

The North Carolina Speech, Hearing and Language Association, Inc.
530 North Person Street
PO Box 28359 • Raleigh, NC 27611-8359
Telephone: 919-833-3984
Fax: 919-832-0445

www.ncshla.org

December 7, 2010

EIN: 23-7220323

Dear Potential Sponsor/Exhibitor,

We would like to invite you to be apart of our **2010 Spring Convention**, to be held on April 21-24, 2010 at the Sheraton Imperial in Durham, North Carolina. This premier four-day educational event attracts more than 700 professionals in the fields of speech-language pathology and audiology from across North Carolina. You should be there!

For 2010, we have *increased benefits to both sponsors and exhibitors*. First, we are introducing several marketing opportunities for sponsors and exhibitors - be the company seen in the hands of all attendees by providing the carrying convention bags, or convention folder, or a promotional item of your choice. Second, we have invited several of our exhibitors to present a 60-minute professional continuing education session.

Sponsor names and logos will appear throughout the aggressive marketing campaign of e-mail and surface correspondence, reaching more than 6,000 speech-language pathologists and audiologists throughout North Carolina and surrounding states. At the convention, other sponsor benefits include visibility on signs and convention materials, in the attendee registration packet, and during podium announcements.

Exhibit tables are available for display on Thursday and Friday of the convention. Our agenda includes several staggered breaks each day expressly devoted for attendees to spend more quality time with exhibitors.

To take advantage of sponsor and/or exhibitor opportunities, please complete the enclosed materials and return them or, if you prefer, fax them to 919-832-0445. **We encourage you to respond right away** – sponsorships and exhibit tables are awarded on a first-come, first-served, and space-available basis.

NCSHLA has contracted for a special room rate of \$101 per night at the Sheraton Imperial for the 2010 convention. Telephone 800-325-3535 by March 30, 2010, and identify yourself with the convention to receive this special rate.

If you have any questions or need more information, please contact the NCSHLA office at 919-833-3984 or ncshla@bellsouth.net.

We look forward to hearing from you!

Sincerely,

Pam Holmes
2010 Spring Convention Chair

Enclosures: Sponsorship and Exhibitor Packages
Sponsor and Exhibitor Agreement Forms
Marketing Opportunities
Employment Open House

NORTH CAROLINA SPEECH, HEARING AND LANGUAGE ASSOCIATION, INC.

April 21-24, 2010
Sheraton Imperial
Durham, North Carolina

EXHIBITOR REGISTRATION FORM

Company Name _____
Primary Representative's Name _____
Second Representative's Name _____
Address _____
City _____ State _____ ZIP _____
Phone _____ Fax _____ Email _____
Product/Service _____

Exhibitor Pricing

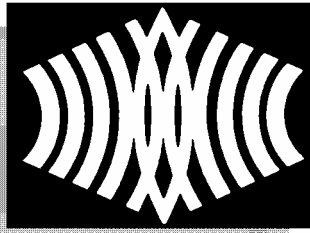
10' x 10' Booth, on skirted 6-foot table with two chairs	\$ 450	\$ _____
Co-Sponsor discounted booth	\$ 225	\$ _____
Non-profit organizations	\$ 150	\$ _____
Unattended Exhibit Table	\$ 100	\$ _____
Electricity	\$ 100	\$ _____
Sponsor (includes 1 free Booth)	\$1,000	\$ _____
<input type="checkbox"/> Continental Breakfast	<input type="checkbox"/> Beverage Break	
<input type="checkbox"/> Luncheon	<input type="checkbox"/> Featured Speaker	
Co-Sponsor (1 discounted Booth)	\$ 500	\$ _____
<input type="checkbox"/> Continental Breakfast	<input type="checkbox"/> Beverage Break	
<input type="checkbox"/> Luncheon	<input type="checkbox"/> Featured Speaker	
Marketing Opportunity	\$ 100	\$ _____
<input type="checkbox"/> Conference Bags <input type="checkbox"/> Registration Folders <input type="checkbox"/> Ad/item		
Conference Contributor	\$ 250	\$ _____
Attendee Mailing List	\$ 500	\$ _____
Employment Opportunity (complete form and mail)	\$ 150	\$ _____
Business Luncheon Ticket (Friday)	\$ 50	\$ _____
TOTAL AMOUNT ENCLOSED		\$ _____

Do you wish to participate in the Exhibitor Drawing by donating an item?

If yes, please describe item(s): _____

TO PAY BY CREDIT CARD: Type of Card: Visa _____ MasterCard _____
Credit Card Number: _____/_____/_____/_____ Expiration Date: _____
Name on Card: _____
Billing Address: _____

Make checks payable to "NCSHLA" Remit to: NCSHLA, P.O. Box 28359, Raleigh, NC 27611 along with a copy of this registration form.



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An Exhibitor Directory is provided in each attendee's registration packet during the Conference for easy reference. Please complete the form below and mail with your completed Exhibitor Registration Form.

EXHIBITOR DIRECTORY INFORMATION

Organization: _____

Contact Name: _____

Address: _____

City, State, ZIP: _____

Phone: _____ Fax: _____

E-mail (required): _____ Web address: _____

Brief Description of your organization's goods and/or services:

(maximum 150 words; for use in registration packet provided to each attendee)

Deadline for the Exhibitor Directory is April 1, 2010.

EXHIBITOR INFORMATION

Attended Exhibit Booth

Table top display includes one 6-foot table, draping around the table and 2 chairs.

Non-Profit/Educational Exhibit Booth*

Table top display includes one 6-foot table, draping around the table and 2 chairs.

**A non-profit exhibitor is defined as an organization exhibiting to promote "free" services for individuals with disabilities, or a University or College exhibiting to promote programs in speech-pathology, audiology or education of the hearing impaired.*

Unattended Exhibit Table

Unattended display table includes one table to display company products with your catalog or printed materials, without a representative. Our Conference Committee will ensure your brochures are kept refreshed during all conference hours. You may send up to 750 copies. Left-over printed materials will not be returned. **Ship materials to the NCSHLA State Office at 530 N. Person Street, Raleigh, NC 27604. Payment must be received by February 1, 2010 and materials by April 1, 2010. No materials will be accepted after the deadline.**

MARKETING OPPORTUNITIES

Bags for Convention Attendees

Be the company seen in the hands of all attendees by providing the carrying bags. Bags should be strong enough to carry up to five pounds of literature. Your company is responsible for providing 750 bags and mailing them to the NCSHLA office, to arrive no later than **April 1, 2010**. *This is a first-come, first served opportunity.*

Registration Folders for Convention Attendees

Advertise your organization by providing 750 copies of the registration packet to be used for conference attendees. Please contact NCSHLA for more information 919-833-3984. *This is a first-come, first served opportunity.*

Employment Opportunities

The Employment Open House will be held on **Friday, April 23, 2010 at 10 am** at the Sheraton Imperial. This event is for both employers offering positions as well as prospective employees seeking speech-language and/or audiology positions. Informal interviewing and conversation about open positions will be done in a relaxed environment. Coffee and light breakfast will be served. Employers will be provided a table on which to display materials about the business and "freebies" to share. This is a great opportunity for employers to fill open positions as well as prospective employees to find the perfect work setting.

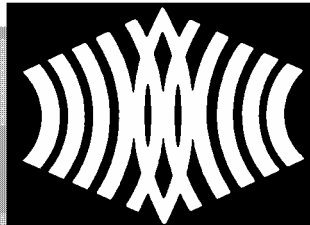
Your completed Employment Opportunity form will be placed in the Employment notebook and displayed during the 2010 Spring Convention and on the NCSHLA website through April 30, 2010. Please complete the attached "Employment Opportunity" form. Your Employment Opportunity will be placed on the NCSHLA website when the completed form and payment are received.

Ad/Catalog/Literature/Notepaper/Flyers/Trinket for Placement In Attendee Bag or Convention Folder

Ensure maximum visibility of your product or service by having your ad or marketing item in every attendee's conference folder or bag. Your company is responsible for providing 750 items/copies and mailing them to the NCSHLA office, to arrive no later than **April 1, 2010**.

Ship marketing items to:

**NCSHLA – Marketing Opportunity
530 N. Person Street
Raleigh, NC 27604**



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PO Box 28359 • Raleigh, NC 27611-8359
Telephone: 919-833-3984
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SPONSORSHIP INVITATION

The NCSHLA Convention Committee invites your support in sponsoring one or more events at the 2010 Convention in Durham, North Carolina. Some of you may have been sponsors in the past and some may be new to us, but we would like you to know that all of our sponsors are vital to the success of our meetings. We hope you will be able to support our continuing efforts to present educational and enjoyable events for our professional association.

The 2010 Convention will be held April 21-24 at the Sheraton Imperial. An exciting agenda for the convention has been planned, and we expect to have a high level of participation at this popular location.

Sponsorship opportunities are listed below, please complete the “Exhibitor Registration Form”, and return the form to the NCSHLA office at the address above. Please make a copy for your files.

An early response will help us prepare for your sponsorship and will assure that your agency will be recognized. If possible, please respond by **February 1, 2010**. Sponsors will be listed in registration packets. In addition, all sponsors will be listed in the Summer issue of the NCSHLA newsletter, *Communiqué*.

If you have any questions, call the NCSHLA office at 919-833-3984.

Thank you for your support of NCSHLA.

SPONSORSHIP OPPORTUNITIES

In addition to the benefits below, all sponsors will receive the following benefits:

- ❖ Logo recognition on all promotional materials (print, e-mail, Web) after February 1, 2010
- ❖ Description of company in registration packets provided to each attendee
- ❖ Logo on sign located in main reception area
- ❖ Special “thank you” in the Communiqué summer publication

Continental Breakfast Sponsor **\$1,000**

Continental Breakfast Co-Sponsor **\$ 500**

Sponsors will receive one free exhibit booth in the Exhibit hall and a free electronic Attendee Mailing List. Co-Sponsors will receive a discounted rate of \$225 for one exhibit booth and can purchase the electronic Attendee Mailing List at the reduced price of \$250.

Beverage Break Sponsor **\$1,000**

Beverage Break Co-Sponsor **\$ 500**

Sponsors will receive one free exhibit booth in the Exhibit hall and a free electronic Attendee Mailing List. Co-Sponsors will receive a discounted rate of \$225 for one exhibit booth and can purchase the electronic Attendee Mailing List at the reduced price of \$250.

Business Luncheon Sponsor **\$1,000**

Business Luncheon Co-Sponsor **\$ 500**

Sponsors will receive one free exhibit booth in the Exhibit hall and a free electronic Attendee Mailing List. Co-Sponsors will receive a discounted rate of \$225 for one exhibit booth and can purchase the electronic Attendee Mailing List at the reduced price of \$250.

Featured Speaker Sponsor **\$1,000**

Featured Speaker Co-Sponsor **\$ 500**

Sponsors will receive one free exhibit booth in the Exhibit hall and a free electronic Attendee Mailing List. Co-Sponsors will receive a discounted rate of \$225 for one exhibit booth and can purchase the electronic Attendee Mailing List at the reduced price of \$250.

Exhibit Hall Refreshment Sponsor **\$1,000**

Exhibit Hall Refreshment Co-Sponsor **\$ 500**

Sponsors will receive one free exhibit booth in the Exhibit hall and a free electronic Attendee Mailing List. Co-Sponsors will receive a discounted rate of \$225 for one exhibit booth and can purchase the electronic Attendee Mailing List at the reduced price of \$250.

Student Ice Cream Social Sponsor **\$1,000**

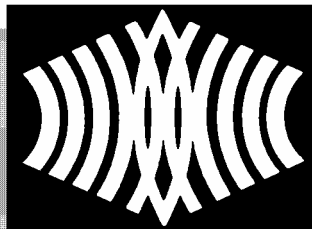
Student Ice Cream Social Co-Sponsor **\$ 500**

Sponsors will receive one free exhibit booth in the Exhibit hall and a free electronic Attendee Mailing List. Co-Sponsors will receive a discounted rate of \$225 for one exhibit booth and can purchase the electronic Attendee Mailing List at the reduced price of \$250.

Convention Contributor **\$ 250 (minimum)**

Attendee Mailing List **\$ 500**

An electronic mailing list of all the Convention attendees in an Excel spreadsheet format is available to 2010 Convention exhibitors only. The electronic mailing list will be sent via email. You must have an exhibit booth at the NCSHLA 56th Annual Convention to take advantage of this offer. **Offer good through May 1, 2010.**



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Employment Opportunity

EMPLOYER DESCRIPTION:

Company Name: _____

Mailing Address: _____

Contact Person: _____ Title: _____

Phone: _____ Fax: _____

E-mail or Web Address: _____

POSITION DESCRIPTION:

Position title: _____ Number of openings: _____

Location(s): Eastern North Carolina Central North Carolina Western North Carolina
 Town(s) _____

Date available: _____ Position level: entry level
 mid-career level
 senior level

Primary function of position (check only one per form):
 clinical administrative or marketing academic or research

Secondary activities (e.g., supervision, sales, teaching): _____

Setting(s) in which position is found:
 hospital other health care private practice college/university
 schools (preschool through secondary) other (specify-- _____)

Salary range: _____ Other features/benefits, etc: _____

Position requirements:	<u>Education</u>	<u>Certification</u>	
	<input type="checkbox"/> M.A./M.S./M.Ed.	<input type="checkbox"/> CCC/SP	<input type="checkbox"/> CFY/SP
	<input type="checkbox"/> Ph.D./Ed.D.	<input type="checkbox"/> CCC/A	<input type="checkbox"/> CFY/A
	<input type="checkbox"/> other	<input type="checkbox"/> CCC/Dual	<input type="checkbox"/> none
		<input type="checkbox"/> other	_____

Other skills/qualifications needed for the position: _____

NCSHLA EXHIBIT TERMS

1. **Exhibit fee:** The full exhibit fee must be sent with the Request for Exhibit Space. Exhibitors wishing to share a booth must submit request forms for both parties along with the full exhibit fee.

The non-commercial rate applies to exhibits that are for educational or informational purposes only, subject to NCSHLA approval.
2. **Set-up and break-down:** Dates and hours for set-up and break-down of exhibits are printed in the Invitation to Exhibit. Exhibitors must arrange for the set-up and break-down of their own exhibits. Set-up must be completed prior to the opening of the exhibit hall, and no exhibit may be removed prior to the prize drawing. Exhibits shall be constructed so they do not obstruct the general view of other exhibits.
3. **Products and literature:** Products and promotional literature may be distributed only by exhibitors and only from their exhibit booths.
4. **Safety:** The exhibitor assumes all responsibility for compliance with state, city, and hotel regulations covering fire, safety, and health. Only fireproof materials may be used in exhibit booths, and only nonflammable materials may be stored at each booth.
5. **Insurance and liability:** Property and liability insurance covering the exhibit is the responsibility of the exhibitor and must be obtained at the exhibitor's expense. NCSHLA assumes no risk, and by acceptance of this agreement, the exhibitor releases NCSHLA from all liability for damage, injury, or loss to any exhibit representative or property from any cause during the event.

NCSHLA makes no guarantees and assumes no liability with regard to traffic through the exhibit area, sales by exhibitors, or other measures of profitability of the exhibits at this event. Exhibit materials shipped to the hotel may arrive no earlier than Monday, April 19, 2010. Each item shipped must be clearly labeled **2010 Spring Convention, April 21-24** and must include the **name of your representative** at the Convention. Items may be shipped to the following address:

Convention Services
2010 Spring Convention
Sheraton Imperial
4700 Emperor Boulevard
Durham, NC 27703

6. **Accommodations:** NCSHLA has contracted for a special room rate of \$101 per night at the Sheraton Imperial in Durham for the 2010 Spring Convention. Telephone 800-325-3535 by **March 30, 2010** and identify yourself with the convention to receive this special rate.