2018 ASHA CONVENTION
REVOLUTIONARY LEARNING. EVOLUTIONARY PRACTICE.
BOSTON, MA • NOVEMBER 15-17

Sponsorship Guide

MAXIMIZE YOUR INVESTMENT.
Increase your impact, visibility, and sales.

Boston, MA • Boston Convention and Exhibition Center
SPONSOR THE 2018 ASHA CONVENTION

Join us for the premier annual professional education event for audiologists, speech-language pathologists, and speech, language, and hearing scientists. This is the ideal location for you to promote your message and expand your brand to more than 16,000 attendees. Drive ASHA members to your booth with one of the many advertising and sponsorship opportunities we have to offer.

FOR MORE INFORMATION CONTACT
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Access To ASHA’S Academics
Diverse Membership

Increase booth traffic and leads
Build your brand awareness
Drive professionals with buying power to your booth
Raise your visibility
Launch a new product
The ASHA Convention features two levels of sponsorship: Champion ($5,000+) and Supporter ($2,000–$4,500). Sponsors receive up to 14 additional benefits over regular exhibitors. Your specific sponsorship adds even more benefits.

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<td><strong>Recognition in the sponsor “Thank You” ad featured in:</strong></td>
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<td>The ASHA Leader (September, October, and November issues, distributed to 190,000 professionals and students)</td>
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<td>ASHA Convention Program Book (reaches 16,000+ attendees)</td>
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<td><strong>Your company highlighted in the Exhibit Guide with special recognition and eye-catching formatting, so you’ll stand out as a “must-see” exhibitor</strong></td>
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<td><strong>Exclusive tabletop sponsor sign for your booth</strong></td>
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<td><strong>Special ASHA Convention sponsor/supporter badge for your website</strong></td>
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These are the initial benefits for the 2018 ASHA Convention; more benefits may be added. Benefits are based on your sponsorship.
“We have attended the National ASHA Convention for the past several years and each year it just gets bigger and better. The ASHA Staff and Exhibit Hall provide a very welcoming and accommodating experience for all its exhibitors and attendees which is why we have decided to be a Premier Sponsor the past few years. ASHA offers so many creative sponsorship opportunities, food/drink options and a very relaxing and refreshing exhibitor lounge. We also love the free goodie bags we receive upon registration! Most recently we have chosen to sponsor the Mobile Adventure Game which has allowed candidates to interact even more with our booth staff. While candidates have taken part in playing the trivia game it has allowed us to push out communications about our events and drawings happening at our booth each day. We continue to receive the most traffic at this show year over year and are honored to be a proud supporter of ASHA.”

— KATINA GRAHAM, Team Lead, HCR ManorCare

“As a therapy tool that is specifically used by SLPs and audiologists, CAPDOTS has benefited from being an ASHA sponsor by having our name in front of thousands of individuals who are informed, interested, and involved with Central Auditory Processing Disorder. An ASHA sponsorship is a powerful marketing tool that allows for brand recognition among those that count. CAPDOTS appreciates the important work that ASHA does and having an opportunity, as a sponsor, to support that work. It’s a privilege and an honor to give back.”

— CAROL LAU, AUDIOLOGIST, SLP, CAPDOTS

73% of ASHA Convention attendees have input into purchasing decisions*

79% of ASHA Convention attendees have purchasing authority for themselves or their classrooms*

*2017 ASHA Convention Survey
**EVENT GATHERING**

**Opening General Session: “Revolutionary Learning, Evolutionary Practice”**

$10,000 Exclusive  
$5,000 Co-Sponsorship

Reach 4,000+ attendees. ASHA’s president, the 2018 Convention co-chairs, and the keynote speaker will welcome attendees. The theme is “Revolutionary Learning, Evolutionary Practice” in the professions and in our daily lives. This 2018 Convention kickoff is the ideal venue in which to make a great first impression on the entire Convention audience. Past opening session speakers have included actress Goldie Hawn and the founders of Ben and Jerry’s Ice Cream.

**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 via PowerPoint while attendees enter the auditorium
- 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**

$5,000 Exclusive  
$2,500 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—named after Mrs. Annie Glenn, wife of Senator John Glenn. Recent awardees include the cast of ABC’s TV show Speechless (2017), Bill and Willie Geist (2014), Erik Weihenmayer (2013), Congresswoman Gabrielle Giffords (2012), and David Seidler, Oscar award–winning screenwriter of The King’s Speech (2011).

**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 via PowerPoint while attendees enter the auditorium
- An invitation to join the behind-the-scenes Green Room activities with celebrities
2018 ASHA Convention Social Media Meet-Up Happy Hour
$6,850 Exclusive

Are you looking to grow your social media presence? Our growing numbers of #Audpeeps and #SLPeeps offer the most popular way that audiologists and speech-language pathologists 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 2018 Convention—and boost your social media presence in the process. Expected attendance: 200–250 people.

THIS PROMOTION INCLUDES:
• The ability to hold a contest or a raffle
• Your materials distributed to attendees from the Social Media Meet-Up (could be coasters, brochures, or tri-fold displays on tables)
• Signage at the bar hosting the Convention Social Media Meet-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 Social Media Meet-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 40,000 followers (the sponsor would get a minimum of three tweets)
• A tweet from @ASHA_Events (ASHA’s Convention Twitter account, which has more than 9,000 followers), thanking you for sponsoring the event (the sponsor would get a minimum of three tweets)
• @ASHA_Events will broadcast live on www.periscope.tv; we will interview the sponsor and attendees

Exhibit Hall Opening Reception
$3,500 Co-Sponsorship

Help kick off the ASHA Convention in style. Enjoy broad recognition as more than 16,000 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 and information outside your booth by placing promotional items and flyers on tables for Convention attendees to read while they mingle, eat, and relax
• Signage at the reception, including on the tables

ASHA First Timer’s Reception
$3,500 Co-Sponsorship

This popular gathering serves as an overview of our annual event and as a way to preview programs and activities. You’ll have an opportunity to meet the ASHA president and Convention co-chairs, as well as other ASHA staff and volunteer representatives.

THIS PROMOTION INCLUDES:
• The opportunity to distribute materials that Convention attendees can read while they mingle, eat, and relax
• Signage at the reception, including on the tables
• Ability to give a 2- to 3-minute welcome speech
ASHA Mobile Adventure Game
$3,850 Co-Sponsorship
10 Opportunities

“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 Adventure Game sends them their next passport
booth number and question. Guests who visit all sponsor booths
and who correctly answer the trivia questions will be entered into a
random prize drawing.

THIS PROMOTION INCLUDES:
• Email addresses and phone numbers from all participants
• Email blasts from ASHA, promoting the Mobile Adventure Game
• Full-page advertisements in the 2018 ASHA Convention
  Exhibit Guide and Program Book, with your logo, promoting the Mobile
  Adventure Game
• Special 21” W x 24” H tabletop sign for your booth
• Your logo on a meter board promoting the game
• 5,000 postcards given out at Registration and Materials Pickup
  with your logo and booth number

ASHA Temporary Tattoo Studio: Get Inked at ASHA!
$7,500 Exclusive

Looking to give ASHA attendees a trendy experience? Look no
further than the ASHA Temporary Tattoo Studio. Guests will leave
your booth feeling hip and trendy. Capture critical leads as attendees
give you their contact information to participate. You can even
create specific survey questions, and ASHA will report them. Brand
ambassadors can be scripted, or you can hand out promotional
postcards, enhancing the promotion.

THIS PROMOTION INCLUDES:
• Two staff persons
• Email addresses and phone numbers from all participants
• 1,000 temporary tattoos and installation supplies
• Advertisement in the 2018 ASHA Convention Exhibit Guide, with
  your logo, promoting the ASHA Temporary Tattoo Studio
• Two meter boards on the Exhibit Hall floor promoting the ASHA
  Temporary Tattoo Studio
ASHA Career Portrait Gallery
$20,000 Exclusive
$10,000 Co-Sponsorship

This will be most popular event of the 2018 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 emailed to them with a personal message from you, the sponsor. Each time the attendees are emailed, you will capture critical sales leads. In addition, attendees will be hand-delivered a 4” W × 6” H print with the sponsor’s logo on it, to take with them. Attendees will be greeted by makeup artists to ensure that they get a fantastic career portrait that makes them look great.

THIS PROMOTION INCLUDES:
• Email addresses, phone numbers, and contact information from all participants
• 4” W × 6” 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 email your company information along with a picture for the attendee
• Advertisement in the 2018 ASHA Convention Exhibit Guide, with your logo, promoting the ASHA Career Portrait Gallery
• 5,000 postcards given out at Registration and Materials Pickup promoting the ASHA Career Portrait Gallery

ASHA Advantage: Convention Badge
$5,750 Exclusive

Have your personal message, advertisement, or special discount inserted and given out with each ASHA attendee name badge. It’s a cool activation that will draw attendees to your booth.

THIS PROMOTION INCLUDES:
• Ability to insert an advertisement or contest announcement that’s packaged with, or given out with, every attendee’s name badge (recommended size: 2” W × 6” H)
• Meter boards at Registration and Materials Pickup, promoting your contest, giveaway, or promotion

ASHA Name Badge Mailing Insert
$3,850 Exclusive

Be one of the first companies to reach attendees. Have your advertisement inserted into the official name badge mailing to ASHA Convention attendees. Reach more than 8,000 members. Entice Convention attendees, and draw them directly to your booth.

THIS PROMOTION INCLUDES:
• Ability to insert an 8½” × 11” piece of literature into our attendee envelopes
A Thousand Reasons to Care: ASHA Caring Square
$2,000 Co-Sponsorship
Four Opportunities

Looking to generate buzz on the Exhibit Hall floor? Send a message to ASHA members about your dedication to community service, and be a part of the biggest contest giveaway in ASHA history—a $1,000 gift card! The ASHA 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 Boston 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, and other similar activities. Our members will swarm to the ASHA Caring Square to enter—and your company will get all the leads.

The Caring Square not only will engage ASHA Convention attendees in activities that will benefit the local community but also will create a relaxed group environment that fosters networking and increases traffic in the Exhibit Hall and to your booth. Align your company with a great cause, and make a difference.

THIS PROMOTION INCLUDES:
• Ability to gather email addresses and phone numbers via the iPad station
• Logo and signage around the ASHA Caring Square
• Social media coverage about this event
• Advertisement in the 2018 ASHA Convention Exhibit Guide, with your logo, promoting “A Thousand Reasons to Care”

Walk This Way: Pedometer Contest
$10,000 Exclusive

How far will your guests walk? We all walk miles at trade shows and conferences, but how far? This healthy pedometer promotion calculates distance walked and combines it with a healthy and fun contest. To qualify to compete, event guests are required to register at Race Headquarters, conveniently located in your booth. At Race Headquarters, a leader board prominently announces the sponsor and keeps track of the walking leaders. Contestants check the leader board throughout the day to gauge their standing. Daily and grand prizes are awarded. You select the prizes; branded pedometers are included.

ASHA will provide a mobile website for the contest, promoting the sponsor, pushing text messages, and reporting pedometer scores. Our mobile website scoring and messaging creates multiple sponsor “touchpoints” during the event. Attendees are invited to submit their daily pedometer scores using their mobile phones. Registered contestants will be sent a reminder text to submit their daily pedometer progress at each day’s end. Your brand, your banner, scripted brand ambassadors, and this engaging experience will envelop your clients. Your message will be heard and remembered.

THIS PROMOTION INCLUDES:
• Email addresses and phone numbers from all participants
• Pre-event registration micro-website
• One brand ambassador
• One leader board
Email Registration Confirmation
$5,750 Exclusive

This sponsorship opportunity gives you more marketing exposure than any other exhibitor. Have your logo or special offer featured prominently every time an ASHA member registers. Members will receive an email confirmation that features your logo or special message hotlinked. This will reach more than 16,000 attendees. Use this opportunity 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
- Your company's appearance on the initial email registration ad, badge confirmation email ad, and registration website
- Size: 680–700 px W × 80–200 px H

Email Housing Confirmation
$5,000 Exclusive

Have your logo or special offer featured prominently every time an ASHA member registers for their hotel room. Members will receive an email confirmation with your advertisement or special message hotlinked. This will reach thousands of our attendees. Use this as a way to draw attendees to your booth and generate traffic. 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 W × 80–200 px H

ASHA Text Messages
$1,500 per Text
Eight Opportunities

Text our attendees about your booth, products, or special messages. Each day, ASHA will send an exclusive text on your behalf to all registered ASHA Convention app users.

**THIS PROMOTION INCLUDES:**
- Your personal message to attendees
- Your choice of Wednesday, Thursday, Friday, or Saturday
ASHA Convention App
$6,000 Exclusive

Your company will be featured on the official app for the ASHA Convention—a HUGE advantage as attendees navigate the conference. This opportunity features a splash page as the app launches and an exclusive advertising opportunity with your dynamic hotlinked banner ad.

THIS PROMOTION INCLUDES:
- Your logo on the app splash page
- Your company advertisement on the app
- Your logo on signage promoting the app
- Your company logo on a text/push notification

ASHA Convention WiFi
$8,750 Exclusive

Your company name will be highlighted as a sponsor for complimentary Convention WiFi inside every meeting room, the Exhibit Hall, and the Convention lobby area. Your company logo will appear on the Convention-branded splash page used by all attendees to access the Internet.

THIS PROMOTION INCLUDES:
- Your ad as a flash screen (appears once a day)
- Your company name or special code as the password
- Your logo on meter boards promoting your sponsorship

Welcome Letter: ASHA Host Hotels
$6,750 Exclusive

For the first time ever, be the only company promoted when all of our attendees check into their hotel rooms. Feature your piece of literature in a custom envelope personally handed to attendees. With a potential reach of more than 10,000 attendees, this is your moment to make an impact. Use this as an opportunity to draw attendees back to your booth for a contest, game, or special discount. The possibilities are endless.

THIS PROMOTION INCLUDES:
- Your 8.5” x 11” flyer inserted into an envelope
- Flyers given out at all 22 ASHA hotels
DYNAMIC SIGNAGE

Revolutionary Digital Billboard at Exhibit Hall Entrance
$4,500 per 10-Second Spot
Nine Spots

The largest digital advertising display ever at ASHA will be outside the main Exhibit Hall entrance of the Boston Convention and Exhibition Center to bring your company the maximum exposure it deserves. This will be the most electrifying, eye-catching opportunity at the 2018 ASHA Convention. Engage your customers in a multisensory experience. This is your opportunity to make a bold statement; other companies will wish they snagged this spot as you advertise your products and services to all ASHA Convention attendees.

THIS PROMOTION INCLUDES:
• 160’ W × 12’ H outside the Exhibit Hall
• 3 days of exposure, 24 hours a day
• Your advertisement plays every 90 seconds at the main entrance of the Exhibit Hall

Digital Billboard Wall Inside the Exhibit Hall
$3,000 per 10-Second Spot
Nine Spots

Looking to generate some additional attendee traffic? Do you have a contest or promotion you want to let ASHA members know about? Display your digital advertising inside the Convention Exhibit Hall. Get your message out into the heart of it all. This is your opportunity to make a bold statement as you advertise your products and services to all ASHA Convention attendees.

THIS PROMOTION INCLUDES:
• 5’ 8⅛” H × 10’ 1” W
• Your advertisement plays every 90 seconds at the main entrance of the Exhibit Hall
• Three days of exposure
ASHA Alerts: Dynamic Digital Screens
$1,500 per 10-Second Spot
Nine Spots
Stop attendees dead in their tracks with an ASHA Alert. With over 16,000 attendees walking around the Boston Convention and Exhibition Center, these ads will command attention. Your message will appear on 31 digital screens located throughout the Convention Center. All ads are 10 seconds in length and run every 90 seconds. This is a great opportunity to draw people to your booth and announce special offers and promotions.

THIS PROMOTION INCLUDES:
• 31 Digital Screens with your advertisement
• Your advertisement plays every 90 seconds and are 10 seconds in length
• Three days of exposure, 24 hours a day

ASHA Onsite Registration Signage
$2,500 Exclusive
The onsite registration counter is a high traffic area. This exclusive opportunity will ensure great-value brand exposure to thousands of ASHA attendees during the event. As the exclusive sponsor of this area, your advertisement will be placed in prime position at Registration. Up to 4,000 of our members register onsite.

THIS PROMOTION INCLUDES:
• One 9.5’ W × 4.25’ H advertisement
• Ability to prominently place your pen giveaways on the counters

Display Charging Stations Inside the Exhibit Hall
$2,500 per Station
Four Opportunities
Charging stations will be available to attendees during the Conference. Feature your company’s name and logo on each station, located in accessible areas.

THIS PROMOTION INCLUDES:
• Your logo or advertisement on the charging station

ASHA Giant Exhibit Hall Billboards
$3,000
10 Opportunities
A giant billboard inside the ASHA Exhibit Hall will feature your message with flair. With 16,000 attendees passing by every day, this is a no-brainer. Sponsor a giant billboard, and your company will stand out for every attendee to see.

THIS PROMOTION INCLUDES:
• 10’ W × 4’ H single-sided, foam core sign
Meeting Space Messaging: Dynamic Bridge Decals
$1,000 per Decal
10 Opportunities per Bridge

How would you like it if your company’s messaging were near ASHA educational sessions? Do you have a promotion or advertisement that you would like to get in front of attendees? This is your chance to make a difference, raise your brand, and pique attendees’ interest in your company. Captivate attendees as they travel between the lobby and the education sessions. Announce your brand on these high-traffic bridge windows.

**THIS PROMOTION INCLUDES:**
- One 3’ W × 4’ H decal for your advertisement, logo, or message

ASHA Entrance Exhibit Hall Gate Banners
$3,500 Each
Two Opportunities

Every ASHA Convention attendee has to get their badge scanned to enter the Exhibit Hall. Have your dynamic advertisements on either side of one of our gate entrances. Establish a commanding presence as our members see your company on a message that is eight feet long. Get two banners for 16 feet worth of messaging!

**THIS PROMOTION INCLUDES:**
- Two single sided 46”H x 8’W banners on either side at an ASHA Convention Exhibit Hall floor entrance

ASHA Convention: Own Your Aisle
$2,500 Each
16 Opportunities

Attract the attention of all of ASHA attendees by including your company logo on the aisle sign. These double-sided signs are hung above the aisles in the ASHA Exhibit Hall. In addition, receive two giant floor graphics with your personal advertisement. Your company will receive great visibility as attendees navigate the Convention and your very own aisle.

**THIS PROMOTION INCLUDES:**
- One 3’ x 4’ double-sided area on each aisle sign with your logo and booth number; exclusive
- Two 2’ x 4’ floor graphics with your personal advertisement; exclusive in your aisle
“ASHA Wicked Awesome” Sign Post Banners
$2,500
Eight Opportunities

First impressions are everything—especially when ASHA members enter the Exhibit Hall at the Boston Convention and Exhibition Center. Create brand recognition, and direct attendees right to your booth. Your company logo/message will be seen on visually striking banners, which will be hung from the very visible sign posts in the Exhibit Hall.

**THIS PROMOTION INCLUDES:**
- One 3’ W x 5’ H doubled-sided vinyl banner

ASHA Shuttle Bus Signage
$2,500 Exclusive
3 Days

Each day, ASHA members will climb aboard the Convention shuttle buses. Wouldn’t you like to be the only company they see while they are waiting? Have your logo and booth number on the shuttle signs. Such wide exposure will mean leads for your company.

**THIS PROMOTION INCLUDES:**
- Your company’s logo and booth number size: 20” W × 20” H on all six ASHA shuttles stops

ASHA Green Monster Signage
$1,500 Each
Seven Opportunities

What’s one of the most iconic Boston destinations? The Green Monster, of course! This is ASHA’s spin on a classic. Your ad will be featured in a giant “ASHA Green Monster” wall in the Exhibit Hall. This will be ideal for photo opportunities—and great exposure for your company.

**THIS PROMOTION INCLUDES:**
- One 3’ W × 2’ H decal for your advertisement, logo, or message

Shuttle Bus Service Schedule-at-a-Glance Sign
$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 ASHA partner hotel with important transportation information for maximum exposure.

Registration Line Stanchion Banners
$5,000 for Four Banners; Exclusive

Have your message or advertisement on these very visible double-sided banners in Registration and Materials Pickup and in our badge-printing area. With a record-breaking attendance expected, there will be long lines. These double-sided graphics will help raise your profile among our attendees and help draw traffic to your booth.

**THIS PROMOTION INCLUDES:**
- Four double-sided banners that are 4.875’ H × 2.6’ W
Escalator Runners
$3,500
Five Opportunities

Want to grab the attention of Convention attendees with a dynamic message? Escalator runners are a perfect way to help lift your message up. Have a creative graphic display that faces out along the escalator that moves ASHA members to their destinations. Escalator runners are located near the main Exhibit Hall entrance lobby.

**THIS PROMOTION INCLUDES:**
- One 12″ W × 60’ L runner

Escalator Landing Pads
$3,200 for Two Decals
Six Opportunities

Get ready to blast off with your dynamic message or advertisement as ASHA members use the escalators. These giant decals will definitely get attendees to your booth. With locations in the lobby and inside the Exhibit Hall, these are guaranteed to get you noticed.

**THIS PROMOTION INCLUDES:**
- Two 6’ × 6’ decals with your advertisements in front of high-traffic escalators
- Your choice of either the North Lobby, North Exhibit Hall, or Back Exhibit Hall

Fantastic Convention Columns
$2,850 Each
Five Opportunities

Welcome ASHA attendees before they enter the Exhibit Hall. Use these dynamic columns to illustrate your brand, promote your product, and drive traffic to your booth. Conveniently located in the lobby leading into the Exhibit Hall, these giant columns will definitely help spread your message.

**THIS PROMOTION INCLUDES:**
- 8′ full-column wrap (four-sided) with your personal message or advertisement
These three opportunities are brought to you by:

Large Convention Banners
$5,500
Two Opportunities

Be at the center of everything by sponsoring large Convention session banners that tower over every attendee. Your banner will hang prominently over the high-traffic corridor of the Boston Convention and Exhibition Center.

**THIS PROMOTION INCLUDES:**
- 4’ W x 15’ H double-sided vinyl banner with your company’s personal message

“Awesome Entrances” Exhibit Hall Entrance Floor Decals: Shuttle Entrance
$4,000 Exclusive
$2,000 for Single

Talk about a dramatic entrance to the 2018 ASHA Convention—this is it. Large decals on the floor leading into the Exhibit Hall can prominently display your company’s advertisement, promotion, or special message.

**THIS PROMOTION INCLUDES:**
- One or two 6’ W x 6’ H floor decals

Entrance Door Clings: Shuttle Entrance
$2,500 for Four Clings
Two Opportunities

What’s the first thing that Convention attendees will see on-site? The lobby door clings! Clings are customized with your logo and booth number. They will be highly visible on the interior doors of the Boston Convention and Exhibition Center and in the lobby as attendees walk in and out. In addition, there is an option to have your clings near the poster and plenary sessions. Advertise a new product or a special giveaway, or even include a QR code that attendees can scan.

**THIS PROMOTION INCLUDES:**
- 20” x 20” door cling (four clings included, facing inside)
Note Pages in the ASHA Convention Exhibit Guide
$7,000 Exclusive

Our #1 requested item by attendees! These handy pages let attendees keep track of their continuing education (CE) hours, notes, and other important information as they work their way through ASHA’s vast CE offerings at Convention. Your full-color advertisement will serve as a separator between the Exhibit Guide and note pages. The Exhibit Guide is a “must-have” item for our ASHA attendees. ASHA distributes 16,000 Exhibit Guides at Convention—this means premium exposure to all ASHA Convention attendees.

**THIS PROMOTION INCLUDES:**
- Full-color, full two-page advertisement as a card stock separator
- Your company logo, booth number, or website on the footer of each page (10 pages, double sided)

Attendee Lanyards
$17,500 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 must wear to access sessions and events. This means 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 in the Exhibit Hall and after 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 2018 ASHA Convention. It’s a keepsake that members will use at home and 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  
$3,850–$4,000 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, 2-sided 8.5" x 11" flyer.

Convention Promotional Items:  
Bag Inserts  
$3,000 Each  
Got a favorite tchotchke or giveaway? Maybe it's a set of sticky notes, 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.)

Exhibit Hall Footprints  
$3,200  
Two Opportunities  
Let attendees follow your company's logo-decorated 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 12" x 12" footprint graphics that will lead from a high-traffic area to your booth. You can also choose a smaller count with a larger graphics size instead (20 square 24" x 24" footprint graphics).

The Official ASHA Convention Pen  
$7,500 Exclusive  
Our ASHA attendees are fanatical about their pens. Convention has so many sessions, networking events, and activities—how do you keep track of it all? Why, you take notes, of course! The official ASHA Convention pen is distributed in all registration areas and at Registration and Materials Pickup. It's your choice to have the pen stuffed into every tote bag or given out personally to attendees.  
**THIS PROMOTION INCLUDES:**  
• Sponsor's logo or company name prominently displayed on the pen  
• 15,000 pens distributed at Registration and Materials Pickup
ASHA Convention Welcome Map Insert
$7,500 Exclusive

Have your advertisement featured prominently on the official map that ASHA members use to navigate the Convention as well as hot spots in the Boston downtown area. Handed out to attendees as they arrive via shuttle bus, taxi, and on foot. Be the first official welcome as attendees enter the Boston Convention and Exhibition Center.

**THIS PROMOTION INCLUDES:**
- Your company advertisement, promotion, or contest prominently featured
- Ability to supply T-shirts to brand ambassadors

My Planner/Program Planner Centers
$10,000 Exclusive For Three Areas; $3,500 Each

Program Planning Centers are offered at two locations on-site. All 16,000 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 digital Program Planner that has historically been used by all attendees to organize their time and to choose from among the thousands of program sessions offered. This is a great sponsorship opportunity! Get your company name in front of 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 and literature

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 advertise? This is a phenomenal way to promote your company while serving the needs of Convention-goers in the Exhibit Hall. The Mobile Charger/Monitor Max Advertising Station features 18 phone-charging cords and a high-resolution media player that displays/plays video, slideshows, or static ads and a baseplate 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.

**THIS PROMOTION INCLUDES:**
- Media player, video, pictures, and advertisements on a monitor (15 3/5" W × 27 3/5" H)
- Baseplate billboard—288 square inches
- Ability to support iPhone, Blackberry (both micro and mini USB), HTC, Motorola, Samsung, Nokia, LG, and other phones (can be customized upon request)
Hand-Sanitizing and Advertising Stations

$2,000 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.

The strategic and convenient locations of these high-traffic Hand-Sanitizing and Advertising Stations ensure that your advertisement will be seen.

**THIS PROMOTION INCLUDES:**
- Advertising header (12" W × 17" H) and baseplate advertisement (14" W × 14" H)
Audiology SiGNificant Luncheon: SIG 6, 7, 8, and 9 Affiliates Meeting
$3,000 Co-Sponsorship
Two Speaking Opportunities

Want to make a lasting impression with ASHA audiology attendees? Sponsor a signature event for audiology Special Interest Groups (SIGs)—a fantastic speaking and branding opportunity. Expected attendance at this 60-minute luncheon is 100–150 people.

• SIG 6—Hearing and Hearing Disorders: Research and Diagnostics
• SIG 7—Aural Rehabilitation and Its Instrumentation
• SIG 8—Audiology and Public Health
• SIG 9—Hearing and Hearing Disorders in Childhood

THIS PROMOTION INCLUDES:
• Signage near the location of the Audiology SiGNificant Luncheon
• Your company literature prominently displayed/distributed at the Audiology SiGNificant Luncheon
• Opportunity to give a 5-minute presentation to Audiology SiGNificant Luncheon attendees

“Hear! Here!” ASHA Audiology Gathering
$2,750 Co-Sponsorship
Six Opportunities

Friday, November 16, 2018
8:30 p.m.–11:00 p.m.

ASHA, in partnership with the local Boston audiology community, is excited to host this unique gathering of professionals. This evening of social networking will provide a fabulous opportunity to meet and greet top ASHA audiologists, including pediatric, educational, clinical, and research audiologists. Sponsors will have an opportunity to directly reach our audiologist attendees.

THIS PROMOTION FEATURES:
• Your signage at the event (on every table and on easel signs)
• Literature at the event
• Your logo on promotional materials for this event on the ASHA website
• 6’ resource table
• Ability to hold a contest at your resource table (gather email addresses and phone numbers)
• Ability to use your own lead-retrieval devices (gather email addresses and phone numbers)
• Your company promoted in ASHA Convention email blasts about this event and in other publications/handouts (along with other sponsors)
• Advertisement in the 2018 ASHA Convention Exhibit Guide, with your logo, promoting the event
Audiology Convention Sticker: CCC-A
$3,750 Exclusive

Our audiologists take pride in their profession and the fact that they are ASHA members. Now is your chance to be the official sticker provider for our attendees at the 2018 ASHA Convention. A prominent sign at Registration and Materials Pickup will let ASHA members know where to find you and where to get their official sticker. Great for generating booth traffic and awareness of your brand.

**THIS PROMOTION INCLUDES:**
- Recognition in the 2018 ASHA Convention Exhibit Guide, with your logo, promoting the giveaway
- Meter board sign with your advertisement and information about the stickers
- 1,000 stickers that you can distribute from your booth

ARTA Breakfast
$2,500 Co-Sponsorship

Friday, November 16, 2018

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.

**THIS PROMOTION INCLUDES:**
- Signage outside the room and on the breakfast tables
- Opportunity to welcome the students and distribute your company literature
STUDENT FOCUS (NSSLHA)

The National Student Speech Language Hearing Association (NSSLHA) is the membership organization for students in the communication sciences and disorders (CSD) discipline. Make an impact by networking with these up-and-coming audiologists and SLPs.

NSSLHA Social Hangout: The Lounge
$10,000 Exclusive

The NSSLHA Lounge is the only relaxation area reserved exclusively for the 3,000+ students attending the ASHA Convention. The NSSLHA Lounge will be available on Thursday, Friday, and Saturday at the Convention.

This sponsorship opportunity is guaranteed to expose your organization and its products or services to all student attendees. Do you have an idea you’d like to try? Let us help you build a fun activity!

THIS PROMOTION INCLUDES:
• Naming rights to the lounge
• Signage inside and outside the lounge
• The opportunity to provide company materials or information in the lounge
• Name and logo recognition in NSSLHA-related materials
• Ability to hold an activity, event, contest, or giveaway in the lounge

The NSSLHA Par-tay
$7,500 Co-Sponsorship

Thursday, November 15, 2018
7:30 p.m.–9:00 p.m.

Co-sponsorship of the NSSLHA Par-tay is an opportunity to celebrate the accomplishments of outstanding CSD students—and the future of the professions. More than 400 NSSLHA students, NSSLHA chapter advisers, and national student leaders will attend. This is the biggest networking event of the year for NSSLHA students and a great opportunity for sponsors to reach their target audience.

THIS PROMOTION INCLUDES:
• An opportunity to speak during the celebration for up to 3 minutes
• Distribution of sponsor materials or a giveaway item at the celebration
• Company name and logo recognition on the invitations and in all NSSLHA Convention–related materials
• 6’ resource table at the celebration
NSSLHA Honors Awards Sponsorship
$5,000 Co-Sponsorship

The Executive Council of NSLHA annually awards honors to outstanding students, faculty, chapters, and individuals who have made significant contributions to both National NSLHA and their local chapters, and to the CSD discipline. This is your opportunity to receive recognition throughout the year as a NSLHA sponsor. Make a significant impact in the lives of NSLHA students, and be seen as an industry leader.

**THIS PROMOTION INCLUDES:**
- Your hotlinked logo on the NSLHA Honors Awards individual web pages (throughout the year)
- Promotion on NSLHA social media platforms as a sponsor
- Recognition as a sponsor in related NSLHA email blasts

NSSLHA Breakfast
$15,000 Exclusive

Friday, November 16, 2018
This is your chance to host NSLHA attendees at the ASHA Convention for an exclusive private breakfast. Use this opportunity to network and interact with student leaders as they learn about your company. Features a speaking and presentation opportunity. Expected attendance: 200–275.

**THIS PROMOTION INCLUDES:**
- Company name and logo recognition on all NSLHA Convention–related materials
- Promotion of the breakfast on the NSLHA web page
- Promotion on ASHA and NSLHA social media platforms
- Promotion in NSLHA emails blasts to students about ASHA Convention
- Speaking opportunity at the breakfast (no time limit)
- Your literature and signage on every table
- Ability to hold a giveaway or contest
- Lead retrieval as attendees enter the breakfast

The Graduate School Fair and PhD Information Center
$5,000 Co-Sponsorship

The Graduate School Fair attracts more than 400 students and professionals daily and is a key stop for those looking for a graduate program in the CSD discipline. The fair is hosted during the NSLHA Experience and all 3 days at the Convention. The PhD Information Center is an add-on service that exclusively promotes PhD programs to potential students.

**THIS PROMOTION INCLUDES:**
- Name and logo recognition in all NSLHA Convention–related materials and in ASHA Convention-related materials distributed by ASHA’s Academic Affairs program
SPECIAL INTEREST GROUPS (SIGs)

ASHA 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. Members of these SIGs are the industry leaders for the various subject-matter areas covered within the CSD discipline.

There are two different levels of co-sponsorship (subject to availability):

**Level 1 Sponsorship**
$2,500 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

**Level 2 Sponsorship**
$3,750 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
- 5- to 10-minute presentations from sponsors on their products

**ASHA Special Interest Groups:**
SIG 1: Language Learning and Education
SIG 2: Neurogenic Communication Disorders
SIG 3: Voice and Voice Disorders
SIG 4: Fluency and Fluency Disorders
SIG 5: Craniofacial and Velopharyngeal Disorders
SIG 6: Hearing and Hearing Disorders: Research and Diagnostics
SIG 7: Aural Rehabilitation and Its Instrumentation
SIG 8: Audiology and Public Health
SIG 9: Hearing and Hearing Disorders in Childhood
SIG 10: Issues in Higher Education
SIG 11: Administration and Supervision
SIG 12: Augmentative and Alternative Communication
SIG 13: Swallowing and Swallowing Disorders (Dysphagia)
SIG 14: Cultural and Linguistic Diversity
SIG 15: Gerontology
SIG 16: School-Based Issues
SIG 17: Global Issues in Communication Sciences and Related Disorders
SIG 18: Telepractice
SIG 19: Speech Science
SUPPORT THE CAREER FAIR

ASHA Career Portal Lounge
$2,500 Exclusive

This opportunity is perfect for a top recruiting company. Attracting more than 200 members and students at the Career Fair, this intimate 3-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 Career Portal Lounge is to navigate toward a better work/life balance. The ASHA Career Portal Lounge will be located at the Career Fair.

THIS PROMOTION INCLUDES:
• Signage recognition
• Opportunity to provide materials/promotional items
• Name and logo recognition in all ASHA Career Portal Lounge onsite marketing materials (including a postcard and advertisements in the 2018 ASHA Exhibit Guide and Program Book)
• Opportunity to address the ASHA attendees for a 2-minute presentation (one per day)
The Researcher-Academic Town Meeting

$5,000 Exclusive; Contributing

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 of your company as a contributing sponsor in the email blast invitation, including logo (sent to up to 6,000 ASHA members)
- Ability to ask a survey question in the email blast invitation (a great opportunity to gather key demographic information)
- Recognition of your company (including logo) as a contributing sponsor on ASHA’s RATM webpage and in confirmation emails sent to registrants
- Acknowledgment of your company (including logo) as a contributing sponsor in the 2018 ASHA Exhibit Guide and Program Book, and in the RATM program
- Recognition signage at entranceway to ballroom and logo on PowerPoint presentation

The Faculty-Researcher Lounge

$2,500 Exclusive

The Faculty-Researcher Lounge is open to 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.

**THIS 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
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 for 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 and 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 variety of topics, such as conflict intervention, responsive inquiry, facilitation skills, influence and motivation, and negotiation. 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
- Name and logo recognition in seminar materials
- Networking opportunities
2018 ASHA CONVENTION
REVOLUTIONARY LEARNING. EVOLUTIONARY PRACTICE.
BOSTON, MA • NOVEMBER 15–17

For more information

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