

2023 ASHA CONVENTION



igniting INNOVATION
november 16-18 • boston, mass

exhibit hall
nov. 15-18

BOSTON CONVENTION AND EXHIBITION CENTER

EXHIBITOR PROSPECTUS

Book Your Booth Today!

convention.asha.org/exhibitors



ASHA
American
Speech-Language-Hearing
Association

Exhibit Your Products and Services at the 2023 ASHA CONVENTION and **ignite connections!**

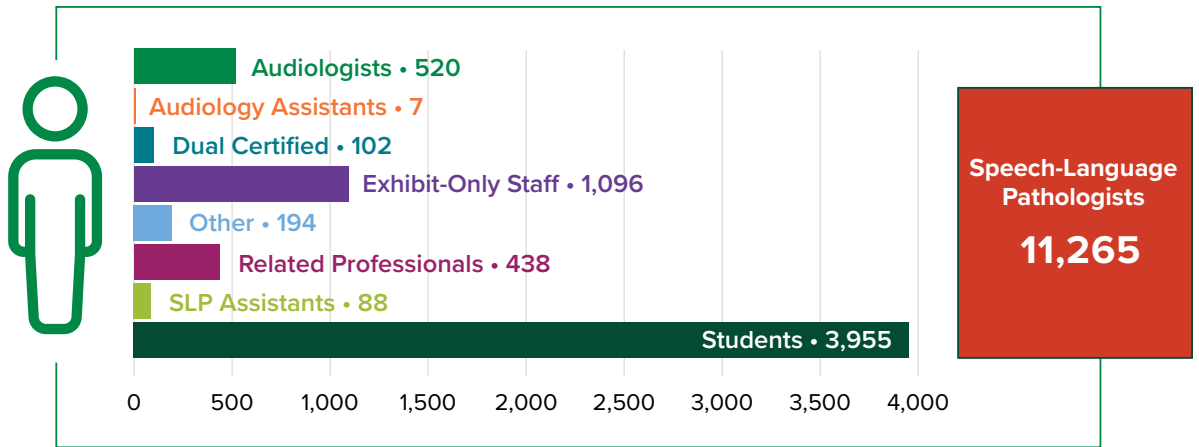


CONTENTS

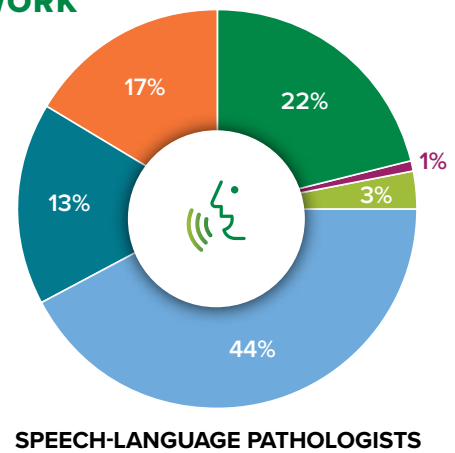
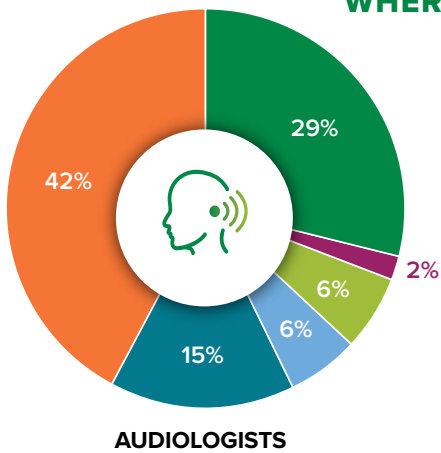
Who You'll Meet at the ASHA Convention	2
Attendee Professional Interests	3
Why Our Attendees Visit the Exhibit Hall	4
Why You Should Exhibit.....	6
Information About Exhibiting.....	8
Additional Opportunities	10

Who You'll Meet at the ASHA Convention*

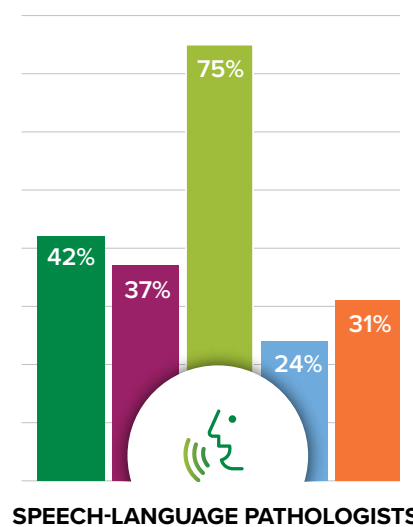
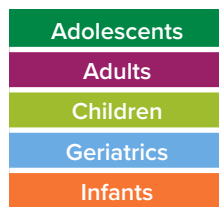
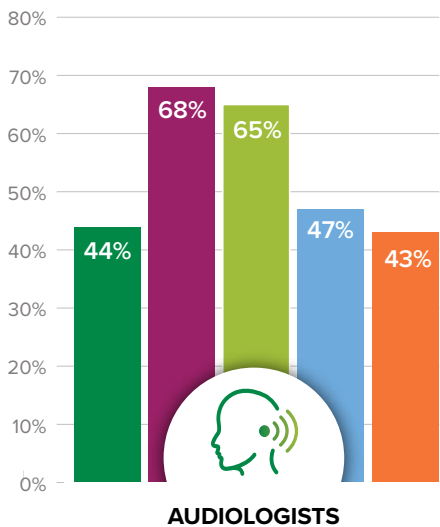
ABOUT OUR ATTENDEES



WHERE OUR ATTENDEES WORK



WHO OUR ATTENDEES WORK WITH

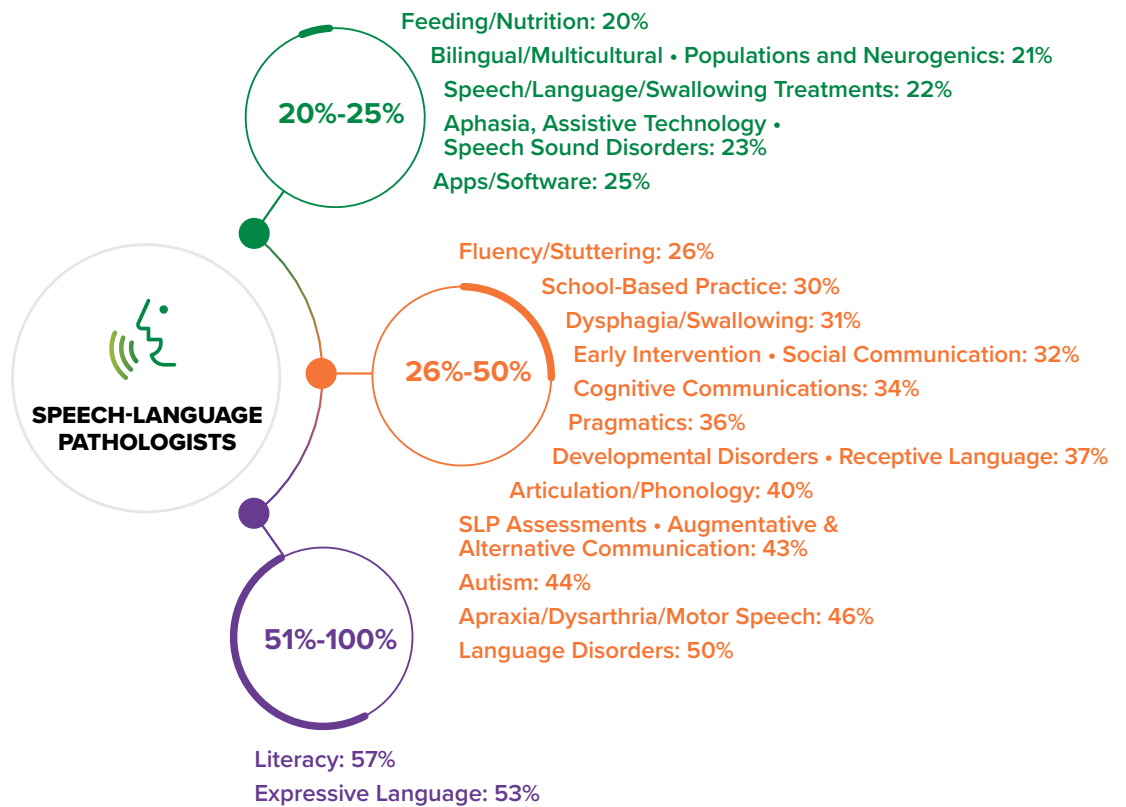
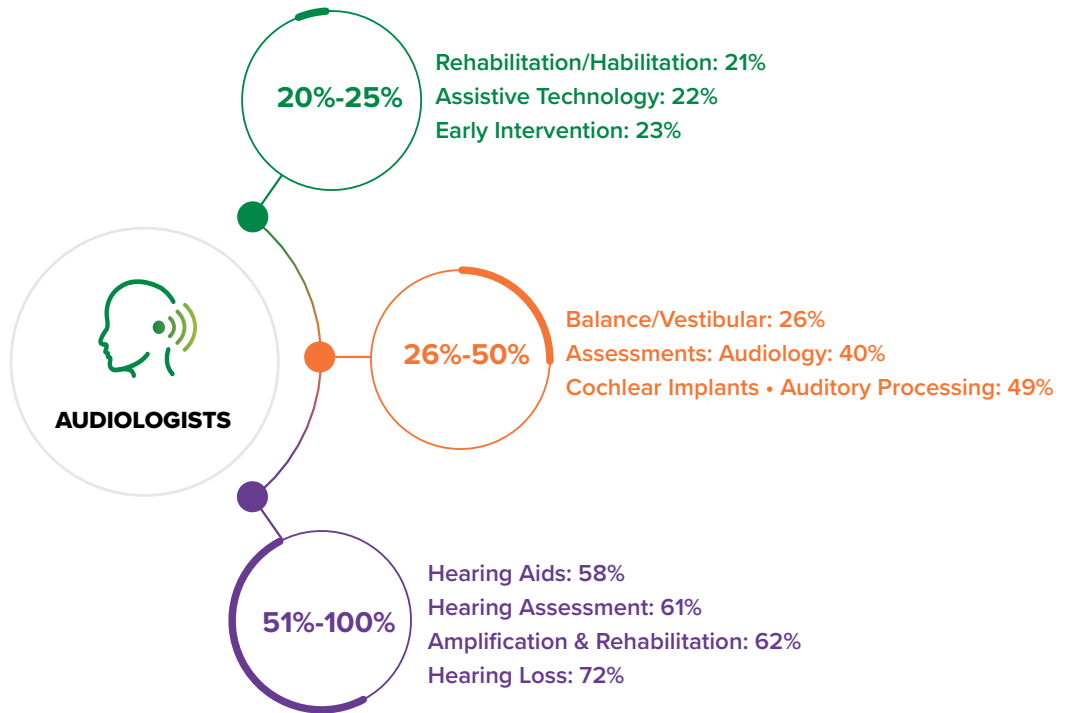


*Data taken from 2018 ASHA Convention registration (Boston).

Our Attendees' Professional Interests

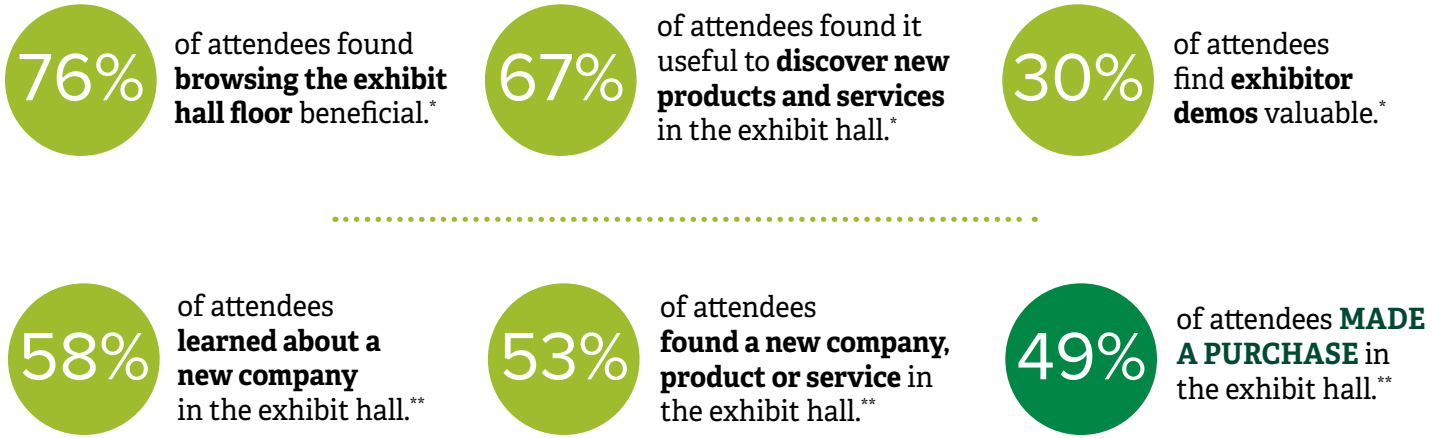
TOP ATTENDEE AFFILIATIONS IN BOSTON

- BOSTON CHILDREN'S HOSPITAL
- BOSTON PUBLIC SCHOOLS
- BRIGHAM YOUNG UNIVERSITY
- CLEVELAND CLINIC
- KENNEDY KRIEGER INSTITUTE
- LEXINGTON PUBLIC SCHOOLS
- LONG ISLAND UNIVERSITY
- MASSACHUSETTS GENERAL HOSPITAL
- MAYO CLINIC
- MGH INSTITUTE OF HEALTH PROFESSIONS
- NEW YORK CITY DEPARTMENT OF EDUCATION
- NEW YORK UNIVERSITY
- NOVA SOUTHEASTERN UNIVERSITY
- SPAULDING REHABILITATION
- TEXAS CHILDREN'S HOSPITAL

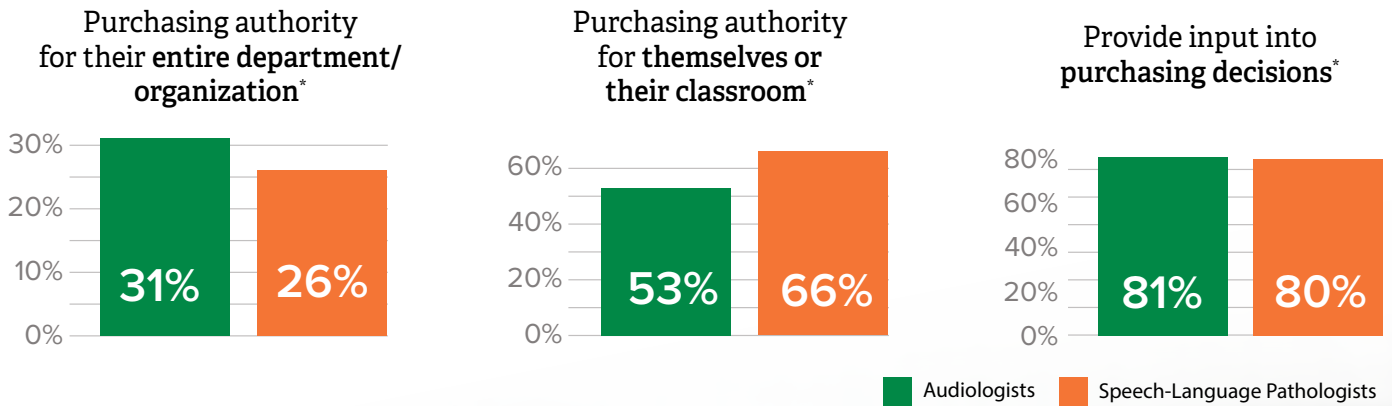


*Data taken from 2018 ASHA Convention registration (Boston).

Why Our Attendees Visit the Exhibit Hall



Our Attendees Are Ready to Buy



* Data taken from 2022 ASHA Convention Attendee Survey.

**Data taken from 2018 ASHA Convention Attendee Survey.

This is What Our Attendees Loved About the Exhibit Hall*



“The opportunity to explore the Exhibit Hall and network with peers and providers.”



“How so many resources were all in one place.”



“...networking with other SLPs. Seeing/touching new products in the exhibit hall and purchasing items of interest.”



“Exploring new technology, new publications, ability to talk to vendors.”



“Flexibility to move from exhibit hall to sessions.”



“The energy. The exhibit hall was always humming.”



“I was able to explore the exhibit hall quite a bit with the way the sessions were structured.”



“I loved the variety of products and services that were offered in the exhibit hall.”



“The exhibit hall—I learned a great deal from talking with different companies and representatives.”

**Testimonials taken from 2022 ASHA Convention Attendee Survey.*

Why Should You Exhibit at the 2023 ASHA Convention?*

Our Exhibit Hall is the most effective way for you to meet valuable new customers, strengthen existing relationships, and boost organization brand and awareness.

93%

of exhibitors say that participating at the ASHA Convention is important to their overall marketing goals.

91%

of exhibitors were very happy or satisfied with their experience.

Over 90%

OF EXHIBITORS WERE SUCCESSFUL IN THEIR GOALS FOR:

- ✓ In-person engagement
- ✓ Demonstrating products and services
- ✓ Increasing awareness of organization brand and products
- ✓ Networking

Over 80%

OF EXHIBITORS WERE SUCCESSFUL IN:

- ✓ Generating leads
- ✓ Obtaining feedback on products and services from attendees
- ✓ Meeting target audience
- ✓ Reaching students

What Our Exhibitors Love Most About the Exhibit Hall*



“... truly a remarkable event, with a wide array of booths showcasing cutting-edge technologies aimed at helping the medical community. The level of innovation on display was truly impressive, with a diverse range of companies and organizations presenting their latest products and services.”



“Attendees were of high-quality and the layout of the exhibit hall was exceptional.”



“The continuous, steady flow of people we had come by our booth.”



“There was great traffic in the expo hall and reasons for individuals to walk through and explore what vendors were participating.”



“[The ASHA Convention] is the largest event we attend where we meet and collect the highest number of leads. The event is always organized and enjoyable. Our company really makes a presence by participating in ASHA activities — especially with the students.”



“Meeting new customers who were so appreciative of us exhibiting. You can always learn so much from customers.”

**Data and testimonials from 2022 ASHA Convention Exhibitor Survey.*



Exhibit Hall

The ASHA Convention schedule includes more than 10 hours when limited or no education programming is taking place, providing dedicated time for attendees to explore the exhibit hall.



NEW! Demonstration Stations

The Exhibitor Demonstration Stations are a new, interactive opportunity at the 2023 ASHA Convention where you can introduce your products and/or services to attendees live on the show floor. One station will be located towards the front of the exhibit hall and the other in the Audiology area. Each 20'x20' station comes with tables, a monitor with audio, carpet and electric. The Demonstration Stations will be highlighted on our website, in the mobile app, through emails, and with onsite signage.

Limited timeslots are available, so reserve yours early! PDHs/ASHA CEUs not available.

Exhibit Hall Schedule

EXHIBITOR MOVE-IN

Tuesday, November 148:00 a.m. – 6:00 p.m.
Wednesday, November 15.....8:00 a.m. – 1:00 p.m.
(All booths must be set up by 1:00 p.m.)

EXHIBIT HALL HOURS

Wednesday, November 15:
Welcome Reception 4:30 p.m. – 6:30 p.m.
Thursday, November 1610:00 a.m. – 6:00 p.m.
Friday, November 17 9:00 a.m. – 5:30 p.m.
Saturday, November 189:00 a.m. – 1:00 p.m.

EXHIBITOR MOVE-OUT

Saturday, November 181:00 p.m. – 8:00 p.m.

Exhibit Hall Activities

We'll have activities and destinations to draw attendees into the exhibit hall, including:

- Welcome Reception
- Mobile Adventure Game
- Coffee Breaks
- Caring Square Community Service Activities
- ASHA “Squares” with access to representatives from ASHA leadership, volunteers, and staff
- ASHA Action Center Live
- ASHA Store
- Charging Stations
- Graduate School Fair/PhD Center

Exhibit Booth Pricing

Priority booth sales will open on **May 1, 2023** to past exhibitors.
Sales will open to new companies on **May 17, 2023**.

BOOTH TYPE (per 10' x10' booth)	EARLY-BIRD (Before July 31, 2023)	STANDARD (Beginning Aug. 1, 2023)
Commercial	\$2,250	\$2,450
Nonprofit	\$1,150	\$1,250
Corner Premium	\$150	\$150
Island	\$24 per square foot	\$26 per square foot
Member Entrepreneur*	\$750	\$750

*ASHA offers a limited number of modified booth spaces to its members as a one-time opportunity to exhibit at a reduced rate. Restrictions apply. For more information and an application, contact Renee Tross at rtross@asha.org or 301-296-5764.

ALL EXHIBIT BOOTHS INCLUDE:

- Complimentary full convention and exhibit hall-only badges (see Registration and Badge Allocations)
- Expanded online exhibit profile including logo, company description, website and social media links, two (2) convention specials, three (3) resources, two (2) product images, one (1) video, and two (2) virtual business cards
- Pre- or post-show attendee mailing list (registration required)
- Exhibitor lounge access with refreshments
- Basic public Wi-Fi in the exhibit hall
- Access to pre-event exhibitor information sessions created exclusively for ASHA Exhibitors
- Priority exhibitor housing access (restrictions/deadlines apply)
- Booth space with 8' high back drape and 3' high side rails
- Aisle carpet
- 24-hour exhibit hall security
- Exclusive marketing opportunities only available to exhibitors

ACADEMIC/NON-PROFIT/GOVERNMENT EXHIBITORS AND MEMBER ENTREPRENEUR BOOTHS ALSO INCLUDE:

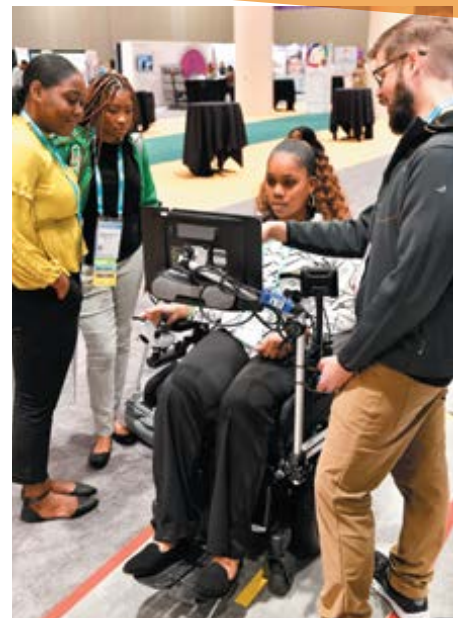
- Booth carpet
- One (1) 6' skirted table, two chairs, and a wastebasket

Note: Commercial booth spaces do NOT include carpet or any booth furnishings.

Booth furnishings, electricity, shipping, freight/materials handling, labor, installation or dismantle labor, booth cleaning, or lead retrieval are not included. These items will be available to order from the Exhibit Service Manual in mid-August.

ASHA CONVENTION GENERAL SERVICE CONTRACTOR

The official General Service Contractor of the ASHA Convention is **Willwork Global Event Services**. The Exhibitor Service Manual will be available to exhibitors in mid-August.





Registration and Badge Allocations

Commercial exhibitors receive (per 10'x10' booth space):

- 2 full convention registrations
- 2 exhibit hall-only badges

Academic/non-profit/government exhibitors receive (per 10'x10' booth space):

- 1 full convention registration
- 2 exhibit hall-only badges

Member Entrepreneurs receive:

- 1 full convention registration (to be used by the ASHA member reserving space, non-transferrable)
- 1 exhibit hall-only badge

Additional full conference registrations and exhibit hall-only badges may be purchased through Exhibitor Registration.

Payment and Cancellation Policy

For contracts received prior to July 1, 2023, a 50% deposit is required within 30 days of contract to secure booth space, with the balance due by August 1, 2023. For contracts received after July 1, 2023, payment is due in full within 30 days of contract. No exhibitor will be permitted to move-in to the exhibit hall with an outstanding balance.

Exhibitor's written cancellation must be received via email to exhibits@asha.org by end of business day on August 1, 2023, in order for Exhibitor to be eligible to receive a refund, less 25% of the booth fee. If Exhibitor's cancellation is received after August 1, 2023, or if Exhibitor registered after July 31, 2023 (regardless of cancellation date), they must pay the booth fee in full and will not be eligible for a refund. There are no exceptions to this policy.

Eligibility to Exhibit

The ASHA Convention Exhibit Hall is the place to showcase products, services, and resources for our members and attendees. The items on exhibit are to relate to the discipline of communication sciences and disorders. ASHA reserves the right to review all exhibit applications for eligibility and to withdraw its acceptance of a contract if it determines, in its sole discretion, that the exhibitor is not eligible to participate, or if the exhibitor's product is not eligible to be displayed in this Exhibit Hall. All first-time exhibiting companies who wish to exhibit at ASHA are reviewed to determine eligibility.

Hotel Information

Housing for the 2023 ASHA Convention in Boston will open on August 1, 2023. Exhibitors whose deposits have been received and processed will receive early access to book reservations on July 25. Maritz Global Events is the **ONLY** official ASHA Housing and Registration Company.

SCAM ALERT: Unauthorized Vendors and Unofficial Solicitations

Be aware that companies falsely posing as partners of ASHA may target you to secure hotel rooms, booth space, meeting space, mailing lists, shipping, or registration for the ASHA Convention. These companies cannot access ASHA's hotel rooms, attendee, or member lists. The **ONLY** official Housing and Registration Company for the ASHA Convention is Maritz Global Events. Willwork Global Event Services is the only official General Service Contractor. ASHA is the only organization that can provide a legitimate ASHA attendee or membership mailing list. If you receive a phone call, email, letter, or fax solicitation that does not seem official, or if you encounter a questionable website, please contact exhibits@asha.org to verify it is from one of our approved vendors. We do not give information on our exhibitors to organizations other than our official vendors.

Submit your Booth Space Application and start engaging with members today!

1. **VISIT** convention.asha.org/exhibitors
2. **CLICK** the button to “Book My Booth”
3. **COMPLETE** the Booth Space Application

Contact Us. We're Here to Help.

Nancye Berman: nberman@asha.org • 301-296-5798

Renee Tross: rtross@asha.org • 301-296-5764

Boost Your Impact

ASHA offers additional ways to increase your organization's visibility in the communication sciences and disorders community beyond your exhibit booth.

Sponsorship

ASHA Exhibitors have exclusive access to popular sponsorship opportunities designed to drive traffic to your booth. **Contact Justin Goldstein** at jgoldstein@asha.org for more information.

Advertising

Advertise in the ASHA Convention enewsletter for members and other limited opportunities.

For more information, contact

Products/Services/CE:

Liz Barrett, ebarrett@smithbucklin.com

Recruitment: **Eli McLean,** emclean@asha.org

Attendee Mailing Lists

ASHA is the only source for a legitimate ASHA Convention registrant or ASHA membership mailing list. **Contact** lstrental@asha.org for more information.

Additional Opportunities

Graduate School Fair

The Graduate School Fair is an opportunity to recruit students, interview them for admission, and talk one-on-one about educational opportunities in CSD at the ASHA Convention. **For more information, contact** academicaffairs@asha.org.

ASHA Solution Center

Our online multimedia showcase offers a year-round opportunity to highlight your brand to ASHA members. **Find out more at** marketing.asha.org/all-opportunities/asha-solution-center/.

Virtual Career Fair

The ASHA Career Fair is a virtual event hosted independently of the ASHA Convention. The Fall Career Fair event will take place October 11, 2023. **Contact** **Eli McLean** at emclean@asha.org for more information.

DON'T WAIT! SECURE YOUR BOOTH TODAY!

convention.asha.org/exhibitors



ASHA
American
Speech-Language-Hearing
Association

American Speech-Language-Hearing Association

2200 Research Blvd., Rockville, MD 20850

301-296-5700 • ASHA.org