

Sponsor, Exhibitor & Advertiser Prospectus



CSHA

Human Lives. Human Connection.™



TABLE OF CONTENTS

Virtual Conference	3
Exhibitors & Recruiters	4
Sponsor and Exhibit Opportunities	5
Advertising	
• Convey Magazine	8
• Website	10
Career Center	11

Your participation in - and support - of CSHA has never been more important. As we chart a course for the future during uncertain times, you can make all the difference! 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.



A CSHA Foundation Event

VIRTUAL CONFERENCE

The California Speech Language Hearing Association conference will be hosted entirely online March 11-14, 2021. Convergence 2021 will feature the same high-quality content you enjoy at our in-person events, including convention courses, networking events, a keynote session and awards.

This year we are offering 24 hours of live online instruction for continuing education credit. In addition, recorded versions of our convention courses will be available online for three weeks after the event for all full conference registrants.

EXHIBITORS & SPONSORS

Convergence 2021 features exhibitor and sponsor pages, including logo on the exhibitor and sponsor pages, link to a company page on the conference website (includes request for information button, company information, collateral and weblinks.

EXHIBIT BOOTHS	PRICE	BADGES
Exhibitor	\$1,050	1 complimentary full convention registration, 2 exhibit hall only
Recruiters	\$425	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.



EXHIBITORS & RECRUITERS

- Logo with hyperlink on CSHA annual conference exhibitor page
- Link and page on conference website
- Company page on conference website (includes request for information button, collateral and weblinks)
- Virtual attendee lounge (to facilitate stop-by exhibit traffic)
- 1 complimentary full conference registration

Exhibitor Portal

SPONSOR & EXHIBITOR OPPORTUNITIES

CONFERENCE MARKETING	Platinum \$10,000	Gold \$7,500	Silver \$5,000	Bronze \$2,500	Exhibitor \$1,050	Recruiter \$425
1 complimentary full conference registration	●	●	●	●	●	●
Company logo on conference website	●	●	●	●	●	●
Logo in pre-event marketing emails	●	●	●	●		
Company page on conference website (includes request for information button, collateral and weblinks)	●	●	●	●	●	●
Virtual attendee lounge (to facilitate stop-by-booth traffic)	●	●	●	●	●	●
Guest blog post on CSHA blogs (approved by CSHA)	2	1				
Social media promotion on Facebook, Twitter, Instagram and LinkedIn	●	●	●	●		
Custom pre-event email	●	●				
Logo in post-event thank-you email	●	●	●	●		
Priority sponsorship reservation and booth selection for the 2022 annual conference	●	●	●	●		
Keynote Opening Session – Your logo will be featured during the event and your company will be verbally recognized.	●	●				
CSHA Student and SLPA Forum Town Hall – Your logo will be featured during the event and your company will be verbally recognized.	●	●				

Other CSHA marketing opportunities throughout 2021						
Use of sponsorship 2021 indicia	●	●	●	●		
Discount on ads in CSHA magazine	35%	25%	15%	10%		
Discount on ads on the CSHA website	35%	25%	15%	10%		

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 (\$10,000)

CONFERENCE BENEFITS:

- Keynote Opening Session – Your logo will be featured during the event and your company will be verbally recognized.
- CSHA Student and SLPA Forum Town Hall – Your logo will be featured during the event and your company will be verbally recognized.
- Logo and link on conference website
- Logo in pre-event marketing emails
- Company page on conference website (includes request for information button, collateral and weblinks)
- Virtual attendee lounge (to facilitate stop by booth traffic)
- 2 Guest blog posts on Cvent blogs
- Social media promotion on Facebook, Twitter, Instagram and LinkedIn
- Custom post-event email
- Logo in post-event thank-you email
- Priority sponsorship reservation and booth selection for the 2022 annual conference

OTHER CSHA MARKETING OPPORTUNITIES THROUGHOUT 2021:

- Use of sponsorship 2021 Platinum Sponsor indicia
- 35% discount on ads in CSHA magazine
- 35% discount on ads on the CSHA website

GOLD SPONSOR (\$7,500)

CONFERENCE BENEFITS:

- Keynote Opening Session – Your logo will be featured during the event and your company will be verbally recognized.
- CSHA Student and SLPA Forum Town Hall – Your logo will be featured during the event and your company will be verbally recognized.
- Logo on conference website
- Logo in pre-event marketing emails
- Company page on conference website (includes request for information button, collateral and weblinks)
- Virtual attendee lounge (to facilitate stop by booth traffic)
- 1 Guest blog posts on Cvent blogs
- Social media promotion on Facebook, Twitter, Instagram and LinkedIn
- Custom post-event email
- Logo in post-event thank-you email
- Priority sponsorship reservation and booth selection for the 2022 annual conference

OTHER CSHA MARKETING OPPORTUNITIES THROUGHOUT 2021:

- Use of sponsorship 2021 Gold Sponsor indicia
- 25% discount on ads in CSHA magazine
- 25% discount on ads on the CSHA website

YEAR-ROUND SPONSORSHIPS (Continued)

SILVER SPONSOR (\$5,000)

CONFERENCE BENEFITS:

- Logo on conference website
- Logo in pre-event marketing emails
- Company page on conference website (includes request for information button, collateral and weblinks)
- Virtual attendee lounge (to facilitate stop by booth traffic)
- Social media promotion on Facebook, Twitter, Instagram and LinkedIn
- Logo in post-event thank-you email
- Priority sponsorship reservation and booth selection for the 2022 annual conference

OTHER CSHA MARKETING OPPORTUNITIES THROUGHOUT 2021:

- Use of sponsorship 2021 Silver Sponsor indicia
- 15% discount on ads in CSHA magazine
- 15% discount on ads on the CSHA website

BRONZE SPONSOR (\$2,500)

CONFERENCE BENEFITS:

- Logo on conference website
- Logo in pre-event marketing emails
- Company page on conference website (includes request for information button, collateral and weblinks)
- Virtual attendee lounge (to facilitate stop by booth traffic)
- Social media promotion on Facebook, Twitter, Instagram and LinkedIn
- Logo in post-event thank-you email
- Priority sponsorship reservation and booth selection for the 2022 annual conference

OTHER CSHA MARKETING OPPORTUNITIES THROUGHOUT 2021:

- Use of sponsorship 2021 Bronze Sponsor indicia
- 10% discount on ads in CSHA magazine
- 10% discount on ads on the CSHA website

Advertise in **CONVEY** Magazine

With content driven by organizational strategies and focused on the stories of our members and the broader community, CSHA's new quarterly publication, **Convey**, was launched in March 2020.

Convey is at the core of CSHA's communications program. Advertising in this premiere quarterly delivers your message to nearly 3,000 speech-language and hearing professionals throughout California and beyond. **Convey** supports CSHA's 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.

California is the second largest speech-language pathology and audiology market in the United States, and 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

CIRCULATION: 3,500

Convey reaches all CSHA members, California legislators, and the leaders of a range of state agencies and education organizations.

Convey is also available to members online at www.csha.org/csha-magazine.



ADVERTISING RATES

OPTIONS	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

ADVERTISING DEADLINES

Spring Issue: Jan. 15, 2021

Summer Issue: April 19, 2021

Fall issue: July 26, 2021

Winter Issue: Oct. 18, 2021

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.

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



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Website Advertising

With a focus on improved user experience and built on an evidence-based approach to content strategy, CSHA launched its new website in December 2019 – and simultaneously unveiled its new brand strategy and logo.

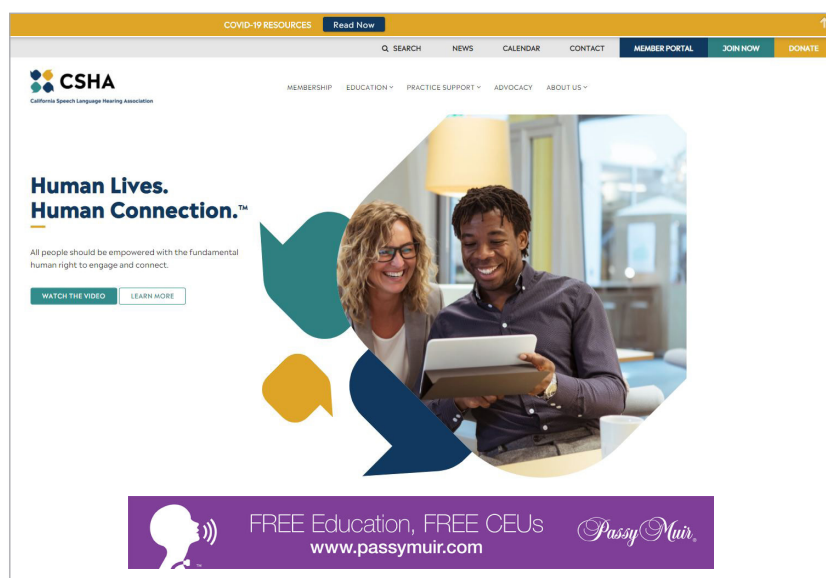
CSHA WEBSITE ANALYTICS

Yearly average page views: 198,000

Monthly average pageviews: 16,500

Yearly Home Page views: 43,000

Monthly Home Page views: 3,600



WEBITE ADVERTISING RATES

AD SPACE	AD SIZE	30 day run (Same art)	90 day run (2 art changes)	6 month run (3 art changes)	12 month run (6 art changes)
Home page Banner	123 x 997 px	\$400	\$1,020	\$1,800	\$3,120
Run of Site Banner	123 x 997 px	\$350	\$893	\$1,575	\$2,730
Run of Site Block	123 x 350 px	\$225	\$574	\$1,013	\$1,755

FILE SPECIFICATIONS

- File Format: .jpg or .png 300 dpi and RGB only.
- 20-30 words depending on ad size.
- Font size should be no smaller than 8 pt.
- Ad should be either solid color or white background with colored border around ad content.
- Ads should have a .025pt stroke border to ensure it does not bleed into the background of the website.
- Provide a URL link to your company's website/content along with your ad submission.
- Artwork is due 1 week before the start of your 30-day period.
- Artwork may not be changed mid-month.

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



CSHA CAREER CENTER

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 Member	\$575 \$475	\$425 \$325	\$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

