

KENTUCKY
Speech-Language-Hearing
Association



**2024 Invitation to
Experience a
Year-Long Presence with
KSHA**

*Exhibit, Sponsorships and
Marketing Opportunities*

**Packages include complimentary booth space
and free Convention registration, onsite program booklet
advertisements, email notices to members
and so much more.**

KENTUCKY

Speech-Language-Hearing
Association



Setting the **P·A·C·E**
for our Profession

Show Location

Central Bank Center
430 W. Vine Street
Lexington, KY 40507

Sleeping Rooms

Hyatt Regency
401 W. High Street
Lexington, KY 40507

Special room rate of \$171 per night (single occupancy) is available **until January 23, 2024, or until the room block is sold out, whichever occurs first.**

To receive the special room rate, please ask that your reservation is booked within the KY Speech room block G-HEAQ. The Hyatt Regency is connected to the Central Bank Center for easy access. For reservations call 800-233-1234.

What is KSHA?

The Kentucky Speech-Language-Hearing Association (KSHA) is the premier state professional organization that empowers audiologists, speech-language pathologists, speech, language and hearing scientists and future professionals by providing resources and support to its members and those they serve. Our members are professionals who work in hospitals, schools, private practices, skilled nursing facilities, home care, universities and early intervention, serving people across the lifespan.

- KSHA has more than 1,300 members;
- More than 1,200 individuals attend the Annual Convention;
- Students attend to present their research at the KSHA Convention;

We welcome you to begin your year long journey with KSHA, starting with a presence at the 2024 KSHA Annual Convention. Together we can provide effective communication and the highest quality of life for those we serve.

Learn more about KSHA at www.ksha.info.

The Pathfinder

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



Other Important Information

- **Donations** are needed for door prizes. Please consider donating.
- **Exhibitor Kits** will be sent 30-45 days prior to the event. Please review them carefully for shipping instructions. Details on how to order extra items will be included.
- **Cancellations** received in writing and no later than January 24 will receive a 75% refund.

Contact Information

Craven Management Associates

Melissa Joseph

700 McKnight Park Drive | Suite 708

Pittsburgh, PA 15237

mjoseph@robertcraven.com

Phone: 412-366-1177 | Fax: 412-366-8804

Thoroughbred: Overall Convention Sponsor \$6,000 Exclusive Opportunity

- Two complimentary display spaces with location of your choice
- Post attendee mailing list
- Two complimentary Convention registrations
- Back page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Prominent sign recognition at the event
- Opportunity to address the audience before one session for up to five minutes
- Banner ad on home page of the *Pathfinder*
- Recognition included in the *Pathfinder* event notifications
- Full page advertisement for a full year (two issues) in the KSHA virtual newsletter, *The Communicator*
- One dedicated email blast to KSHA membership
- Four email blasts to KSHA membership with your company logo hyperlinked to your website
- Banner ad on KSHA website homepage for one year
- Recognition ribbons for exhibitors

Arabian: Keynote Address Sponsor \$4,500 Exclusive Opportunity

- Two complimentary display spaces with location of your choice
- Post attendee mailing list
- One complimentary Convention registration
- Full page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Prominent sign recognition at the event
- Opportunity to address the audience before the keynote address for up to five minutes
- Banner ad on home page of the *Pathfinder*
- Recognition included in the *Pathfinder* event notifications
- Full page advertisement in one issue and half page advertisement in the second issue of the KSHA newsletter, *The Communicator*
- Three email blasts to KSHA membership with your company logo hyperlinked to your website
- Banner ad on KSHA website homepage for one year
- Recognition ribbons for exhibitors

Morgan: Awards Ceremony Sponsor \$4,500 Exclusive Opportunity

- Two complimentary display spaces with location of your choice.
- Post attendee mailing list
- One complimentary Convention registration
- Full page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Prominent sign recognition at the event
- Opportunity to address the audience before the ceremony for up to five minutes
- Banner ad on the *Pathfinder*
- Recognition included in the *Pathfinder* event notifications
- Full page advertisement in one issue and half page advertisement in the second issue of the KSHA newsletter, *The Communicator*
- Three email blasts to KSHA membership with your company logo hyperlinked to your website
- Banner ad on KSHA website homepage for one year
- Recognition ribbons for exhibitors

Appaloosa: Session Room Sponsor \$3,000

- Session Room to feature your company name throughout one day of Convention.
- One complimentary display space
- Post attendee mailing list
- One complimentary Convention registration
- Half page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition at the session
- Opportunity to introduce the speaker and address the audience before the session for up to five minutes
- Recognition included in the *Pathfinder* event notifications
- Half page advertisement for a full year (two issues) of the KSHA newsletter, *The Communicator*
- Two email blasts to KSHA membership with your company logo hyperlinked to your website
- Banner ad on KSHA website homepage for six months
- Recognition ribbons for exhibitors

Standardbred: Speaker Sponsor \$1,500

- One complimentary display space
- Post attendee mailing list
- One complimentary Convention registration
- Half page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition at the speaker's session
- Recognition on the *Pathfinder*
- Recognition included in the *Pathfinder* event notifications
- Your representative can introduce the speaker(s) and invite attendees to stop by your booth
- Half page advertisement in one issue (your choice) of the KSHA newsletter, *The Communicator*
- Email blast to KSHA membership with your company logo hyperlinked to your website
- Recognition ribbons for exhibitors

Pony: Association Sponsor \$800

- One complimentary display space
- Post attendee mailing list
- One complimentary Convention registration
- Quarter page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition
- Quarter page advertisement in one issue (your choice) of the KSHA newsletter, *The Communicator*
- Recognition ribbons for exhibitors

Additional Opportunities

Non-Profit or Home-Based Booth Package: \$325

- One booth space
- One 6' skirted table
- Two chairs
- Pipe and drape
- Wastebasket
- Signage
- Convention registration and attendee mailing list NOT included

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.

Badges for Convention Attendees: \$500 - TAKEN

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 badges. Sizing and email instructions will be provided with your confirmation.

Bags for Convention Attendees: \$350 - TAKEN

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 KSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Lanyards for Convention Attendees: \$250 - TAKEN

Provide the attendee lanyards and see your company name in motion as the attendees wear your name. 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 KSHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Exhibit Hall Hours (Tentative)

Wednesday, February 14

9:00 am - 11:30 am Exhibitor Set-Up
11:30 am - 4:00 pm Exhibits Open

Thursday, February 15

8:00 am - 6:00 pm Exhibits Open

Friday, February 16

7:30 am - 10:00 am Exhibits Open
10:00 am - 12:00 pm Exhibitor Tear Down

Registration will be located near the Exhibit area.

Exhibitor Checklist and Deadlines

- December 15**
Guarantee your recognition in the On-Site Program by purchasing your display space, ads, sponsorships and marketing opportunities
- January 23**
Final day to make hotel reservations within the KSHA room block unless previously sold out
- January 24**
Final day to cancel

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***Please note that December 15, 2023 is the deadline to be recognized in the Convention On-Site Program.**

Not sure where your company fits?

Give Craven Management Associates a call at 412-366-1177 and let us help you select the right display package.

