Exhibitor Prospectus

ASHA Connect 2020 is the place to find speech-language pathologists who work in schools, health care, and private practice settings.

Exhibiting provides the opportunity to reach over 1,400 SLPs eager to find relevant and practical tools to implement with their clients. These attendees have the authority to purchase products and provide input into purchasing decisions for themselves and their organizations.

Who will you meet at ASHA Connect?

School-based SLPs who are dedicated to the success of their students, from pre-school through high school.

Health Care SLPs serve the needs of their clients in all stages of life, from pediatrics through geriatrics.

Private Practice SLPs work with clients of all ages and work settings while maintaining their own business.

ASHA Connect 2019 Conference Attendees:

Primary Work Setting of ASHA Connect 2019 Attendees:

- 42% Elementary School
- 10% Private Practice
- 9% Hospital
- 8% Secondary School
- 7% Health Care Facility
- 6% University/College
- 5% Preschool
- 3% Administrative Office
- 2% Home Health Care Setting
- 8% Other

Why Exhibit?

- 87% of attendees want to gain information about exhibitors’ products and services
- 82% of attendees have purchasing authority or provide input into purchasing decisions
- 78% of attendees say the Exhibit Hall is the central meeting place of the conference
- 63% of attendees want to discuss the applicability of exhibitors’ tools to their work

For more information, contact: Renee Tross 301-296-5764 • rtross@asha.org or Nancye Berman 301-296-5798 • nberman@asha.org
ASHA Connect attracts attendees from all 50 states.

2019 Connect Attendees

Northeast – 17%
South – 10%
Central – 57%
West – 16%

What Attendees are Looking For?
The Exhibit Hall is the place attendees come in search of innovative products and services to enhance what they learned about in their education sessions. Our 2019 ASHA Connect Attendees were looking for products and services in these practice areas:

<table>
<thead>
<tr>
<th>Practice Area</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>AAC</td>
<td>0%</td>
</tr>
<tr>
<td>Aphasia</td>
<td>10%</td>
</tr>
<tr>
<td>Apraxia</td>
<td>10%</td>
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<tr>
<td>Assessment: Speech &amp; Language</td>
<td>10%</td>
</tr>
<tr>
<td>Cognitive Communication</td>
<td>10%</td>
</tr>
<tr>
<td>Dementia</td>
<td>10%</td>
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<tr>
<td>Dysphagia/Swallowing</td>
<td>10%</td>
</tr>
<tr>
<td>Fluency/Stuttering</td>
<td>10%</td>
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<tr>
<td>Language &amp; Literacy</td>
<td>10%</td>
</tr>
<tr>
<td>Motor Speech Disorders</td>
<td>10%</td>
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<tr>
<td>Multicultural</td>
<td>10%</td>
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<tr>
<td>Neurogenic Speech &amp;…</td>
<td>10%</td>
</tr>
<tr>
<td>Practice Management</td>
<td>10%</td>
</tr>
<tr>
<td>Private Practice</td>
<td>10%</td>
</tr>
<tr>
<td>School-Based Practice Issues</td>
<td>10%</td>
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<tr>
<td>Speech Sound Disorders</td>
<td>10%</td>
</tr>
<tr>
<td>Social Communications</td>
<td>10%</td>
</tr>
<tr>
<td>Traumatic Brain Injury</td>
<td>10%</td>
</tr>
</tbody>
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Dates and Deadlines

April 6—Registration and Housing Open***

April 20—Exhibitor Service Manual available online

May 8—Last day to cancel booth space for a partial refund

May 8—Deadline to submit company description for printed Program Book

July 27—Post-conference attendee mailing list available

***Additional Full Conference Registrations ($199 per person, limit 2) and Exhibit Hall-Only Badges ($100 per person) will be available to purchase.
**Exhibiting Options**

**Exhibit Booth—$1,100:**
- Corner Premium – additional $50
- Carpet
- One 6' skirted table, two chairs, and a wastebasket
- Pipe and drape
- Company ID sign (7” x 44’’)
- One full conference registration
- Two Exhibit-Hall Only badges
- Complementary Lunch in the Exhibit Hall
- Company listing in the conference program book*, online floor plan, and mobile app

**Member Table—$650:**

A limited number of member tables are available as a one-time opportunity for ASHA members who own their own businesses. Restrictions apply. Please contact Renee Tross, rtross@asha.org, for more information and an application.

- Tabletop display
- Carpet
- One 6' skirted table, two chairs, and a wastebasket
- Pipe and drape
- Company ID sign (7” x 44’’)
- One full conference registration for ASHA member reserving space
- Complementary Lunch in the Exhibit Hall
- Company listing in the conference program book*, online floor plan, and mobile app

**Connect Special—$3,095:**
Enhance your exhibit experience with a complete marketing package. This package includes exhibit space, advertising, pre-conference hot list mailing list, and sponsorship opportunities. It has a value of $4,195. Contact exhibits@asha.org for more information.

**Exhibitor Attendee Connect Challenge Game—$200:**
Drive traffic to your booth by being a part of this interactive game. Participating exhibitors provide a question for attendees to ask at their booth, as well as a prize. ASHA distributes a game card with the company’s names, booth numbers, and questions to each attendee. Attendees visit exhibitors to complete then submit their game cards to be entered in a drawing to win prizes contributed by exhibitors. Attendees must answer all questions correctly to be eligible to win.

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**Exhibit Hall**
The Exhibit hall is in the Lone Star Ballroom on Level 2 at the Sheraton Dallas Hotel Convention Center.

**Exhibitor Schedule**

**Thursday, July 9**
- Move-In ..................................... 2:00–6:00 pm

**Friday, July 10**
- Move-In ...................................... 8:00–11:00 am
- Exhibit Hall Open .....................Noon–6:30 pm
- Lunch in Exhibit Hall .................12:30–2:00 pm
- Mix, Mingle, and Connect Party ....... 5:00–6:30 pm

**Saturday, July 11**
- Exhibit Hall Open......................... Noon–5:30 pm
- Lunch in Exhibit Hall ..................... 12:30–2:00 pm
- Exhibit Hall
- Refreshment Break ...................... 4:00–5:30 pm
- Move-Out.................................. 5:30–7:30 pm**

**Deadline to be included in the conference program book is May 8, 2020.**

**Electricity, internet, lead retrieval, and additional booth furnishings are NOT included in any booth package. The Exhibitor Service Manual, available in May, will include information on how to order these items. Instructions on shipping is also included in the Exhibitor Service Manual.**

**Deadline to be included in the conference program book is May 8, 2020.**

**Per the Terms and Conditions of the Exhibit Space Agreement, exhibitors may not break down their exhibit booth before 5:30 pm on Saturday, July 11.**