ATTENTION EXHIBITORS!
Increase your impact, visibility, and SALES!
Drive ASHA members directly to your booth!

Discover the NEW OPPORTUNITIES FOR 2016!

SPONSORSHIP OPPORTUNITIES

47% of ASHA attendees are more likely to visit a company that is a sponsor versus a non-sponsor.*

*2014 ASHA Convention Survey
Sponsorship Can Help You...
- Increase your sales
- Raise your visibility
- Drive professionals with buying power directly to your booth
- Build your brand awareness
- Introduce a new product

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Sponsor Benefits 2016 ASHA Convention

ASHA Convention features two levels of sponsorship:
- Visionary: $5,000+
- Revolutionary: $2,000–$4,500

Sponsors receive an additional 7–12 benefits over regular exhibitors. Your specific sponsorship adds even more benefits!

<table>
<thead>
<tr>
<th>Benefits for Sponsors</th>
<th>Visionary Sponsor ($5,000+)</th>
<th>Revolutionary Sponsor ($2,000–$4,500)</th>
<th>Regular exhibitor of ASHA Convention</th>
</tr>
</thead>
<tbody>
<tr>
<td>Special recognition in the ASHA Convention Sponsor email blast (reaches 14,000 attendees)</td>
<td>✓</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Larger logo recognition in sponsor related materials</td>
<td>✓</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Company logo in Exhibit Guide with special recognition</td>
<td>✓</td>
<td>N/A</td>
<td>N/A</td>
</tr>
<tr>
<td>Your logo on a slide during opening general session (typical attendance is 5,000 ASHA members)</td>
<td>✓</td>
<td>N/A</td>
<td>N/A</td>
</tr>
</tbody>
</table>
| Recognition in the sponsor thank you ad featured in:  
  - ASHA Leader in the September, October, November issues distributed to 179,000 professionals and students  
  - ASHA Convention Program Book reach 14,000+ attendees  
  - Exhibit Guide (reaches 14,000+ attendees)  
  - Pocket Planner (mailed to 30,000+ members) | ✓ | ✓ | N/A |
| Company highlighted in the Exhibit Guide with special recognition and highlighting so you will stand out as a “must see” exhibitor | ✓ | ✓ | N/A |
| Your hot-linked logo on ASHA Convention home page | ✓ | ✓ | N/A |
| Recognition on convention signage (Large banners, directional signs) | ✓ | ✓ | N/A |
| Special consideration for early bird ASHA Booth selection in 2017 | ✓ | ✓ | N/A |
| Recognition in ASHA Convention email blasts to all ASHA members and in emails to attendees: (reaches 186,000 members) | ✓ | ✓ | N/A |
| Sponsor ribbon to let ASHA members know of your support of ASHA Convention | ✓ | ✓ | N/A |
| Exclusive table top sponsor sign for your booth | ✓ | ✓ | N/A |
| Special ASHA Convention Sponsor/Supporter badge for your website | ✓ | ✓ | N/A |

N/A = Not Available

These are the initial benefits for the 2016 ASHA Convention, more benefits may be added. Benefits are based on your sponsorship.

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**Opening General Session: “Everyday Leadership. Leadership Everyday.” SOLD**

Reach over 4,000+ attendees. ASHA’s president, 2016 Convention co-chairs, and keynote speaker will welcome attendees. The theme is “Everyday Leadership. Leadership Everyday,” in the professions and in our daily lives. This 2016 Convention kickoff is the ideal venue to make a great first impression on the entire Convention audience!

**This promotion includes:**
- Your handouts tented on session seats or distributed as attendees enter (handouts must be sent folded in half)
- Your logo prominently displayed on screen while attendees enter the auditorium
- For the exclusive sponsor, a private meet-and-greet and photo for two with the keynote speaker and the ASHA leadership at a gathering prior to, or following, the Opening General Session (opportunity dependent upon the speaker’s schedule)

**ASHA Awards Ceremony: Rock Star Sponsorship ($7,000 exclusive; $3,500 co-sponsorship)**

Join 4,000+ ASHA members in celebrating their colleagues’ lifelong achievements and ongoing contributions to the professions. This very popular event features the coveted Annie Award—after namesake Mrs. Annie Glenn, wife of Senator John Glenn. Recent awardees include Bill and Willie Geist (2014), Erik Weihenmayer (2013), Congresswoman Gabriel Giffords (2012), and David Seidler, Oscar award-winning screenwriter of The King’s Speech (2011).

**This year’s invited guests include Debbie Harry (Blondie) and Lars Ulrich (Metallica).**

**This promotion includes:**
- Your handouts tented on session seats or distributed as attendees enter (handouts must be sent folded in half), given to EVERY attendee
- Your logo prominently displayed on screen while attendees enter the auditorium
- An invitation to join the behind-the-scenes Green Room activities with celebrities

**Exhibit Hall Opening Reception ($3,500 co-sponsorship)**

Help kick off the 2016 ASHA Convention in style. Enjoy broad recognition as more than 14,000 Convention attendees say “thank you” to your company. Co-sponsoring this opening reception is a great way to draw attention to your brand and raise your profile to the next level!

**This promotion includes:**
- The opportunity to distribute materials or information outside your booth by placing promotional items or flyers on tables for Convention attendees to read while they mingle, eat, and relax!
- Signage at the reception, including on the tables

**ASHA Caring Square: Community Service ($20,000 exclusive, $7,500 per day)**

Send a message to ASHA members about your dedication to community service. The Caring Square, located in the Exhibit Hall at the ASHA Convention, will offer a fun, interactive, and unique way to focus attendees on a common goal of giving back to the Philadelphia community. Each day will focus on a different project, such as building dollhouses for a local youth organization, painting meal trays to be used at senior centers or nursing homes, assembling care packages for local veterans and military families, or other similar activities.

Different workstations will be set up in the Caring Square with various tasks. Attendees can stop by to participate for as long as their schedules allow—10 minutes, an hour, or even longer. A professional facilitator will be on hand throughout to provide guidance and instruction to participants. The Caring Square not only will engage ASHA Convention attendees in activities that will benefit the local community but will also create a relaxed group environment that fosters networking and increases traffic in the Exhibit Hall. Align your company with a great cause, and make a difference!

**This promotion includes:**
- Logo and signage around the ASHA Caring Square
- Media coverage about this event
- An article in The ASHA Leader highlighting the ASHA Caring Square
- The opportunity to give away a co-branded apron or t-shirt with your logo on it
Lead-Generating Activities

Obtain key demographics: e-mail addresses and phone numbers.

**ASHA Mobile Adventure**  
($2,500 co-sponsorship, 10 opportunities available)

“I wish I could get more ASHA attendees to visit my booth.”

Is this a common conversation you have with yourself while manning your booth at the Exhibit Hall? Do you want to talk directly with ASHA members? There’s a solution through this unique co-sponsorship opportunity: ASHA will help you drive foot traffic to your booth using attendees’ smartphones. When attendees successfully complete a booth visit and correctly answer a sponsor question, ASHA’s mobile trivia game sends them their next booth number and question. Guests who visit all sponsor booths and correctly answer the trivia questions will be entered into a random prize drawing.

**This promotion includes:**
- E-mail addresses and phone numbers of attendees who play the game
- E-mail blasts from ASHA, promoting the mobile passport trivia game
- Full-page advertisements in the 2016 ASHA Exhibit Guide and Program Book, with your logo, promoting the mobile passport trivia game
- Special 21” w × 24” h tabletop sign for your booth
- Your logo on a meter board promoting the game

**E-Mail Registration Confirmation Sponsorship**  
($6,500 exclusive)

“Your personal message every time someone registers!”

More marketing exposure than any other exhibitor will have! Have your logo or special offer featured prominently every time an ASHA member registers. Members will be e-mailed a confirmation with your logo or special message hotlinked. This will reach more than 14,000 attendees. Use this as a way to draw attendees to your booth. Companies have used this as a contest and as a promotion code/QR code activation.

**This promotion includes:**
- Your hotlinked message, logo, or advertisement
- Size: 680–700 px wide × 80–200 px high

**ASHA Advantage: Convention Badge Insert**  
($7,500 exclusive)

“Huge visibility!”

Talk about a game changer! Have your personal message, advertisement, or special discount inserted into every ASHA attendee name badge! It’s a cool activation that will draw attendees to your booth. Be the ONLY exhibitor in attendee name badges.

**This promotion includes:**
- 3” × 4” insert that goes into every attendee’s name badge

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Lead-Generating Activities

Lead-Generating Coffee Breaks: The Promotions Squad! ($10,000 exclusive)

The traditional coffee break will never be the same! Served exclusively in the Exhibit Hall. Brand ambassadors, wearing mobile Rocket Pack backpacks, will greet attendees as they arrive at ASHA Convention and offer a hot cup of coffee or cold beverage, complete with branded cups. These ambassadors can be scripted or can be handing out promotional postcards, directly pointing attendees to your booth!

This promotion includes:
- 2.5 hours of service per day
- Branded cups
- Promotional literature distribution
- Two branded Rocket Pack backpacks
- Two scripted brand ambassadors with information about your company

ASHA Convention Mobile Chalk Art (Perfect for a New Product or Announcement!) ($8,500 exclusive)

“Do you have a product or service you want to unveil?”

As ASHA attendees enter and exit the Convention Center, your art-in-progress will greet them on the sidewalk. Attendees will be in awe as your advertisement, or perhaps we should call it “experience art,” evolves from concept drawing to a complete sidewalk billboard. Most installations take 10 hours to complete, so audiences watch in anticipation as the mobile chalk art ad comes together.

The Chalk Art Sponsorship includes social/mobile amplification!
- The sponsorship includes your company’s exposure on a mobile website to promote the chalk art, push messages, and the ability collect survey data. Attendees will try and guess what your product or announcement is.
- The mobile website creates multiple attendee “touchpoints” during the event. Attendees are invited to submit qualifying questions and answer fun daily trivia questions to earn bonus prizes. Once finished, Chalk Art will produce a viral buzz and an even better photo opportunity.

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ASHA Career Portrait Gallery
($20,000 exclusive, $10,000 co-sponsorship)

The most popular event of the 2015 ASHA Convention! This is a great chance for your company to offer attendees the opportunity to take home a photo that can be uploaded to their social media accounts and e-mailed to them with a personal message from you, the sponsor. Each time the attendees are e-mailed, you will capture critical sales leads. In addition, attendees will be hand-delivered a 6” w × 4” h print to take with them with the sponsor’s logo on it. Attendees will be greeted by makeup artists to ensure that they get a fantastic career portrait that makes them look great!

This promotion includes:
- E-mail addresses, phone numbers, and contact information from all participants
- 6” w × 4” h print with your company logo
- Bold sponsor signage in the ASHA Career Portrait Gallery area that identifies you as the proud sponsor
- The option to supply t-shirts for the photographers and makeup artists
- Your logo in advertisements promoting the ASHA Career Portrait Gallery
- The ability to e-mail your company information along with a picture for the attendee
- Photographers wearing your company logo

E-Mail ASHA Attendees!

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ASHA Convention Notebook: CE Recorder ($20,000 exclusive)
[Our #1 requested item by attendees!]
This handy notebook lets attendees keep track of the CE hours they earn as they work their way through ASHA’s vast continuing education offerings at Convention. Your four-color ad will be inserted on page 1, and your logo will be printed on the cover of this lifetime keepsake. This notebook is a “must-have” item for the desks of our ASHA attendees.

This promotion includes:
- Your four-color advertisement on page 1
- Your company logo on the front cover of your notebook
- Distributed to 14,000 attendees of materials pick up

Attendee Lanyards ($17,000 exclusive)
Want your personal message or logo to be a part of every name badge? Then this is the opportunity for you! A lanyard carries your brand throughout the Convention and is something that attendees have to wear to access sessions and events. This means that they’ll be seeing your message or logo again and again throughout each Convention day!

Convention Bags ($22,000 exclusive)
This is one of the most highly visible, distinctive opportunities to showcase your company on the Expo Floor and post-Convention! Attendees will use the bag during Convention as well as back home and at the office. It’s the perfect opportunity for long-lasting exposure of your brand.

Convention Water Bottles ($17,000 exclusive)
ASHA members request this item every year! This is a fantastic lifetime branding opportunity, as members will carry a sport water bottle with your logo and the logo of the 2016 ASHA Convention. A keepsake the members will use at home, at the gym, or on their travels. Take action on this exclusive sponsorship opportunity, and ensure that your company name stays with attendees long after the Convention is over.

Convention Literature Bag Inserts ($3,750–$4,500 each)
A great way to get your company message into the hands of every Convention attendee! Insert your company brochure or flyer. We’ll work with you on the basis of your needs (limited slots available). Suggested bag insert type: one two-sided 8.5” × 11” flyer.

Convention Promotional Items: Bag Inserts ($3,000 each)
Got a favorite tchotchke or giveaway? Maybe it’s a pen, or a calendar, or a slinky. Do you have something memorable you’d like to give away? Get your promotional product into the hands of every Convention attendee! (Limited slots available; size restrictions)

My Planner/Program Planner Centers ($5,000 exclusive—three areas)
Back by popular demand! Program Planning Centers are offered at two locations on-site. All 14,000 attendees can look up sessions, download their personal session schedules, and/or learn about mobile Program Planner options. Program Planning Centers are the on-site version of the familiar Program Planner that has historically been used by all attendees to organize their time and choose among the thousands of program sessions offered. This is a GREAT sponsorship opportunity; get your company name in front of ALL Convention attendees!

This promotion includes:
- Signage inside and outside the program planner kiosks
- Your company-branded screensaver on a splash page
- The opportunity to provide company materials or information (mouse pads)
Hotel Key Cards: Main ASHA Host Hotels
($10,000 exclusive)
Make an early impression when guests check into ASHA’s top four hotels! Distribute your custom logo, booth number, or special event invitation on hotel key cards. Thousands of attendees staying at the Convention’s main hotels will carry your company brand throughout Convention.

Exhibit Hall Footprints
($3,200; two opportunities available)
Let attendees follow your footprints to your booth! Use your company logo or your tagline to lead the way from a localized point in the exhibit hall (e.g., our high-traffic ASHA Bookstore).

This promotion includes:
- 40 square footprints that will lead from a high traffic area to your booth

Mobile Charger/Monitor MAX Advertising Station
($3,500 each)
It’s only a matter of time before Convention attendees need to charge their phones! Where will they go, and what awesome message can your company come up with?

This is a phenomenal way to promote your company while serving the needs of Convention-goers on the exhibition floor. The Mobile Charger/Monitor Max Advertising Station features 18 phone-charging cords and a high-resolution media player that displays/plays video, slide shows, or static ads and a base plate for advertisements. These mobile charging stations will be prominently placed in high-traffic corridors for all to use—a sponsorship opportunity like this is a guarantee that your advertisement will be seen!

ASHA Convention Exhibit Book Map Insert
($7,500 exclusive)
Have your advertisement featured prominently on the official map that ASHA members use to navigate the Convention.

Branding

This promotion includes the following services:
- Media player, video, pictures, and advertisements on a 27” h × 15” w monitor
- Base plate billboard—288 square inches
- Ability to support iPhone, Blackberry (both micro and mini USB), HTC phones, Motorola, Samsung, Nokia, LG, and others (can be customized upon request)
Branding

Hand-Sanitizing and Advertising Stations
($3,000 each)

Hand-Sanitizing and Advertising Stations will be located in the lobby and in other high-traffic areas. Take advantage of valuable Convention advertising space while providing guests with the essential service of eliminating “travel germs” and ensuring that all participants stay healthy both during and after the ASHA Convention.

High-traffic Hand-Sanitizing and Advertising Station locations ensure that your advertisement will be seen.

This promotion includes:

- Advertising header, 12” w × 17” h, and base plate advertisement, 14” w × 14” h
**Special Events and Social Media**

Total fun, total engagement, total impact!

Contact Justin Goldstein, sponsorship manager, at 301-296-8679 or jgoldstein@asha.org to find out more.

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**2016 ASHA Convention Tweet-Up Happy Hour ($6,500 exclusive)**

Are you looking to grow your social media presence? Our growing numbers of @SLPeeps and @Audpeeps offer the most popular way that speech-language pathologists (SLPs) and audiologists connect with each other to exchange personal and professional advice and recommendations. This is the ULTIMATE networking event. Sponsor the ONLY ASHA happy hour at the 2016 Convention—and boost your social media presence in the process!

**This promotion includes:**
- The ability to hold a contest or a raffle
- Your materials distributed to attendees from the Tweet-Up (could be coasters, brochures, or tri-fold displays on tables)
- Signage at the bar hosting the Convention Tweet-Up Happy Hour
- A limited number of pint glasses with your logo co-branded with the ASHA Convention logo
- The ability to address attendees for a 4-minute welcome
- The ability to invite Convention attendees to the Tweet-Up Happy Hour (ASHA provides an easel at your booth)
- A "word from our sponsor" tweet from @ASHAweb (ASHA’s Twitter account, which has more than 30,000 followers) (the sponsor would get a minimum of three tweets)
- A tweet from @ASHA_Events (ASHA’s Convention Twitter account, which has more than 7,000 followers), thanking you for sponsoring the event (the sponsor would get a minimum of three tweets, possibly more)
- @ASHA_Events will broadcast live on [https://www.periscope.tv/](https://www.periscope.tv/); we will interview the sponsor and attendees

**ASHA Cyber Café ($3,000 exclusive)**

Your company website will be what our attendees see on the computer screen splash page when they check e-mail in the Exhibit Hall. Provide mouse pads and other branded promotional items by sponsoring the Cyber Café. A branded sign will be hung over the area for maximum exposure!

**ASHA Convention App Sponsorship ($2,000; two opportunities available)**

How will ASHA members navigate the Convention? They’ll use the mobile app, of course! Sign up, and your company’s advertisement will appear at the bottom of the official app of the 2016 ASHA Convention.

**This promotion includes:**
- Your dynamic banner on the bottom of the app

**ASHA Convention Tweet Wall ($6,000 exclusive)**

Put your name and logo on the frame around the electronic ASHA Twitter Board, and you’ll receive multiple impressions as attendees look to follow the ever-changing tweets among members. Who could resist the temptation to “listen in” on the conversations and get the inside scoop that these posts offer?

**This promotion includes:**
- Company name and logo on the Twitter Board frame and signage in the Tweet Lounge
- A "word from our sponsor" tweet from ASHA, acknowledging your sponsorship

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Dynamic Signage

ASHA members will know who you are and come to your booth.

Gigantic! Monumental!
Digital Advertising at Exhibit Hall Entrance
($4,000 per 10-second spot)
A mountain-sized digital screen will overpower attendees as they enter the Pennsylvania Convention Center! This will be the most electrifying, eyeball-grabbing opportunity at the 2016 ASHA Convention. Engage your customers in a multisensory experience. The largest digital advertising display ever at ASHA will be outside the main exhibit hall entrance of the Pennsylvania Convention Center to bring your company the maximum exposure it deserves. This is your opportunity to make a bold statement; other companies wish they snagged this spot as you advertise your products and services to all ASHA Convention attendees.

This promotion includes:
- A viewing area that is 103” × 53” and 112” diagonal in total size
- 4 days of exposure, 24 hours a day
- Your advertisement plays every 90 seconds at the main entrance of the Pennsylvania Convention Exhibit Hall

Video Wall Lobby Convention Entrance
($2,500)
As ASHA members arrive via shuttle bus, taxi, and on foot, have your brand on a video wall that welcomes attendees! Get noticed by all attendees as they enter the Pennsylvania Convention Center lobby via the Broad Street atrium.

This promotion includes:
- 4 days of exposure, 24 hours a day
- Your 10-second advertisement, which plays every 90 seconds.

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Dynamic Signage

ASHA Shuttle Buses: Personal Message
($6,500 exclusive, 3 days)
Each day, ASHA members will climb aboard the Convention shuttles buses. Wouldn’t you like to be the ONLY company they hear about? Have your personal message play to attendees on every bus, every day!
This promotion includes:
• Your personal DVD message on a loop

Shuttle service schedule at a glance
($5,000 exclusive)
Want to start a conversation in the hotels of ASHA attendees? Have your logo placed on a sign located in the lobby of EVERY convention hotel with important transportation information for maximum exposure.

Entrance Door Clings ($2,000 for 4 clings)
What’s the first thing that Convention attendees will see? The lobby door clings! Clings are customized with your logo and booth number. They will be highly visible on the exterior doors of the Pennsylvania Convention Center and in the lobby as attendees walk in and out. Advertise a new product or a special giveaway, or even include a QR code that attendees can scan. The possibilities are endless.
This promotion includes:
• A 20’ × 20’ door cling

ASHA Exhibit Hall Aisle Signs
($6,500; 8 aisles, two opportunities)
Attract the attention of 14,000 attendees by including your company logo on the aisle signs on the Convention floor. These double-sided signs are hung above the aisles in the ASHA Exhibit Hall. Your company will receive the highest amount of impressions each day, as attendees navigate the Convention floor.
This promotion includes:
• A 4’ × 4’ double-sided area on each aisle sign ( 8 aisles per opportunity)
Dynamic Signage

“ASHA Everyday Leader” Signpost Banners
($2,000; 7 opportunities)
First impressions are EVERYTHING, especially when ASHA members travel along the ASHA road in the Convention Hall. Create brand recognition, and direct attendees right to your booth! Your company logo/message will be seen on visually striking signpost banners, which will be hung from the very visible, high-volume corridor in the Exhibit Hall. Only seven companies will be called ASHA Convention Everyday Leaders: Become one of those seven!

This promotion includes:
- 3’ w x 8’ h double-sided signpost banner
- “ASHA Convention Everyday Leader” badge for your website, e-mail blasts, and literature

ASHA Giant Exhibit Hall Billboards
($3,000; 10 opportunities)
Talk about roadside advertising! Have your message on a giant billboard that will be on the side of the “ASHA Road” in the Exhibit Hall. With 14,000 attendees passing by every day, this is a no-brainer. Make your company stand out for every attendee to see.

This promotion includes:
- A 10’ × 4’ billboard

ASHA Exhibit Hall Branded Park Benches
($4,000 for three benches; four opportunities)
This is a phenomenal opportunity to help spread your message on the Convention floor! Educate ASHA attendees with a dynamic branded park bench that contains your advertisement.

This promotion includes:
- Three branded park benches, each with an advertising area of 47” w × 10.5” h (single-sided)
Two different levels of co-sponsorship (subject to availability)

**Level 1 sponsorship ($3,000 co-sponsorship)**

Benefits include:
- Resource table outside the SIG meeting room
- Signage outside the SIG meeting room
- Literature and signage on meeting tables
- Sponsor sign table stanchions near food stations
- Ability to network with attendees

**Level 2 sponsorship ($5,000 co-sponsorship)**

Benefits include:
- Resource table outside the SIG meeting room
- Easel signage outside the SIG meeting room
- Literature and signage on meeting tables
- Sponsor sign table stanchions near food stations
- Ability to network with attendees
- 3- to 5-minute presentation from sponsors

**Special Interest Groups (SIGs)** are exclusive professional communities set up within the ASHA membership that focus on a specific topic in speech, language, hearing, and related areas. These SIGs are the industry leaders for our subject matter.

**SIG 1: Language Learning and Education**
Professionals whose mission is to support children and adults with developmental language disorders and their families.

**SIG 2: Neurophysiology and Neurogenic Speech and Language Disorders**
A professional community dedicated to serving individuals with neurogenic communication disorders.

**SIG 3: Voice and Voice Disorders**
Members concerned with the interdisciplinary study of the human voice and its manifestations across the life span, drawing on the richness of the body of knowledge existing both within and outside the field of speech-language pathology.

**SIG 4: Fluency and Fluency Disorders**
Professionals committed to furthering education and research in the assessment, diagnosis, and treatment of people with fluency disorders, including stuttering and cluttering.

**SIG 5: Craniofacial and Velopharyngeal Disorders**
Professional community that promotes, interprets, and disseminates information relevant to the interdisciplinary study, research, and practice of congenital or acquired craniofacial and velopharyngeal disorders. In joining this SIG, you can also serve as a conduit for the exchange of information and ideas among your fellow SIG Affiliates.

**SIG 6: Hearing and Hearing Disorders: Research and Diagnostics**
A community of peers who are interested in a wide range of issues involving the auditory and vestibular systems.

**SIG 7: Aural Rehabilitation and Its Instrumentation**
Work with fellow professionals to facilitate the ability to minimize or prevent, across the life span, the limitations and restrictions that auditory dysfunctions can impose on well-being, and on communicative, interpersonal, psychosocial, educational, and vocational functioning.

**SIG 8: Audiology and Public Health**
The mission of SIG 8 is to address public health issues related to all aspects of audiology through a transdisciplinary interprofessional collaborative practice approach.

**SIG 9: Hearing and Hearing Disorders in Childhood**
Professionals who are passionate about issues surrounding hearing and hearing disorders in children and their families.

**SIG 10: Issues in Higher Education**
A professional community committed to developing the ever-expanding knowledge of teaching, learning, and curriculum design and implementation across both clinical and theoretical contexts to provide the underpinnings of education and skills for practice of the profession.

**SIG 11: Administration and Supervision**
A community of peers working to advance best practices in administration, leadership, and supervision by offering educational activities, providing networking opportunities, and supporting research and scholarly initiatives.

**SIG 12: Augmentative and Alternative Communication**
A community of peers dedicated to improving the quality and availability of augmentative and alternative communication services to consumers throughout the life span; to promoting clinically relevant research and educating and mentoring current and future professionals; and to identifying and addressing the needs of service providers in the professions of audiology and speech-language pathology.

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Battle of the Regions: NSSLHA Knowledge Bowl ($5,000 exclusive)
Here’s your opportunity to connect with local chapter leaders and faculty advisors. Students who are engaged in their academic and pre-professional careers are located in NSSLHA chapters. This networking and brand-building event offers direct access to the next generation of professionals.

This promotion includes:
- On-site premium event signage
- A named incentive award to local chapters that attend (NSSLHA will promote attendance for this event by offering each local chapter a $100 incentive award for attending)
- On-site distribution of sponsorship materials
- Name and logo recognition in all NSSLHA Convention materials
- Direct networking with student leaders and faculty advisors

NSSLHA Giveaway (Price TBD)
Have a fun giveaway you’d like to give to NSSLHA attendees? Please let us know! We will work with you on a unique, memorable item that will definitely make an impact.

Reach Out to CSD Students Through NSSLHA!
(National Student Speech Language Hearing Association)
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### Marriott Hotel Sky Bridge Graphics ($4,000 exclusive)

Have your message on the highly unique walkway to the Pennsylvania Convention Center. NSSLHA attendees will use this bridge constantly to travel between their activities and the ASHA Convention.

**This promotion includes:**
- 14 windows (7 on the left, 7 on the right)
- Each graphic is a total of 126 square feet

### Marriott Hotel Floor Graphics ($2,000 exclusive)

Help NSSLHA attendees navigate their way via your advertisement—on the floor of the Marriott Hotel! This is your opportunity to send a dynamic message to all Convention attendees.

**This promotion includes:**
- Three 4’ × 4’ floor graphics

### Marriott Hotel Driveway Header ($2,000 exclusive)

Your personal message or advertisement on the marquee above the hotel entrance. NSSLHA attendees will be in awe as they enter the hotel.

**This promotion includes:**
- 6 graphics on the marquee above the Marriott Hotel

### Marriott Hotel Elevator-Floor Graphics ($5,000 exclusive)

NSSLHA and ASHA Convention attendees will not be able to escape your advertisements as they use the Marriott Hotel elevators to reach their final destinations.

**This promotion includes:**
- 11 elevator-floor graphics (every elevator in the Marriott Hotel)
Support the Career Fair!

ASHA Circle of Support ($2,000 exclusive)
This opportunity is perfect for a top recruiting company! Attracting more than 200 members and students at the Career Fair, this intimate 2-day event is designed to be a fun and informative “break” during Convention. Light snacks and refreshments will be served as attendees experience relaxing activities that they can incorporate into their daily lives. The focus of the Circle of Support is to navigate toward a better work/life balance. The sponsor has the opportunity to give a handout to attendees notifying them of the opportunity to get their resume reviewed. The ASHA Circle of Support will be held November 17 and 18 (Thursday and Friday) at the ASHA Circle of Support Lounge.

This promotion includes:

- Signage recognition during the social
- Opportunity to provide materials/promotional items
- Name and logo recognition in all event-specific marketing materials (including a postcard and advertisements in the ASHA Program Guide)
- Opportunity to address the ASHA attendees for a 2-minute presentation

Event sponsorship opportunities are limited and are sold on an “as available” basis.

CONTACT: Justin Goldstein • Sponsorship Manager • 301-296-8679 • jgoldstein@asha.org
The Researcher-Academic Town Meeting ($5,000 exclusive)

Your company could be the “main event”! The Researcher-Academic Town Meeting (RATM) is by far one of the best marketing and networking opportunities at the ASHA Convention. Target your message to the academic and research communities in the CSD discipline. Establish a strong presence among more than 300 select researchers, professors, and PhD or postdoctoral students who will be in attendance.

This promotion includes:

- Special thanks from the ASHA president during the President’s Welcome
- Introductory remarks by the sponsor following the President’s Welcome
- Dissemination of your company literature at registration tables
- Acknowledgment as contributing sponsor in e-mail blast invitation, including logo (sent to 6,000 ASHA members)
- Ability to ask a survey question in the e-mail blast invitation (gather key demographic information)
- Recognition as contributing sponsor on the ASHA web page regarding RATM, including logo, and in confirmation e-mails sent to registrants
- Acknowledgment as contributing sponsor in the ASHA Convention program book and the RATM program, including logo
- Recognition signage at entranceway to ballroom, including logo on PowerPoint presentation

The Faculty-Researcher Lounge ($2,500 exclusive)

The Faculty-Researcher Lounge is open to more than 2,100 faculty and researchers on-site. This venue offers you an opportunity to network with faculty and researchers while they meet, review, and plan presentations and connect with colleagues from various institutions. This is the only area of the Convention designated solely for use by members of the academic and research communities. The Faculty-Researcher Lounge will be open throughout the Convention.

This exclusive promotion includes:

- Naming rights to the lounge
- Signage inside and outside the lounge
- The opportunity to provide your materials or information in the lounge
- The opportunity to make an intimate connection with a select group of individuals at the ASHA Convention

Short-Course Handout CD ($10,000 exclusive)

More than 30 ticketed advanced sessions! This CD will include Convention Short-Course handouts, PowerPoint presentations, and videos. You provide a 15-second introductory video (or company logo) that attendees will see first when they insert the CD into the computer. Sponsor recognition is also provided on the packaging.

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Position your company in a diverse market!

Support the fastest growing segments of the U.S. population—expand your reach!

MC² Multicultural Concerns Collective Meeting ($5,000 co-sponsorship)
Support the annual reception for ASHA members from the National Black Association for Speech-Language and Hearing (NBASLH) and the Hispanic, Asian Pacific Islander, Asian Indian, Native American, and LGASP-GLBT Caucuses, as well as members who serve clients from culturally and linguistically diverse populations. Typical attendance is 300–350 members.

This promotion includes:
- Recognition during the program
- The opportunity to provide materials/promotional items
- Name and logo recognition in all ASHA Office of Multicultural Affairs materials produced for and distributed at the ASHA Convention
- Networking opportunities with attendees
- Opportunity to address attendees for 3–4 minutes
- Resource table outside the room

Minority Student Leadership Program—Leadership Seminar ($5,000 co-sponsorship)
This customized workshop is intended for all former and current participants in ASHA’s Minority Student Leadership Program (MSLP) and student leaders within NSSLHA. The focus is to provide information and practice in leadership skills related to a myriad of topics, such as conflict intervention, responsive inquiry, facilitation skills, influence and motivation, negotiation, and so forth. Attendees include undergraduates, graduate students, and PhD students with demonstrated leadership skills.

This promotion includes:
- Recognition during the program
- Opportunity to provide company materials or information and/or a representative to meet directly with students
- Name and logo recognition in seminar materials
- Networking opportunities with attendees

Event sponsorship opportunities are limited and are sold on an “as available” basis.
CONTACT: Justin Goldstein • Sponsorship Manager • 301-296-8679 • jgoldstein@asha.org
**ARTA Breakfast ($2,500 co-sponsorship)**

The ASHA Audiology/Hearing Science Research Travel Award (ARTA) is made available to 20 students (clinical or research doctoral degree students or postdoctoral fellows) interested in attending the ASHA Convention. The ARTA Breakfast to welcome the awardees will be held the morning of November 18 (Friday).

**This promotion includes:**
- Visibility as a Convention sponsor on the ASHA website
- A hotbox ad in the September issue of *Access Audiology*
- Signage outside the room and on the breakfast tables
- Opportunity to welcome the students and distribute your company literature

**Awesome Audiology: Evening Reception ($5,000 exclusive, $3,000 co-sponsorship)**

Want to make a lasting impression with ASHA audiology attendees? Sponsor the signature event at ASHA Convention! This includes a fantastic speaking and branding opportunity. Network with hundreds of potential prospects and clients.

**This promotion includes:**
- Signage at the reception
- Your company literature on the tables at the reception
- Opportunity to hold a raffle
- Opportunity to address attendees for 3–5 minutes
- Lead retrieval as attendees enter the reception (gather key information such as e-mail addresses and phone numbers)

**Audiology SIGnificant Luncheon: SIG 6, 7, 8, 9 Affiliates Meeting (60 minutes) ($2,500 co-sponsorship)**

Want to make a lasting impression with ASHA audiology attendees? Sponsor a signature event for audiology special interest groups—a fantastic speaking and branding opportunity! Expected attendance 100-150 people.

SIG 6, Hearing and Hearing Disorders: Research and Diagnostics
SIG 7, Aural Rehabilitation and Its Instrumentation
SIG 8, Public Health Issues Related to Hearing and Balance
SIG 9, Hearing and Hearing Disorders in Childhood

**This promotion includes:**
- Signage near Audiology SIGnificant Luncheon
- Your company literature at the Audiology SIGnificant Luncheon
- Opportunity to give a 10 minute presentation to the audience at Audiology SIGnificant Luncheon
ASHA/EAA Networking Reception: Celebrating Everyday Leaders in Childhood Hearing
Thursday, November 17, 2016 7:30pm – 9:30pm
($2,500 co-sponsorship)

ASHA and the Educational Audiology Association (EAA), in partnership with the local Philadelphia pediatric hearing community, is excited to host this unique gathering of professionals. This evening of social networking will provide a fabulous opportunity to meet and greet with pediatric educational, clinical and research audiologists, speech-language pathologists, and other professionals who work with and on behalf of children with hearing loss.

All ASHA conference attendees are invited to attend, and the event will also be open to local professionals who may not be attending the ASHA convention such as teachers of the deaf and hard of hearing and early intervention providers.

This event will feature:
- Targeted towards specialized group of professionals (anticipated 150-200 attendees)
- Speech-language pathologists who serve students with hearing loss
- Educational audiologists
- Pediatric clinical audiologists
- Researchers and academic speech and hearing scientists who impact future clinicians
- Speech pathology and audiology students
- Local teachers of deaf and hard of hearing and early interventionists

This promotion features:
- Your signage at the event
- Literature at the event
- Your logo on promotional materials
- Attendee list (lead retrieval as people enter the reception)

Audiology Convention Session Banners
($3,000, two opportunities)
Have your dynamic banner hung prominently over the high-traffic corridor of the Pennsylvania Convention Center where every audiologist will be.

This promotion includes:
- 3’ x 20’ double sided vinyl banner with your personal message

Event sponsorship opportunities are limited and are sold on an “as available” basis.
CONTACT: Justin Goldstein • Sponsorship Manager • 301-296-8679 • jgoldstein@asha.org
**Sampling, Survey Collection**

You’ll get useful data to take back, AND you’ll engage with your customer—a double hitter!

**Volume Surveys ($4,500 per sponsor)**

Collect Convention attendees’ feedback on up to 4–6 questions. Uniformed Brand Ambassadors will collect real market data with handheld survey devices. We will help create fun and engaging questions to get the answers you need. The Brand Ambassador, dressed in your company’s uniform, will survey members in high-traffic locations. Each prospect will also be given a take-away company postcard.

Mid-event, we will send out a survey-relevant e-mail requesting an at-show booth visit. This is lead follow-up in real time!

After the event, you’ll receive a report, including survey answers and prospects’ contact information.

**This promotion includes:**

- One scripted and uniformed Brand Ambassador
- Questionnaire design
- Promotional/small-sample distribution (to be provided by the sponsor)
- Real-time survey-relevant e-mail (attendee has to opt in)
- Post-event survey report

**Relaxation Station ($15,000 exclusive)**

Reach out to Convention attendees in a personal way! Activate this massage center by having attendees come to your booth for the massage ticket. Members will be lined up for back and neck massages, and you will be waiting with information in your booth and in the lounge. This sponsorship offers multiple ways to raise your company profile, and attendees LOVE IT!

Contact Justin Goldstein, sponsorship manager, at 301-296-8679 or at jgoldstein@asha.org, for more information.

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