

Indiana Speech-Language-Hearing Association

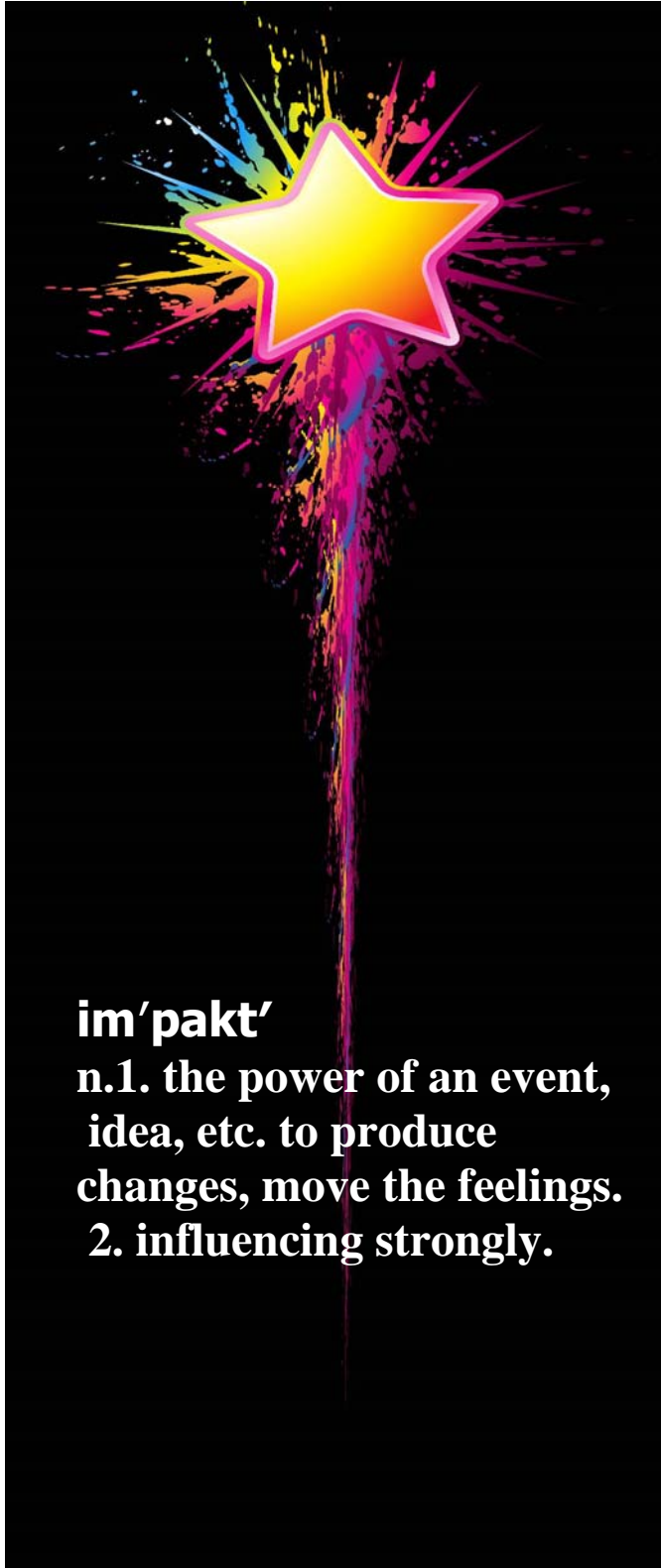
73rd Annual Convention

APRIL 8-10, 2010

SHERATON HOTEL

KEYSTONE AT THE CROSSING

INDIANAPOLIS, IN



im'pakt'

- n.1. the power of an event, idea, etc. to produce changes, move the feelings.
- 2. influencing strongly.

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EXHIBITOR – SPONSOR PROSPECTUS

Indiana Speech-Language-Hearing Association Annual Convention

This is your invitation to join us at the Indiana Speech-Language-Hearing Association's 2010 Convention at the Sheraton Indianapolis Hotel & Suites. You can market your goods and services to a captive audience of speech, language, and hearing professionals from across Indiana and neighboring states.

We expect over 1000 speech-language pathologists and audiologists. These professionals hold advanced degrees and provide services in educational settings, hospitals, rehabilitation and extended care facilities, and private practices in the areas of articulation (speech), language, voice, fluency, auditory processing, aural rehabilitation, dysphagia, augmentative communication, aphasia, and audiology.

The Indiana Speech-Language-Hearing Association is an affiliate member of the American Speech-Language-Hearing Association. This affiliation allows attendees to maintain the highest level of professional growth as well as provides necessary Continuing Education Credit. Act quickly to secure your booth and sponsorship opportunity.

WHY EXHIBIT?

- Exhibit shows have been proven to be superior when comparing “costs per contact made” at exhibit shows over “costs per sales calls.”
- An exhibit offers invaluable, personal contact with speech, language, and hearing professionals across the state of Indiana. You can answer questions, resolve their doubts, and follow up on sales directly.
- The program is planned with not only the attendee in mind, but exhibitors too. Conference literature includes exhibit-viewing time and attendees are reminded to visit the hall. Attendees coming to this convention are eager to obtain new materials and fresh ideas.
New opportunity to directly market your products and services through special featured demonstration times.



SPECIAL ATTRACTIONS TO BRING ATTENDEES INTO THE EXHIBIT HALL

***Party with the Exhibitors on opening day!**

***Refreshments stationed in exhibitor area during breaks**

***Friday morning, “Breakfast with the Exhibitors”**

***Special prize drawing for participants announced at Wine and Cheese Reception – Thursday evening!**

SPONSORSHIP OPPORTUNITIES

Indiana Speech-Language-Hearing Association

We invite your company to contribute to ISHA's Annual Convention. Your support will help provide quality education for the over 1300 members who work to improve the lives of Hoosiers who have hearing, speech and language disorders- almost 1000 attend our convention each year! We invite you to be a part of the ISHA convention by supporting our convention activities.

Sponsor booths include an 8' x 10' area, an 8' table, two chairs, full back drapery and half—side drapery, and a sign with your company's name.

Convention Friend - \$400

Benefits

- 8 x 10 booth

Convention Sponsor - \$650

Benefits

- 8 x 10 Booth
- One-fourth page convention advertisement
- Convention attendee mailing list

Convention Partner - \$950

Benefits

- 8 x 10 booth
- Convention attendee mailing list
- One paid convention registration
- \$50 discount on second booth
- Half-page convention advertisement

Year Round Sponsor - \$1250

Provide Year Round Exposure for Your Company!!

Benefits

- 8 x 10 booth
- Convention attendee mailing list
- \$100 discount on second booth
- Two paid convention registrations
- Full-page convention advertisement
- Special recognition at wine and cheese reception
- Hearsay (newsletter) advertisement for the year (1/4 page)

Premiere Partner - \$2500

Benefits

- 8 x 10 booth
- \$100 discount on second booth
- Convention attendee mailing list
- Two paid convention registrations
- Hearsay (newsletter) advertisement for the year (1/4 page)
- Full-page convention advertisement
- Special recognition at convention wine and cheese reception
- Preconvention advertising

ACTIVITY SPONSORSHIP

Companies who sponsor the following activities will receive special recognition in the convention materials and signage appropriate to the activity. The following prices are for full sponsorship. A portion may be paid for shared sponsorship.

Continental Breakfast	\$2500
Opening Party with the Exhibitors	\$5000
Coffee Break	\$ 750
Handouts CD	\$1500
Exhibitor Wine and Cheese Reception	\$5000
Speaker Sponsor	\$ 500



DISPLAY OPPORTUNITIES

Catalog Display **\$50**

- ISHA will provide catalog display racks for your company's information in a group setting. ISHA representatives will be available to set up these materials. If your company sends catalogs only, they will not be displayed unless this option is chosen.

Nonprofit Organization **\$125**

- Nonprofit organizations will be grouped together within exhibit area.
- An 8' by 10' area with 8' table, chair, and sign will be provided.

Unattended Table Display **\$175**

- 8' table to display catalogs and printed materials (without a representative present). ISHA representatives will be available to set up your materials. Extra materials will not be returned.



MARKETING AND VISIBILITY OPPORTUNITIES

Advertising in Convention Program

- Business card size: 3 ½ by 2 **\$115**
- One quarter page: Horizontal: 3 ¾ by 4 ½ **\$220**
Vertical: 3 ¾ by 5
- One half page: Horizontal: 7 ½ by 4 7/8 **\$450**
Vertical: 3 ¾ by 9 ¾
- Full page **\$650**

The deadline for registering to advertise in Convention Program is December 15, 2009. E-mail your ad to ann@centraloffice1.com or call the ISHA Central Office at 317-916-4146 for specifications on electronic file submission. DEADLINE December 15, 2009

Bags for Convention Attendees **\$500**

Be the company at ISHA 2010 Convention to provide carrying bags for convention attendees. For just \$500, 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-serve opportunity. Bags should be sent to ISHA Central Office at 1829 Cunningham Rd., Indianapolis, IN 46224 – ATTN: Ann Ninness.

Convention Note Pages **\$250**

Take advantage of this first-come, first-serve opportunity to provide these pages complete with your company's logo and contact information at the top.

Post convention Attendee Mailing Labels **\$75**

Mailing labels of registrants attending the ISHA 2010 Convention will be available for purchase after May 1, 2010. Please specify the type of label needed on the registration form. These labels are available for one-time use only.

Door Prize Donation

Another way to receive recognition at the ISHA 2010 Convention is to donate door prizes for drawings. Contributors will be recognized in the convention program binder if an indication to donate is received by March 10, 2010 and prizes will be on display in the exhibit hall. Send your donation to the ISHA Central Office prior to the convention or turn it in at the Exhibit Hall table at the convention. Please use the registration form to indicate your intent to donate a door prize.

EXHIBITING SCHEDULE

RETURN THE REGISTRATION FORM BY DECEMBER 15 AND YOUR NAME/AD WILL BE IN THE REGISTRATION BROCHURE!

EXHIBITION DATES AND TIMES

Thursday, April 8th from 11:45 am. until 8:30 pm. Wine and Cheese Reception 6:30 to 7:30 along with prize drawings.

- **Friday, March 9^h from 8:00 am. until 3:00 pm.**
Breakfast and Lunch will be served in the Exhibits area.



IMPORTANT INFORMATION

INSTALLATION AND DISMANTLE: You may set up your display and register on Wednesday, April 7th from 6 pm until 9 pm, or Thursday morning, April 8th from 9:00 am to 11:30 am. Dismantling will be Friday, April 9th between 4 pm and 5 pm. **Please plan to stay the complete time the exhibits are open.**

EXHIBITOR DECORATOR AND CONTRACTOR: George E. Fern has been selected as the contractor responsible for installing and dismantling the exhibit area. Once ISHA receives your registration form, George Fern will mail you an exhibition packet with shipping information. If you have any questions over the content of your packet, please contact Ann Ninness, 317-916-4146 or via email - ann@centraloffice1.com.

SHIPPING: George Fern Company, 1147 South White River Parkway, East Drive, Indianapolis, In 46225. ATTN ISHA CONVENTION APRIL 8-12, 2010.

ELECTRICITY OR PHONE: If you require electrical or telephone hook-ups, there will be an additional charge. You will need to place your order directly through Katie McCorkle at the Sheraton Indianapolis Hotel and Suites, 317-846-2700 prior to your arrival.

HOTEL ACCOMODATIONS AND CREATURE COMFORTS:

Accommodations for exhibitors and their guests are available at the Sheraton Indianapolis Hotel and Suites, for a special convention rate. To make reservations, please contact the hotel directly at 317-846-2700 or 800-325-3535 before March 10, 2010. Be sure to mention ISHA when making reservations.

RESERVING SPACE

To reserve your space, return the registration form with a check for selected opportunities. Checks must be made out to Indiana Speech Language Hearing Association. No purchase orders will be accepted. Booth space and booth location are assigned on a "first-come, first-served" basis, so please return your registration form, check, and opportunity selection promptly. You will be sent a confirmation with assigned booth space indicated. Register early!!! Last year (2009) we turned away business to those who didn't register in time. We also cannot guarantee you will be in the exhibit hall if your registrations are not received by March 1, 2010. After March 1st, preferences can not/will not be guaranteed.

CANCELLATION POLICY

No refunds for cancellations will be given after March 15, 2010. A \$25 administrative fee will be retained for all cancellations prior to that date. Cancellations must be received in writing to ISHA Central Office, PO Box 24167, Indianapolis, IN 46224.

EXHIBITOR RULES AND REGULATIONS

Conference Purpose

The Indiana Speech-Language-Hearing Association exhibitor show is a closed show to provide a showcase and selling opportunity for goods and services, either specifically designed for or customarily used by the appropriate industries. ISHA reserves the right to refuse rental of display space to any company whose display is not, in the opinion of ISHA, likely to be compatible with the general character and objectives of the show. ISHA determines all space assignments in the best interest of the association. Firms will be notified of space assignments at the time of initial registration.

State and Local Codes

Exhibitors are responsible for all state and local codes. Each exhibitor is charged with knowledge of laws, ordinances, and regulations pertaining to health, fire prevention, and public safety, while participating in this show.

Liability

ISHA shall not be responsible for any loss, damage or injury that may occur to the exhibitor, or his employee or property from any cause whatever prior, during, subsequent to or in connection with said show. Exhibitors will hold ISHA harmless from all claims for damage or injuries to the building, booth equipment, or exhibits, guests, employees, members of the public or other persons arising through the act of the exhibitor or the employees, sponsors, servants or guests occurring during, prior or subsequent to or in said show and the approaches or entrances thereto, by virtue of exhibitor's occupancy hereunder or any connection with said occupancy. If for any reason through an act of God, or otherwise, should ISHA be prevented from holding said show, the maximum claim against ISHA shall be limited to the refunding of monies which have been paid in booth rental for the current year, less any money determined by ISHA to be necessary for payment of any or all costs incurred in establishing, promoting, and accommodating said show. It is recommended that exhibitors obtain insurance coverage, at their own expense, which is adequate for coverage of loss or damage to property and liability for personal injury. All property of the exhibitor remains under his/her custody and control in transit to and from the exhibit hall and while it is in the confines of the exhibit hall. Neither ISHA, its service contractors, the management of the exhibit hall nor any of the officers, director, or staff members of the same are responsible for the safety of the property of the exhibitors from theft, fire, accident, vandalism, or any other cause, and the exhibitor expressly waives and releases any claim or demand he may have against any of them by reason of any damage to or loss of any property of the exhibitor.

General Rules and Regulations

The exhibitor further agrees that this is a lease of space only and an exhibit table. Exhibitor is responsible for any other exhibit space services or decoration at the exhibitor's expense.

Each exhibitor shall have regard for his/her fellow exhibitors and further shall be responsible for providing personnel and merchandise inside rented exhibit space throughout the entire show including all hours specifically designed for viewing exhibits.

No exhibitor can move his/her display site, expand the size of the display booth, or switch space with another exhibitor.

Exhibitors will further refrain from causing any interference with other exhibitor's light or any other features or parts of said exhibit space. Aisle space cannot be used by exhibitor employees, models, entertainers, robots, or any other agents of exhibitors for exhibition purposes.

The use of helium balloons or any other articles which, when released may become caught or lodged on the show facility ceiling is prohibited. Exhibitors will not sublet, assign, or apportion the

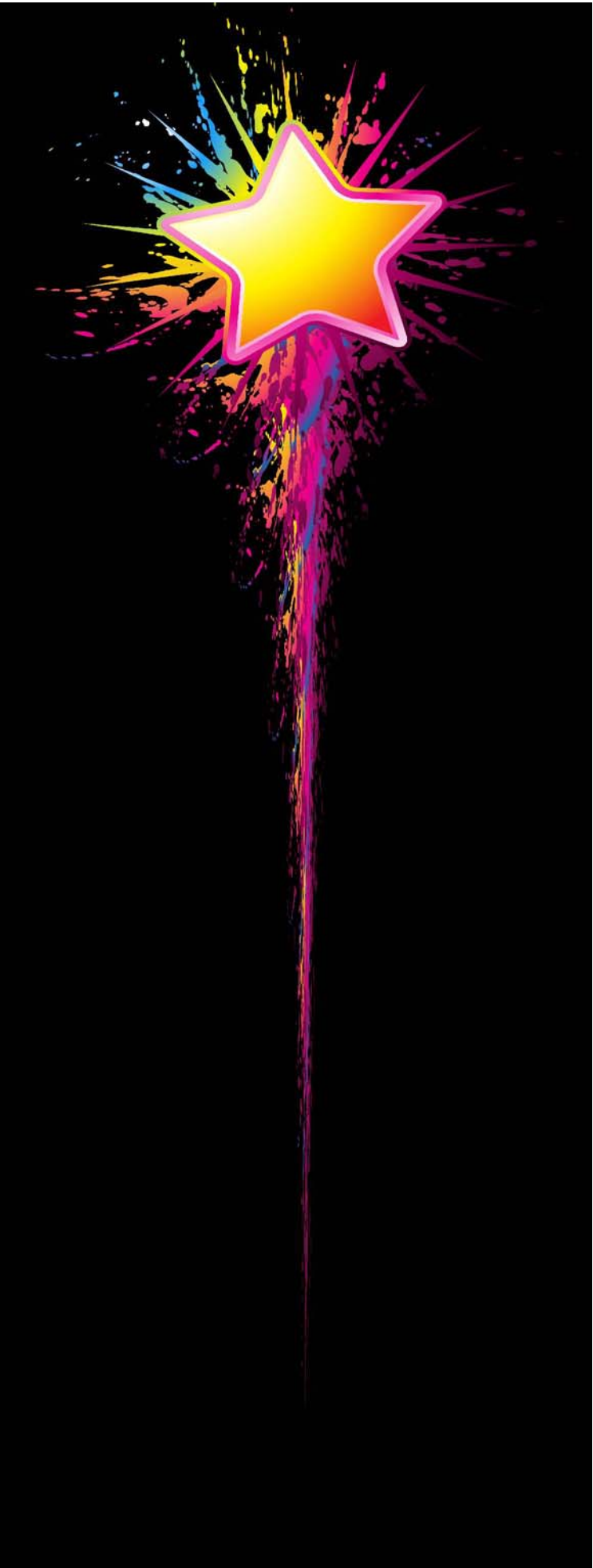
whole or any part of contracted exhibit space, nor permit display therein of any goods or services other than those offered by the exhibitor in the regular course of business, nor permit any person or organization not authorized by ISHA as an exhibitor to display, solicit business, or take orders in its space without written permission from ISHA. Any exhibitor knowing about or suspecting the presence of an unauthorized individual inside the show shall be obligated to inform ISHA immediately.

Exhibitors shall refrain from the use of loudspeakers, microphones, or any other device to amplify sound in their exhibit space or anywhere in the exhibit hall. If food or drink samples are served in the exhibit space, the exhibitor responsible for said space shall furnish disposal containers so that aisle space does not become cluttered with debris. Proper floor covering shall be provided by the exhibitor at his expense to protect the floor in the exhibitor's space from becoming soiled by any food or drink products served.

ISHA Management

ISHA reserves the right to dispose of any space which is not paid for in full, and to dispose of any space which is paid for but not occupied at the start of the show. ISHA may cancel the contract of any exhibitor in the event of any violation of the rules and regulation set forth in this contract or upon the violation of any rules that ISHA might establish and make known to exhibitors regarding said show. All exhibitor aisles remain under the jurisdiction of ISHA and no exhibitor may occupy said aisle at any time during the show. ISHA reserves the right to add any rules, regulations, instructions or guidelines to become part of this contract upon informing the exhibitors of said changes. All matters not covered in this contract shall be subject to the judgment of ISHA management, and any decision made by ISHA management shall be final.





Indiana Speech-Language-Hearing Association

**1829 Cunningham Rd., PO Box 24167
Indianapolis, IN 46224**

IMPACT 2010

**ISHA CONVENTION 2010
EXHIBITOR-SPONSOR REGISTRATION FORM**

Company Name _____

Contact Person _____

Address _____

Phone _____ Fax _____

Email _____ Will you set up on Wednesday night? YES NO

Names for Convention Badges _____

Type of Exhibit (Please check one)

Speech/Language Product Book Publisher/Curriculum Materials Recruiter

Hearing Product Other (specify) _____

Payment Method: CHECK CREDIT CARD - Amount: \$ _____

CC #: _____ EXP. DATE: _____

Name on card: _____

Signature: _____

EXHIBITOR PACKAGES:		Please check or write in selection	Due:
Convention Friend	\$400		
Convention Sponsor	\$650		
Convention Partner	\$950		
Year-Round Sponsor	\$1250		
Premiere Partner	\$2500		
DISPLAY OPPORTUNITIES			
Catalog Display	\$50		
Nonprofit Organization	\$125		
Unattended Table Display	\$175		
MARKETING/VISIBILITY			
Advertising in Program – (please specify ad size and fee)			
Bags for Attendees	\$500		
Note Pages***	\$250		
Mailing Labels	\$75		
Sponsorship (please specify event)			
Door prize donation			
TOTAL DUE ISHA	X	X	\$

INSTRUCTIONS:

Please complete this form and mail to:

ISHA
2010 CONVENTION
PO Box 24167
Indianapolis, IN 46224-0167

OR if paying by credit card, complete form and **fax to: 317-481-1825**

RETURN FORM BY DECEMBER 15 to have logo/name/ad in the registration brochure!

ALL REGISTRATIONS MUST BE REC'D BY MARCH 10, 2010

**Questions?
Call Ann or Casey at 317-916-4146.**

INSTRUCTIONS:

- 1. After reviewing options and important information (page 5), please complete the exhibitor sponsor registration form***
- 2. Mail in (or fax) a copy of the form along with payment to ISHA CENTRAL OFFICE.***
 - MAIL BY: December 15 if you would like your COMPANY name and/or ad to appear in the Member Registration Program.***
 - PLEASE NOTE March 10th is the deadline for ALL exhibitor sponsor registrations.***

THE PROCESS:

- 1) After ISHA processes each registration, the name of sponsors and/or exhibitors will be forwarded to George Fern (decorating company). Shortly thereafter, additional information regarding shipments, special needs & setup will be sent.***
- 2) Booth assignments are made March 10th or as soon as all exhibitor spots are filled.***

Please return registration to:

***ISHA CENTRAL OFFICE
ANNUAL CONVENTION 2010
1820 Cunningham Rd. ~ Indianapolis, IN 46224***

***Or fax with credit card information to:
317-481-1825***

Questions? Call 317-916-4146