

**KENTUCKY**  
Speech-Language-Hearing  
Association



**2025 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.**



## Who 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](http://www.ksha.info).

## 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 \$174 per night (single occupancy) is available **until February 3, 2025, 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-SL25. The Hyatt Regency is connected to the Central Bank Center for easy access. For reservations call 800-233-1234.

## 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 February 3 will receive a 75% refund.

## Contact Information

Craven Management Associates  
Melissa Joseph  
700 McKnight Park Drive | Suite 708  
Pittsburgh, PA 15237  
[mjoseph@robertcraven.com](mailto:mjoseph@robertcraven.com)  
Phone: 800-837-2446 | 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

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## 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

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## 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

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## 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

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## 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

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## Pony: Basic Booth 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 – Thank You

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 – Thank You

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 – Thank You

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 26

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

### Thursday, February 27

8:00 am - 6:00 pm Exhibits Open

### Friday, February 28

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
- February 3**  
Final day to make hotel reservations within the KSHA room block unless previously sold out
- February 3**  
Final day to cancel

## Contact Information

Craven Management Associates  
Melissa Joseph  
700 McKnight Park Drive | Suite 708  
Pittsburgh, PA 15237  
mjoseph@robertcraven.com  
Phone: 800-837-2446 | Fax: 412-366-8804

**\*Please note that December 15, 2024 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 800-837-2446 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

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EXPIRATION DATE

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Mail, Email or Fax completed form to:

**KSHA**  
c/o Craven Management Associates  
700 McKnight Park Drive, Suite 708  
Pittsburgh, PA 15237  
Email to: [mjoseph@robertcraven.com](mailto:mjoseph@robertcraven.com)  
FAX: 412-366-8804

### On-Site Representatives

Name	Cell Phone	Email	* See Below

### Contact Information

KSHA Office  
Craven Management Associates  
Melissa Joseph  
Email: [mjoseph@robertcraven.com](mailto:mjoseph@robertcraven.com)  
Telephone: 800-837-2446  
Fax: 412-366-8804

## KSHA 2025 Exhibitor Registration Form February 26-28, Lexington, KY

EXHIBITOR OPTIONS	QTY.	REGISTRATION FEE	TOTAL DUE
<b>SPONSORSHIPS</b>			
Thoroughbred: Overall Convention Sponsor		\$6,000	
Arabian: Keynote Address Sponsor		\$4,500	
Morgan: Awards Ceremony Sponsor		\$4,500	
Appaloosa: Session Room Sponsor		\$3,000	
Standardbred: Speaker Sponsor		\$1,500	
Pony: Basic Booth Sponsor		\$800	
<b>ADDITIONAL OPPORTUNITIES</b>			
Additional Booth Space (Note: does not include complimentary Convention registration)		\$300	
Non-Profit, Home-Based Business Package		\$325	
Badges for Convention Attendees		\$500	TAKEN
Bags for Convention Attendees		\$350	TAKEN
Lanyards for Convention Attendees		\$250	TAKEN
<b>EXTRAS</b>			
Electricity (Pre-Order Fee)		\$75	
<b>DONATIONS</b>			
Door Prize Donation	We will bring a donation with us	Yes <input type="checkbox"/>	Qty: n/a
<b>TOTAL DUE</b>			

**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 KSHA-related 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 of 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  
February 3 will receive a 75% refund.*

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