

# EXHIBITOR PROSPECTUS

## Book Your Booth Today!

# ELEVATE!

## 2024 ASHA CONVENTION

December 5-7 • Seattle, WA



### Who You'll Meet

at the ASHA Convention\*

SLPs

**67%**

STUDENTS

**16%**

EXHIBITS-ONLY STAFF

**6%**

RELATED PROFESSIONALS

**4%**

AUDIOLOGISTS

**3%**

GUESTS

**2%**

DUAL CERTIFIED

**1%**

ASSISTANTS

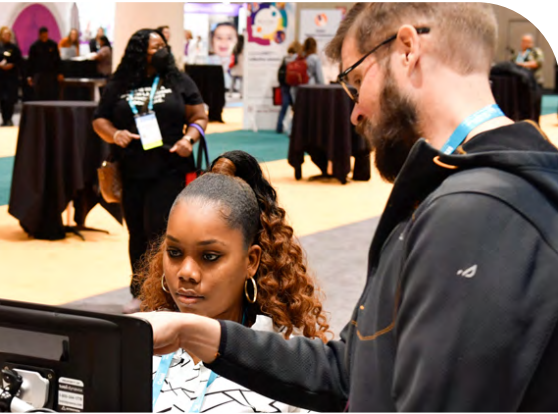
**1%**



\*2023 ASHA Convention registration demographic data.



**ASHA**  
American  
Speech-Language-Hearing  
Association



## WHERE OUR ATTENDEES WORK\*

	<u>Audiologists</u>	<u>SLPs</u>
Healthcare	35%	19%
Higher Education	35%	21%
Industry	5%	2%
Other	7%	1%
Private Practice	11%	12%
Schools	7%	45%

## WHO OUR ATTENDEES WORK WITH\*

	<u>Audiologists</u>	<u>SLPs</u>
Adolescents	29%	23%
Adults	18%	22%
Children	28%	40%
Other	16%	12%
Infants	20%	16%

## WHAT OUR ATTENDEES SAY About the ASHA Convention Exhibit Hall\*

**80%**

say **browsing the Exhibit Hall floor is beneficial** to their ASHA Convention experience.

**43%**

say the **ability to make purchases in the Exhibit Hall is important** to them.

**58%**

find **Exhibitor Demonstrations** important.

**80%**

**recommend attending the ASHA Convention** to a friend or colleague.

\*Data from the 2023 ASHA Convention Attendee Survey.



## OUR ATTENDEES' PROFESSIONAL INTERESTS\*

### AUDIOLOGISTS

#### 50% or More

Hearing Assessments.....	75%
Hearing Loss, Conservation and Prevention.....	72%
Hearing Assistive Technology Systems .....	64%
Aural Habilitation/(Re)habilitation .....	54%

#### 30-49%

Central Auditory Processing Disorders.....	38%
Balance and Vestibular Disorders.....	37%
Therapy Materials: Audiology.....	35%
Tinnitus Assessment & Treatment.....	34%

#### 20-29%

Programs: University Audiology Services.....	27%
Professional Issues & Training.....	24%
Early Intervention.....	23%

### SLPs

#### 50% or More

Language Disorders.....	52%
Autism.....	51%
Childhood Language Disorders .....	50%

#### 30-49%

Augmentative & Alternative Communication (AAC) .....	49%
Speech Sound Disorders, Articulation & Phonology .....	41%
Assessment: SLP .....	41%
Apraxia/Dysarthria/Motor Speech .....	40%
Social Communication Disorders .....	39%
Cognitive Communication Disorders.....	35%
Early Intervention.....	35%
Developmental Disorders .....	35%
Literacy .....	33%
Swallowing, Dysphagia & Feeding .....	32%
Speech, Language, Swallowing Treatments.....	30%

#### 20-29%

Learning Disabilities.....	28%
Bilingual/Multicultural Populations.....	28%
Therapy Materials: Schools.....	27%
Preschool - Grade 12: School SLP Services.....	26%
Assistive Technology.....	26%
Fluency.....	25%
Traumatic Brain Injury.....	22%
Aphasia.....	21%
Apps/Software .....	21%



\*Data from the 2023 ASHA Convention Attendee Survey.



**OUR ATTENDEES ARE READY TO BUY\***

**23%**

of professional attendees have **purchasing authority for their entire department or classrooms.**

**63%**

of professional attendees have **purchasing authority for themselves or their classrooms.**

**80%**

have **input into purchasing decisions** for their organization.

*\*Data from the 2023 ASHA Convention Attendee Survey.*



**TOP ATTENDEE AFFILIATIONS\***

Boston Children's Hospital  
Boston Public Schools  
Emerson College  
Fairfax County Public Schools  
Kennedy Krieger Institute

Los Angeles Unified School District  
Mass General Hospital  
MGH Institute of Health Professions  
Nationwide Children's Hospital  
New York City Department of Education

New York University  
Riverside Unified School District  
University of Mississippi  
University of Wisconsin  
Vanderbilt University

*\*2023 ASHA Convention registration demographic data.*



# BOOST YOUR BRAND!

**SPONSORSHIP OPPORTUNITIES AVAILABLE.**  
Contact Pauline Roa at [proa@asha.org](mailto:proa@asha.org) for more information.

## EXHIBIT HALL ACTIVITIES

- ASHA Lounges with access to representatives from ASHA leadership, volunteers, and staff
- ASHA Store
- ASHA Member Service Center
- Coffee Breaks
- Caring Square Community Service Projects
- Charging Stations
- Exhibitor Demonstrations
- Scavenger Hunt Game

## EXHIBIT HALL SCHEDULE

### MOVE-IN

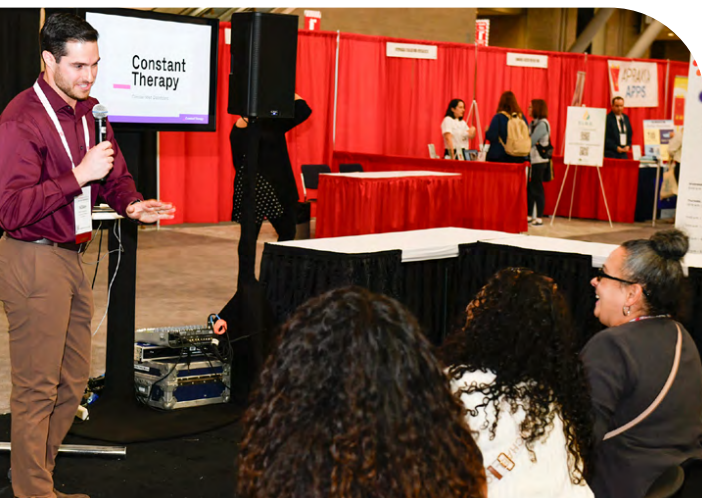
Tuesday, December 3 (island booths only) ..... 2:00 p.m. – 6:00 p.m.  
 Wednesday, December 4 ..... 8:00 a.m. – 6:00 p.m.

### EXHIBIT HALL OPEN

Thursday, December 5 ..... 9:30 a.m. – 5:30 p.m.  
 Friday, December 6 ..... 9:00 a.m. – 5:00 p.m.  
 Saturday, December 7 ..... 9:00 a.m. – 1:00 p.m.

### MOVE-OUT

Saturday, December 7 ..... 1:00 p.m. – 8:00 p.m.



## DEMONSTRATION STATIONS

The Exhibitor Demonstration Stations are an interactive opportunity to introduce, demonstrate, speak, or provide a hands-on experience to attendees on the Exhibit Hall floor. The stations come with tables, a monitor with audio, carpeting, and electric. We promote the Demonstration Stations on our website, through emails to attendees, in the mobile app, and with onsite signage. **Limited timeslots are available, so purchase yours early!** (PDHs/ASHA CEUs not available.)



## EXHIBIT BOOTH PRICING

Booth Type	Early-Bird (until 7/31/24)	Standard Rate (starting 8/1/24)
Commercial	\$2,250	\$2,450
Nonprofit	\$1,150	\$1,250
Corner Premium	\$150	\$150
Island	\$24 per square foot	\$26 per square foot
Member Entrepreneur*	\$750	\$750

*\*ASHA offers a limited number of modified booth spaces to its members as a one-time opportunity to exhibit at a reduced rate. Restrictions apply. For more information and an application, **contact Renee Tross at [rtross@asha.org](mailto:rtross@asha.org) or 301-296-5764.***

## EXHIBIT BOOTHS

### All Exhibit Booths Include:

- Complimentary full convention and Exhibit Hall-only badges. (See **Registration and Badge Allocations**)
- Expanded online exhibitor profile
- Pre-show or post-show attendee mailing list (*registration required*)
- Access to the Exhibitor Lounge with refreshments
- Priority access to hotel reservations in ASHA's block (*restrictions and deadlines apply*)
- Booth space with 8' high back drape and 3' high side rails
- Aisle carpet
- 24-hour Exhibit Hall security
- Exclusive marketing opportunities only available to exhibitors

### Academic/Non-Profit/Government Exhibitors and Member Entrepreneur Booths Also Include:

- Booth carpet
- One 6' skirted table, two chairs, and a wastebasket

All booth furnishings, electricity, shipping, freight/materials handling, labor, installation or dismantle labor, booth cleaning, or lead retrieval are not included. These items will be available to order from the Exhibit Service Manual in mid-August.

**Note: Commercial booth spaces do not include carpet or any booth furnishings.**



## REGISTRATION AND BADGE ALLOCATIONS

Exhibitor registration opens on July 23, 2024. Additional registrations and Exhibit Hall-only badges may be purchased through registration.

### Commercial Exhibitors receive per 10'x10' booth space:

- Two full Convention registrations
- Two Exhibit Hall-only badges

### Academic/Non-Profit/Government Exhibitors receive per 10'x10' booth space:

- One full Convention registration
- Two Exhibit Hall-only badges

### Member Entrepreneurs receive:

- One full Convention registration (*to be used by the ASHA member reserving space, non-transferrable*)
- One Exhibit Hall-only badge

Housing for the 2024 Convention will open on August 1, 2024 at 10:00 a.m., Eastern time. Exhibitors whose deposits have been processed will receive early access to book hotel rooms beginning July 23. Find more information on the official ASHA hotels and why booking your room in the ASHA block is important here.



## SCAM ALERT: Unauthorized Vendors and Unofficial Solicitations

Maritz Global Events is the only official registration and housing services provider for the ASHA Convention. Willwork Global Event Services is the only official General Service Contractor for the ASHA Convention. Companies falsely posing as partners of ASHA may target you to secure hotel rooms, booth space, meeting space, mailing lists, shipping, or registration for the ASHA Convention. These companies do not have access to ASHA's contracted spaces and services. Only ASHA can provide a legitimate ASHA attendee or membership mailing list. If you receive a phone call, email, letter, or fax solicitation that does not seem official, or if you encounter a questionable website, please contact [exhibits@asha.org](mailto:exhibits@asha.org) to verify it is from one of our approved vendors. We do not give information about our exhibitors to organizations other than our official vendors.

## PAYMENT AND CANCELLATION POLICY

For contracts received prior to July 1, 2024, a 50% deposit is required within 30 days of contract to secure booth space, with the balance due by August 1, 2024. For contracts received after July 1, 2024, payment is due in full within 30 days of contract. No Exhibitor will be permitted to move-in to the Exhibit Hall with an outstanding balance.

Exhibitor's written cancellation must be received via email to [exhibits@asha.org](mailto:exhibits@asha.org) by end of business day on September 1, 2024, in order for Exhibitor to be eligible to receive a refund, less 25% of the booth fee. If Exhibitor's cancellation is received after September 1, 2024, or if Exhibitor registered after July 31, 2024 (regardless of cancellation date), they must pay the booth fee in full and will not be eligible for a refund. There are no exceptions to this policy.

## TERMS AND CONDITIONS

Please visit [convention.asha.org/exhibitors/convention-exhibitor-liability-agreement](https://convention.asha.org/exhibitors/convention-exhibitor-liability-agreement) to read through the full Exhibitor Contract Terms and Conditions.

## ELIGIBILITY TO EXHIBIT

The ASHA Convention Exhibit Hall is the place to showcase products, services, and resources for our members and attendees. The items on exhibit are to relate to the discipline of communication sciences and disorders. ASHA reserves the right to review all exhibit applications for eligibility and to withdraw its acceptance of a contract if it determines, in its sole discretion, that the exhibitor is not eligible to participate, or if the exhibitor's product is not eligible to be displayed in this Exhibit Hall. All first-time exhibiting companies who wish to exhibit at ASHA are reviewed to determine eligibility.



# CONTACT US



## Exhibits, Convention & Meetings

Visit Booth #325

### American Speech-Language-Hearing Association (ASHA)

P.O. Box 1160

Rockville, MD 20849

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#### Nancye Berman

*Associate Director, Exhibit Sales*

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#### Renee Tross

*Associate Director, Exhibitor Sales and Operations*

301-296-5764 • [rtross@asha.org](mailto:rtross@asha.org)

For more information about **Exhibitor Marketing Opportunities** visit [ASHA Marketing Solutions](#), or contact:

#### Pauline Roa

*Sponsorship Manager*

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#### Lyndsey Smith

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**ASHA**

American  
Speech-Language-Hearing  
Association