

59<sup>th</sup>

# MSHA Annual Meeting & Convention

EXHIBITOR INVITATION

**WAVES**  
**of**  
**INVOLVEMENT**

MENTORING

VOLUNTEERISM

LEADERSHIP

NETWORKING

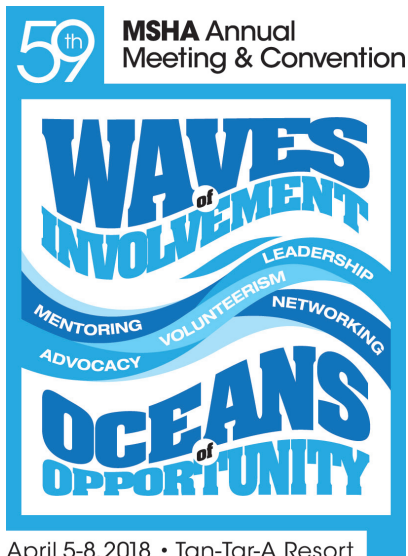
ADVOCACY

**OCEANS**  
**of**  
**OPPORTUNITY**

April 5-8, 2018 • Tan-Tar-A Resort

# 2018 MSHA Convention ♦ April 5-8, 2018 ♦ Osage Beach, MO

## Missouri's Largest Event for SLPs and Audiologists!



### Location and Hotel Information

#### 2018 Location and Reservations

Tan-Tar-A Resort  
Osage Beach, MO

**By March 6, 2018**

800-Tan-Tar-A or 800-826-8272

A special Convention room rate of \$119 for single, double, triple or quad occupancy will be available until March 6, 2018, or until the room block is sold out, whichever occurs first. One-bedroom suite rates are \$168 per night and two-bedroom suite rates are \$246 per night. *Be sure to mention the Missouri Speech-Language-Hearing Association in order to receive this rate.* Hotel room rates are subject to applicable state, local and a county lodging tax at the rate effective at the time of check-in. Visit their website at [www.tan-tar-a.com](http://www.tan-tar-a.com). *Be sure to use the following code for special rates: SPCH.*

### Exhibit Hall Hours



#### Thursday, April 5

6:00 pm - 8:30 pm Exhibitor Setup



#### Friday, April 6

8:00 am - 10:00 am Exhibitor Setup  
10:00 am - 7:00 pm Exhibits Open



#### Saturday, April 7

7:00 am - 12:30 pm Exhibits Open  
12:30 pm - 3:30 pm Exhibitor Tear Down

### Exhibitor Checklist and Deadlines



#### January 18, 2018

Deadline for ads and recognition placed in the On-Site Convention Program and the *Pathfinder*.



#### February 22, 2018

Early Registration Deadline to receive reduced fee



#### March 15, 2018

Final registration deadline  
Cancellation deadline (see below for details)

### Contact Information

#### MSHA Office

Christine DeHart

Email: [cdehart@robertcraven.com](mailto:cdehart@robertcraven.com)

Telephone: 888-729-6742

Fax: 888-729-3489

### Other Important Information

- **Cancellations** received in writing, by mail or email, and no later than March 15, 2018, will receive a 75% refund. After this date, your entire fee will be forfeited.
- **Exhibitor Kits** will be sent 30-45 days prior to the event. Please review them carefully for shipping instructions. Details on how to order items such as extra tables will also be included.
- **Donations** are needed for door prizes and silent auction. Please consider donating a gift card or merchandise. Money raised at the silent auction goes to the Student Scholarship Fund. Please check one of the boxes located on the Exhibitor Response Form.

# Display Space & Marketing Opportunities

## Display Space

### Single Booth: \$450

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. Additional booth space may be purchased at the rate of \$350 per booth. Includes recognition on the Exhibitor Page of the MSHA website and the Convention On-Site program. This display space includes *one* complimentary Convention registration and one Convention attendee mailing list.

### Strategy Package: \$800

Achieve your goals by purchasing this enhanced exhibitor package. This option includes our single booth package plus all of the marketing items below, enabling you to reach more of our attendees.

- Your choice of a prime location on the exhibit floor
- Half-page advertisement in the Convention on-site program
- Company logo with a link to your home page from the MSHA website home page for a six-month period



### Non-profit or Home-Based Booth: \$225

Display space includes: One 8'x8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket and signage. This display space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

*Note: The non-profit rate is available to those filing as 501(c) who are exhibiting to promote FREE services/information for individuals with disabilities. Proof of non-profit status or similar IRS documentation must accompany the exhibitor application. Applications without proof of tax status will be placed on hold and coded as incomplete. Your booth space will not be reserved until your application is complete. Home-based is defined as a business that is involved in direct selling of merchandise such as Mary Kay and Discovery Toys out of their home.*

### Take-One Display: \$175

Can't attend the Convention but would still like a presence? Have a Take-One Display to showcase your product, catalogs or printed materials (without a representative). Extra products or materials will not be returned. Receive recognition on the Exhibitor Page of the MSHA website and the Convention On-Site program. This table space *does not* include one complimentary Convention registration or a Convention attendee mailing list.

## Marketing Opportunities

### Badges for Convention Attendees: \$500

Your company logo will be placed on all attendee badges. This is a first-come, first-served opportunity. As the exclusive badge sponsor, your company will be responsible to provide the logo for placement on the attendee badge. Sizing and email instructions will be provided with your exhibitor confirmation.



### Bags for Convention Attendees: \$350

Be the company that is in the hands of every attendee by providing the carrying totes. The bags should be strong enough to hold up to five pounds and made of a material other than paper. This is a first-come, first-served opportunity. As the exclusive bag sponsor, your company will be responsible to order and ship the bags as instructed by the MSHA Office. Shipping instructions will be provided with your exhibitor confirmation.



### Lanyards for Convention Attendees: \$250

Provide the attendee lanyards that hold the attendees' badges. The lanyards will be worn by all Convention attendees. This is a first-come, first-served opportunity. As the exclusive lanyard sponsor, your company will be responsible to order and ship the lanyards as instructed by the MSHA Office. Shipping instructions will be provided with your exhibitor confirmation.



### Charge Up Station: \$200

The Charge Up Station will be a hub where attendees will charge their devices. The sponsor of this space will be given a sign with their company logo placed at the station, along with having the station positioned right next to their booth for maximum attendee foot traffic. *This is a non-exclusive marketing opportunity.*



### Company Banner Ad Placed on the MSHA Website: \$100

The website Exhibitor Page lists all exhibitors. You can add your company banner ad with a link to either your company's website or email address.



**Important Note:** Banner ads must be submitted via email to [msha@showmemsha.org](mailto:msha@showmemsha.org) as either a jpeg or gif file. Size to be no larger than 234 x 60 pixels and any animation to be limited to two cycles. Banner ads are posted two months prior to Convention dates and remain on the website for one month after the close of Convention.



## Not sure where your company fits?

Give the MSHA Office a call  
888-729-6742 and let us help you select the right display package.

# Sponsorships

## Saturday Quest for the Cup Tailgate Party Sponsor: \$2,500

MSHA's Quest for the Cup event is a highlight of the Convention. The main event is a university competition in a Jeopardy-style format. Prior to this event, Convention attendees and students will meet at the Tailgate Party to relax and enjoy each other's company before the competition begins.

- Free exhibit display
- Sign recognition during the event
- Sponsor announcement at the President's Luncheon
- Full page ad in On-Site Convention program.
- Recognition in the On-Site Convention Program and *Pathfinder*
- Recognition in the Fall *MSHALINK* newsletter
- Company banner displayed on the MSHA website home page for the duration of 2018

## Wi-Fi Internet Sponsor: \$2,500

Be the company to provide all attendees internet access during the MSHA Convention so they can keep connected during the Convention.

- Free exhibit display
- Sign recognition during the Convention
- Sponsor announcement at the President's Luncheon.
- Recognition on the MSHA Convention webpage and *Pathfinder*
- Full-page ad in the On-Site Convention program
- Recognition in the Fall *MSHALINK* newsletter
- Company banner displayed on the MSHA website home page for the duration of 2018

## Saturday President's Luncheon Sponsor: \$2,000

- Free exhibit display
- Sign recognition during the event
- Sponsor announcement at the Luncheon
- Half-page ad in the On-site Convention program.
- Recognition in the On-Site Convention Program and *Pathfinder*
- Recognition in the Fall *MSHALINK* newsletter
- Company banner displayed on the MSHA website home page for the duration of 2018

## Friday Social and Auction Sponsor: \$1,500

- 50% discount on an exhibit display
- Sign recognition during the event
- Recognition in the On-Site Convention Program and *Pathfinder*
- Recognition in the Fall *MSHALINK* newsletter
- Company banner displayed on the MSHA website home page for the duration of 2018

## Breakfast Sponsor: \$1,000

- 50% discount on an exhibit display
- Sign recognition during the event
- Recognition in the On-Site Convention Program and *Pathfinder*
- Recognition in the Fall *MSHALINK* newsletter

## Session Sponsor: \$500

- Sign recognition at the session
- Recognition in the On-Site Convention Program and *Pathfinder*
- Recognition in the Fall *MSHALINK* newsletter

***All Sponsorships will be included in the Pathfinder event notifications!***

## Advertise in the On-Site Convention Program

Be in the hands of all Convention attendees in our onsite program throughout the Convention.

**Important Note:** Email advertisements as a gif, jpeg or pdf file.

Ad Size	Fee
Full Page Back Cover (Full Color)*	\$500
Full Page Inside Back Cover (Full Color)*	\$400
Full Page Inside Front Cover (Full Color)*	\$400
1/2 Page Ad (black and white)	\$100
1/4 Page Ad (black and white)	\$75
1/8 Page Ad (black and white)	\$50

*\*First-come, first-served basis*

***Have a suggestion or new idea for marketing or sponsorship? Give us a call - 888-729-6742***

**Please note that January 18, 2018, is the deadline to be recognized in the Convention On-Site Program.**

# Convention Pathfinder

*MSHA created the Pathfinder for attendees to download on their mobile device and use before, during and after the Convention. Want to drive attendees to your booth? The Pathfinder is a great way to promote your company with instant advertising opportunities, interactive listing enhancements and more!*

## **Banner Ad on the Pathfinder: \$100 - 4 available**

A rotating banner ad will be available on the main page of the MSHA Pathfinder. A limit of four (4) banner ads will be available and will rotate during usage. Ad specifications will be provided with your sponsorship confirmation.

## **Event Notification Messages: \$50**

Throughout the Convention, notifications will be posted on the Pathfinder. By purchasing an Event Notification Message you will receive the following:

- One notification exclusively advertising your company.
- One MSHA notification that is brought to the attendees by your company.

This notification package is limited to two per day per company. When choosing this package you will be able to choose between morning or afternoon for your notification to go out to the attendees. The notification times will be on a first come first serve basis.

## **Interactive Listing Add-Ons: \$25 each option**

All exhibitors will have a static listing on the Exhibitor page of the Pathfinder. Upgrade your complimentary listing by adding additional details so attendees can learn more about your company. Add-on your company website, email address and/or phone number, your company logo displayed next to your company name and a brief company description. Interactive listings will have priority, and will be listed as received. Email logo and/or description to [cdehart@robertcraven.com](mailto:cdehart@robertcraven.com). Logo must be submitted as either a jpeg or gif file.

## **Pathfinder to Doorstep Promotions: \$50**

Drive attendees to your booth with your own promotion through the "Find A Deal" button on the Pathfinder. Attendees can use the button to take advantage of special exhibitor promotions. This can include a promotion code, coupon or flyer (pdf) that attendees can present on their mobile device at your booth. Email promotion code, coupon or flyer to [cdehart@robertcraven.com](mailto:cdehart@robertcraven.com). Flyers must be submitted as a pdf file.

**Example of a "Find A Deal":** Present this coupon for 10% off your total book purchase at "**COMPANY NAME**" located in the exhibit hall.

## **Pathfinder Package: \$100**

Exhibit at the Convention and receive the following for a special price of \$100:

- One "Brought to you by..." message listed within the Event Notifications portion of the Pathfinder.
- Ad in the "Find A Deal" button to drive attendees to your booth.
- Company information listed through the Interactive Listing Add-Ons.

## **Contact Information**

### **MSHA Office**

2000 E. Broadway, PMB 296  
Columbia, MO 65201

Christine DeHart

Email: [cdehart@robertcraven.com](mailto:cdehart@robertcraven.com)

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Learn more about the MSHA Convention, such as presenters, session topics, event schedule and more by visiting: <http://showmemsha.org/continuing-ed/convention.htm>

**Enhance Your Exhibiting Experience with the MSHA Convention App Package**

