

2023 Invitation for a Year-Long Presence with



NEW JERSEY
NSHA

APRIL 20-21
2023

CONVENTION

**Connecting Our
Futures Together**

NEW JERSEY SPEECH-LANGUAGE-HEARING ASSOCIATION

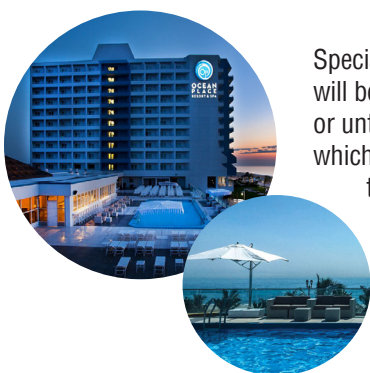
Exhibit | Sponsor | Market



Location and Hotel Information

Ocean Place Resort & Spa
Long Branch, NJ

Hotel Reservations: 732-571-4000



Special room rate of \$211 per night will be available until March 30, 2023, or until the room block is sold out, whichever occurs first. To receive the special room rate, please indicate group block *NJ Speech-Language-Hearing Association*.

Other Important Information

- **Donations** are needed for door prizes. Please consider donating.
- **Exhibitor Kits** will be sent 30-45 days prior to the event. Please review them carefully for shipping instructions. Details on how to order extra items will be included.
- **Cancellations** received in writing and no later than March 31 will receive a 75% refund.

What is NJSHA?

The New Jersey Speech-Language-Hearing Association (NJSHA) is the premier state professional organization that empowers audiologists, speech-language pathologists, speech, language and hearing scientists and future professionals by providing resources and support to its members and those they serve. Our members are professionals who work in hospitals, schools, private practices, skilled nursing facilities, home care, universities and early intervention, serving people across the lifespan.

- NJSHA has more than 1,300 members;
- More than 900 individuals attend the annual NJSHA Convention;
- Every year more than 100 students attend to present their research at the NJSHA Convention;
- NJSHA is the go to place in the state for continuing education.

We welcome you to begin your year long journey with NJSHA, starting with a presence at the 2023 NJSHA Annual Convention. Together we can provide effective communication and the highest quality of life for those we serve.

Learn more about NJSHA at www.njsa.org.

The Pathfinder

NJSHA created the Pathfinder for attendees to download on their mobile device and use before, during and after the Convention. The Pathfinder is a great way to promote your company with instant advertising opportunities, interactive listing enhancements and more!



Audiology Program developed in conjunction with the New Jersey Academy of Audiology

Contact Information

Craven Management Associates
Anna Peagler
700 McKnight Park Drive | Suite 708
Pittsburgh, PA 15237
apeagler@robertcraven.com
Phone: 412-366-1177 | Fax: 412-366-8804



Diamond: Overall Convention Sponsor \$6,000

Exclusive Opportunity

- Two complimentary display spaces with location of your choice
- Full page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Prominent sign recognition at the event
- Opportunity to address the audience before one session for up to 10 minutes
- Banner ad on home page of the *Pathfinder*
- Recognition included in the *Pathfinder* event notifications
- Full page advertisement for a full year (four issues) in the NJSHA newsletter, *VOICES*
- One dedicated email blast to NJSHA membership
- Four email blasts to NJSHA membership with your company logo hyperlinked to your website
- Video or static ad for up to two minutes to play at start of two webinars
- Recognition at two NJSHA virtual events
- Banner ad on NJSHA website homepage for one year
- Company profile featured in *VOICES* and on social media
- Two invitations to the President's Reception
- Recognition ribbons for exhibitors



Ruby: Keynote Address Sponsor \$4,500

Exclusive Opportunity

- Two complimentary display spaces with location of your choice
- Full page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Prominent sign recognition at the event
- Opportunity to address the audience before the keynote address for up to 10 minutes
- Banner ad on home page of the *Pathfinder*
- Recognition included in the *Pathfinder* event notifications
- Full page advertisement in one issue and half page advertisement in three issues of the NJSHA newsletter, *VOICES*
- Three email blasts to NJSHA membership with your company logo hyperlinked to your website
- Video or static ad for up to two minutes to play at start of two webinars
- Recognition at two NJSHA virtual events
- Banner ad on NJSHA website homepage for one year
- Company profile featured in *VOICES* and on social media
- Recognition ribbons for exhibitors



Emerald: Awards Ceremony & Reception Sponsor \$4,500

Exclusive Opportunity

- Two complimentary display spaces with location of your choice.
- Full page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Prominent sign recognition at the event
- Opportunity to address the audience before the ceremony for up to 10 minutes
- Banner ad on the *Pathfinder*
- Recognition included in the *Pathfinder* event notifications
- Full page advertisement in one issue and half page advertisement in three issues of the NJSHA newsletter, *VOICES*
- Three email blasts to NJSHA membership with your company logo hyperlinked to your website
- Video or static ad for up to two minutes to play at start of two webinars
- Recognition at two NJSHA virtual events
- Banner ad on NJSHA website homepage for one year
- Company profile featured in *VOICES* and on social media
- Recognition ribbons for exhibitors

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Sapphire: Session Room Sponsor \$3,000

- Session Room to feature your company name throughout one day of Convention.
- One complimentary display space
- Half page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition at the session
- Opportunity to introduce the speaker and address the audience before the session for up to five minutes
- Recognition included in the *Pathfinder* event notifications
- Half page advertisement for a full year (four issues) of the NJSHA newsletter, *VOICES*
- Two email blasts to NJSHA membership with your company logo hyperlinked to your website
- Video or static ad for up to two minutes to play at start of a webinar
- Recognition at two NJSHA virtual events
- Banner ad on NJSHA website homepage for six months
- Company profile featured in *VOICES* and on social media
- Recognition ribbons for exhibitors

*Please note that January 26 is the deadline to be recognized in the Convention On-Site Program.

Have a suggestion or new idea for a sponsorship?

Give Craven Management Associates a call at 412-366-1177



Topaz: Student Session Sponsor \$2,500

Exclusive Opportunity

- One complimentary display space
- Ninety minutes to present your session to attendees
- Half page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition at the session
- Recognition on the *Pathfinder*
- Recognition included in the *Pathfinder* event notifications
- Half page advertisement in one issue and quarter page add in two issues of the NJSHA newsletter, *VOICES*
- Email blast to NJSHA membership with your company logo hyperlinked to your website
- Recognition at two NJSHA virtual events
- Banner ad on NJSHA website homepage for three months
- Recognition ribbons for exhibitors



Aquamarine: Marni Reisberg Memorial Program Sponsor \$2,000

Exclusive Opportunity

- One complimentary display space
- Half page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition at the program
- Opportunity to introduce the speaker and address the audience before the session for up to five minutes
- Recognition on the *Pathfinder*
- Recognition included in the *Pathfinder* event notifications
- Half page advertisement in one issue and quarter page advertisement in one issue of the NJSHA newsletter, *VOICES*
- Email blast to NJSHA membership with your company logo hyperlinked to your website
- Recognition at a NJSHA virtual event
- Recognition ribbons for exhibitors

Marni Reisberg was a dedicated speech-language pathologist and an active member of NJSHA. Marni lost a long battle with cancer in May 1996. Among her many professional achievements were: President-Elect of NJSHA and Director of speech-language pathology at Community Medical Center, Toms River, NJ, where she initiated landmark Total Quality management efforts.

NJSHA celebrates Marni's commitment to growth and development within the field of medical speech-language pathology annually by dedicating a Convention session in her memory.



Amethyst: Speaker Sponsor \$1,500

- One complimentary display space
- Half page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition at the speaker's session
- Recognition on the *Pathfinder*
- Recognition included in the *Pathfinder* event notifications
- Your representative can introduce the speaker(s) and invite attendees to stop by your booth
- Half page advertisement in one issue (your choice) of the NJSHA newsletter, *VOICES*
- Email blast to NJSHA membership with your company logo hyperlinked to your website
- Recognition at a NJSHA virtual event
- Recognition ribbons for exhibitors



Pearl: Association Sponsor \$800

- One complimentary display space
- Quarter page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition
- Quarter page advertisement in one issue (your choice) of the NJSHA newsletter, *VOICES*
- Recognition at a NJSHA virtual event
- Recognition ribbons for exhibitors

***Please note that January 26 is the deadline to be recognized in the Convention On-Site Program.**

Not sure where your company fits?

Give Craven Management Associates a call at 412-366-1177 and let us help you select the right display package.

Additional Opportunities

Non-Profit or Home-Based Booth Package: \$300

- One 8'x8' booth space
- One 6' skirted table
- Two chairs
- Pipe and drape
- Wastebasket
- Signage
- Convention registration and attendee mailing list NOT included

Note: The *non-profit* rate is available to those filing as 501(c) who are exhibiting to promote FREE services/information for individuals with disabilities. Proof of non-profit status or similar IRS documentation must accompany the exhibitor application. Applications without proof of tax status will be placed on hold and coded as incomplete. Your booth space will not be reserved until your application is complete. *Home-based* is defined as a business that is involved in direct selling of merchandise such as Mary Kay and Discovery Toys out of their home.

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. Shipping instructions will be provided with your confirmation.

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Bags for Convention Attendees: \$350

Be the company that is in the hands of every attendee by providing the carry-over tote. The material 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 NJSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

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Lanyards for Convention Attendees: \$200

Provide the attendee lanyards and see your company name in rotation on the lanyards with your 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.

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Exhibit Hall Hours (Tentative)

Wednesday, April 19

5:30 pm - 8:30 pm Exhibitor Setup

Thursday, April 20

7:00 am - 6:00 pm Exhibits Open
(Breakfast Served in Exhibit Hall)

Friday, April 21

8:00 am - 1:30 pm Exhibits Open
1:30 pm - 3:30 pm Exhibitor Tear Down

Exhibitor Checklist and Deadlines

- January 26**
Guarantee your recognition in the On-Site Program by purchasing your display space, ads, sponsorships and marketing opportunities
- March 30**
Final day to make hotel reservations within the NJSHA room block unless previously sold out
- March 31**
Final day to cancel

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