

**NJSHA
2012
Exhibitor
Invitation**

**Don't miss your
chance to market
your product or
services to
more than
700 attendees!**

**April 19-20
Ocean Place
Resort & Spa
Long Branch, NJ**

Exhibitor Perks!

- **Attendee mailing list** included with the purchase of certain display packages.
- **Chance to win a free 1/2 page ad in one of our quarterly publications!** Register and pay by December 1, 2011 to be included in our drawing.

**New Jersey Speech-Language Hearing Association
66 Witherspoon Street, Suite 337
Princeton, NJ 08542**

Foundations For The Future



Exhibitor Checklist and Deadlines

- December 1** Register and pay to be eligible for a free ad drawing.
- January 13** Guarantee your recognition in the On-Site Program by purchasing your display space, ads, sponsorships and marketing opportunities.
- March 1** Early registration to receive reduced exhibitor rate.
- March 29** Final day to register or cancel.

Exhibit Hall Hours - Tentative

Thursday, April 19

7:00 am - 9:00 am Exhibitor Setup
9:00 am - 5:30 pm Exhibits Open

Friday, April 20

8:00 am - 3:30 pm Exhibits Open
3:30 pm - 5:30 pm Exhibitor Tear Down

Contact Information

NJSHA Office
66 Witherspoon Street
Princeton, NJ 08542

Melissa Joseph
Exhibit Coordinator
Email: mjoseph@robertcraven.com
Telephone: 888-906-5742
Fax: 888-729-3489

Location and Hotel Information

2012 Location

Ocean Place Resort & Spa
Long Branch, NJ

Hotel Reservations

1-800-411-6493

Special room rate of \$150 per night will be available until April 1, 2012 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 NJSHA room block.

Other Important Information

- **Cancellations** received in writing and no later than March 29 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. Please consider donating a gift card or merchandise. Please check one of the boxes located on the Exhibitor Selection form.

Display Space & Marketing Opportunities



Display Space

Business and For-Profit Organizations and Health Care Providers: \$450

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. This display space includes *one* complimentary Convention registration.

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

Non-Profit Display: \$275

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. Display space includes: one 8' x 8' 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.

Academic Institutions/Universities, National and State Agencies or Home-Based Businesses: \$275

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.

Unattended Exhibit Display: \$150

Includes: one 6' skirted 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 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 NJSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Folders for Convention Attendees: \$150

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

Lanyards for Convention Attendees: \$125

Provide the attendee lanyards and see your company name in motion as the attendees wear you 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 NJSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Notepads for Convention Attendees: \$100

Provide note pads 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 NJSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Catalog, Literature, Flyers or Trinkets For Placement in Attendee Bag or Folder: \$100

Ensure maximum visibility of your product or services by inserting a marketing item in every attendee's convention bag or folder.

Advertise in the On-Site Convention Program

*Back Cover – Full Page, Color See sponsorships
*Front Cover – Inside, Full Page, Color \$350
*Back Cover – Inside, Full Page, Color \$300
Full Page Ad (Black and White) \$250
½ Page Ad \$200
¼ Page Ad \$150
Business Card Ad \$100

*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.

Receive a 10% discount on full or ½ page ads by becoming one of our valued sponsors! Discount also applies to ads for academic training programs.

Company Banner Ad Placed on the NJSHA Website

Banner Ad for NJSHA website with email or web link \$250

Banner ads must be submitted by email to njsa@njsa.info as either a jpeg or gif file. Ad size to be no larger than 200 x 50 pixels and any animation shall be limited to two cycles. Banner ads will be displayed on Convention information page.





Sponsorships

Cyber Café: \$2,000

This is an exclusive opportunity.

- One free display space package
- 1/2 page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition in the designated Cyber Café area
- Company Logo will be displayed on desk top of the Cyber Café computers
- Company brochure will be included in attendee bags
- Recognition in the spring *Voices* publication. Members will receive this issue right before the Convention!

Awards Ceremony & Reception Sponsor: \$1,000

This is an exclusive opportunity for your company at this Thursday evening event.

- Receive 50% discount on one display space package
- 1/2 page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition at the event
- Two representatives of your choice will be our guests at the event.

Speaker Sponsor: \$1,000

Increase your exhibit traffic! Having outstanding speakers at the convention will drive attendance up and increases your exhibit traffic. Please consider sponsoring a speaker this year. Closer to the event, you will be able to determine which speaker your donation will help.

- Receive 50% discount on one display space package
- 1/2 page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition at the speaker sessions

Student Lunch Sponsor: \$1,000

This is an exclusive opportunity.

- Receive 50% discount on one display space package
- To address the students for 15 minutes at this Friday event.
- 1/2 page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition at the event
- Two representatives of your choice will be our guests at the event.

Official Program Book Sponsor: \$750

- Full page ad on the back Cover of the Convention On-Site Program
- You will receive special recognition in the Convention On-Site Program

Annual Breakfast Meeting Sponsor: \$500

Sponsor the breakfast event scheduled for Friday

- Signage displayed during the event will recognize your contribution
- You will receive special recognition in the Convention On-Site Program
- Quarter-page ad in the Convention On-Site Program

Break Sponsor: \$350

Sponsor one of the four scheduled session breaks

- Signage displayed during the event will recognize your contribution
- You will receive special recognition in the Convention On-Site Program



Please note that January 13, 2012 is the deadline to be recognized in the Convention On-Site Program.

