

2021 ISHA CONVENTION
OCTOBER 14-15, 2021



our voices
connecting & uniting



400 East Court Avenue Suite 126
Des Moines, Iowa 50309

2021 ISHA CONVENTION

OCTOBER 14-15, 2021

The Iowa Speech-Language-Hearing Association is pleased to invite you to participate in the 2021 ISHA Convention, October 14-15, at The Graduate hotel located in Iowa City, IA. The annual convention is the major continuing education event hosted by the Iowa Speech-Language-Hearing Association. Our entire membership is invited to join us at the event, and we are working to safely maximize the capacity of our space while maintaining social distancing protocols.

Participating in the ISHA Convention is a great way to connect with professionals throughout the state and share your product and service messages with your potential customers. The exhibit area will be open throughout the convention and attendees will be encouraged to visit the displays during breakfast, breaks, and lunch.

We understand that there are costs beyond the registration fee involved in participating in the convention. To help alleviate some of those related expenses, we are offering a one-day exhibit rate that will allow you to still reach the majority of the convention attendees but only attend on Thursday. If you want to participate in the full event and have the opportunity to personally connect with those attendees who will only attend on Friday, you are certainly welcome to do that.

We are again offering a designated time for companies to offer continuing education credits to attendees. There will be openings in the evening on Thursday, and more sessions may be added if needed. This is a creative way for attendees to earn continuing education units by directly interacting with you. There is no additional fee for you to participate in this opportunity. Please take a few minutes to review the details of this opportunity, found on the insert in this brochure. We encourage you to participate as a way to connect with attendees.

In addition to sharing your information through a display table during the convention, we also have a number of event sponsorship and marketing opportunities available. These are detailed in this brochure. Each of these is an opportunity to increase your visibility throughout the convention and to attendees.

To register to participate in the ISHA convention, please complete the enclosed registration form and return it with payment or register online at www.isha.org (the registration form is under the "Continuing Education" menu). Please note that display space is limited and registrations will be accepted on a first-come basis.

Avoid a late fee by submitting your registration form and payment before September 27, 2021.

LOCATION & HOTEL INFORMATION

Graduate Iowa City
210 S Dubuque Street, Iowa City, IA 52240
Phone: (319) 337-4058

Contact Graduate Iowa City by September 27, 2021, to receive the special convention room rate of \$119/night. Be sure to mention the Iowa Speech-Language-Hearing Association in order to receive this rate.

Graduate Iowa City is just off I-80. The literary-themed hotel features amenities like cozy reading areas and an on-site gym, all just a short walk from the University of Iowa campus and Kinnick Stadium.

TENTATIVE SCHEDULE

WEDNESDAY, OCTOBER 13

5:00 PM - 8:00 PM Exhibitor Setup *(Optional)*

THURSDAY, OCTOBER 14

6 AM - 7:30 AM Exhibitor Setup
7:30 AM - 7:30 PM Exhibits Open
10 AM - 10:30 AM Break with Exhibitors
3 PM - 3:30 PM Break with Exhibitors
6:00 PM - 7:00 PM Exhibitor CEU Sessions

FRIDAY, OCTOBER 15

7:30 AM - 5 PM Exhibits Open
10 AM - 10:30 AM Break with Exhibitors
2 PM - 2:30 PM Break with Exhibitors
5 PM Exhibits Tear Down

CONTACT INFORMATION

Iowa Speech-Language-Hearing Association
400 E Court Ave Ste 126, Des Moines, IA 50309
Phone: (515) 868-0141 Email: isha@isha.org

Thank you for supporting ISHA! We look forward to seeing you in October.

OTHER IMPORTANT INFORMATION / CANCELLATION

Any cancellations must be received in writing 4 weeks prior to the convention to receive a full refund.
Any cancellations received 4 weeks to 4 days prior to the convention will result in a 50% refund.
There will be no refund if there is a cancellation less than 4 days prior to the convention.

2021 ISHA CONVENTION

OCTOBER 14-15, 2021

EXHIBIT OPPORTUNITIES

THURSDAY-ONLY TABLETOP DISPLAY - \$400

FULL CONVENTION TABLETOP DISPLAY - \$450

Display space includes one 6' skirted table, two chairs, one wastebasket, access to electricity if needed, final convention attendee list, promotional listing on the ISHA website, and opportunities to network with current and future customers.

Exhibitors are welcome to participate in breaks throughout the event. To join attendees for lunch, purchase tickets by completing the appropriate section on the registration form.

Welcome Discount

New to ISHA? All first-year exhibitors are eligible for a 15% discount on the cost of display space.

Exhibitor CEU Opportunity

Participants will present information relative to speech-language pathology and audiology to small groups of convention attendees at a designated time. Attendees will be able to earn credit by participating in these sessions. For complete information, see insert in this brochure.

EVENT SPONSORSHIP OPPORTUNITIES

LUNCH SPONSOR (ONE AVAILABLE) - \$1,500

- Free full convention tabletop display space
- Two lunch tickets to both Thursday and Friday lunch
- Opportunity to bring greetings during Friday lunch
- Sign recognition during event
- Company brochure included in attendee packet
- Recognition in on-site convention program
- Recognition in ISHA newsletter and website
- Branded email to ISHA membership of 300+ contacts
- Branded Facebook post on ISHA account

BREAKFAST SPONSOR (TWO AVAILABLE) - \$1,000

- Free full convention tabletop display space
- One lunch ticket to both Thursday and Friday Lunch
- Sign recognition during event
- Recognition in on-site convention program
- Recognition in ISHA newsletter and website
- Branded email to ISHA membership of 300+ contacts
- Branded Facebook post on ISHA account

SESSION SPONSOR - \$750

- Attendance on both Thursday and Friday
- Tabletop display both days of event
- Recognition in on-site convention program
- Recognition in ISHA newsletter and website
- Branded Facebook post on ISHA account

MARKETING OPPORTUNITIES

BAGS FOR CONVENTION ATTENDEES - \$250

Be the company that is in the hands of every attendee by providing the carrying totes. This is a first-come, first-served opportunity. As the exclusive bag sponsor, your company will work with ISHA on selecting the bags and confirming all details. Your company will be responsible for the cost of the bags. Sponsor will also receive recognition on event signage, event program book, and will be listed on the ISHA website.

FOLDERS FOR CONVENTION ATTENDEES - \$250

Give all convention attendees your company folder. Your folder will be distributed to all attendees, containing the convention program and other event materials. This is a first-come, first-served opportunity. As the exclusive folder sponsor, your company will be responsible for ordering and shipping the folders as instructed by the ISHA office. Sponsor will also receive recognition in event program book and will be listed on the ISHA website.

NOTEPADS FOR CONVENTION ATTENDEES - \$250

Provide notepads for use of attendees. 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 for ordering and shipping the notepads as instructed by the ISHA office. Sponsor will also receive recognition on event signage, event program book, and will be listed on the ISHA website.

CONVENTION PACKET INSERTS - \$100

Place your brochure or flyer inside attendee packets to get noticed! Your company will be responsible for printing and shipping the inserts as instructed by the ISHA office. Limited to 2 pieces per company.

MARKETING LISTS - \$100

Purchase direct mail list of all convention attendees and/or ISHA members to support your presence at the convention or throughout the year. Email addresses are not shared.

DOOR PRIZES

Each year, ISHA offers door prize incentives to encourage all attendees to visit the exhibit area. Prize donations are greatly appreciated. Companies providing a door prize will be acknowledged for their donations at the time of drawing.



ISHA 2021 CONVENTION SPONSOR AGREEMENT

Complete all areas of the form, printing or typing clearly.

Company: _____ Representative: _____

Address: _____ City, State, Zip: _____

Phone: _____ Email: _____

Will the representative listed above be attending the convention? ☐ Yes ☐ No

• If no, please list name(s) of representative(s) attending: _____

EXHIBITOR AND SPONSORSHIP OPPORTUNITIES AMOUNT

Thursday-Only Tabletop Display(s) _____ X \$400

Full Convention Tabletop Display(s) _____ X \$450

• \$100 late fee (if registration is received after September 27, 2021)

• Will you need electricity? ☐ Yes ☐ No *Contact the ISHA Office at (515) 868-0141 for additional technology or services.*

Lunch Sponsor - \$1,500

Breakfast Sponsor - \$1,000

Session Sponsor - \$750

OTHER CONVENTION MARKETING OPPORTUNITIES AMOUNT

Bags for Convention Attendees - \$250

Folders for Convention Attendees - \$250

Notepads for Convention Attendees - \$250

Convention Packet Inserts - \$100

Marketing Lists - \$100

Door Prize Donation - Please List Item _____

ISHA Partner *Contact the ISHA Office at (515) 868-0141 for additional technology or services.*

OTHER CONVENTION MARKETING OPPORTUNITIES

We plan to participate in the sponsor continuing education session

MEAL TICKETS Thursday Lunch Ticket _____ X \$20

Friday Lunch Ticket _____ X \$20

Payment Must Accompany Registration Form Total Due _____

METHOD OF PAYMENT _____ Check (Payable to ISHA) _____ Credit Card (To pay by cc, use online form at www.isha.org.)

When you provide a check as payment, you authorize us to use the information from your check to make a one-time electronic fund transfer from your account or to process the payment as a check transaction.

Return completed form to ISHA, 400 East Court Avenue Suite 126, Des Moines, Iowa 50309 or email to isha@isha.org.

ISHA MEMBERS SPOKE **AND WE LISTENED!**

ISHA members are looking for more CEU opportunities with you, our sponsors!

INCREASE YOUR VISIBILITY THIS YEAR

Offer Continuing Education Credit for Attendees at Your Display Table at the Convention

How does this work?

- Four 30-minute time slots will be available from 6:00 - 7:00 PM on Thursday, October 14.
- Attendees will be encouraged to determine which sponsors they may want to attend earlier to improve the timing.
- Signage will be provided to indicate the room in which your CEU session will be held.
- No other events scheduled at this time.
- No additional cost to you to participate in this opportunity.
- Complete the form on the reverse side and send back to ISHA to register your presentation.
- Presentations must be relevant and research-based. Sorry, no giveaways can be offered during your presentation.
- A disclosure form must be completed for ASHA CEU requirements.

Questions?

Contact Katie Decker, ISHA VP of Continuing Education at katie.m.decker@gmail.com or 319-350-7323.

In order for the American Speech-Language-Hearing Association to approve CEUs, a 30-minute presentation with a time-ordered agenda and learning objectives is due August 9, 2021.

Submit the form on the reverse side by August 9, 2021 to isha@isha.org or mail to:

Iowa Speech-Language-Hearing Association
400 East Court Avenue Suite 126
Des Moines, Iowa 50309
Phone: (515) 868-0141
Email: isha@isha.org



ISHA
IOWA SPEECH LANGUAGE
HEARING ASSOCIATION



SPONSOR CEU OPPORTUNITY REGISTRATION

Company/Organization Name: _____

Contact Person: _____

Contact Email: _____

Title of Presentation: _____

Presenter Name, Title, Credentials: _____

Learning Outcomes (Must be written in past tense.) _____

Time-Ordered Agenda (Example)

1-7 minutes: Review of research on speech generating devices

8-15 minutes: Different types of speech generating devices

16-25 minutes: Funding and reimbursement for speech generating devices

26-30 minutes: Demonstration of how to program and use certain devices

A disclosure form must be completed for ASHA CEU requirements.