

Missouri Speech-Language-Hearing Association Annual Convention

EXHIBITOR INVITATION

April 13-15, 2012

Tan-Tar-A Resort

Osage Beach, Missouri



Check Out What's New This Year!

**Welcome
Discount**

New to MSHA?

Welcome!

As a first-time exhibitor, MSHA would like to extend to you a 25% discount off the cost of your exhibit booth.

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

Register and Pay by January 13 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 MSHA Convention ♦ April 13-15, 2012 ♦ Osage Beach, MO

More Than 1,000 Attendees!



Exhibit Hall Hours - Tentative

Thursday, April 12

6:00 pm - 8:30 pm Exhibitor Setup

Friday, April 13

8:00 am - 10:00 am Exhibitor Setup

10:30 am - 8:00 pm Exhibits Open

Saturday, April 14

7:30 am - 12:30 pm Exhibits Open

12:30 pm - 5:30 pm Exhibitor Tear Down

Location and Hotel Information

2012 Location

Tan-Tar-A Resort
Osage Beach, MO

Hotel Reservations

Tan-Tar-A
800-Tan-Tar-A or 800-826-8272

Contact the Tan-Tar-A- Resort by **March 13, 2012**, to receive the special Convention room rate of \$112 for single, double, triple or quad occupancy. One-bedroom suite rates are \$199 per night and two-bedroom suite rates are \$270 per night. *Be sure to mention the Missouri Speech-Language-Hearing Association in order to receive this rate.* Hotel room rates are subject to applicable state, local and a county lodging tax at the rate effective at time of check-in. Visit their website at www.tan-tar-a.com. *Be sure to use the following code for special rates: **MSLH**.*

Exhibitor Checklist and Deadlines

January 13, 2012

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

January 13, 2012

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

March 1, 2012

- Early Registration Deadline to receive reduced fee

March 10, 2012

- Exhibitor Round Robin deadline

March 23, 2012

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

Contact Information

MSHA Office

2000 E. Broadway
PMB 296
Columbia, MO 65201

Joan Blumer

Account Manager

Email: msha@showmemsha.org

Telephone: 888-729-6742

Fax: 888-729-3489

Other Important Information

- **Cancellations** received in writing, by mail or email, and no later than March 23, 2012, 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** are needed for door prizes and silent auction. Please consider donating a gift card or merchandise. Money raised at our silent auction goes to the Student Scholarship Fund. Please check one of the boxes located on the Exhibitor Response Form.

Display Space & Marketing Opportunities



Display Space

For Profit, Business, Health Care Display: \$450

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. Additional booth space may be purchased at the rate of \$350 per booth. This display space includes *one* complimentary Convention registration.

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

Non-Profit Display: \$250

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. 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. This display space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

Home-Based and Private Practice 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.

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: \$175

Includes a 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.

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

Lanyards for Convention Attendees: \$250

Provide the attendee lanyards that hold the attendee 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 MSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Notepads for Convention Attendees: \$250

Provide notepads for use by the attendees. This is a great opportunity for your company name to be seen while the attendee is taking notes. This is a first-come, first-served opportunity. Shipping instructions will be provided with your confirmation notice. As the exclusive notepad sponsor, your company will be responsible to order and ship the notepads as instructed by the MSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Item For Placement 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. Shipping instructions will be provided with your exhibitor confirmation.

Company Banner Ad Placed on the MSHA Website: \$100

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.

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 cycles. Banner ads are posted two months prior to Convention dates and remain on the website for one month after the close of Convention.*

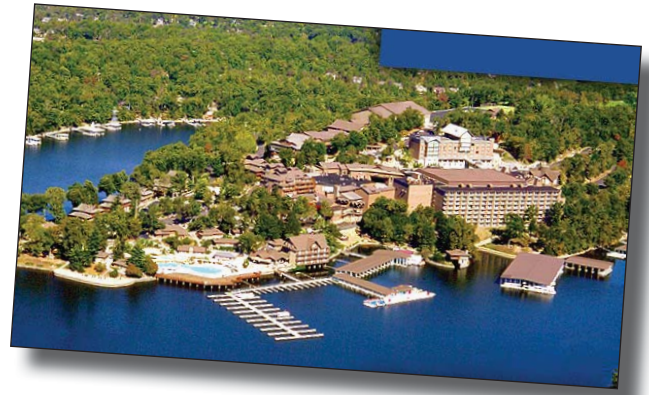
Advertise in the On-Site Convention Program

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

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.

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

*First-come, first-served basis



Sponsorships

2012 MSHA 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 888.729.6742 for more information. The deadline for sponsorship commitment to receive recognition in the On-Site Convention Program and promotional materials is January 13, 2012.

Cyber Café: \$2,000

The Cyber Café will be located in the Exhibit Hall and will be open during Exhibit Hall hours for attendees to navigate the Internet and check email. Cyber Café Sponsorship includes:

- Free exhibit display
- Sign recognition at the Cyber Café
- Company logo displayed on desktop of Cyber Café computers
- Company brochure included in attendee tote bags
- Recognition in On-Site Convention Program
- Recognition in the Summer *MSHA Link* newsletter
- Company banner displayed on the MSHA website home page for the duration of 2012

Saturday Quest for the Cup Tailgate Party Sponsor: \$2,000

MSHA's Quest for the Cup event is a highlight of Convention. The main event is a University competition in a Jeopardy-style format. Prior to this event, Convention attendees and students will meet at the Tailgate Party to relax and enjoy each other's company before the competition begins.

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

Saturday President's Luncheon Sponsor: \$2,000

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

Friday Social and Auction Sponsor: \$1,000

- 50% discount on an exhibit display
- Sign recognition during the event
- Sponsor announcement at the event
- Company brochure included in attendee tote bags
- Recognition in the On-Site Convention Program
- Recognition in the Summer *MSHA Link* newsletter
- Company banner displayed on the MSHA website home page for the duration of 2012

Breakfast Sponsor: \$1,000

- 50% discount on an exhibit display
- Sign recognition during the event
- Recognition in the On-Site Convention Program
- Recognition in the Summer *MSHA Link* newsletter
- Company banner displayed on the MSHA website home page for the duration of 2012

Session Sponsor: \$500

- Sign recognition at the session
- Recognition in the On-Site Convention Program
- Recognition in the Summer *MSHA Link* newsletter

11th Annual Exhibitor Round Robin

2012 MSHA Convention | Tan-Tar-A Resort | Osage Beach, MO | April 13-15, 2012

What is the Exhibitor's Round Robin?

The Exhibitor's Round Robin (ERR) is a creative way for attendees to earn continuing education units. Exhibitors and attendees gave rave reviews to this new form of interacting with vendors at past Conventions. We continue to make changes to enhance the 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 concept 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 relating to the field of speech-language pathology, audiology or both.
2. Interact with professionals in small, concentrated groups.
3. Present information at fixed intervals without interruption.

How Many Sessions of ERR will be Offered?

A one-hour session will be offered. This session will be scheduled for either Friday, April 13, or Saturday, April 14. 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 Which I Should be Made Aware?

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 if I Participate in the ERR?

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 the proposal using the online form or send a hard copy to the MSHA office no later than March 10, 2012.

Questions?

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



**Exhibitor Round Robin Participation Form
2012 MSHA Convention
April 13-15 | 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 10, 2012.***

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