15,000+ speech, language and hearing professionals in one location.
Imagine Who You’ll Meet at the ASHA Convention

2018 ATTENDANCE INFORMATION

18,127
ATTENDEES

343
EXHIBITING COMPANIES

30%
FIRST TIME ATTENDEES

71,923
TOTAL LEADS SCANNED

53:1
ATTENDEE-TO-EXHIBITING COMPANY RATIO

604
AVERAGE NUMBER OF SCANS

POSITIONS THEY HOLD

- CLINICAL SERVICE PROVIDER: 62%
- PROFESSOR/CHAIR: 13%
- ADMINISTRATOR/DIRECTOR: 7%
- MANAGER/SUPERVISOR: 4%
- ASSISTANT: 1%
- OTHER: 13%

PRIMARY WORK SETTING

- SCHOOL-BASED: 38%
- HEALTHCARE: 22%
- COLLEGES/UNIVERSITIES: 20%
- PRIVATE PRACTICE: 12%
- OTHER: 8%

Imagine your target market in one place.

The ASHA Convention is the best place to connect your organization to today’s leaders and decision makers in the fields of communication sciences and disorders.

Attendees Treat Clients of All Ages

- INFANTS: 38%
- CHILDREN: 75%
- ADOLESCENTS: 45%
- ADULTS: 45%
- GERIATRICS: 29%

SOURCE: 1. 2018 ASHA CONVENTION REGISTRATION DATA
Imagine Being Where the Buyers Are

When the 2014 ASHA Convention took place in Orlando, our attendees were from:

Northeast 28%
South 39%
Central 17%
West 11%
International 5%

Our Attendance Is Growing¹

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendees</th>
<th>Students</th>
<th>Exhibitors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Boston, MA</td>
<td>12,813</td>
<td>3,663</td>
<td>1,651</td>
<td>18,127</td>
</tr>
<tr>
<td>2017</td>
<td>Los Angeles, CA</td>
<td>9,783</td>
<td>2,871</td>
<td>1,622</td>
<td>14,276</td>
</tr>
<tr>
<td>2016</td>
<td>Philadelphia, PA</td>
<td>10,918</td>
<td>3,804</td>
<td>1,680</td>
<td>16,402</td>
</tr>
<tr>
<td>2015</td>
<td>Denver, CO</td>
<td>9,907</td>
<td>2,780</td>
<td>1,371</td>
<td>14,058</td>
</tr>
<tr>
<td>2014</td>
<td>Orlando, FL</td>
<td>8,383</td>
<td>2,730</td>
<td>1,246</td>
<td>12,359</td>
</tr>
</tbody>
</table>

Top Attendee Affiliations

» Boston Children’s Hospital
» Cleveland Clinic
» Florida State University
» Kennedy Krieger Institute
» Massachusetts General Hospital
» Mayo Clinic
» MGH Institute of Health Professions
» New York City Department of Education
» Nova Southeastern University
» Orange County Public Schools
» Spaulding Rehabilitation
» Texas Children’s Hospital
» University of Central Florida

SOURCES: 1. ASHA CONVENTION REGISTRATION DATA
2. 2018 ASHA CONVENTION ATTENDEE SURVEY

95% OF ATTENDEES BROWSED THE EXHIBIT HALL²
85% OF ATTENDEES HAVE INPUT INTO PURCHASING DECISIONS²
59% OF ATTENDEES HAVE PURCHASING AUTHORITY FOR THEMSELVES OR THEIR CLASSROOM²
Our Attendees Are Looking for More

The top 25 product and service interests of our attendees are:¹

48% EXPRESSION LANGUAGE
44% LANGUAGE DISORDERS
44% AUTISM
43% APRAXIA/DYSARTHRIA/MOTOR SPEECH
41% AAC/AUGMENTATIVE/ALTERNATIVE COMMUNICATION
39% ASSESSMENT: SPEECH-LANGUAGE PATHOLOGY
36% DEVELOPMENTAL DISORDERS
36% ARTICULATION/PHONOLOGY
34% EARLY INTERVENTION
34% COGNITIVE COMMUNICATION
32% DYSPHAGIA/SWALLOWING
31% RECEPTIVE LANGUAGE
31% PRAGMATIC

28% APHASIA
27% SOCIAL COMMUNICATION
26% SCHOOL BASED PRACTICE
24% LITERACY
24% FLUENCY/STUTTERING
23% APPS/SOFTWARE
23% SPEECH/LANGUAGE/SWALLOWING TREATMENTS
23% BILINGUAL/MULTICULTURAL POPULATIONS
22% ASSISTIVE TECHNOLOGY
21% FEEDING/NUTRITION
21% NEUROGENIC SPEECH AND LANGUAGE
19% SPEECH SOUND DISORDERS

SOURCE: 1. 2018 ASHA CONVENTION REGISTRATION DATA
The highlights of the ASHA Convention, according to exhibitors:³

“Being 50-60 people deep at our booth! The turnout was amazing!”

“The opportunity to network with current and former employees.”

“Meeting attendees and introducing them to the product for the first time and answering questions from attendees already familiar with the product.”

“Being able to network with past, current and future professionals in this great field!”

“The never-ending flow of traffic... and buyers!”

SOURCE: 3. 2018 ASHA CONVENTION EXHIBITOR SURVEY
According to our exhibitors, the top 5 reasons to exhibit at the ASHA Convention are to:

» Demonstrate products and services
» Generate leads
» Raise awareness of their organization
» Recruit employees
» Sell products and services

Exhibitor Benefits

» Complimentary full conference registrations and Exhibit Hall-only badges
  » Commercial Exhibitors: 2 full conference registrations and 4 Exhibit Hall-only badges per 10’ x 10’ booth space
  » Academic/Non-Profit/Government Exhibitors: 1 full conference registration and 2 Exhibit Hall-only badges per 10’ x 10’ booth space
  » Member Tables: 1 full conference registration and 1 Exhibit Hall-only badge
» Listing in the online floor plan, the mobile app, and the printed combined Program and Exhibit Guide (deadline dates apply)
» Complimentary pre- or post-event attendee mailing list
» Access to the Exhibitor Lounge with complimentary refreshments and the Exhibitor Reception
» Exclusive access to sponsorship and marketing opportunities
» Access to 15,000 attendees!

93% of 2018 ASHA Convention exhibitors say that participating at ASHA events is important to their organization’s overall marketing goals.³

85% of exhibitors would recommend exhibiting at the ASHA Convention to a peer or colleague.³

“As first-time exhibitors, this was an amazing event for us!”

SOURCE: 3. 2018 ASHA CONVENTION EXHIBITOR SURVEY
Secure Your Spot Today

Booth Pricing Options

<table>
<thead>
<tr>
<th>10’ X 10’ BOOTH SPACE</th>
<th>EARLY BIRD (BEFORE 7/31/19)</th>
<th>STANDARD (BEGINNING 8/1/19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>$2,150</td>
<td>$2,350</td>
</tr>
<tr>
<td>Academic/Non-Profit/Government</td>
<td>$1,100</td>
<td>$1,300</td>
</tr>
<tr>
<td>Corner Premium (per corner)</td>
<td>$150</td>
<td>$150</td>
</tr>
<tr>
<td>Island Booth Space</td>
<td>$23.00 per square foot</td>
<td>$25.00 per square foot</td>
</tr>
</tbody>
</table>

Member Tables: $650

ASHA offers a limited number of tables to its members as a one-time opportunity to exhibit at a reduced rate. Restrictions apply. Please contact Renee Tross at rtross@asha.org or 301-296-5764 for complete information and an application.

Exhibit Hall Schedule

EXHIBITOR MOVE IN
Tuesday, November 19  2:00 p.m. – 6:00 p.m.
Wednesday, November 20  8:00 a.m. – 6:00 p.m.

EXHIBIT HALL HOURS
Thursday, November 21  9:00 a.m. – 5:00 p.m.
Friday, November 22  9:00 a.m. – 5:00 p.m.
Saturday, November 23  9:00 a.m. – 2:00 p.m.

EXHIBITOR MOVE OUT
Saturday, November 23  2:30 p.m. – 7:30 p.m.

ELIGIBILITY TO EXHIBIT

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

Submit Your Exhibitor Application Today

VISIT CONVENTION.ASHA.ORG/EXHIBITORS TO GET STARTED

1. View the current floor plan.
2. Determine your desired booth size and location.
3. Review the rules and regulations for exhibitors.
4. Complete the exhibit space application.
Stand Out From Your Competition

**ATTENDEE HOT LISTS**
Reach your target market with a customized mailing list.

**CAREER FAIR**
Reserve a booth at the Career Fair in the Exhibit Hall to connect with qualified professionals, job seekers, and support personnel.

**SPONSORSHIPS**
Drive attendees to your booth and capture leads with a targeted sponsorship activation.

**ADVERTISING**
Highlight your products, services or available positions via attendee-specific ASHA Convention advertising opportunities.

- POCKET PLANNER
- PROGRAM AND EXHIBIT GUIDE
- CONVENTION NEWS E-NEWSLETTERS
- THE ASHA LEADER
We Are Here to Help You

Contact Us to Secure Your Space!

EXHIBITS
Nancye Berman
301-296-5798
nberman@asha.org

Renee Tross
301-296-5764
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MAILING LISTS
Jennifer Fatemi
301-296-8676
listrental@asha.org

PRODUCT/SERVICE ADVERTISING
Liz Barrett
202-367-1231
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CAREER FAIR/RECRUITMENT ADVERTISING
Eli McLean
301-296-8726
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SPONSORSHIPS
Justin Goldstein
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