2021 Invitation for a Year-Long Presence with NEW JERSEY NJSHA Speech-Language-Hearing Association
2021 NJSHA Convention
April 22-23, 2021
Long Branch, NJ

Location and Hotel Information
Ocean Place Resort & Spa
Long Branch, NJ
Hotel Reservations: 1-800-411-6493

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 2021 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.njsha.org.

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 April 1 will receive a 75% refund.

Special room rate of $189 per night will be available until April 1, 2021, 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 New Jersey Speech-Language-Hearing Association room block.

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
Stephanie Specht
700 McKnight Park Drive | Suite 708
Pittsburgh, PA 15237
sspecht@robertcraven.com
Phone: 412-366-1177 | Fax: 412-366-8804
**Diamond: Overall Convention Sponsor $6,000**

- 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

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

- 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
- 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

**Ruby: Keynote Address Sponsor $4,500**

- 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

**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 28 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
- 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
- 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

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
- Half 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 28 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.
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

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 badges. Sizing and email instructions will be provided with your confirmation.

Bags for Convention Attendees: $350

Being 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.

Lanyards for Convention Attendees: $200

Provide the attendee lanyards and see your company name in motion as the attendees wear 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.

Exhibit Hall Hours (Tentative)

<table>
<thead>
<tr>
<th>Wednesday</th>
<th>Thursday</th>
<th>Friday</th>
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<tbody>
<tr>
<td>April 22</td>
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<td>April 24</td>
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<tr>
<td>5:30 pm - 8:30 pm Exhibitor Setup</td>
<td>7:00 am - 6:00 pm Exhibits Open (Breakfast Served in Exhibit Hall)</td>
<td>8:00 am - 1:30 pm Exhibits Open 1:30 pm - 3:30 pm Exhibitor Tear Down</td>
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</tbody>
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Exhibitor Checklist and Deadlines

☐ January 28
Guarantee your recognition in the On-Site Program by purchasing your display space, ads, sponsorships and marketing opportunities

☐ April 1
Final day to make hotel reservations within the NJSHA room block unless previously sold out

☐ April 1
Final day to cancel

Contact Information

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Stephanie Specht
700 McKnight Park Drive | Suite 708
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sspecht@robertcraven.com
Phone: 412-366-1177 | Fax: 412-366-8804
NJSHA 2021 Exhibitor Registration Form
April 23-24, Long Branch, NJ

EXHIBITOR OPTIONS

<table>
<thead>
<tr>
<th>SPONSORSHIPS</th>
<th>QTY.</th>
<th>REGISTRATION FEE</th>
<th>TOTAL DUE</th>
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ADDITIONAL OPPORTUNITIES

| Non-Profit, Home-Based Business Package | $300     |
| Badges for Convention Attendees         | $500     |
| Bags for Convention Attendees           | $350     |
| Lanyards for Convention Attendees       | $200     |

EXTRAS

| Electricity | $210 |

DONATIONS

<table>
<thead>
<tr>
<th>Door Prize Donation</th>
<th>We will bring a donation with us</th>
<th>Yes</th>
<th>Qty: n/a</th>
</tr>
</thead>
</table>

TOTAL DUE

*Exclusive Opportunity

THE EXHIBITOR AGREES TO THE FOLLOWING PROVISIONS:
It is agreed that failure on part of the exhibitor to meet booth payment in full shall automatically forfeit all rights, privileges, and claims of any nature the exhibitor has, may have, including the forfeit of any payments previously made. Exhibitor assumes responsibility and agrees to defend NJSHA and Ocean Place Resort & Spa and their respective employees and agents against any claims or expenses arising out of the use of the Exhibit premises.

CAMERAS, PHOTOGRAPHY AND PHOTO RELEASE POLICY:
Members of NJSHA will be designated at each NJSHA sponsored event to take photos for NJSHA related publications (i.e. VOICES), NJSHA website, NJSHA social media outlets (Facebook, Twitter), or in other Association materials. By participating in any NJSHA sponsored event, you agree to allow NJSHA to use your photograph in any of the media outlets as mentioned above. These photographs will not be solicited or requested for use; they will only be used by NJSHA for marketing and promotion purposes. Personal photography is permitted, however such photographs cannot be posted through NJSHA social media outlets unless pre-approved by NJSHA. To request approval, send photo(s) along with event description and photographer name to info@njsha.org.

Cancellations received in writing and no later than April 1 will receive a 75% refund.

Questions? Email sspecht@robertcraven.com or call 412-366-1177.