

South Carolina Speech-Language-Hearing Association
Annual Convention

EXHIBITOR INVITATION

February 16~18, 2012

Kingston Plantation

Myrtle Beach, South Carolina



Check Out What's New This Year!

**Attendee mailing list
included with the purchase
of certain display space
packages!**

**Register and Pay by
November 15, 2011 to be included
in our drawing for a chance to
win an ad in one of our
quarterly publications.**

**Win a Free
1/2 Page Ad!**

For more information, please visit www.scscha.com, send email to scsha@scscha.com, or call 888-729-3717.

2012 SCSHA Convention ♦ February 16—18 ♦ Myrtle Beach, SC

More Than 1,000 Attendees!



Exhibitor Checklist and Deadlines

November 30, 2011

- Deadline for ads placed in the On-Site Convention Program
- Deadline for Recognition in the On-Site Convention Program

December 31, 2011

- Early Registration Deadline to receive reduced fee

January 25, 2012

- Final registration deadline
- Cancellation deadline (see below for details)

Exhibit Hall Hours - Tentative

Wednesday, February 15

7:00 pm - 9:30 pm Exhibitor Setup

Thursday, February 16

7:00 am - 7:30 am Exhibitor Setup

7:30 am - 5:00 pm Exhibits Open

9:30 am - 10:00 am Refreshments/Door Prizes/
Silent Auction

3:00 pm - 3:30 pm Refreshments/Door Prizes/
Silent Auction

Friday, February 17

7:30 am - 2:00 pm Exhibits Open

9:30 am - 10:00 am Refreshments/Door Prizes/
Silent Auction

2:00 pm - 3:30 pm Exhibitor Tear Down

3:30 pm - 4:00 pm Refreshments/Door Prizes/
Silent Auction

Contact Information

SCSHA Office

701 Gervais Street

Suite 150-206

Columbia, SC 29201

Elizabeth Thomas

Exhibitor Coordinator

Email: scsha@scsha.com

Telephone: 888-729-3717

Fax: 888-729-3489

Location and Hotel Information

2012 Location

Kingston Plantation

Myrtle Beach, SC

Hotel Reservations

Kingston Plantation

1-800-876-0010

Special group rates have been obtained at the Kingston Plantation. Rates range from \$109 - \$174. Reservations may be made by calling 800-876-0010 and identifying the group as the SC Speech-Language-Hearing Association. Visit the hotel website for additional information, www.kingstonplantation.com.

Other Important Information

- **Cancellations** received in writing, by mail or email, and no later than January 25 will receive a 75% refund. After this date, your entire fee will be forfeited.
- **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 and silent auction. Please consider donating a gift card or merchandise. Money raised at our silent auction goes to the SCSHA Foundation. Please check one of the boxes located on the Exhibitor Response Form.

Display Space & Marketing Opportunities



Display Space

Exhibit and Recruitment Display: \$450

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. Additional booth space may be purchased at the rate of \$350 per booth. This display space includes *one* complimentary Convention registration.

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

Home-Based and Private Practice Display: \$250

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.

Please note: *Home-Based and Private Practice Displays are provided at this reduced fee based on availability of space in the Exhibit Hall.*

Non-Profit Display: \$150

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. 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. This display space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

Unattended Exhibit Display: \$100

Includes a 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.

Brochure/Flyer Table for Non-Profit Organizations: \$25

Promote your organization by providing brochures or flyers to be placed on an unmanned "Take-One" table. This display space package *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: \$200

Be the company that is in the hands of every attendee by providing the carrying totes. The bags are strong enough to hold up to five pounds and are 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 SCSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Folders for Convention Attendees: \$200

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

Lanyards for Convention Attendees: \$150

Provide the attendee lanyards that hold the attendees badges. The lanyards will be worn by all Convention attendees. 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 SCSHA 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. Shipping instructions will be provided with your exhibitor confirmation.

Advertise in the On-Site Convention Program

½ Page Ad (7.75" wide x 5" high).....\$200
¼ Page Ad (3.75" wide x 5" high)\$100

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.

Company Banner Ad Placed on the SCSHA Website: \$100

Ad your company banner to your listing on www.scscha.com. All exhibitors and recruiters will be listed on the Exhibitor/Recruitment Page. The banner ad will be displayed from date received until two weeks after the Convention. Ads must be submitted via email to scsha@scsha.com as either a jpg, gif or pdf file. Banner size is to be no larger than 100 x 50 pixels.



Sponsorships

2012 SCSHA Convention sponsorships are available to give your company additional exposure. Show your support of our long-standing professional organization of dedicated professionals through one of these sponsorship options, or call 888.729.3717 for more information. The deadline for sponsorship commitment to receive recognition in the On-Site Convention Program and promotional materials is November 30, 2011.

Cyber Café: \$2,000

The Cyber Café will be located in the Exhibit Hall and will be open during Exhibit Hall hours for attendees to navigate the Internet and check email. Cyber Café Sponsorship includes:

- Free exhibit booth
- Sign recognition at the Cyber Café
- Company logo displayed on desktop of Cyber Café Computers
- Company brochure included in attendee tote bags
- Half-page ad in On-Site Convention Program
- Recognition in the SCSHA Summer *In Touch* newsletter
- Company banner displayed on the SCSHA website home page for the duration of 2012

Awards Luncheon: \$2,000

Thursday, February 16, from 11:30 am-2:00 pm, approximately 300 Convention attendees sign up for this wonderful luncheon. Attendees enjoy a delicious plated lunch, acknowledge award recipients and enjoy the topic discussed by the 2012 guest speaker. This is a great opportunity to network, mix and mingle! The Annual Awards Luncheon Sponsorship includes:

- Free exhibit booth
- Sign recognition during the event
- Sponsor announcement at the Luncheon
- Company brochure included in attendee tote bags
- Half-page ad in the On-Site Convention Program
- Recognition in the SCSHA Summer *In Touch* newsletter
- Company banner displayed on the SCSHA website home page for the duration of 2012

Student Event Sponsor: \$1,000

The Student Event is one of the highlights of the SCSHA Convention and offers a unique opportunity for exposure to the students at the SCSHA Convention. More than 40 students and additional professional attendees attend this event. Student Event Sponsorship includes:

- Exhibit booth discount - 50% off one booth
- Sign recognition during the event
- Fifteen minutes to talk directly to the students
- Quarter-page ad in the On-Site Convention Program
- Recognition in the SCSHA Summer *In Touch* newsletter

Break Sponsor: \$500

Choose from the Thursday or Friday refreshment breaks scheduled during the Convention for all attendees. Break Sponsorship includes:

- Sign recognition during break
- Sponsor announcement at break
- Recognition in On-Site Convention Program
- Recognition in the SCSHA Summer *In Touch* newsletter

Events Planned to Provide Exposure in Exhibit Hall

POSTER SESSIONS – Poster sessions will be held in or near the Exhibit Hall.

CONVENTION BREAKS WITH REFRESHMENTS IN OR NEAR THE EXHIBIT HALL - Each day during the Convention, breaks and refreshments will be placed in or near the Exhibit Hall to provide Convention attendees time to refresh while viewing exhibits. During these breaks, door prizes will be presented and the SCSHA Silent Auction will take place. You may participate in the raffle by donating a door prize. Please indicate on the enclosed exhibitor response form if you would like to donate a door prize.

Please note that November 30, 2011 is the deadline to be recognized in the Convention On-Site Program.

