

Exhibit | Sponsor | Market

**20
24** | **NYSSLHA CONVENTION**

UNLOCK the **POWER**

Maximize Communication,
Embrace Connection

May 2-4, 2024 ■ White Plains, NY



**Excellent engagement
opportunities
and programs for all
professionals.**

Sponsor a Student

**A \$50 donation will send a student
to the Convention.**

Contact:

Deron Sferra

Email: dsferra@robertcraven.com

Telephone: 412-366-1177

Fax: 412-366-8804

Location:

Sonesta Hotel

66 Hale Avenue
White Plains, NY 10601

To make a reservation, please call (914) 682-0050
and request a room in the New York State
Speech-Language-Hearing Association room block
or to book online go to: [https://book.passkey.com/
event/50640693/owner/56479/home](https://book.passkey.com/event/50640693/owner/56479/home).

A special room rate of \$179 per night (single occupancy)
is available until April 8, 2024, or until the room block is
sold out, whichever occurs first.

Overall Convention Sponsor \$6,000

Exclusive
Opportunity

- One table space, one 8' skirted table, two chairs, one wastebasket.
- Full page ad 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*
- Half page advertisement for a full year (four issues) in the NYSSLHA newsletter, *The Communicator*
- Banner ad on NYSSLHA website homepage for one year
- Recognition ribbons for exhibitors

Awards Ceremony & Reception Sponsor \$4,500

Exclusive
Opportunity

- One table space, one 8' skirted table, two chairs, one wastebasket.
- Half page ad in the Convention On-Site Program
- Opportunity to address the audience before the ceremony for up to five minutes
- Banner ad on the *Pathfinder*
- Half page advertisement in two issues of the NYSSLHA newsletter, *The Communicator*
- Banner ad on NYSSLHA website homepage for one year
- Recognition ribbons for exhibitors

Session Room Sponsor \$3,000

- One Session Room to feature your company name throughout one day of Convention.
- One table space, one 8' skirted table, two chairs, one wastebasket.
- Half page ad in the Convention On-Site Program
- Opportunity to introduce the speaker and address the audience before the session for up to five minutes
- Recognition included in the *Pathfinder* event notifications
- Quarter page advertisement for two issues of the NYSSLHA newsletter, *The Communicator*
- Banner ad on NYSSLHA website homepage for six months
- Recognition ribbons for exhibitors

Student Session Sponsor \$2,500

Exclusive
Opportunity

- One table space, one 8' skirted table, two chairs, one wastebasket.
- Sixty minutes to present your session to attendees
- Quarter page ad in the Convention On-Site Program
- Sign recognition at the session
- Recognition on the *Pathfinder*
- Quarter page advertisement in two issues of the NYSSLHA newsletter, *The Communicator*
- Banner ad on NYSSLHA website homepage for three months
- Recognition ribbons for exhibitors

Speaker Sponsor \$1,500

- One table space, one 8' skirted table, two chairs, one wastebasket.
- Quarter page ad in the Convention On-Site Program
- Sign recognition at the speaker's session
- Recognition on the *Pathfinder*
- Your representative can introduce the speaker(s) and invite attendees to stop by your booth
- Quarter page advertisement in one issue (your choice) of the NYSSLHA newsletter, *The Communicator*
- Recognition ribbons for exhibitors

Association Sponsor \$800

- One table space, one 8' skirted table, two chairs, one wastebasket.
- Sign recognition
- Quarter page advertisement in one issue (your choice) of the NYSSLHA newsletter, *The Communicator*
- Recognition ribbons for exhibitors

- Exhibitor Kits will be provided 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 be included.
- Donations needed for door prizes. Please consider donating a gift card or merchandise. Please check one of the boxes located on the Exhibitor Selection Form.

Marketing Opportunities

Single Booth \$500

- One table space, one 8' skirted table, two chairs, one wastebasket
- Post Convention attendee mailing list
- One Convention registration

Non-Profit or Home-Based Booth Package: \$300

- One table space, one 8' skirted table, two chairs, one wastebasket
- 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

Your company logo will be 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

Be the company that is in the bag for 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 NYSSLHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Lanyards for Convention Attendees: \$200

Provide the attendee lanyard with 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 NYSSLHA Office. Shipping instructions will be provided with your exhibitor confirmation.

Advertise in the Convention On-Site Program

*Back Cover (7.75"w x 10"h)	\$600
*Inside Front Cover (7.75"w x 10"h)	\$450
*Inside Back Cover (7.75"w x 10"h)	\$450
½ Page Ad (7.75"w x 5"h)	\$200
¼ Page Ad (3.75"w x 5"h)	\$150

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

* Indicates first-come, first-served basis.

Exhibit Hall Hours - Tentative

Thursday, May 2

4:00 pm - 8:00 pm Exhibitor Setup

Friday, May 3

*7:00 am - 5:00 pm Exhibits Open

Saturday, May 4

*7:00 am - 1:00 pm Exhibits Open
1:00 pm - 4:00 pm Exhibitor Tear Down

* Breakfast is provided for exhibitors and attendees in the Exhibit Hall!

Exhibitor Checklist and Deadlines



February 12

Guarantee your recognition in the On-Site Program by purchasing your display space, ads, sponsorships and marketing opportunities.



April 1

Early registration to receive reduced exhibitor rate.



April 22

Final day to register or cancel.

Not sure where your company fits
or have a suggestion?

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

Convention Pathfinder

NYSSLHA 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 NYSSLHA 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 nconnolly@robertcraven.com. 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 nconnolly@robertcraven.com. 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.

Contact Information:

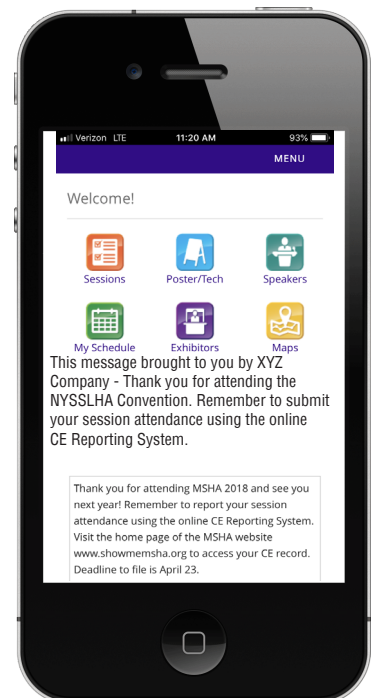
Deron Sferra
Email: dsferra@robertcraven.com
Telephone: 412-366-1177
Fax: 412-366-8804

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 NYSSLHA Convention, such as presenters, session topics, event schedule and more by visiting:
www.nysslha.org





Registration Information

Company Name (preferred for badge):

Contact Information:

Name: _____

Address: _____

Phone: _____

Email: _____

Pathfinder Interactive Listing Info (\$25)

Website: _____

Email: _____

Phone: _____

Company Logo

All vendor logos will be displayed in the Onsite Program.

Please email colored logo (jpeg file) to:

dsferra@robertcraven.com.

Deadline: February 12

Payment Options

1) Check Enclosed ☐

Please make payable to NYSSLHA

Mail completed form to:

NYSSLHA

c/o Craven Management Associates

700 McKnight Park Drive, Suite 708

Pittsburgh, PA 15237 | FAX 412-366-8804

2) Credit Card

☐ Visa ☐ MasterCard ☐ Discover ☐ AMEX

CREDIT CARD ACCOUNT NUMBER

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EXPIRATION DATE

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Booth Representative(s)

Name	Cell Phone	Email	Using Free Convention Registration (Qty. 1)

NYSSLHA 2024 Exhibitor Registration Form

May 2-4, White Plains, NY

EXHIBITOR OPTIONS	QTY.	REGISTRATION FEE	TOTAL DUE
SPONSORSHIPS			
Overall Convention Sponsor*		\$6,000	
Awards Ceremony and Reception Sponsor*		\$4,500	
Session Room Sponsor		\$3,000	
Student Session Sponsor*		\$2,500	
Speaker Sponsor		\$1,500	
Association Sponsor		\$800	
MARKETING OPPORTUNITIES			
Single Booth		\$500	
Non-Profit, Home-Based Business Package		\$300	
Badges for Convention Attendees		\$500	
Bags for Convention Attendees		\$350	
Lanyards for Convention Attendees		\$200	
On-Site Program Back Cover		\$600	
On-Site Program Inside Front Cover		\$450	
On-Site Program Inside Back Cover		\$450	
On-Site Program Half Page Ad		\$200	
On-Site Program Quarter Page Ad		\$150	
EXTRAS			
Additional Table Space		\$350	
Electricity		\$35	
CONVENTION 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 _____			
Phone _____			
DONATIONS			
 Student Convention Stipends Your donation will help a student attend the Convention		\$50	
Door Prize Donation	We will bring a donation with us	Yes <input type="checkbox"/>	Qty: n/a
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 NYSSLHA and Sonesta Hotel and their respective employees and agents against any claims or expenses arising out of the use of the Exhibit premises.

Cancellations received in writing and no later than April 22, 2024, will receive a 75% refund.