



**Ohio Speech-Language-Hearing Association**

Hilton Columbus at Easton Town Center  
Columbus, Ohio

Exciting Opportunities for:  
**EXHIBITS**  
**ADVERTISEMENTS**  
**SPONSORSHIPS**

Information is also available at:  
[www.ohioslha.org](http://www.ohioslha.org)  
Go to "Convention Info"

Dear Friends and Supporters,

We invite you to join the Ohio Speech-Language-Hearing Association (OSLHA) in Columbus, Ohio, March 8-10, 2012 for our 66<sup>th</sup> Annual Convention! The Convention will be planned and hosted in Columbus by our members from the Akron/Canton Ohio area.

The theme of the 2012 OSLHA Convention is "*Communication: Transporting Us to the Future.*"

We know from experience how important you are to our convention. The OSLHA membership looks forward to and seeks out the products and services that you exhibit as well as the convention opportunities that you can sponsor. Your participation is an integral part of our convention offerings. The OSLHA convention attracts experienced professionals as well as new clinicians and students just embarking on their careers. These professionals are constantly seeking new resources, innovative products, and creative ideas in order to achieve their goal of helping to "unlock communication" for all individuals.

We invite you to join us in "transporting our members to the future" by participation through sponsorship, exhibits, and advertising. The benefits and costs vary, depending on what you select. Our unique venue places you at the center of convention activities and is designed to provide you with unparalleled visibility in a high traffic area and access to over 1,200 customers!

We value the resources you provide to OSLHA and you are part of the total Convention experience for our attendees. We appreciate the support you give our members by providing quality products and services. With over 1,200 participants, we know we can provide critical networking and increased sales opportunities for you, our exhibitors.

The Ohio Speech-Language-Hearing Association welcomes your participation at this convention! Come and share the keys that we need to unlock the communication needed to transport the convention participants into the future by exhibiting at our conference! For additional information, you may contact Nancy Bailey, OSLHA Executive Director, at 800.866.OSHA or 937.855.4337 (phone & fax), OSLHAoffice@ohioslha.org or [www.ohioslha.org](http://www.ohioslha.org).

We look forward to welcoming you to our 66th Annual Convention at the Hilton Columbus at Easton Town Center!

Janice M. Wright, M.A., OSLHA President, 2011-2012  
Lisa Audet, Ph.D. and Robin Alvares, Ph.D., Convention General Chairs

## **Ohio Speech-Language-Hearing Association**

**66th Annual OSLHA Convention**

**March 8-10, 2012**

**Held at: Hilton Columbus at Easton Town Center, Columbus OH 43214**

### **Convention Application and Payment for: SPONSORSHIP / EXHIBIT BOOTH / ADS**

**Please review the OSLHA Convention Opportunities  
in this brochure**

#### **Submit Your Application:**

- Go to: [www.ohioslha.org](http://www.ohioslha.org)
  - Click: **Convention Info**
  - Click: **Exhibit, Sponsor, Ad Application**
- Complete the pdf fillable application form**

#### **Instructions:**

1. Complete form in its entirety—Fill in ALL fields that apply
2. Save Form
3. Send form via email with credit card info to:  
[OSLHAoffice@ohioslha.org](mailto:OSLHAoffice@ohioslha.org), OR  
Send form via postal service with check made payable to:  
**OSLHA 2012 Convention**

**If exhibiting, please submit your company logo asap to:  
[OSLHAoffice@ohioslha.org](mailto:OSLHAoffice@ohioslha.org)**

**1"x1" company logo and contact information will be placed in the Exhibitor  
Directory to be disseminated to all registrants**

**Please contact OSLHA for more information  
or to receive an application via email:**

**OSLHA  
[OSLHAoffice@ohioslha.org](mailto:OSLHAoffice@ohioslha.org); 800.866.6742 (phone & Fax)  
[www.ohioslha.org](http://www.ohioslha.org)**

# OSLHA EXHIBIT OPPORTUNITIES

## GET A GREAT RETURN ON YOUR INVESTMENT

Take advantage of sales, promotional, and networking opportunities as you interact with over 1,200 participants in the fields of speech-language pathology, audiology, and allied professions.

## WHY EXHIBIT WITH OSLHA?

- **Access:**  
You will be able to talk directly with the professionals who use your resources and products.
- **Relationships:**  
Professionals like doing business with people they know and trust! You'll be able to establish relationships with professionals who will buy your products year after year. Participants will be speech-language pathologists, audiologists, teachers, administrators, university faculty members, and allied professionals from multiple work settings. Persons with communication disabilities and parents will also be attending.
- **Value:**  
You will benefit from our experience in getting participants into the exhibit area during the 30 minute breaks between sessions, and during breakfast and lunch. Exhibits are placed in the halls of the Hilton Columbus, providing the highest traffic area possible.

## CONSIDER WHAT WE OFFER:

- Single Booth provides a 8' x 6' area, ID Sign, one 6'x2'x30" Table with black skirting on three sides, Chair, and Waste Basket.
- Each booth will be outlined as a 6'x8' space, due to restrictions provided by the Fire Marshall. Additional tables ordered must fit within the outlined booth space. Limitation of booth space does not allow for floor or table top displays over 8' wide. Signs, etc. may not be hung on walls, ceiling, etc.
- Listing in Convention Exhibitor Directory, placed in registrant packets, and listing on the OSLHA website with company link.
- Exhibitor Lounge with refreshments on Friday and Friday and Saturday complimentary Continental Breakfast. Food & drinks available for purchase throughout Convention at Cappuccino's.
- Mailing Labels of conference participants mailed after convention, upon request, for follow-up contacts/advertising.
- Easy hotel access for set-up and tear down, as well as free parking. Make hotel reservations early. The OSLHA room block fills up quickly.

## EXHIBIT BOOTH FEES

- **Single Booth** (8'x6') \$500
- **Double Booth** (16'x6') \$725
- **Triple Booth** (24'x6') \$1,175
- **Quad Booth** (32'x6') \$1,400
- **Non-Profit/Affiliate Booth** (8'x6') \$175
- **Browsing Booth** (*unmanned brochure table*) \$350

Saturday Exhibition Optional: \$100 Additional  
7:30 am-1:00 pm Non-Profit: \$35 Additional  
Saturday Exhibitors will be placed in main Easton Hall all 3 days, Non-Profits-Saturday only.

### Booth Fee Includes:

- Free Convention Registration for ONE booth staff member. This does not include CEU fees or Awards Luncheon. Non-Profits are not eligible. Booth staff member receiving free registration must complete an Exhibitor Staff Registration Form to be sent with Exhibit Confirmation Packet.

**Early Deadline: November 1, 2011**

*(for inclusion in first posting of promotional materials)*

**Final Deadline: January 8, 2012** or when Exhibit Block is filled

## EXHIBIT BOOTH HOURS

- Installation/Set-Up: Thursday, March 8 1:00-4:00 p.m.
- Exhibition Hours: Thursday, March 8 4:00-7:00 p.m.  
Friday, March 9 7:30 a.m.-6:00 p.m.  
Optional: Saturday, March 10 7:30 a.m.-1:00 p.m.
- Dismantle/Tear-Down Friday, March 9 After 6:00 p.m.  
or Saturday, March 10 After 1:00 p.m.

## EXHIBITOR RAFFLE

OSLHA will not hold an Exhibitor Raffle Drawing Event during the 2012 Convention. However, Exhibitors may conduct a raffle at their booth for registrants who visit their Exhibit booth.

Each Exhibitor is responsible for all materials needed for their raffle, including prize, ticket box, raffle tickets, raffle information including day & time of raffle, etc.

## OSLHA 2012 CONVENTION SPONSORSHIP OPPORTUNITIES

EVENT	FEE	NAME/LOGO PRINTED ON DAILY SCHEDULE	PROGRAM AD <i>Complimentary</i>	WEB: NAME & LINK POSTED <i>Up to 3 Web Areas</i>	NAME/LOGO PRINTED ON TICKETS	NAME/LOGO ON EVENT POWERPOINT	SPONSORSHIP ANNOUNCED By Emcee/Host	SIGNAGE
<b>COURSE/SPEAKER SPONSORSHIPS &amp; STUDENT SPONSORSHIPS</b>								
<b>PRE-Convention Workshops</b> (Thursday) & <b>Short Courses</b> (Friday & Saturday)	<b>\$400</b> <i>per course</i>	<b>Included</b>	<b>1/4 Pg. Ad</b>  5"W x 3"H	<ul style="list-style-type: none"> <li>• Program, w/course listing</li> <li>• Handouts section, w/course</li> <li>• <b>Sponsor List</b> <i>(in program &amp; link on Convention pg.)</i></li> </ul>	<b>Name/Logo on Course Tickets</b>	<b>N/A</b>	<b>Included</b>	<ul style="list-style-type: none"> <li>• Sign: Speaker Podium</li> <li>• Sign listing: each table at Awards Luncheon</li> <li>• Sign Outside Room</li> </ul>
<b>Sponsor a Student Leader OR the Student Leadership Development Program</b> (Thursday: Full Day Program)	<b>\$300</b> Per Student <i>and/or</i> <b>* \$750</b> Actual Program	<b>Included</b>  <i>Also, letter sent to students' Univ. Program Director re: sponsorship</i>	Sponsoring 1 Student <b>1/4 Pg. Ad</b> 5"W x 3"H 2 or more Students or Actual Program <b>1/2 Pg. Ad</b> 7-1/4"W x 5"H	<ul style="list-style-type: none"> <li>• * <b>Conv. Homepage Ad</b> (if \$500 +)</li> <li>• <b>Ad/Link :Student Leadership Program Pg</b> (posted thru July, 2011)</li> <li>• <b>Sponsor List</b> <i>(in program &amp; link on Convention pg.)</i></li> </ul>	<b>N/A</b>	<b>Included</b>	<b>During Event and also at Legislative Council Meeting</b>	<ul style="list-style-type: none"> <li>• Sign: Speaker Podium</li> <li>• Sign listing: each table at Awards Luncheon</li> <li>• Sign Outside Room</li> </ul>
<b>THURSDAY, MARCH 8, 2012 EVENT SPONSORSHIPS</b>								
<b>Welcome Reception</b> THURS: 7:45 pm	<b>* \$500</b>	<b>Included</b>	<b>1/4 Pg. Ad</b>  7-1/4"W x 5"H	<ul style="list-style-type: none"> <li>• Conv. Homepage Ad/Link</li> <li>• Program-w/Special Events</li> <li>• <b>Sponsor List</b> <i>(in program &amp; link on Convention pg.)</i></li> </ul>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<ul style="list-style-type: none"> <li>• Sign listing: each table at Awards Luncheon</li> <li>• Sign Outside Room</li> <li>• Sign on Buffet</li> </ul>
<b>FRIDAY, MARCH 9, 2012 EVENT SPONSORSHIPS</b>								
<b>Continental Breakfast</b> FRI: 7:00-7:45 am	<b>\$350</b>	<b>Included</b>	<b>1/4 Pg. Ad</b>  5"W x 3"H	<ul style="list-style-type: none"> <li>• Program-w/Special Events</li> <li>• <b>Sponsor List</b> <i>(in program &amp; link on Convention pg.)</i></li> </ul>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<ul style="list-style-type: none"> <li>• Sign listing: each table at Awards Luncheon</li> <li>• Sign Outside Room</li> <li>• Sign on Buffet</li> </ul>
<b>Awards Luncheon Event</b> FRI: 12:00-1:30 pm	<b>* \$750</b>	<b>Included</b>	<b>1/2 Pg. Ad</b>  7-1/4"W x 5"H	<ul style="list-style-type: none"> <li>• Conv. Homepage Ad/Link</li> <li>• Program-w/Special Events</li> <li>• <b>Sponsor List</b> <i>(in program &amp; link on Convention pg.)</i></li> </ul>	<b>Included</b>	<b>Included</b>	<b>Included</b>	<ul style="list-style-type: none"> <li>• Sign listing: each table at Awards Luncheon</li> <li>• Outside Room</li> <li>• Head Table Podium</li> </ul>
<b>Awards Luncheon Table Sponsor</b>	<b>\$250</b>	<b>N/A</b>	<b>N/A</b>	<ul style="list-style-type: none"> <li>• <b>Sponsor List</b> <i>(in program &amp; link on Convention pg.)</i></li> </ul>	<b>N/A</b>	<b>N/A</b>	<b>N/A</b>	<ul style="list-style-type: none"> <li>• Sign listing: each table at Awards Luncheon</li> </ul>
<b>SATURDAY, MARCH 10, 2012 EVENT SPONSORSHIPS</b>								
<b>Continental Breakfast/ Business Mtg. &amp; Raffle Drawings</b> SAT: 7:15-8:30 am	<b>* \$500</b>	<b>Included</b>	<b>1/4 Pg. Ad</b>  5"W x 3"H	<ul style="list-style-type: none"> <li>• Conv. Homepage Ad/Link</li> <li>• Program-w/Special Events</li> <li>• <b>Sponsor List</b> <i>(in program &amp; link on Convention pg.)</i></li> </ul>	<b>N/A</b>	<b>Included</b>	<b>Included</b>	<ul style="list-style-type: none"> <li>• Sign listing: each table at Awards Luncheon</li> <li>• Sign Outside Room</li> <li>• Sign on Buffet</li> </ul>
Door Prize Drawing held during this event: Contribute an item. Your company name and description of item will be announced prior to the drawing for each item.								

\* Web: Convention Homepage Ads

**\$250 (w/o additional sponsorship)**  
Posted August (or when received) through April

\* **Ad Included: if submitting sponsorship of \$500 or more**

**\$150: if submitting sponsorship under \$500**

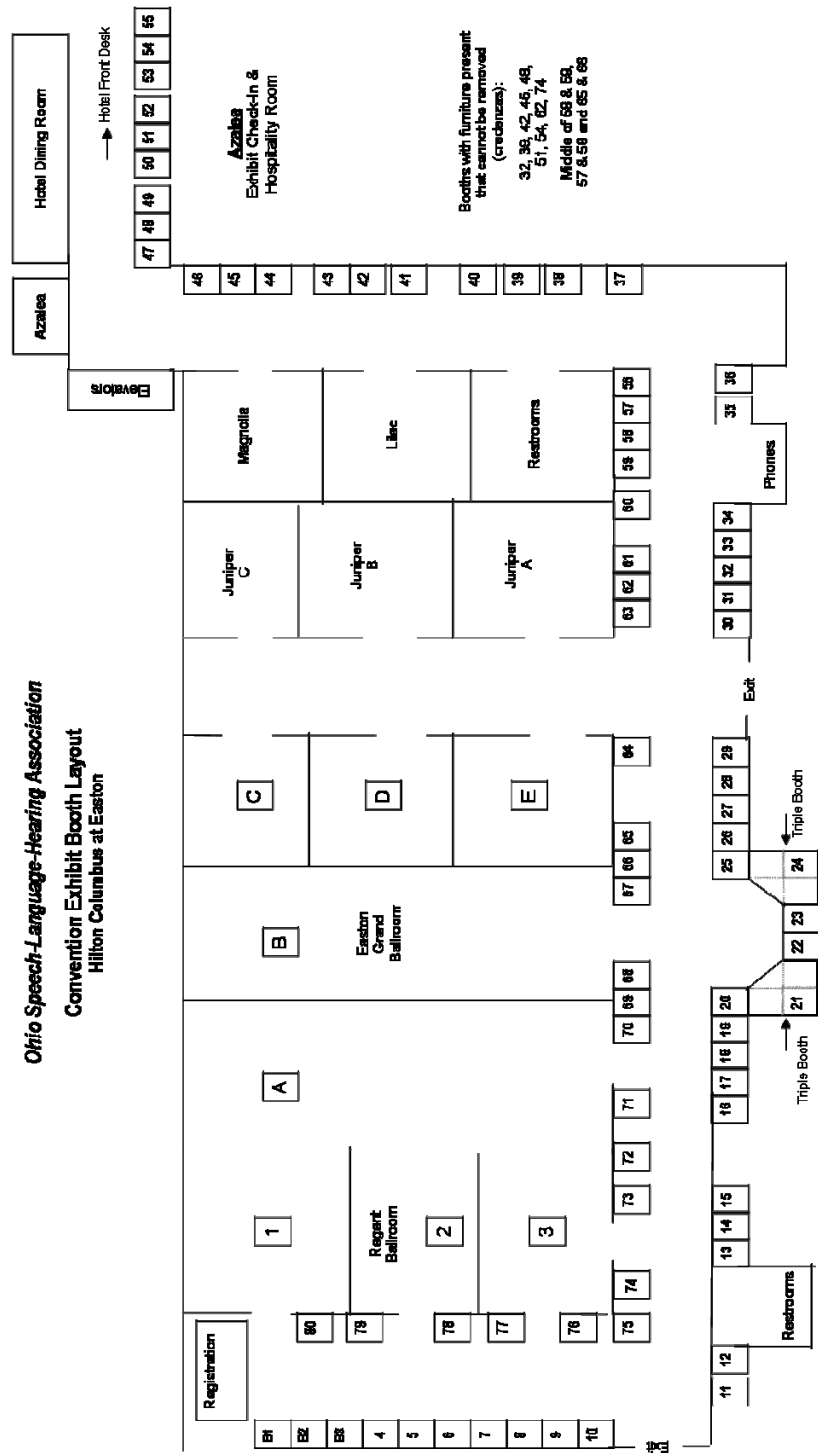
# OSLHA CONVENTION ADVERTISING OPPORTUNITIES

PROGRAM BULLETIN ADS	REGISTRATION FOLDER ADS
<p><b>Online for over 9,000 professionals to review &amp; 1,200 Registrants to Print</b></p> <p><b>Deadline: November 1 for first program posting. After Nov. 1, program is updated as received.</b></p> <p><b>Submit in .jpg, pdf, or Word format - Color or Black &amp; White</b></p>	<p><b>Distributed to 1,200 Registrants. Contains all convention material.</b> <i>Used multiple times throughout and after the Convention.</i></p> <p><b>Deadline: Artwork must be received by January 8, 2012.</b></p> <p><b>Submit in .jpg, pdf, or Word format</b></p>
<ul style="list-style-type: none"> <li>• Inside Front Cover:     <b>\$600</b> 7-1/4"W x 9-1/2"H</li> <li>• Inside Back Cover:     <b>\$600</b> 7-1/4"W x 9-1/2"H</li> <li>• Full Page:                 <b>\$450</b> 7-1/4"W x 9-1/2"H</li> <li>• Half Page:                <b>\$250</b> 7-1/4"W x 5"H</li> <li>• Quarter Page:           <b>\$100</b> 5" W x 3"H</li> <li>• Business Card:          <b>\$50</b> 3-1/2"W x 2"H</li> </ul>	<ul style="list-style-type: none"> <li>• <u>Folder, Back Cover:</u>     <b>\$1,200</b> 7-1/4"W x 9-1/2 "H <b>Must be submitted in Convention Colors:</b> <b>Blue-PMS294c, Gold-PMS130c</b></li> <li>• <u>Folder, Inside Flap:</u>   <b>\$250 per flap</b> 4"W x 3"H <b>Must be submitted in Convention Colors:</b> <b>Blue-PMS294c, Gold-PMS130c</b></li> </ul>

**CONVENTION FLYER AD**  
*Distributed to over 9,500 professionals*

Ad Deadline: Black & White Artwork must be received by **November 1, 2011.**  
**Submit in .jpg, pdf, or Word format**

- Sole 1/2 Page Ad in Convention Flyer:     **\$750**  
7-1/4"W x 5"H    Black & White
- The Convention Flyer is inserted in Communication Matters newsletter. It is also sent to all licensed SLPs/AUDs in Ohio, currently in the OSLHA database—over 9,500 professionals**



# ***Exhibit / Sponsorship: Rules & Regulations***

## **Installation & Dismantling:**

Exhibitors will have access to the Hilton where Exhibit booths will be placed in the hallways, beginning Thursday, March 8, 2012 from 1:00-4:00 p.m. All booths must be installed and ready for the opening of the Exhibits by Thursday, March 17 at 4:00 p.m. All exhibits must be dismantled immediately following the closing of the Exhibit Hall on Friday, March 9, 2012, after 6:30 p.m., or Saturday, March 10, 2012 after 1:00 p.m. No dismantling of booths will be allowed prior to the closing of the Exhibit Hall on Friday or Saturday.

## **Space Assignments:**

Exhibit booth space requests will be taken into consideration; however, final booth assignments will be the responsibility of the Ohio Speech-Language-Hearing Association staff.

## **Payment:**

Payment in full must accompany the "Signed" Payment Form and Exhibit and/or Sponsorship/Advertising Applications. Applications will not be accepted and processed without full payment by specified deadline. Acceptable payment: check, money order, credit card (Visa / MasterCard / Discover) with authorized signature.

## **Cancellation:**

The application for exhibit space, the notice of space assignment by OSLHA staff, and the full payment of rental charges together constitute a contract for the right to use the space. Written cancellations postmarked by December 8, 2011, will be honored with a full refund, less a \$50 processing fee. Written cancellations postmarked by February 8, 2012 will receive a 50% refund. No refunds will be issued after February 8, 2012.

## **Exhibit Booth Reservation Deadlines:**

Reservation for an Exhibit Booth(s) is first-come, first-serve. Early Deadline: November 1, 2011 for inclusion in first posting of convention materials/information. This secures a listing in the Convention Program Bulletin placed on the website in November. Final Deadline: January 8, 2012, or until booths are sold. Listing in the on-line convention program will be added. This secures a listing on OSLHA's website with a link to your website and listing in the Exhibit Directory disseminated to all registrants with registration material.

## **Exhibitor Service Kit / Shipments:**

The link for our Exhibitor Service Kit will be sent to each exhibitor. This kit contains forms for additional service requests such as computer hook-up, telephone line, electrical needs, special equipment & table rental, shipping instructions, and material handling rates. Shipments are to be sent to Hilton Columbus per instructions in Service Kit. Service Kit will be sent by OSLHA in February.

## **Contract:**

The application and contract for exhibit space shall be considered a binding agreement between the Exhibitor and the Ohio Speech-Language-Hearing Association, subject to the Rules and Regulations assigned by OSLHA staff.

## **Liability:**

The Ohio Speech-Language-Hearing Association, and its contractor, First Class Conferences, and their staffs, have no liability to any Exhibitor for any personal injury, death, or damage to property (including display area) occurring and/or arising from action of the Exhibitor or his/her employees, agents, or licensees. Each Exhibitor, in making application for booth space, agrees to protect, indemnify, and hold harmless the Ohio Speech-Language-Hearing Association, its sponsors, partners, and their staffs, and the Hilton Columbus from any and all claims, liability, damages, or demands which may arise from or be asserted in connection with the foregoing undertaking and responsibilities of the Exhibitor.

Nothing is to be affixed to any walls, ceilings or fixtures in the Exhibit area(s). Hotel furniture is not to be removed from Exhibit space (see layout grid for booths with furniture). Any damage to the walls, floors, ceilings, lighting or equipment will be charged, at the replacement rate, to the Exhibitor responsible for damage. Any excessive waste removal fees incurred by the Hotel will be charged to the Exhibitor responsible for any excessive waste.

## **Insurance:**

It shall be the responsibility of each Exhibitor to maintain insurance coverage against injury to persons or damage to or loss of property, or to meet its obligations under this agreement, in such amounts as the Exhibitor shall deem adequate.

## **Restrictions:**

Nothing shall be posted, nailed, screwed, or otherwise attached to columns, walls, floors, pictures/accessories, ceiling, or other parts of the building or furniture. Anything in connection therewith necessary or proper for the protection of the building, equipment, or furniture will be at the expense of the Exhibitor. The subletting, assignment, or apportionment of the whole or any part of the Exhibitor's space by an Exhibitor is prohibited. The use of space outside the booth area assigned to the Exhibitor by OSLHA staff is prohibited. Aisles must be kept clear. Courtesy to other Exhibitors and to Registrants is expected. Compliance with State Laws and Local Ordinances. Exhibitors are expected to observe the applicable laws of the United States, the State of Ohio, and the City of Columbus, including but not limited to, local fire and safety ordinances and regulations.

## **Endorsement:**

Exhibitors must refrain from exhibiting products in any way that implies an endorsement by the Ohio Speech-Language-Hearing Association.

## **Rights of Show Management:**

OSLHA reserves the right to rearrange the floor, relocate any exhibit, and remove any exhibit that does not comply with established rules. OSLHA reserves the right to approve or disapprove any application to exhibit at its discretion.

If it is necessary to cancel the OSLHA Conference prior to the scheduled opening, due to any causes beyond the control of OSLHA, including, but not limited to, damage or destruction of the Exhibit Hall, Hotel, labor strikes, or weather-related hazards, OSLHA may retain as much of the payment for exhibit space as is necessary to cover expenses incurred up to the time of said emergency.

## **Hotel and Program Information:**

A Conference Program Bulletin and hotel information can be found at: [www.ohioslha.org](http://www.ohioslha.org). Make hotel reservations early. Room block fills quickly.