

MINNESOTA SPEECH-LANGUAGE-HEARING ASSOCIATION  
**FINDING YOUR**

**FOCUS**

2018

**MNSHA Convention**

BLOOMINGTON, MN • APRIL 13-14, 2018

## ***Exhibitor Prospectus***

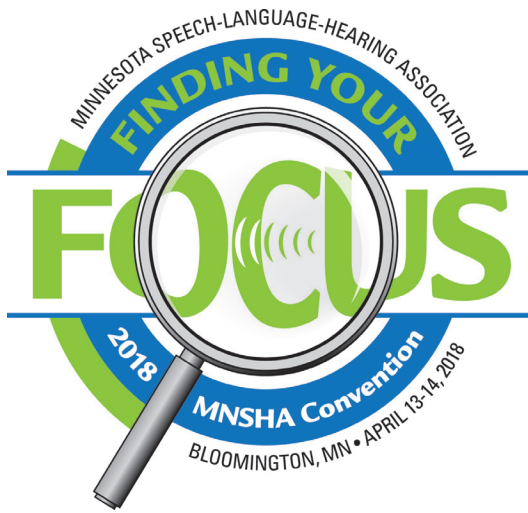
**Hyatt Regency Bloomington  
Bloomington, MN  
April 13-14, 2018**

*For more information, please visit [www.msha.net](http://www.msha.net), send email to [office@msha.net](mailto:office@msha.net) or call 855-727-2836.*

# 2018 MNSHA Convention | April 13-14, 2018

## Hyatt Regency Bloomington - Minneapolis

### More Than 300 Attendees!




### *Location and Hotel Information*


Hyatt Regency Bloomington - Minneapolis  
3200 East 81st Street  
Bloomington, MN 55425

**Hotel Reservations**  
1-888-421-1442

A special room rate of \$118 plus tax will be available until March 15, 2018, or until the room block is sold out whichever occurs first. Be sure to reference the Minnesota Speech-Language-Hearing Association when making your reservation.

### *Exhibit Hall Hours - Tentative*

 **Friday, April 13**  
6:00 am - 7:30 am      Exhibitor Setup  
\*7:30 am - 5:00 pm      Exhibits Open

 **Saturday, April 14**  
\*7:30 am - 1:15 pm      Exhibits Open  
1:15 pm - 3:00 pm      Exhibitor Tear Down

*\* Complimentary continental breakfast is provided for exhibitors and attendees in the Exhibit Hall!*

### *Exhibitor Checklist and Deadlines*

- January 26**  
Guarantee your recognition in the On-Site Program by purchasing your display space, ads, sponsorships and marketing opportunities.
- March 2**  
Deadline to receive reduced exhibitor rate.
- March 23**  
Cancellation deadline. Requests received in writing will receive a refund of 75%.

### *Contact Information*

**MNSHA Office**  
Melissa Joseph  
Email: office@msha.net  
Telephone: 855-727-2836  
Fax: 888-729-3489

### *Other Important Information*

- **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** needed for attendee door prizes and silent auction. Please consider donating a gift card or merchandise. Money raised at the silent auction benefits the MSHFoundation. Please check one of the boxes located on the Exhibitor Response form.

# Display Space & Marketing Opportunities

## Exhibitor Opportunities

### Single Space: \$375

Display space includes one 6' skirted table, two chairs, wastebasket and signage. One complimentary Convention registration and one complimentary post Convention attendee mailing list is also included.

### Strategy Package: \$600

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



- 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 MNSHA website for a six-month period

### Non-Profit or Home-Based Space: \$200

Display space includes one 6' skirted table, two chairs, 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: \$150

Can't attend the Convention but would still like a presence? Select 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 MNSHA website and the On-Site Program. This display 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 MNSHA Office. Shipping instructions will be provided with your exhibitor confirmation.



### Lanyards for Convention Attendees: \$150

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



### Advertise in the On-Site Convention Program

*Back Cover (7.75"w x 10"h) .....	\$750
*Inside Front Cover (7.75"w x 10"h) .....	\$400
*Inside Back Cover (7.75"w x 10" h).....	\$400
½ Page Ad (7.75" w x 5" h) .....	\$250
¼ Page Ad (3.75" w x 5" h) .....	\$100

\*Indicates first-come, first-served basis.

Email attachments are preferred. Advertisements should be in the form of a gif, pdf or jpeg file. All hard copy ads must be submitted in "camera ready" art form.

### Company Banner Ad Placed on the MNSHA Website

Banner Ad for MNSHA Website with email or web link ..... \$250

Banner ads must be submitted by email to [office@msha.net](mailto:office@msha.net) as either a jpeg or gif file. Ad size to be no larger than 234 x 60 pixels and any animation shall be limited to two cycles. Banner ads will be displayed on the Convention information page.



## Not sure where your company fits?

Give the MNSHA Office a call at 855-727-2836 and let us help you select the right display package.

# Sponsorship Opportunities

For an exclusive opportunity, please call the MNSHA Office for pricing.

## Luncheon Sponsor: \$2,000

- Free exhibit display
- Receive exclusive exposure with sign recognition during the Friday event
- Your banner ad on the MNSHA website Home Page for three months
- Half-page ad in the On-Site Convention Program
- Company brochure included in the attendee bag or folder

## Reception Sponsor: \$1,500

- 50% discount on exhibit display
- Receive exclusive exposure with sign recognition during the event
- Your banner ad on the MNSHA website Home Page for three months
- Quarter-page ad in the On-Site Convention Program
- Company brochure included in the attendee bag or folder

## Refreshment Break Sponsor: \$500

- Receive exclusive exposure with sign recognition
- Recognition on the MNSHA Convention web page
- Recognition in the On-Site Convention Program

## Session Sponsor: \$250

- Receive exclusive exposure with sign recognition at the sponsored session
- Recognition on the MNSHA Convention web page
- Recognition in the On-Site Convention Program

**Have a suggestion or new idea for a sponsorship?  
Give the MNSHA Office a call at 855-727-2836!**

## Convention Pathfinder

### Enhance Your Exhibiting Experience with the Pathfinder Package

MNSHA 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 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 MNSHA 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

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 [office@msha.net](mailto:office@msha.net). Logo must be submitted as either a jpeg or gif file.

#### 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 booth. Email promotion code, coupon or flyer to [office@msha.net](mailto:office@msha.net). 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.

### 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.

Learn more about the MNSHA Convention, such as presenters, session topics, event schedule and more by visiting the website [www.msha.net](http://www.msha.net)



**All Sponsorships will be  
acknowledged using  
Pathfinder  
Notifications!**

**Please note that January 26, 2018, is the deadline to be recognized in the On-Site Convention Program.**

