging your contribution.

**You Are Invited To Participate In The
MSHA Convention's Ninth Annual
Exhibitor's Round Robin**

April 15-18, 2010

Tan-Tar-A Resort

Osage Beach, Missouri

What is the Exhibitor's Round Robin?

The **Exhibitor's Round Robin (ERR)** is a creative way for attendees to earn contact time toward continuing education units. Exhibitors and attendees gave rave reviews to this experimental form of interacting with vendors at last year's Convention. We continue to make changes to enhance participation based on feedback from vendors and attendees.

Participating vendors will provide information relative to speech-language pathology and audiology in areas such as product information, services, technology, industry trends or professional issues. This information will be presented in small groups of 10 -15 participants in three, 20-minute segments for an hour-long session.

Why Was the ERR Created?

MSHA created this avenue for two primary reasons: 1. Vendors asked for additional ways to attract attendees to their exhibits. 2. Attendees requested creative formats for earning continuing education units.

What Are the Benefits of Participation?

Essentially, the benefits of participation are threefold. You will have an opportunity to:

1. present information on any topic you desire which relates to the field of speech-language pathology or audiology or both;
2. interact with professionals in small, concentrated groups; and
3. present information at fixed intervals, without interruption.

How Many Sessions of ERR Will Be Offered to Attendees?

A one-hour session will be offered. This session will be scheduled for either Friday, April 16 or Saturday, April 17. You will need to be prepared to present on a related topic which will be repeated in three, 20-minute segments.

Are There Any Rules For Participation That I Should Be Made Aware?

Yes. You must present on a topic(s) related to one or both professions. Presentations should be structured to last no more than 20 minutes. Vendors are strictly prohibited from making sales pitches or recruiting during the presentation.

Are There Any Additional Fees Incurred Should My Organization Decide To Participate?

No. MSHA offers this as an opportunity to interact with Convention attendees at no additional charge to vendors or attendees.

How Do I Get Involved?

Simply complete a proposal using the online form, or send a hard copy no later than **March 18, 2010.**

Questions?

Contact Theresa Zamagias, MSHA Central Office, at msha@showmemsha.org or 888-729-6742.

Exhibitor Deadlines

Ad Submission Deadline	January 28, 2010
Exhibitor's Early Convention Registration	February 25, 2010
Deadline to receive special rates at the Tan-Tar-A Resort	March 17, 2010
Exhibitor's Round Robin Registration	March 18, 2010

Exhibitor Schedule

DAY	DATE	TIME	EVENT
Thursday	April 15	6:00pm-8:30pm	Exhibitor Set-Up
Friday	April 16	8:00am-10:00am	Exhibitor Set-Up
Friday	April 16	10:30am-8:00pm	Exhibit Hall Hours
Saturday	April 17	7:30am-12:30pm	Exhibit Hall Hours
Saturday	April 17	12:30pm-5:30pm	Breakdown

For information contact MSHA Central Office:

Phone: Toll Free (888)729-6742

Fax: Toll Free (888)729-3489

E-mail: msha@showmemsha.org

Webpage: www.showmemsha.org

Exhibitor Round Robin Participation Form
2010 MSHA Convention
April 16-18 ★ Tan-Tar-A Resort ★ Osage Beach, MO

Contact Person

Company Name

Address

Phone () _____ Fax: () _____ Email: _____

Title of Presentation (not to exceed 60 characters)

First Presenter

Affiliation

Credentials (B.A., B.S., M.A., M.S., etc)

Second Presenter

Affiliation

Credentials (B.A., B.S., M.A., M.S., etc)

For additional presenters, include a sheet of paper listing additional presenters, affiliation, and credentials.
Presentation Topic(s) Summary (100 words maximum)

(Circle one)

Instructional level: *Introductory* *Intermediate* *Advanced*

***Don't miss out on this opportunity!! Send this completed form
no later than March 18, 2010.***

**Send or fax completed form to: MSHA Central Office, 2000 East Broadway, PMB 296,
Columbia, MO 65201-6092; Fax: 888-729-3489**



EXHIBITOR REGISTRATION FORM

Convention Dates: April 16-18, 2010 Exhibit Dates: April 16-17, 2010
Tan-Tar-A Resort, Osage Beach, Missouri

PLEASE PRINT OR TYPE

COMPANY _____

(as to be printed in Convention materials)

CONTACT PERSON _____

ADDRESS _____

PHONE _____

FAX _____

EMAIL _____

NAME(S) FOR CONVENTION BADGES:

QUANTITY	EXHIBIT OPPORTUNITIES	FEE (received by 2/25/10)	LATE FEE (received after 2/25/10)	TOTAL DUE
	For-Profit Organizations and Businesses Exhibit Booth	\$450	\$475	
	Health Care Providers Exhibit Booth	\$450	\$475	
	Non-Profit Service Organizations Exhibit Booth	\$250	\$275	
	Academic Institutions/Universities; National and State Agencies; or Home-Based Businesses	\$250	\$275	
	Unattended Table Display for Products and Catalogs	\$175	\$200	
	Additional Tables (each)	\$35	\$50	

QUANTITY	CONVENTION MARKETING OPPORTUNITIES	FEE	TOTAL DUE
	Convention Special Full Page Back Cover (Full Color)*	\$500	
	Convention Special Full Page Inside Back Cover (Full Color)*	\$400	
	Convention Special Full Page Inside Front Cover (Full Color)*	\$400	
	Convention Special Full Page Ad (black and white)	\$200	
	Convention Special 1/2 Page Ad	\$100	
	Convention Special 1/4 Page Ad	\$75	
	Convention Special 1/8 Page Ad	\$50	
	Banner Ad for MSHA website with email or web link	\$100	
	Email or Website Link Only	\$100	
	Bags for Convention Attendees	\$250	
	Folders for Convention Attendees	\$250	
	Lanyards for Convention Attendees	\$250	
	Notepads for Convention Attendees	\$250	
	Name Badges for Convention Attendees	\$500	
	Item for Placement in Attendee Bag or Folder	\$150	
	Door Prize Donation	NO CHARGE	
	Silent Auction Donation	NO CHARGE	

QUANTITY	SPONSORSHIP OPPORTUNITIES	FEE	TOTAL DUE
	Breakfast Sponsor	\$1,000	
	Morning/Afternoon Refreshment Break Sponsor	\$1,000	
	Cyber Café	\$2,000	
	Friday Social Event	\$2,000	
	Saturday President's Luncheon	\$2,000	
	Saturday Student/Attendee Reception	\$2,000	
	Session Sponsor	\$500	

CONVENTION SPONSORSHIP	SPONSORSHIP AMOUNT
President's Circle (\$3,000 and above)	
Leadership Circle (Between \$1,500 and \$2,999)	
Friend of the Association (Between \$1,000 and \$1,499)	
Patron (Between \$250 and \$999)	
GRAND TOTAL DUE	

METHOD OF PAYMENT

Make check payable to "2010 MSHA Convention" or check your choice of credit card and complete account information.

Check Visa MasterCard

X _____
Your Signature

_____ Credit Card Account Number

_____ Expiration Date

Send or Fax completed form to:
MSHA Central Office
2000 E. Broadway
PMB 296
Columbia, MO 65201-6092
FAX 888-729-3489

Questions? Email msha@showmemsha.org
or call 1-888-729-6742.

**First-come, first-serve basis.*