

# EXHIBITOR REGISTRATION FORM

## WSHA 2012 Annual Convention • February 23-25

### Contact Information (to receive confirmation)

Name: \_\_\_\_\_

Address: \_\_\_\_\_

\_\_\_\_\_

Phone \_\_\_\_\_

Email \_\_\_\_\_

### Company Information (as you would like it to appear on conference materials)

Company Name \_\_\_\_\_

Company Web Address \_\_\_\_\_

Company Phone \_\_\_\_\_

### Booth Information

Companies to Avoid \_\_\_\_\_

\_\_\_\_\_

### Sales Representative

Exhibitor registration includes registration for up to two staff; please see below to purchase badges for additional staff.

List name(s) as you would like them to appear on name badges: (please print)

1. \_\_\_\_\_

2. \_\_\_\_\_

### Exhibit Fee

- \$450 – For-Profit
- \$275 – Nonprofit organizations and home-based businesses
- \$175 – Unattended table display for products and catalogs
- \$50 – Electricity Fee

### Additional Registration Badges

Each paid exhibit space includes two staff registrations. Exhibitors may purchase additional badges for \$70 each. Please indicate the number of additional badges needed for your booth and provide fees where applicable. The cost for additional badges covers expenses for additional staff's participation in conference meals and breaks.

Extra Badges \_\_\_\_\_ x \$70= \_\_\_\_\_ Additional Badge Total

List name(s) for additional staff (as you would like them to appear on name badges):

1. \_\_\_\_\_

2. \_\_\_\_\_

### Advertising

- \$125 - Quarter Page Ad (4 X 5, black and white)
- \$250 - Half Page Ad (8 X 5, black and white)
- \$400 - Full Page Ad (8 X 10, black and white)
- \$1,000 - Inside or outside program cover

### Sponsorship

Gold: (\$2,500 +) \$ \_\_\_\_\_

Silver: (\$1,500 +) \$ \_\_\_\_\_

Bronze: (\$1,000 +) \$ \_\_\_\_\_

### Method of Payment

Payments must be accompanied by a registration form in order to be processed. WSHA's Tax ID number is 20-3149613. Please add \$50 if after February 1.

Check (payable to WSHA)

Check # \_\_\_\_\_ Amount \$ \_\_\_\_\_

VISA  MasterCard  Discover

Amount \$ \_\_\_\_\_

Card Number: \_\_\_\_\_

Expiration Date: \_\_\_\_\_/\_\_\_\_\_/\_\_\_\_ Security Code: \_\_\_\_\_

Address on Billing Statement: \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

Name on Card: \_\_\_\_\_

Signature: \_\_\_\_\_

Please return registration form and payment to:  
WSHA  
563 Carter Court, Suite B • Kimberly, WI 54136  
Fax: 920-882-3655

Wisconsin Speech-Language Pathology and  
Audiology Association  
563 Carter Court, Suite B  
Kimberly, WI 54136



# Wisconsin Speech-Language Pathology and Audiology Association



## 2012 ANNUAL CONVENTION FEBRUARY 23-25, 2012

Hyatt Regency Milwaukee  
333 W. Kilbourn Avenue | Milwaukee, WI  
[www.milwaukee.hyatt.com](http://www.milwaukee.hyatt.com)

### EXHIBITOR AND SPONSOR PROSPECTUS

Register early and receive complimentary  
advertising on the WSHA website and  
complimentary electronic advertising  
within all association emails.  
[www.wisha.org](http://www.wisha.org)

## MAKE PLANS NOW TO ATTEND THE WSHA 2012 ANNUAL CONVENTION IN MILWAUKEE! THE WSHA CONVENTION IS ATTENDED BY 300 PROFESSIONALS FROM WISCONSIN.

Note: WSHA Tax ID Number: 20-3149613

### OPPORTUNITIES TO PARTICIPATE

WSHA offers two options for conference participation:

- Exhibit display opportunities
- Sponsorship opportunities

### EXHIBIT DISPLAY OPPORTUNITIES

- **\$450** – For-Profit
- **\$275** – Nonprofit organizations and home-based businesses\*  
\* This includes home-based businesses that are involved in direct selling of merchandise such as Discovery Toys, Tupperware, Osborne Books, etc. Only one company/organization per booth.
- **\$175** – Unattended table display for products and catalogs. One 8' skirted table to display company products with your catalog of printed materials (without a representative present). WSHA representatives will be available to set up your materials.

#### As an exhibitor you will receive:

- Non-competitive scheduled exhibit viewing times.
- 8' skirted table and two chairs.
- Roster of attendees distributed at the time of the conference.
- Complimentary refreshments and lunch for up to two exhibit staff. Two representatives are allowed per space. If more than two representatives wish to attend, additional badges must be purchased.
- Register early and receive complimentary advertising on the WSHA website and complimentary electronic advertising within all association emails.

### EXHIBIT SET UP

Thursday, February 23, 5–8:00 p.m.  
All exhibits must be set up by 7:30 a.m. on February 24.

### EXHIBIT HALL HOURS

Exhibit hall open: Friday, February 24,  
7:30 a.m.–3:00 p.m.

*Three hours of non-competitive exhibit time scheduled.*

### DISMANTLE

Exhibitors are scheduled to dismantle at 3:00 p.m. on Friday, February 24. Exhibits may not be dismantled before that time.

### SHIPPING MATERIALS

Exhibit materials may be shipped to the Hyatt Regency Milwaukee, 333 W. Kilbourn Avenue, Milwaukee, WI, 53203. Shipments should be clearly marked, indicating the conference date, name of conference, and your company's name. Shipments should be received no sooner than three business days prior to the conference. Coordination and fees related to shipping of exhibit materials to and from the conference are the responsibility of the exhibitor.

### SPECIAL NEEDS

If your exhibit requires additional equipment, special set up assistance, phone lines, furniture or audio-visual equipment, please contact the WSHA office, 920-560-5642, or [julie@badgerbay.co](mailto:julie@badgerbay.co). These arrangements are at the exhibitor's expense.

### REQUEST LETTERS

Request letters and W9 forms are available by contacting the WSHA office at 920-560-5642 or email [julie@badgerbay.co](mailto:julie@badgerbay.co).

### PLEASE NOTE

Booth assignments will not be given in advance. Assignments will be provided onsite at the conference.

### ADVERTISE

Supporters can also participate by advertising in the conference program.

#### Advertisement Rates

**Quarter Page Ad:**  
(4 x 5, black and white) \$150.00

**Half Page Ad:**  
(8 x 5, black and white) \$250.00

**Full Page Ad:**  
(8 x 10, black and white) \$400.00

**Inside or outside program cover:** \$1,000.00

#### Ad Submission Requirements

All ads must be submitted in JPG or TIFF format; 300 dpi resolution or higher; black and white. All art work and payments are due no later than February 1, 2012.

### SPONSORSHIP

We invite your company to contribute to the 2012 Convention. Your involvement and support of WSHA will provide quality education for approximately 300 professionals who work with individuals who have hearing, speech and language disorders. Organizations can select from one of three levels of sponsorship.

#### Bronze Sponsor (\$1,000+)

- Recognition displayed in general session hall.
- Printed recognition in conference program.

#### Silver Sponsor (\$1,500+)

All benefits included in the bronze package, plus:

- Quarter page ad in the final program
- Opportunity to submit one page loose flyer to be handed out with conference program to all attendees.

#### Gold (\$2,500 +)

All benefits included in the bronze package, plus:

- Special verbal recognition during conference general session
- Half page ad in final program
- Opportunity to submit one page loose flyer to be handed out with conference program to all attendees.

### DIRECTIONS AND LODGING INFORMATION

#### Directions/Address

Hyatt Regency Milwaukee  
333 W. Kilbourn Avenue  
Milwaukee, WI 53203

For directions and map to the hotel, please visit:  
[www.milwaukee.hyatt.com](http://www.milwaukee.hyatt.com)

#### Lodging Information

Book early as the hotel is projecting to sell out! Rooms are available at the Hyatt Regency Milwaukee at the special group rate of \$104. To guarantee this rate, and to ensure a room will be available, reservations must be made by January 23, 2012.

To make a reservation, please call 414-276-1234, and tell the reservation agent that you are booking a room under the **WI Speech-Language Pathology and Audiology Association - WSHA room block**.

### REGISTRATION POLICIES

#### Registration Deadline

The registration deadline is February 1, 2012. After February 1, a \$50 late fee will apply.

#### Cancellation Policy

All cancellations must be received in writing by February 1, 2012. A \$25 administrative fee will be deducted from your refund. No refunds will be made for cancellations postmarked or faxed after February 1. Refunds will not be given for no-shows.

### QUESTIONS

If you have questions regarding exhibiting, sponsorship or the WSHA Convention, please contact the WSHA office at 920-560-5642 or email [julie@badgerbay.co](mailto:julie@badgerbay.co).