

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.



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: 412-366-8804

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

Exclusive Opportunity

Arabian: Keynote Address Sponsor \$4,500

- 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

- 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

OpportunityBanner 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

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

*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.



vendor information	
Company Name (preferred for badge):	
Address:	
Contact Information	
Name:	
Email:	
Phone:	
Company Logo	
Please email company logo (jpeg file) to: mjoseph@robertcraven.com.	
Payment Options	
1) Check – Payable to: KSHA	
2) Credit Card □Visa □MasterCard □Discover □AMEX	
CREDIT CARD ACCOUNT NUMBER	_
EXPIRATION DATE	

Send completed form to:

KSHA

c/o Craven Management Associates 700 McKnight Park Drive, Suite 708 Pittsburgh, PA 15237 412-366-1177 mjoseph@robertcraven.com FAX 412-366-8804

KSHA 2024 Exhibitor Registration Form February 14-16, Lexington, KY

	, , , , , , , , , , , , , , , , , , , ,								
EXHIBIT	OR OPTIONS	QTY.	REGISTRATION FEE		TOTAL Due				
SPONSORSHIPS									
Thoroughbred: Overall Conve	ention Sponsor		\$6						
Arabian: Keynote Address Sponsor			\$4	,500					
Morgan: Awards Ceremony Sponsor			\$4	,500					
Appaloosa: Session Room Sponsor			\$3	,000					
Standardbred: Speaker Sponsor			\$1	,500					
Pony: Association Sponsor			5	8800					
ADDITIONAL OPPORTUNIT	TIES								
Additional Booth Space (Note: does not include complimentary Convention registration)			\$300						
Non-Profit, Home-Based Business Package			9	325					
Badges for Convention Attendees			\$500		TAKEN				
Bags for Convention Attendees			\$350		TAKEN				
Lanyards for Convention Attendees			\$250		TAKEN				
EXTRAS									
Electricity (Pre-Order Fee)	\$70								
DONATIONS									
Door Prize Donation	We will bring a donation with us		Yes □	Qty:	n/a				
	тот	AL DUE							

THE EXHIBITOR AGREES TO THE FOLLOWING PROVISIONS:

It is agreed that failure on part of the exhibitor to meet booth payment in full shall automatically forfeit all rights, privileges and claims of any nature the exhibitor has, may have, including the forfeit of any payments previously made. Exhibitor assumes responsibility and agrees to defend KSHA and Central Bank Center and their respective employees and agents against any claims or expenses arising out of the use of the Exhibit premises.

CAMERAS, PHOTOGRAPHY AND PHOTO RELEASE POLICY:

Members of KSHA will be designated at each KSHA sponsored event to take photos for KSHArelated publications, KSHA website, KSHA social media outlets (Facebook, Twitter, etc.) or in other
Association materials. By participating in any KSHA sponsored event, you agree to allow KSHA to use
your photograph in any the noted media outlets as mentioned above. These photographs will not be
solicited for outside use; they will only be used by KSHA for marketing and promotion purposes.

Cancellations received in writing and no later than January 24 will receive a 75% refund.

On-Site Representatives

Name	Cell Phone	Email	* See Below

Contact Information

KSHA Office Craven Management Associates Melissa Joseph Email: mjoseph@robertcraven.com Telephone: 412-366-1177 Fax: 412-366-8804

* Indicate which representative will be using the complimentary Convention registration(s). This does not apply to the Non-Profit/Home Based package.