

# Exhibitor Invitation

**NJSHA 2018**  
**April 26-27**  
**Long Branch, NJ**



**Ocean**  
**OF** *Opportunities*

Ocean Place Resort & Spa • Long Branch, NJ

**NJSHA** CONVENTION | **April 26-27, 2018**

**NJSHA will again partner with NJAA for development  
of the Convention Audiology Program**

**Exhibits | Sponsorships | Marketing Opportunities**

# 2018 NJSHA Convention | April 26-27, 2018

Long Branch, NJ

More Than 800 Attendees!



## Location and Hotel Information

Ocean Place Resort & Spa  
Long Branch, NJ

### Hotel Reservations

1-800-411-6493

Special room rate of \$184 per night will be available until April 6, 2018, or until the room block is sold out, whichever occurs first. To receive the special room rate, please ask that your reservation be booked within the New Jersey Speech-Language-Hearing room block.



## Exhibit Hall Hours - Tentative



**Wednesday, April 25**

5:30 pm - 8:30 pm

Exhibitor Setup



**Thursday, April 26**

7:00 am - 4:00 pm

Exhibits Open

(Breakfast Served in Exhibit Hall)



**Friday, April 27**

8:00 am - 1:30 pm

Exhibits Open

1:30 pm - 3:30 pm

Exhibitor Tear Down

## Exhibitor Checklist and Deadlines



**February 1**

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



**March 15**

Early registration deadline to receive reduced exhibitor rate.



**April 5**

Final day to cancel.

## Contact Information

### NJSHA Office

174 Nassau Street, Suite 337  
Princeton, NJ 08542

Dawn Klinefelter

Email: [dklinefelter@robertcraven.com](mailto:dklinefelter@robertcraven.com)

Telephone: 888-906-5742

Fax: 888-729-3489

## Other Important Information

- **Cancellations** received in writing and no later than April 5 will receive a 75% refund.
- **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 be included.
- **Donations** needed for door prizes. Please consider donating.

# Display Space & Marketing Opportunities

## Display Space

### Single Booth: \$475

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket, signage and recognition on the exhibitor page of the NJSHA website, the *Pathfinder* and the on-site program. This display space includes one complimentary Convention registration and Convention attendee mailing list.

### Strategy Package: \$800

Achieve your goals by purchasing this enhanced exhibitor package. This option includes our single booth 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 on NJSHA's home page with a link to your home page for a six-month period



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

Display space includes: One 8'x8' booth space, one 6' skirted table, two chairs, pipe and drape, 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: \$200

Can't attend the Convention but would still like a presence? Have 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 NJSHA website, the *Pathfinder* 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 NJSHA 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 NJSHA Office. Shipping instructions will be provided with your exhibitor confirmation.



### Advertise in the On-Site Convention Program

- \*Back Cover – Full Page, Color ..... See sponsorships
- \*Front Cover – Inside, Full Page, Color..... \$350
- \*Back Cover – Inside, Full Page, Color ..... \$300
- ½ Page Ad (Color) ..... \$200
- ¼ Page Ad (Color) ..... \$150
- Business Card Ad (Color) ..... \$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 NJSHA Website

Banner Ad for NJSHA website with email or web link.....\$250

Banner ads must be submitted by email to [dklinefelter@robertcraven.com](mailto:dklinefelter@robertcraven.com) as either a jpeg or gif file. Ad size to be no larger than 200 x 50 pixels and any animation shall be limited to two cycles. Banner ads will be displayed on Convention information page.

### Not sure where your company fits?

Give the NJSHA Office a call  
888-906-5742 and let us help you select the right display package.

# Sponsorship Opportunities

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

## **Awards Ceremony & Reception Sponsor: \$1,000**

Sponsor the Thursday evening reception.

- Receive 50% discount on one display space package
- 1/2 page ad in the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Sign recognition at the event
- Recognition on the *Pathfinder*
- Recognition included in the *Pathfinder* Event Notification
- Two representatives of your choice will be our guests at the event.

For exclusive opportunity, please contact the NJSHA Office for pricing.

## **Speaker Sponsor: \$1,000**

Increase your exhibit traffic! Having outstanding speakers at the Convention will drive attendance up and increases your exhibit traffic. Please consider sponsoring a speaker this year. Closer to the event, you will be able to determine which speaker your donation will help.

- Receive 50% discount on one display space package
- 1/2 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 Notification
- Your representative can introduce the speaker(s) and invite attendees to stop by your booth.

## **Official Program Book Sponsor: \$750**

- Full page ad on the back cover of the Convention On-Site Program
- Recognition in the Convention On-Site Program
- Recognition on the *Pathfinder*

## **Annual Breakfast Meeting Sponsor: \$500**

Sponsor the breakfast event scheduled for Friday

- Signage displayed during the event will recognize your contribution
- Recognition in the Convention On-Site Program
- Quarter-page ad in the Convention On-Site Program
- Recognition on the *Pathfinder*
- Recognition included in the *Pathfinder* Event Notification

For exclusive opportunity, please contact the NJSHA Office for pricing.

## **Break Sponsor: \$400**

Sponsor one of the four scheduled session breaks

- Signage displayed during the event will recognize your contribution
- Recognition in the Convention On-Site Program
- Recognition on the *Pathfinder*
- Recognition included in the *Pathfinder* Event Notification



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

**Have a suggestion or new idea for a sponsorship?**

**Give the NJSHA Office a call  
888-906-5742**

**Please note that February 1 is the deadline  
to be recognized in the Convention On-Site Program.**

# Convention Pathfinder

*NJSHA 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 NJSHA 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.



## **Contact Information**

### **NJSHA Office**

174 Nassau Street, Suite 337  
Princeton, NJ 08542

Dawn Klinefelter

Email: [dklinefelter@robertcraven.com](mailto:dklinefelter@robertcraven.com)

Telephone: 888-906-5742

Fax: 888-729-3489

## **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 [dklinefelter@robertcraven.com](mailto:dklinefelter@robertcraven.com). Flyers must be submitted as a pdf file.

**Example of a "Find A Deal":** Bring 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 [dklinefelter@robertcraven.com](mailto:dklinefelter@robertcraven.com). 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

*Learn more about the NJSHA Convention, such as presenters, session topics, event schedule and more by visiting the website [www.njscha.org](http://www.njscha.org)*

**Enhance Your Exhibiting Experience with the Exhibitor *Pathfinder* Package**

