

Exhibitor Prospectus



AMERICAN
SPEECH-LANGUAGE-
HEARING
ASSOCIATION



American Speech-Language-Hearing Association

SCHOOLS 2009 CONFERENCE

JULY 17-19, 2009

KANSAS CITY MARRIOTT
DOWNTOWN AND
CONVENTION CENTER
KANSAS CITY, MO



WHO ATTENDS

This summer conference draws more than 850 speech-language pathologists (SLPs) who practice in the schools. You will meet some school administrators and heads of university-based programs, but the majority of registrants are front-line, heavy caseload-bearing SLPs working in public school systems. They are very enthusiastic and eager to learn more about the products and services you offer that will help them better serve their clients—children.

Historical Perspective

This conference has a superior reputation for its educational programming and exhibits. Here's a look at the registration numbers over the past 11 years:

Year	Location	Registrants	Exhibiting Companies
1998	Chicago	272	12
1999	Orlando	225	17
2000	Las Vegas	379	22
2001	Boston	592	24
2002	Nashville	694	37
2003	Anaheim	587	46
2004	Baltimore	701	46
2005	Indianapolis	727	50
2006	Phoenix	851	50
2007	Pittsburgh	876	60
2008	Orlando	817	64

Exhibitor Profile

Companies offering AAC devices; developmental and therapeutic toys and games; publications and multimedia products; classroom and personal amplification systems; assessment, evaluation, and intervention materials; computer software and Internet service; educational materials and services; language practice materials; auditory assessment/evaluation products/services; hearing instruments; speech training/treatment equipment; oral-motor equipment; staffing and recruitment opportunities; and much more exhibit at this conference.

2008 Exhibitors:

ADVANCE

Augmentative Resources
Axiom Link
Blink Twice
Brookes Publishing Co
CareerStaff Unlimited
Charleston County School District
Cheshire Center
Clark County School District
Cobb County School District
Cobb Pediatric Therapy Services
The Columbus Organization
CompHealth
Cross Country TravCorps
Delmar, Cengage Learning

DynaVox & Mayer-Johnson
EBS Healthcare
The Futures HealthCore
GoAmerica Communications
Gwinnett County Public Schools/Metro Atlanta Infoture
Irving Independent School District
Kennedy Krieger Institute
Laureate Learning Systems, Inc
Life Care Centers of America
LightSpeed Technologies
LinguiSystems
Los Angeles County Office of Education
MindWorks Resources
MTX Therapy Services

National Cued Speech Association
National Stuttering Association
NEWS-Line
No Echo-Echolalia Intervention
Northern Speech Services
Oral Deaf Education
Pearson
PediaStaff
Phonak
Piel Canela Peru
Plural Publishing, Inc
Positive Chicks
Prentke Romich Company
Professional Placement Resources
Progressus Therapy

Reading with TLC
Research Data Net
Saltillo Corporation
SLP School Staffing
Social Skill Builder
Speech Banana Therapies
The Speech Bin/School Specialty
SpeechPage.com Publishing Company
SpeechPathology.com
Stuttering Foundation
Super Duper Publications
Therapro
Therapy Care
Therapy Solutions Unlimited
TheraSimplicity
Thumball by Answers In Motion





COST TO EXHIBIT

Exhibit Fees and Package – \$800 per 10' x 10' booth.

Your booth package includes:

- Pipe and drape (show colors: TBD)
- Carpet (booth carpet included)
- A two-line company ID sign
- One 6' skirted table, two (2) chairs, and a wastebasket
- Two (2) badges (one full conference registration for admittance to educational sessions and one exhibit booth only badge; complimentary food and beverage during the Exhibit Hall functions – Friday lunch and afternoon break and Saturday continental breakfast, lunch, and afternoon break)
- A company listing in the conference anthology
- One complimentary copy of the conference anthology
- One complimentary list of registrants/names and addresses (an Excel file sent via e-mail) provided after the conference (sent no later than August 7)
- Complimentary listing on ASHA's online Schools Conference Virtual Expo with optional upgrades
- Exhibit security from Friday, July 17, 6:30am through Saturday, July 18, 7:00pm

Note: *Additional furnishings, electricity, audiovisuals, telecommunications, and other requirements must be ordered separately. Refer to the Decorator and Drayage Service section for more details.*

Extra Badges – \$100 per person/badge.

These badges allow additional company representatives to help at the exhibit only and receive complimentary food and beverage during the Exhibit Hall functions – Friday lunch and afternoon break and Saturday continental breakfast, lunch, and afternoon break. Limit of four (4) extra badges per company.

Additional company representatives who want to attend the entire conference (Friday, Saturday, and Sunday sessions and functions) must register separately. Contact Renee Tross (301-296-5764 or rtross@asha.org) for more information and a registration form.



EXHIBITION SCHEDULE

Exhibit Hours

FRIDAY, JULY 17

11:30am–12:30pm.....Exhibits Grand Opening
 12:30–1:30pmLunch with Exhibitors
 3:30–5:30pm Exhibits/Refreshment Break

SATURDAY, JULY 18

7:00am–4:00pm..... Exhibit Hall Open
 7:00–8:00am..... Exhibits/Continental Breakfast
 11:15am–12:30pm..... Exhibits
 12:30–1:30pmLunch with Exhibitors
 3:00–4:00pmExhibits/Refreshment Break
 4:00pm Exhibit Hall Closes

The exhibits will be located in Hall A of the Kansas City Convention Center.

Exhibitors are required to staff their exhibit during the Grand Opening, designated exhibit times, and five food functions, but are not required to staff their exhibit between these functions. (This will be left to the discretion of the exhibitor and based on traffic flow.) Peripheral security will be provided in the exhibit hall until 7:00pm Saturday.

Installation

Friday, July 17.....7:00–11:00am

Your badges, conference anthology, and other materials can be picked up at the entrance to Exhibit Hall A beginning at 6:30am on Friday, July 17.

Dismantling

Saturday, July 18.....4:00–7:00pm

Kansas City Union Guidelines

To assist you in planning your participation in this upcoming exhibition, we are certain you will appreciate knowing in advance that union labor may be required for certain aspects of your exhibit handling. To help you understand the jurisdiction the union has, we ask that you read the following:

Exhibit Installation and Dismantling

Exhibitors may install their own exhibits. If assistance is required, please refer to the Labor order form in the service manual. Please note that ladders and tools are not available to borrow. Due to insurance regulations, only Champion Exposition Services' employees are allowed access to their exhibit installation/dismantle equipment. Fire Marshall guidelines will not permit empty cartons, supplies and/or literature to be stored behind your backdrape.

Champion Exposition Services requests that exhibitors do not tip their employees. They are paid an excellent wage denoting a professional status. Any requests for a tip should be brought to the attention of a Champion Exposition Services' representative at the Champion Service Center.

Booth Cleaning/Porter Service

Champion Exposition Services has been selected by Show Management to serve as your official contractor for this show.

In that respect, Champion has jurisdiction over all booth cleaning and porter service. Exhibitors and/or Exhibitor Appointed Contractors (EACs) are **NOT PERMITTED** to have vacuum cleaners or any floor cleaning equipment on the show floor unless it is the property of Champion and is operated by a Champion appointed person or employee. For your convenience, a Booth Cleaning/Porter Service order form will be included in the service manual.

Material Handling

Exhibitors also may handle their own freight subject to the following condition: if material can be hand-carried to and from the booth via accepted freight entrances. Hand-carried is defined as small cartons, packages or portable lap-top computers that usually weigh less than 30 lbs. Unions claim jurisdiction under all other circumstances.

RESERVATION PROCEDURES

Applications will be processed and booth assignments made on a first-come, first-served basis. (Conference sponsors will be granted priority booth selection.) Space is limited — **101 booths** — so we encourage you to register early. Applications can be mailed or faxed and must include full payment. To ensure that your company is promoted in the on-site conference anthology, your completed application and payment must be received at ASHA by **May 15, 2009**.

For more information, contact:

Renee Tross
American Speech-Language-Hearing Association
2200 Research Boulevard #325
Rockville, MD 20850-3289
301-296-5764 (phone) ☎
301-296-8576 (fax)
rtross@asha.org (e-mail)

Eligibility to Exhibit

The exhibits are a vital extension of the continuing education program of the American Speech-Language-Hearing Association. ASHA reserves the right to determine the eligibility of any company wishing to exhibit. The acceptance of a product or service for exhibit does not constitute an endorsement by ASHA. Generally, all products and services to be exhibited must be related to the practice of speech-language pathology or audiology. ASHA may deny or revoke eligibility based on a violation of any policy set forth in the exhibitor prospectus or for any action determined to detract from the character of the Exhibition.

Cancellations and Refunds

Exhibitors must notify ASHA of their intent to cancel their space by letter, fax, or e-mail. Prior to **May 29, 2009**, the Association will refund the amount paid, less a \$50 service charge. After May 29, the exhibitor forfeits the entire amount paid. If the show is sold out and the booth can be resold, the entire amount, less a \$50 service charge, will be refunded after the conference (no later than August 14, 2009).

RULES AND REGULATIONS

Contract Agreement

It is agreed and understood that the regulations stated in this brochure are part of a contract between the exhibitor and the Association, and that the submission of application for exhibit space constitutes the exhibitor's agreement to abide by these regulations.

Exhibit Restrictions

Exhibitors may not alter the locations of exhibits without the written consent of Association management. Exhibitors may not sublet their space nor any part thereof. The Association reserves the right to restrict or relocate at the exhibitor's expense any exhibits that, because of noise, method of operation, materials, traffic congestion, or any other reason, become objectionable. Exhibit demonstrations must be confined within the bounds of the respective booths. Aisle space may not be used to distribute promotional material. Companies planning to sell must comply with all state and local sales permit requirements. (**Contact: The City of Kansas City, MO; 816-513-1135; www.kcmo.org; sales tax rate — 8.725%**). The Association also reserves the right to prohibit or remove any exhibit that, in the opinion of Association management, may detract from the general character of the exhibit as a whole. This restriction includes persons, objects, printed matter, or anything of a character that Association management determines is objectionable to the exhibit or does not conform to American Speech-Language-Hearing Association standards. In the event of such restriction or eviction, the Association is not liable for any damages nor will it refund rentals or other exhibit expenses.

Protection of Hall Property

Exhibitors may not tape, paste, thumbtack, nail, or otherwise affix signs, banners, posters, or other display materials to the walls, columns, or booth drapes. Company signs or banners may be hung with hooks from the top back pipe/rail with prior approval of ASHA and the show decorator.

Limitations of Liability

ASHA reserves the right to alter the locations of exhibits or booths if deemed advisable in the best interests of the conference generally. The exhibitor agrees to make no claim against the American Speech-Language-Hearing Association, its committees, members, agents, or employees, or the Kansas City Convention Center, or the city of Kansas City for any reason whatsoever, including negligence, theft, damage, or destruction of goods; or for any injury to himself, his agents, or employees while in the conference facility; or for any damages of any nature or character whatsoever, including any damage to his business by reason of failure to provide space for the exhibit or the removal of the exhibit; or for any action of any nature of the American Speech-Language-Hearing Association or its committees, members,

agents, employees, Kansas City Convention Center, or the city of Kansas City for failure to hold the conference on schedule. Champion Exposition Services will not be liable beyond the limits of its respective services as stipulated in this document and the exhibitor service kit.

Security and Insurance

The American Speech-Language-Hearing Association will provide peripheral security in the exhibit hall from 6:30am, Friday, July 17 through 7:00pm, Saturday, July 18. The management of the Kansas City Convention Center, the city of Kansas City, ASHA, and Champion Exposition Services cannot accept responsibility for the protection of exhibitors' materials and displays during the conference. Exhibitors are expected to carry all risk insurance on their exhibits, utilize lock boxes, keep valuable items with them, and/or arrange for their own security in their booths, as appropriate, at their own expense.

Smoking Policy

ASHA strictly enforces a NO SMOKING policy in the Exhibit Hall and meeting rooms.



DECORATOR & DRAYAGE SERVICE

Decorator and Drayage Contractor

Rental of additional booth furnishings, special sign services, and material handling/drayage will be handled by:

Champion Exposition Services
139 Campanelli Dr.
Middleboro, MA 02346
800-723-1123 (phone) ☎
508-946-1019 (fax)

Champion Exposition Services will send exhibitors a service kit containing information, rates, and forms for decorator and drayage services in May.

Electricity, Telecommunications and Audiovisuals

Sufficient light is provided for adequate general illumination of the exhibit areas, but no individual outlet is included in the booth price. Exhibitors requiring electricity, telecommunications, and audiovisuals must order these items directly from the convention center. (The forms will be included in the exhibitor service kit mailed in May.)



HOTEL INFORMATION

Kansas City Marriott Downtown is conveniently located in the heart of the city's business, government and theater districts. The stunning Kansas City Marriott Downtown provides a delightful stay for business and leisure travel. This two-tower complex, unique among Kansas City hotels, combines newly restored historic elegance with modern luxury. The atrium waterfall at the entrance accents the hotel's dramatic beauty. All 946 guest rooms and 37 suites offer spacious design and wireless Internet access. Each and every room is a Room that Works® -- ergonomically designed for maximum efficiency. These are a welcome sight for our business travelers! In the evening, relax with a fine dinner at Lilly's Restaurant, or enjoy the lively atmosphere at the 12th Street Lounge. The hotel is just a 20 minute ride from MCI airport.

The cut off date for rooms at our special conference rate is **June 24** or until the ASHA room block sells out—whichever is sooner. So, make your reservations today!

Address: Kansas City Marriott Downtown
200 West 12th Street
Kansas City, MO 64151
816-421-6800
816-855-4418 (Guest Fax)

Rates: \$135 Single/Double (+ tax)

For reservations, call 816-421-6800 and ask for the special ASHA Schools Conference rates.



DOOR PRIZES

Conference registrants love giveaways! Help us add to the excitement in the Exhibit Hall by donating a product/service (limit one per company) to this year's Door Prize Raffle Drawings. Please indicate your desire to participate and what you'd like to offer on your Exhibit Application and Contract form. We will promote your company and prize to the conference registrants. Your donated item will be on display at your booth. Toward the conclusion of each function with exhibitors on Friday afternoon and Saturday, we will draw names from the master list of registrants and winners will be sent to exhibitors' booths to collect their prize. What a wonderful opportunity to win a customer for life!

