

EXHIBITOR INVITATION



NEW ENGLAND
SYMPOSIUM FOR **SPEECH-LANGUAGE PROFESSIONALS**

Worcester, Massachusetts
October 19-21, 2017

***Join us for a symposium for
speech-language professionals
in the New England region!***

Connecticut Maine Massachusetts New Hampshire Rhode Island Vermont

NESSLP 2017 ♦ October 19-21

Worcester, Massachusetts



Worcester, Massachusetts

Exhibit Hall Hours - Tentative

Thursday, October 19

6:00 pm - 9:00 pm Exhibitor Setup

Friday, October 20

7:00 am - 7:00 pm Exhibits Open

Saturday, October 21

7:30 am - 1:00 pm Exhibits Open
1:00 pm - 3:00 pm Exhibitor Tear Down

Events Planned to Provide Exposure in Exhibit Hall

Daily:

- **Session breaks/refreshments**
- **Door prize drawings**
- **Pathfinder game**

Other Important Information

- **Cancellations** received in writing and no later than September 14 will receive a 75% refund.
- **Exhibitor Kits** will be sent 30-45 days prior to the event. Please review them carefully for shipping instructions. Details on how to order items such as extra tables will be included.
- **Donations** needed for door prizes. Please consider donating a gift card or merchandise. Please check the box located on the Exhibitor Selection form.

Exhibitor Checklist and Deadlines

- July 13** Guarantee your recognition in the On-Site Program by purchasing your display space, ads, sponsorships and marketing opportunities.
- August 24** Early registration to receive reduced exhibitor rate.
- September 14** Final day to register or cancel.
- September 27** Last day for discounted hotel room rate.



Location and Hotel Information

Symposium Location

DCU Center
50 Foster Street
Worcester, MA 01608

Hotel Reservations

Reservations can be made at your choice of four hotel locations in Worcester.

Hilton Garden Inn Worcester
\$159 per night

Marriott Courtyard Worcester
\$159 per night

Hampton Inn and Suites
\$154 per night

Holiday Inn Express
\$154 per night

Special room rates are available **until September 27, 2017, or until the room block is sold out, whichever occurs first.**

Visit nesslp.craven.management for details.

Display Space, Sponsorships & Marketing

Display Space

Business, For-Profit Organizations and Health Care Providers: \$475

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket, signage, recognition on the Exhibitor Page of the NESSLP website and the on-site program. This display space includes *one* complimentary Convention registration.

Non-Profit Display: \$300

The non-profit rate is available to those filing as 501(c) who are exhibiting to promote FREE services/information for individuals with disabilities. Proof of non-profit status or similar IRS documentation must accompany the exhibitor application. Applications without proof of tax status will be placed on hold and coded as incomplete. Your booth space will not be reserved until your application is complete. Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket signage and recognition on the Exhibitor Page of the NESSLP website and the on-site program. This display space *does not* include one complimentary Convention registration.

Academic Institutions/Universities, National and State Agencies or Home-Based Businesses: \$300

Display space includes: one 8' x 8' booth space, one 6' skirted table, two chairs, pipe and drape, wastebasket signage and recognition on the Exhibitor Page of the NESSLP website and the on-site program. A home-based business is defined as a business that is involved in direct selling of merchandise such as Discovery Toys, Tupperware, Usborne Books, Mary Kay, etc. This display space *does not* include one complimentary Convention registration.

Take-One Table: \$200

Can't attend the Convention but would still like a presence? Have a Take-One Table to showcase your product, catalogs or printed materials (without a representative). Extra products or materials will not be returned. Receive recognition on the Exhibitor Page of the NESSLP website and the on-site program. This table space *does not* include one complimentary Convention registration.

Sponsorships

NESSLP Friday Lunch: \$2,500

Keynote speaker Leon "Jigger" Sirois will present on his history of stuttering and how at the age of 65 his lifelong struggle took a positive turn.

- Free exhibit booth (one booth space)
- Special recognition at the lunch
- Half page ad in the On-Site Convention Program
- Recognition on the *Pathfinder*
- Sign recognition at the event
- You and your representative may attend the event

Welcome Reception: \$2,000

Your sponsorship will help to make this reception a success!

- Exhibit booth discount – 50% off one booth
- Half-page ad in the On-Site Convention Program
- Your banner ad on the NESSLP Convention website page
- Exposure with signage during the Thursday event
- Special recognition at the event and on the *Pathfinder*

Breakfast Sponsor: \$1,000

- Exhibit booth discount – 25% off one booth
- Receive exclusive company exposure with signage at one of the morning events
- Special recognition on the NESSLP Convention website page and the *Pathfinder*
- Quarter-page ad in the On-Site Convention Program

Refreshment Break Sponsor: \$1,000

Sponsor one of our scheduled refreshment breaks.

- Exhibit booth discount – 25% off one booth
- Receive exclusive company exposure with signage at one of the scheduled events
- Special recognition on the NESSLP Convention website page
- Quarter-page ad in the On-Site Convention Program

Luncheon Table Sponsor: \$250/ table

Gain additional exposure by sponsoring a table (or a few) at the Luncheon on Friday afternoon.

- Opportunity to place marketing materials on your sponsored table for attendees to receive. Perhaps have something to drive those who sit at your sponsored table to your website.
- A company representative can join the lunch and sit at the sponsored table to network with attendees one-on-one
- Tabletop sign recognition at the event
- Recognition in the On-Site Convention Program and the *Pathfinder*

All Sponsorships will be included in the *Pathfinder* Event Notifications!

Display Space, Sponsorships & Marketing

Marketing Opportunities

Badges for Convention Attendees: \$500

Your company logo will be placed on every attendee badge. This is a first-come, first-served opportunity. As the *exclusive* badge sponsor, your company will be responsible to provide the logo for placement on the attendee badge. Instructions will be provided with your exhibitor confirmation.



TAKEN

Bags for Convention Attendees: \$350

Be the company that is in the hands of every attendee by providing the carrying totes. The bags should be strong enough to hold up to five pounds and made of a material other than paper. This is a first-come, first-served opportunity. As the *exclusive* bag sponsor, your company will be responsible to order and ship the bags as instructed by the NESSLP Office. Shipping instructions will be provided with your exhibitor confirmation.



TAKEN

Lanyards for Convention Attendees: \$250

Provide the attendee lanyards and your company name in motion as the attendee walks. This is a first-come, first-served opportunity. As the *exclusive* lanyard sponsor, your company will be responsible to order and ship the lanyards as instructed by the NESSLP Office. Shipping instructions will be provided with your exhibitor confirmation.



TAKEN

Banner Ad on the NESSLP Website: \$250

Banner ads must be submitted by email to dklinefelter@robertcraven.com as either a jpeg or gif file. Ad size to be no larger than 234 x 60 pixels and any animation shall be limited to two cycles. Banner ads will be displayed on the Convention web page.



Notepads for Convention Attendees: \$150

This is a great opportunity for your company name to be seen while the attendee is taking notes. This is a first-come, first-served opportunity. As the *exclusive* notepad sponsor, your company will be responsible to order and ship the notepads as instructed by the NESSLP Office. Shipping instructions will be provided with your exhibitor confirmation.



Advertise in the On-Site Convention Program

- *Back Cover – Full Page, Color..... \$700
- *Back Cover – Inside, Full Page, Color..... \$600
- *Front Cover – Inside, Full Page, Color..... \$600
- Full Page Ad (Black and White)..... \$400
- ½ Page Ad..... \$250
- ¼ Page Ad..... \$150
- Business Card Ad..... \$95

*Indicates first-come, first-served basis. Email attachments are preferred. Advertisements must be submitted by email to dklinefelter@robertcraven.com as either a pdf, jpeg or gif file. All hard copy ads must be submitted in "camera ready" art form.

**Have a suggestion or new idea for
marketing or sponsorship?**

Give us a call: 412-366-1177



Contact Information

Craven Management Associates, LLC

700 McKnight Park Drive, Suite 708
Pittsburgh, PA 15237

Dawn Klinefelter
Email: dklinefelter@robertcraven.com
Telephone: 412-366-1177
Fax: 888-729-3489

Learn more about the NESSLP Convention,
such as presenters, session topics,
event schedule and more by visiting:
nesslp.craven.management

Please note that July 13, 2017, is the deadline to be recognized in the Convention On-Site Program.

NESSLP Mobile Pathfinder

NESSLP has designed the mobile Pathfinder for attendees to download on their mobile device and use before, during and after the Convention. Want to drive attendees to your booth? The Pathfinder is a great way to promote your company with instant advertising opportunities, interactive listing enhancements and more!

Exhibitor Pathfinder Package: \$100

Exhibit at the Convention and receive the following for a special price of \$100:

- One “Brought to you by...” message listed within the Event Notifications portion of the *Pathfinder*.
- Ad in the “Find A Deal” button to drive attendees to your booth.
- Game Participant.
- Company information listed through the Interactive Listing Add-Ons.

Find A Deal Promotions: \$50

Drive attendees to your booth with your own promotion through the “Find A Deal” button on the *Pathfinder*. Attendees can use the button to take advantage of special exhibitor promotions. This can include a promotion code, coupon or flyer (pdf) that attendees can present on their mobile device at your booth. Email promotion code, coupon or flyer to dklinefelter@robertcraven.com. Flyers must be submitted as a pdf file.

Example of a “Find A Deal”: Present this coupon for 10% off your total book purchase at “**COMPANY NAME**” located in the exhibit hall.

Be a Game Participant: \$35

NESSLP will have a game using the *Pathfinder* to engage attendees during the Convention. Become a game participant and you will become engaged with the attendees right at your booth!

Banner Ad on the Pathfinder: \$100 - 4 available

A rotating banner ad will be available on the main page of the NESSLP *Pathfinder*. A limit of four (4) banner ads will be available and will rotate during usage. Ad specifications will be provided with your sponsorship confirmation.

Event Notification Messages: \$50

Throughout the Convention, notifications will be posted on the *Pathfinder*. By purchasing an event notification message, you will receive the following:

- One notification exclusively advertising your company.
- One NESSLP notification that is brought to the attendees by your company.

This notification package is limited to two per day per company. When choosing this package you will be able to choose between morning or afternoon for your notification to go out to the attendees. The notification times will be on a first come first serve basis.

Interactive Listing Add-Ons: \$25

All exhibitors will have a static listing on the Exhibitor page of the *Pathfinder*. Upgrade your complimentary listing by adding additional details so attendees can learn more about your company. Add-on your company website, email address and/or phone number, your company logo displayed next to your company name and a brief company description. Interactive listings will have priority, and will be listed as received. Email logo and/or description to dklinefelter@robertcraven.com. Logo must be submitted as either a jpeg or gif file.



Enhance Your Exhibiting Experience with the NESSLP Convention App Package



Registration Information

Company Name (preferred for badge): _____

Contact Information:

Name: _____

Address: _____

Phone: _____

Email: _____

Name(s) for Convention Badges

Pathfinder Listing Info (\$25)

Website: _____

Email: _____

Phone: _____

Payment Options

1) Check Enclosed Please make payable to NESSLP

2) Credit Card
 Visa MasterCard Discover American Express

CREDIT CARD ACCOUNT NUMBER

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EXPIRATION DATE

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Send completed form to:
NESSLP
Craven Management Associates, LLC
700 McKnight Park Drive, Suite 708
Pittsburgh, PA 15237 | FAX 888-729-3489

Questions?
 Email: dklinefelter@robertcraven.com
 Call: 412-366-1177

THE EXHIBITOR AGREES TO THE FOLLOWING PROVISIONS:
 It is agreed that failure on part of the exhibitor to meet booth payment in full shall automatically forfeit all rights, privileges and claims of any nature the exhibitor has, may have, including the forfeit of any payments previously made. Exhibitor assumes responsibility and agrees to defend NESSLP, the DCU Center and their respective employees and agents against any claims or expenses arising out of the use of the Exhibit premises.

**NESSLP 2017 Exhibitor Selection Form
 October 19-21, 2017, Worcester, MA**

EXHIBITOR OPTIONS	QUANTITY	REGISTRATION FEE		TOTAL DUE
		ON OR BEFORE 8/24/17	AFTER 8/24/17	
DISPLAY SPACE				
Business/For-Profit/Health Care Exhibit Booth		\$475	\$575	
Non-Profit Display		\$300	\$400	
Academic Institutions/Universities; National and State Agencies; or Home-Based Businesses		\$300	\$400	
Additional Booth Space		\$275	\$375	
Take-One Table		\$200	\$300	
Electricity (Pre-Order Fees)		\$75	\$75	
MARKETING OPPORTUNITIES				
On-Site Program Full Page Back Cover (Color)		\$700		
On-Site Program Full Page Inside Back Cover (Color)		\$600		
On-Site Program Full Page Inside Front Cover (Color)		\$600		
On-Site Program Full Page Ad (black and white)		\$400		
On-Site Program 1/2 Page Ad (black and white)		\$250		
On-Site Program 1/4 Page Ad (black and white)		\$150		
On-Site Program Business Card Ad (black and white)		\$95		
Banner Ad for NESSLP website with email/web link		\$250		
Name Badges for Convention Attendees		TAKEN		
Bags for Convention Attendees		TAKEN		
Lanyards for Convention Attendees		TAKEN		
Notepads for Convention Attendees		\$150		
SPONSORSHIPS				
NESSLP Lunch		\$2,500		
Welcome Reception		\$2,000		
Breakfast Sponsor		\$1,000		
Refreshment Break Sponsor		\$1,000		
Luncheon Table Sponsor		\$250		
PATHFINDER OPPORTUNITIES				
Exhibitor Pathfinder Package		\$100		
Banner Ad on the Pathfinder		\$100		
Event Notification Message		\$50		
Find A Deal Promotions		\$50		
Be a Game Participant		\$35		
Interactive Listing Add-Ons		\$25		
DONATIONS				
Door Prize Donation	We will bring a donation with us	Yes <input type="checkbox"/>	Qty	No Charge
TOTAL DUE				

Cancellations received in writing and no later than September 14, 2017, will receive a 75% refund.