

KENTUCKY
Speech-Language-Hearing
Association



2027 Invitation to Experience a Year-Long Presence with KSHA

***Exhibit, Sponsorships and
Marketing Opportunities***

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

KENTUCKY

Speech-Language-Hearing
Association



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 \$184 per night (single occupancy) is available **until January 24, 2027, 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-SLHK. The Hyatt Regency is connected to the Central Bank Center for easy access. For reservations call 800-233-1234.

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 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 provides the Pathfinder for attendees to download on their mobile device to 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 1 will receive a 75% refund.
- **Email logo file** (jpeg or png) to kshaoffice@ksha.info.

Contact Information

KSHA Office
Melissa Joseph
kshaoffice@ksha.info
Phone: 800-837-2446

Opportunities

Thoroughbred: Overall Convention Sponsor \$4,000

Exclusive Opportunity

- Two complimentary display spaces with location of your choice
- Post attendee mailing list
- Two complimentary Convention registrations
- 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*
- Verbal recognition during Keynote Session
- Recognition on the *Pathfinder*
- 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
- Full-page ad in both the spring and fall *KSHA Communicator* digital publication

Arabian: Keynote Address Sponsor \$3,500

Exclusive Opportunity

- Two complimentary display spaces with location of your choice
- Post attendee mailing list
- Two complimentary Convention registrations
- Prominent sign recognition at the event
- Banner ad on home page of the *Pathfinder*
- Verbal recognition during session
- Recognition on the *Pathfinder*
- 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
- Full-page ad in both the spring and fall *KSHA Communicator* digital publication

Morgan: AV Sponsor \$2,000

Exclusive Opportunity

- One complimentary display space
- Post attendee mailing list
- One complimentary Convention registration
- Sign recognition
- Recognition on the *Pathfinder*
- 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
- Half-page ad in both the spring and fall *KSHA Communicator* digital publication

Appaloosa: Track Sponsor \$2,000

Multi-Opportunity Offering - One Sponsor Per Track

- One complimentary display space
- Post attendee mailing list
- One complimentary Convention registration
- Sign recognition
- Recognition on the *Pathfinder*
- 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
- Half-page ad in both the spring and fall *KSHA Communicator* digital publication

Standardbred: Luncheon Speaker Sponsor \$1,500

- One complimentary display space
- Post attendee mailing list
- One complimentary Convention registration
- Sign recognition at the speaker's session
- Recognition on the *Pathfinder*
- Your logo on the Attendee Pass lunch ticket
- Your representative can introduce the speaker(s) and invite attendees to stop by your booth
- Email blast to KSHA membership with your company logo hyperlinked to your website
- Recognition ribbons for exhibitors

Pony: Basic Booth Package:

\$800 With One Convention Registration | \$675 Without Convention Registration

- One complimentary display space
- Post attendee mailing list
- Recognition on the *Pathfinder*
- Sign recognition
- 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, with less than five employees.

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 17

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

Thursday, February 18

8:00 am - 4:00 pm	Exhibits Open
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Friday, February 19

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



January 24

Final day to make hotel reservations within the KSHA room block unless previously sold out



February 1

Final day to cancel



February 5

Securing general liability insurance is encouraged. Need insurance? Visit eventhelper.com.



Contact Information

KSHA Office
Melissa Joseph
kshaoffice@ksha.info
Phone: 800-837-2446

Not sure where your company fits?

Let us help you select the right package.
Call at 800-837-2446.

Convention Pathfinder

KSHA provides the Pathfinder for attendees to download on their mobile device to 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 KSHA 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 KSHA 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.

Find A Deal 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 display space. Email promotion code, coupon or flyer to kshaoffice@ksha.info. 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.

Interactive Listing Add-Ons: \$25

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 kshaoffice@ksha.info. Logo must be submitted as either a jpeg or gif file.

Exhibitor Pathfinder Package: \$100

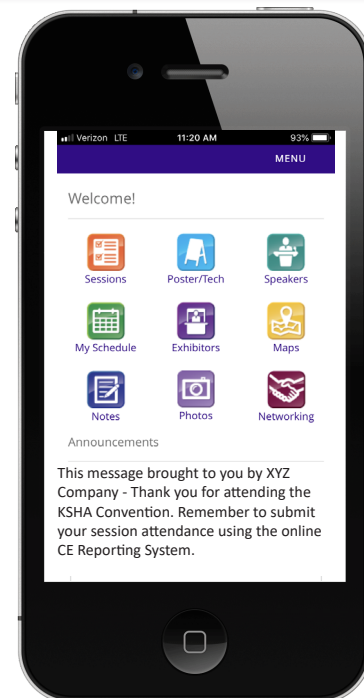
Exhibit at the Convention and receive the following for a special price of \$100:

- 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

KSHA Office
Melissa Joseph
Email: kshaoffice@ksha.info
Telephone: 800-837-2446

*Learn more about the KSHA Convention, such as presenters, session topics, event schedule and more by visiting:
<http://ksha.info>*



Enhance Your Exhibiting Experience with the KSHA Convention Pathfinder Package

Vendor Information

Company Name (preferred for badge):

Address:

Contact Information

Name: _____

Email: _____

Phone: _____

Company Logo

Please email company logo (jpeg file) to:
kshaoffice@ksha.info.

Payment Options

1) Check – Payable to: **KSHA**

2) Credit Card (3% fee will be added)

CREDIT CARD NUMBER

EXPIRATION DATE (MM/YY)

Mail or Email Completed Form To:

Email to: kshaoffice@ksha.info

KSHA

838 East High Street
Suite 263
Lexington, KY 40502

NOTE: If mailing the form, please alert the KSHA Office to watch for your order by emailing a copy to kshaoffice@ksha.info.

**Cancellations received in writing and no later than
February 1 will receive a 75% refund.**

On-Site Representatives

Name	Cell Phone	Email	* See Below

Contact Information

KSHA Office
Melissa Joseph
Email: kshaoffice@ksha.info
Telephone: 800-837-2446

KSHA 2027 Exhibitor Registration Form February 17-19, Lexington, KY

EXHIBITOR OPTIONS	QTY.	REGISTRATION FEE	TOTAL DUE
SPONSORSHIPS/BOOTH PACKAGES			
Thoroughbred: Overall Convention Sponsor		\$4,000	
Arabian: Keynote Address Sponsor		\$3,500	
Morgan: AV Sponsor		\$2,000	
Appaloosa: Track Sponsor (Select Track): ☐ Adult ☐ Audiology ☐ EI ☐ School Age		\$2,000	
Standardbred: Luncheon Speaker Sponsor		\$1,500	
Pony: Basic Booth Package: With One Convention Registration Without Convention Registration		\$800 \$675	
Non-Profit, Home-Based Business Package		\$325	
Additional Booth Space (Note: does not include complimentary Convention registration)		\$300	
ADDITIONAL OPPORTUNITIES			
Badges for Convention Attendees		\$500	TAKEN
Bags for Convention Attendees		\$350	TAKEN
Lanyards for Convention Attendees		\$250	TAKEN
PATHFINDER OPPORTUNITIES			
Exhibitor Pathfinder Package		\$100	
Banner Ad on the Pathfinder		\$100	
Event Notification Message		\$50	
Find a Deal Promotions		\$50	
Interactive Listing Add-Ons		\$25	
Website: _____	Email: _____		
Sales Contact Name: _____	Phone: _____		
EXTRAS			
Electricity (Pre-Order Fee)		\$75	
DONATIONS			
Door Prize Donation	We will bring a donation with us	Yes ☐	Qty: n/a
Total Order			
Add 3% Credit Card Fee			
TOTAL 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.

* Indicate which representative will be using the complimentary Convention registration(s). This does not apply to the Non-Profit/Home Based package or Pony Packages without complimentary registration.