



National Black Association
for Speech-Language and Hearing

National Black Association Speech-Language and Hearing
Convention 2021

Exhibitor and Sponsorship Prospectus

March 25-27, 2021

Omni Houston Hotel ♦ Houston, TX

JOIN NBASLH March 25-27, 2021 in Houston, Texas to connect your organization to speech-language pathology and audiology leaders, decision makers, practitioners, and students. NBASLH was established in 1978 as the premier professional and scientific association addressing the communication interests and concerns of black communication science and disorders professionals, students, and consumers. The association is the model for other organizations addressing the concerns of diverse populations.

Exhibiting at NBASLH's Convention offers you the opportunity to become a vital part of the largest annual professional educational gathering for African American audiologists, speech-language pathologists, speech, language and hearing scientists, researchers, academicians, administrators, students, and affiliates from cultural diverse and linguistic backgrounds across the country and the Caribbean.

In just three days, your company has the ability to reach ***400 speech, language and hearing professionals***—all of whom are focused on learning and looking for revolutionary products, services, resources and tools to advance their work and careers.

Dozens of businesses and organizations have recognized that NBASLH Convention is the place to grow their business and capture the attention of new customers, as well as the place to strengthen their relationships with current customers. There is no better opportunity for face-to-face time with professionals who select, recommend, and approve purchases.

THE EXHIBIT HALL IS THE HEART OF KNOWLEDGE, INNOVATION AND NETWORKING AT THE NBASLH CONVENTION. It is where attendees experience and purchase products and services, where students connect with potential professors, where professionals discover new job opportunities, and where exhibitors have direct access to decision makers, job seekers, and seasoned professionals.

We invite your business or organization to get your products or services in front of NBASLH Convention attendees by participating in the NBASLH Exhibit Hall. We offer excellent exhibition hours and an exhibitor listing prior to and during the convention. Exhibitors also receive complimentary advertising in our convention materials.

IMPORTANT EXHIBITOR INFORMATION



Location Information

Omni Houston Hotel
4 Riverway, Houston, TX 77056
(713) 871-8181
(713) 871-8116: Fax

A special room rate of \$139 per night is available **until March 3, 2021, or until the room block is sold out, whichever occurs first.** To receive the special room rate, please ask that your reservation is booked within the room block.

EXHIBIT HALL HOURS:

Thursday, March 25, 2021

10:00 am - 12:00 pm: Exhibitor Setup
12:00 pm - 1:00 pm: *Closed for Lunch*
12:00 pm - 5:00 pm: Exhibits Open

Friday, March 26, 2021

8:00 am - 5:00 pm: Exhibits Open
12:00 pm - 1:00 pm: *Closed for Lunch*

Saturday, March 27, 2021

8:00 am - 12:00 pm: Exhibits Open
12:00 pm: Exhibitor Dismantling

EXHIBITORS LOUNGE:

Thursday, March 25 - Saturday, March 27: 8:00 am - 5:00 pm Snacks and Drinks Provided Daily

Exhibitor Rates

The exhibitor fee includes one skirted table, 2 chairs, and 1 table identification sign. Additional tables may be purchased at a rate of \$250 per table. Costs for electricity and internet connections are billed separately through the Omni Houston Hotel. Exhibitor space is limited, and assignments are made on a first-come, first-served basis. Click [here](#) to register online through or by contacting NBASLH's Headquarters at nbaslh@nbaslh.org.

Company: \$700

- Listing in Convention program
- Listing on NBASLH website exhibitor page
- Includes ONE complimentary full registration

Educational: \$450

- Listing in Convention program
- Listing on NBASLH website exhibitor page

Non-Profit: \$450

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.

- Listing in Convention program
- Listing on NBASLH website exhibitor page

Small and Home-based: \$450

A home-based business is defined as a business that is involved in direct selling of merchandise such as Discovery Toys, Usborne Books, Mary Kay, etc.

- Listing in Convention program
- Listing on NBASLH website exhibitor page

Strategy Package: \$1,000

Achieve your goals by purchasing this enhanced exhibitor packages. This option includes the items under the company package plus all the marketing items below, enabling you to reach more of our attendees.

- Your choice of a prime location on the exhibit floor
- Half-page advertisement in the Convention On-Site Program
- Banner advertisement in NBASLH's Spring *Resound* newsletter

Sponsorship Opportunities

You are also invited to become an Official Sponsor of the 2020 NBASLH Convention. The NBASLH Convention features four levels of sponsorship: Advocate (\$4,000+), Partner (\$2,000 to \$3,000), Supporter (\$550–\$1,500) and Friend (\$500 or less). Sponsors receive up to six (6) additional benefits over regular exhibitors. Your specific sponsorship adds even more benefits. See the next page for sponsorship descriptions.

Benefits	Advocate (\$4,000+)	Partner (\$2,000-\$4,000)	Supporter (\$500-\$2,000)	Friend (\$500 or Less)
Free Exhibitor Table	✓	✓		
Online Sponsor Recognition	✓	✓	✓	✓
Complimentary Full Color Full-Page Ad in Convention Program	✓			
Complimentary Full Color Half-Page Ad in Convention Program		✓		
Free Attendee Bag Insert	✓			
Recognition in NBASLH Summer Resound))) e-newsletter	✓			
Two (2) Free Full Registrations (Includes Opening Reception and Awards Gala)	✓	✓		
Printed Recognition in Registration Materials (Company Name and Logo)	✓	✓	✓	✓
Recognition during Opening Session and Awards Gala	✓	✓	✓	✓
Two Complimentary Entrance Tickets to Opening Reception and Awards Gala			✓	✓
Social Media Recognition	✓	✓	✓	✓

Sponsorship Descriptions

AWARDS GALA SPONSOR: \$7,500

Gain additional exposure with conference attendees and exhibitors at this year's Awards Gala being held at the Omni Charlotte Hotel. This is our most popular event with more than 400 in attendance last year!

AUDIO/VISUAL SPONSOR: \$6,500

Audiovisual equipment inspires great conference presentations. This sponsorship opportunity helps support the technology that is needed to deliver a dynamic conference.

WIFI SERVICE SPONSOR: \$5,000

Reliable WIFI is a critical, must-have productivity tool. As the official and exclusive WIFI provider your company will be promoted in all conference session rooms and common spaces.

CHARGING STATION: \$4,000

The charging station will be a hub for attendees to charge their devices. The charging station sponsor will help make a recharging kiosk available to all attendees in the conference foyer.

STUDENT/MENTOR LUNCHEON SPONSOR: \$3,000

Each year, the NBASLH convention holds a student mentor luncheon where students are afforded the opportunity to network with speech-language pathologists and audiologists while enjoying lunch, a presentation, and fun activities. This luncheon provides students the opportunity to not only socialize with their peers but make a connection with professionals on an intimate level.

CONFERENCE BAGS: \$3,000

Be the company that is in the hands of every attendee by providing the carrying totes. Sponsor may put their logo in the corner of the bag and NBASLH's logo will go in the center of the bag. 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.

CONVENTION APP SPONSOR: \$2,500

Bring attendees the official NBASLH Convention mobile application where they can easily find event happenings, locations, times, and more. The mobile application is heavily used by attendees and exhibitors, who will see your company's advertisement daily during the convention.

OPENING RECEPTION SPONSOR: \$2,500

Kick off the opening reception with cocktails and hors d'oeuvres. Sponsorship includes company logo displayed on all beverage napkins.

CONVENTION PEN SPONSOR: \$2,500

Extend your brand during the show by providing customized pens with your company's logo for all Convention attendees. Items will be placed in the registration area and in session rooms.

POSTER SESSION/CLOSING RECEPTION SPONSOR: \$2,000

End the convention with wine and hors d'oeuvres during the highlighted poster session.

BREAK REFRESHMENTS SPONSOR: \$2,000

Refreshment breaks provide a great opportunity for attendees to network and socialize in a relaxed environment. Host the continental breakfast or snack break in the exhibit hall for convention attendees. Energize attendees between sessions with a quick pick-me-up and we will provide you with signage at each coffee service station and your logo in the Convention On-Site Program. Sponsorship of one of the refreshment breaks allows you to put your name and brand in full view of convention attendees.

DANCING AND DESSERTS SPONSOR: \$1,500

Following the Awards Gala, convention attendees will enjoy music, fun, and desserts.

PRAXIS REVIEW COURSE SPONSOR: \$1,500

During the Convention, faculty from across The United States provide an intensive three-day review course to prepare students for the Praxis Exam.

ATTENDEE LANYARD SPONSOR: \$1,500

Your company logo will be placed on all attendee badges. This is a first-come, first-served opportunity. As the exclusive badge sponsor, your company will be responsible for providing the logo for placement on the attendee badge. Sizing and email instructions will be provided with your exhibitor confirmation.

ATTENDEE BAG INSERT & PROGRAM AD: \$500

Ensure maximum visibility of your product or services by inserting a marketing item in every attendee's convention bag or folder. Insert a piece of product literature, product CD or giveaway item into conference attendee bags. Great for announcing a promotion, giveaway or contest at your booth. Shipping instructions will be provided with your exhibitor confirmation.

Advertising

More than 400 attendees will be personally receiving the program upon check-in and using it throughout the Convention as their official guide! All advertising must be received print-ready. Costs below include color ads. Email advertising copy to partnerships@nbaslh.org in high-resolution jpg, eps, or pdf file format. The deadline for inclusion in the On-Site Convention Program is **February 1, 2021**.

Back Cover Program Book Advertisement × \$350.00

Inside Front Cover Program Book Advertisement × \$350.00

Full Page Program Book Advertisement × \$275.00

Half-Page Program book Advertisement × \$175.00

Quarter Page Program Book Advertisement × \$75.00

Business Card Program Book Advertisement × \$50.00

Scholarships

If you are interested in offering a scholarship, please contact Lauren Hastings, Partnerships chair at partnerships@nbaslh.org. Please provide the following:

1. The amount of the scholarship
2. The target population (students or professionals; SLPs or AuDs)
3. The requirements for submission
4. Who will review the submissions? (NBASLH Awards committee or the company providing the scholarship)
5. Submit your money via the DONATE button and send confirmation to Lauren Hastings.

If you have any questions regarding being an exhibitor or sponsor for the 2021 NBASLH Convention, please contact Lauren Hastings, Partnerships Chair, at Partnerships@nbaslh.org.