

Sponsor, Exhibitor & Advertiser Prospectus



CSHA

California Speech Language Hearing Association



CSHA

California Speech Language Hearing Association

TABLE OF CONTENTS

Conference Exhibit Booths3

Year-Round Sponsorships.....4

Advertising

- CSHA Magazine.....8
- Conference Program.....9
- Website9

Career Center10

There are many ways for organizations and companies to support the work of CSHA, while also reaching the audiences that are important to their own work. Our professional and empathetic community is made up of over 3,000 California speech-language pathologists and audiology support personnel, and students who provide life-changing support to those with speech, hearing and language challenges.

VISION

The vision of CSHA is a world where all people are empowered with the fundamental human right to engage and connect.

MISSION

As California’s expert leaders in communication, cognition, hearing and swallowing, the mission of CSHA is to serve our profession, members, clients and community through evidence-based leadership in professional practice, strategic advocacy, thought leadership and inter-professional collaboration.



CONFERENCE EXHIBIT BOOTHS

Convergence 2020, the CSHA Annual Convention, will be held at the Anaheim Marriott, March 19-22, where nearly 3,000 SLPs, SLPAs, AuDs, students and medical professionals gather to share expertise, learn and connect.

It's the hub for cutting-edge workshops on evidence-based practices and recent advancements in the speech language and hearing field. And it's where over 200 practice-changing sessions will take center stage.

Learn. Connect. Share with #CSHACon. It's all happening at Convergence 2020!

CSHA's Annual Convention & Exhibition

gathers speech-language pathologists, audiologists, SLPAs, students and consumers from California and the surrounding states together for one outstanding event!

Location

Anaheim Marriott
700 West Convention Way
Anaheim, CA 92802

General Information

- 2,700+ Attendees
- Competitive pricing
- Convenient location
- Professional, friendly staff
- Unparalleled opportunity to meet business objectives

EXHIBIT BOOTHS & TABLES	PRICE	ITEMS INCLUDED	ITEMS NOT INCLUDED	BADGES
Corner Booth	\$1,050	8'x10' booth, side & back draping, 6' skirted table, 2 chairs, wastebasket & standard identification sign	Furniture, electrical connection, carpet	1 complimentary full convention registration, 3 exhibit hall only
Inline Booth	\$950	8'x10' booth, side & back draping, 6' skirted table, 2 chairs, wastebasket & standard identification sign	Furniture, electrical connection, carpet	1 complimentary full convention registration, 3 exhibit hall only
Table Top (Recruiters Only)	\$425	4' skirted table, 2 chairs, wastebasket & standard identification sign	Furniture, electrical connection, carpet	2 exhibit hall only

To reserve your exhibit space, go to www.csha.org. For questions, contact Kevin Swartzendruber, CSHA Marketing and Membership Director, at kevins@csha.org or call (916) 921-1568, ext. 1006.

YEAR-ROUND SPONSORSHIPS

CSHA offers several sponsorship packages to give businesses a variety of opportunities to get visibility among speech language and hearing professionals.

□ PLATINUM SPONSOR (\$15,000)

CONVENTION BENEFITS

- Choose from one of the following convention sponsorship opportunities:
Each sponsor will be recognized in the onsite convention program and on convention signage.
 - **Celebration of Excellence Awards Ceremony & Reception** – Align your brand with this premier event that celebrates excellence in the profession with red carpet photos, a no-host cocktail reception, and complimentary light appetizers for CSHA honorees and guests. Your logo will be featured on signage at the event and your company will be verbally recognized. Your company logo and the CSHA logo will be featured on the step and repeat backdrop for photos on the red carpet.
 - **Exhibit Hall Opening Reception & Photo Booth** – The exhibit hall opens with a ribbon cutting ceremony and light refreshments, giving exhibitors and attendees their first change to network. Your logo will be featured on signage at the event and your company will be verbally recognized. Your company logo will be printed on photo souvenirs.
 - **Registration Kiosks** – Your logo will be featured on the registration kiosks at the event.
- Company logo on exhibit hall entrance sign
- Company logo on signage in registration area
- Loop projection PowerPoint slides during keynote
- Conference registration (x3)
- Priority sponsorship reservation and booth selection for next year's annual conference
- Option to add one item to conference bag (must be approved)
- VIP seating at opening keynote
- VIP seating at Celebration of Excellence

ADVERTISEMENTS IN CSHA PUBLICATIONS

- Logo in onsite convention program, hyperlink in digital version (listing by level)
- Full-page color ad in convention program
- Company profile in one-issue of the magazine
- Magazine additional ad discount (35%)

WEBSITE VISIBILITY

- Logo with hyperlink on the CSHA website annual convention page (Jan-April) (Highest trafficked page on CSHA website)
- Logo in new member portal in Our Sponsors section (all year)

SPONSORSHIP MARKETING

- Opportunity to use CSHA sponsor seal/logo (all year)
- Certified letter from CSHA President

Contact Cici Trino at cicit@aosinc.biz or 916-961-9999.



YEAR-ROUND SPONSORSHIPS (CONTINUED)

CSHA offers several sponsorship packages to give businesses a variety of opportunities to get visibility among speech language and hearing professionals.

☐ GOLD SPONSOR (\$8,000)

CONVENTION BENEFITS

- Choose from one of the following convention sponsorship opportunities:
 - **Tote Bag** – Tote bags are custom printed with your company logo and the CSHA logo and distributed at registration to all attendees.
 - **Keynote Opening Session** – Premium exposure at the largest attended event at the convention. Your logo will be featured on signage at the event and your company will be verbally recognized. VIP seating in front row for two company representatives.
 - **Lanyards** – Lanyards are custom printed with your company logo and the CSHA logo and distributed at registration to all attendees.
 - **CSHA Student Forum Town Hall** - Your logo will be featured on signage at the event and your company will be verbally recognized.
 - **CSHA SLPA Forum Town Hall** - Your logo will be featured on signage at the event and your company will be verbally recognized.
- Company logo on exhibit hall entrance sign
- Company logo on signage in registration area
- Loop projection PowerPoint slides during keynote
- Conference registration (x2)
- Priority sponsorship reservation and booth selection for next year's annual conference
- Option to add one item to conference bag (must be approved)

ADVERTISEMENTS IN CSHA PUBLICATIONS

- Logo in onsite convention program, hyperlink in digital version (listing by level)
- Convention program ad discount (25%)
- Magazine ad discount (25%)

WEBSITE VISIBILITY

- Logo with hyperlink on the CSHA website annual convention page (Jan-April) (Highest trafficked page on CSHA website)
- Logo in new member portal in Our Sponsors section (all year)

SPONSORSHIP MARKETING

- Opportunity to use CSHA sponsor seal/logo (all year)
- Certified letter from CSHA President

Contact Cici Trino at cicit@aosinc.biz or 916-961-9999.



YEAR-ROUND SPONSORSHIPS (CONTINUED)

CSHA offers several sponsorship packages to give businesses a variety of opportunities to get visibility among speech language and hearing professionals.

☐ SILVER SPONSOR (\$3,000)

CONVENTION BENEFITS

- Choose from one of the following convention sponsorship opportunities:
 - **Clipboard** - Clipboards are custom printed with your company logo and the CSHA logo and distributed at registration to all attendees.
 - **Notepad** - Notepads are custom printed with your company logo and the CSHA logo and distributed at registration to all attendees.
 - **Save the Date Postcard** - Get your company logo on the pre-convention postcard and be the first to get in front of our members. Deadline to reserve is December 15, so don't delay! Your company logo included on the postcard mailed to 3000+ CSHA members in January.
 - **Charging Stations in Registration Lobby & Exhibit Hall (4 available)** - Provide attendees with the convenience of being able to charge their devices in the exhibit hall. The station includes logo placement and plenty of charging outlets.
 - **Email to Attendees** - Your choice of a custom branded banner ad in the email that every attendee receives one week before the convention. Last year this email had a 74% open rate and a 64% click rate. Artwork (600 pixels wide by 200 pixel high) due to CSHA by March 1 in PNG or JPG file type.
- Company logo on exhibit hall entrance sign
- Company logo on signage in registration area
- Loop projection PowerPoint slides during keynote
- Conference registration (x1)

ADVERTISEMENTS IN CSHA PUBLICATIONS

- Logo in onsite convention program, hyperlink in digital version (listing by level)
- Convention program ad discount (15%)
- Magazine ad discount (15%)

WEBSITE VISIBILITY

- Logo with hyperlink on the CSHA website annual convention page (Jan-April) (Highest trafficked page on CSHA website)

SPONSORSHIP MARKETING

- Opportunity to use CSHA sponsor seal/logo (all year)
- Certified letter from CSHA President

Contact Cici Trino at cicit@aosinc.biz or 916-961-9999.



YEAR-ROUND SPONSORSHIPS (CONTINUED)

CSHA offers several sponsorship packages to give businesses a variety of opportunities to get visibility among speech language and hearing professionals.

☐ BRONZE SPONSOR (\$1,000)

CONVENTION BENEFITS

- Choose from one of the following convention sponsorship opportunities:
 - **Tote Bag Flyer Insert** - Promote your organization with a flyer in the CSHA attendee tote bags. Your company must provide 3,000 flyers to CSHA by February 15, 2020 for inclusion.
 - **Pen/Swag Item Insert** - Promote your organization with an item in the CSHA attendee tote bags. Your company must provide 3,000 items to CSHA by February 15, 2020 for inclusion.
- Loop projection PowerPoint slides during keynote

ADVERTISEMENTS IN CSHA PUBLICATIONS

- Logo in onsite convention program, hyperlink in digital version (listing by level)
- Convention program ad discount (10%)
- Magazine ad discount (10%)

WEBSITE VISIBILITY

- Logo with hyperlink on the CSHA website annual convention page (Jan-April) (Highest trafficked page on CSHA website)

SPONSORSHIP MARKETING

- Opportunity to use CSHA sponsor seal/logo (all year)
- Certified letter from CSHA President

Contact Cici Trino at cicit@aosinc.biz or 916-961-9999.



ADVERTISING

CSHA Magazine Advertising

CSHA's quarterly magazine is at the core of CSHA's communications program. Advertising in this magazine delivers your message to over 4,600 speech language hearing professionals. Our goal is to foster excellence in the professions of speech language pathology and audiology through education, advocacy and collaboration in partnership with the increasingly diverse population CSHA serves.

- CSHA represents more than 4,600 professionals in speech language pathology and audiologists.
- CSHA members spend over \$350 million each year on products and services.
- California is the second largest speech language pathology and audiology market in the United States.

CSHA's magazine is directly distributed to the key decision-makers in the industry within a range of settings:

- Schools and Universities
- Hospitals
- Clinics
- Rehabilitative Facilities
- Agencies
- Private Practice

RATES	1x	2-3x	4x
Double page spread	\$2,625	\$2,365	\$1,995
Outside back cover	\$1,945	\$1,795	\$1,645
Inside front cover	\$1,725	\$1,575	\$1,425
Inside back cover	\$1,725	\$1,575	\$1,425
Opp inside front cover	\$1,595	\$1,435	\$1,295
Opp TOC	\$1,595	\$1,435	\$1,295
Guaranteed Pos	\$1,595	\$1,435	\$1,295
Full page	\$1,495	\$1,345	\$1,195
1/2 page	\$955	\$855	\$765
1/3 page	\$715	\$645	\$575
1/4 page	\$545	\$495	\$445

AD SIZES

Full page bleed: 8.25 inches W x 10.25 inches H (+ .125 inches for bleeds all sides)

Full page float: 7.0625 inches W x 8.95 inches H

Half page horizontal: 7.0625 inches W x 4.3818 inches H

Half page vertical: 3.4375 inches W x 8.95 inches H

Third page horizontal: 4.6458 inches W x 4.3818 inches H

Quarter page vertical: 3.4375 inches W x 4.3818 inches H

Contact Cici Trino at cicit@aosinc.biz or 916-961-9999.

COLOR FORMAT

This publication will be printed using CMYK color. If you have specific spot color, every attempt will be made to match this color using a CMYK ink mix. Color exactness is not guaranteed.

PREFERRED FORMAT

A high-resolution, press-optimized PDF with all fonts and graphics embedded. A high-resolution 300 ppi JPEG, TIFF or PSD file with all layers flattened. If you are building your ad in Adobe Illustrator, please convert to a high-resolution, press-optimized PDF.

MEDIA ACCEPTED

Files must be submitted digitally via email or FTP client software. If you are submitting through FTP, please send an email alerting us that when the file has finished uploading.

ADVERTISING (CONTINUED)

Conference Program Advertising

Convergence 2020, the CSHA Annual Convention, will be held at the Anaheim Marriott, March 19-22, where nearly 3,000 SLPs, SLPAs, AuDs, students and medical professionals gather to share expertise, learn and connect. Each participant will receive a full-color program with a general information, schedule, special event detail, details list of education sessions and much more.

	DIMENSIONS	COLOR ONLY
Full Page	7¼"(w) x 9½"(l)	\$850
Half Page	7¼"(w) x 5"(l)	\$525
One-Third Page	2¼"(w) x 9½"(l)	\$400
One-Sixth Page	7¼"(w) x 5"(l)	\$250
Inside Front Cover	7¼"(w) x 9½"(l)	\$1,100
Inside Back Cover	7¼"(w) x 9½"(l)	\$1,100
Back Cover	7¼"(w) x 9½"(l)	\$1,250

Contact Cici Trino at cicit@aosinc.biz or 916-961-9999.



CAREER CENTER *All New & Improved!*

Tired of searching through hundreds of random job postings to find your next opportunity? Your search is about to become a whole lot easier with the new and improved CSHA Career Center.

CSHA is pleased to announce the re-launch of our Career Center! We've been working hard to improve this member benefit and we're excited for its official release. The Career Center includes jobs in specific categories like medical groups, private practices, research facilities, non-profits, education, and more. Members can continue to connect with highly qualified job seekers through 30-day and 60-day job postings and many other package inclusions.

JOB SEEKERS

Job seekers can look forward to the following benefits:

- Easier sign-on using your CSHA member account
- Simple online access through both desktop and mobile devices
- Quick search capability from the CSHA Career Center home page, or drill down with our advanced search and find jobs matched by company name, experience level, and more
- Setting up job alerts directly from the search page so you can be notified by email when a position is a match for you
- Posting resumes, requesting references, and building your profile to make it easy for employers to approach you with relevant job opportunities
- Tracking and monitoring all your applications right through the CSHA Career Center

EMPLOYERS

Job posters now have more access to qualified audiences than ever before and can look forward to the following:

- Continued discount job package pricing for CSHA members
- Visibility boosts such as featuring your logo on the career center homepage, delivering your posting to potential candidates' inboxes in job alerts, and more
- Success tracking with job performance reports accessed straight from the CSHA Career Center's intuitive applicant tracking system
- Instant connections with qualified applicants when you use resume alerts to receive emails when applicants meet your job posting criteria
- Avoiding the cost and hassle of posting to multiple job sites individually - just do it all directly through the Career Center with our Partner Network that automatically sends your jobs out to sites like ZipRecruiter and LinkedIn

Visit the Career Center at www.csha.org!

PLANS	Premium	Enhanced	Basic
Pricing: Non-member	\$575	\$425	\$325
Member	\$475	\$325	\$225
Employer Profile Page: Set up a profile for your company with your logo, contact information, website, video and social media pages.	X	X	X
30-Day job posting		X	X
60-Day job posting	X		
SEO optimization for more exposure to job seekers	X	X	X
Complete applicant tracking system	X	X	X
Full resume export of your applicants	X	X	X
INCREASED VISIBILITY OPTIONS			
Featured Company: Your company logo will be promoted on the career center homepage.	X	X	
Spotlight Job: Your job is highlighted on the site and displayed at the top of searches.	X	X	
INCREASED REACH OPTIONS			
Partner Network: Join a high performance distribution network offering the most comprehensive exposure to job seekers.	X		
A LA CARTE OPTIONS			
Extend job posting additional 30 days			\$99
Upgrade to featured company			\$55
Upgrade to spotlight job			\$65
Add partner network			\$150

