Exhibitor Prospectus

2019 ASHA CONVENTION
NOVEMBER 21–23
ORLANDO, FL

15,000+ speech, language and hearing professionals in one location.
Imagine Who You’ll Meet at the ASHA Convention

2018 ATTENDANCE INFORMATION

- **18,127** Attendees
- **343** Exhibiting Companies
- **30%** First Time Attendees
- **53:1** Attendee-to-Exhibiting Company Ratio
- **71,923** Total Leads Scanned
- **604** Average Number of Scans

POSITIONS THEY HOLD

- Clinical Service Provider: 62%
- Professor/Chair: 13%
- Other: 13%
- Administrator/Director: 7%
- Manager/Supervisor: 4%
- Assistant: 1%

PRIMARY WORK SETTING

- School-Based: 38%
- Healthcare: 22%
- Colleges/Universities: 20%
- Private Practice: 12%
- Other: 8%

Imagine your target market in one place.

The ASHA Convention is the best place to connect your organization to today’s leaders and decision makers in the fields of communication sciences and disorders.

Attendees Treat Clients of All Ages

- Infants: 38%
- Children: 75%
- Adolescents: 45%
- Adults: 45%
- Geriatrics: 29%

**Source:** 1. 2018 ASHA Convention Registration Data
Imagine Being Where the Buyers Are

When the 2014 ASHA Convention took place in Orlando, our attendees were from:

Northeast 28%
South 39%
Central 17%
West 11%
International 5%

Our Attendance Is Growing

<table>
<thead>
<tr>
<th>Year</th>
<th>Location</th>
<th>Attendees</th>
<th>Students</th>
<th>Exhibitors</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>2018</td>
<td>Boston, MA</td>
<td>12,813</td>
<td>3,663</td>
<td>1,651</td>
<td>18,127</td>
</tr>
<tr>
<td>2017</td>
<td>Los Angeles, CA</td>
<td>9,783</td>
<td>2,871</td>
<td>1,622</td>
<td>14,276</td>
</tr>
<tr>
<td>2016</td>
<td>Philadelphia, PA</td>
<td>10,918</td>
<td>3,804</td>
<td>1,680</td>
<td>16,402</td>
</tr>
<tr>
<td>2015</td>
<td>Denver, CO</td>
<td>9,907</td>
<td>2,780</td>
<td>1,371</td>
<td>14,058</td>
</tr>
<tr>
<td>2014</td>
<td>Orlando, FL</td>
<td>8,383</td>
<td>2,730</td>
<td>1,246</td>
<td>12,359</td>
</tr>
</tbody>
</table>

Top Attendee Affiliations

- Boston Children’s Hospital
- Cleveland Clinic
- Florida State University
- Kennedy Krieger Institute
- Massachusetts General Hospital
- Mayo Clinic
- MGH Institute of Health Professions
- New York City Department of Education
- Nova Southeastern University
- Orange County Public Schools
- Spaulding Rehabilitation
- Texas Children’s Hospital
- University of Central Florida

95% of attendees browsed the exhibit hall
85% of attendees have input into purchasing decisions
59% of attendees have purchasing authority for themselves or their classroom

Sources:
1. ASHA Convention Registration Data
2. 2018 ASHA Convention Attendee Survey
Our Attendees Are Looking for More

The top 25 product and service interests of our attendees are:

1. 48% **EXPRESSION LANGUAGE**
2. 44% **LANGUAGE DISORDERS**
3. 44% **AUTISM**
4. 43% **APRAXIA/DYSARTHRIA/MOTOR SPEECH**
5. 41% **AAC/AUGMENTATIVE/ALTERNATIVE COMMUNICATION**
6. 39% **ASSESSMENT: SPEECH-LANGUAGE PATHOLOGY**
7. 36% **DEVELOPMENTAL DISORDERS**
8. 36% **ARTICULATION/PHONOLOGY**
9. 34% **EARLY INTERVENTION**
10. 34% **COGNITIVE COMMUNICATION**
11. 32% **DYSPHAGIA/SWALLOWING**
12. 31% **RECEPTIVE LANGUAGE**
13. 31% **PRAGMATICS**
14. 28% **APHASIA**
15. 27% **SOCIAL COMMUNICATION**
16. 26% **SCHOOL BASED PRACTICE**
17. 24% **LITERACY**
18. 24% **FLUENCY/STUTTERING**
19. 23% **APPS/SOFTWARE**
20. 23% **SPEECH/LANGUAGE/SWALLOWING TREATMENTS**
21. 23% **BILINGUAL/MULTICULTURAL POPULATIONS**
22. 22% **ASSISTIVE TECHNOLOGY**
23. 21% **FEEDING/NUTRITION**
24. 21% **NEUROGENIC SPEECH AND LANGUAGE**
25. 19% **SPEECH SOUND DISORDERS**

**SOURCE:** 1. 2018 ASHA CONVENTION REGISTRATION DATA
The highlights of the ASHA Convention, according to exhibitors:

“Being 50-60 people deep at our booth! The turnout was amazing!”

“The opportunity to network with current and former employees.”

“Meeting attendees and introducing them to the product for the first time and answering questions from attendees already familiar with the product.”

“The never-ending flow of traffic... and buyers!”

“Being able to network with past, current and future professionals in this great field!”

SOURCE: 3. 2018 ASHA CONVENTION EXHIBITOR SURVEY
Why Exhibit?

According to our exhibitors, the top 5 reasons to exhibit at the ASHA Convention are to:

» Demonstrate products and services
» Generate leads
» Raise awareness of their organization
» Recruit employees
» Sell products and services

Exhibitor Benefits

» Complimentary full conference registrations and Exhibit Hall-only badges
  » Commercial Exhibitors: 2 full conference registrations and 4 Exhibit Hall-only badges per 10’ x 10’ booth space
  » Academic/Non-Profit/Government Exhibitors: 1 full conference registration and 2 Exhibit Hall-only badges per 10’ x 10’ booth space
  » Member Tables: 1 full conference registration and 1 Exhibit Hall–only badge
» Listing in the online floor plan, the mobile app, and the printed combined Program and Exhibit Guide (deadline dates apply)
» Complimentary pre- or post-event attendee mailing list
» Access to the Exhibitor Lounge with complimentary refreshments and the Exhibitor Reception
» Exclusive access to sponsorship and marketing opportunities
» Access to 15,000 attendees!

93% of 2018 ASHA Convention exhibitors say that participating at ASHA events is important to their organization’s overall marketing goals.³

85% of exhibitors would recommend exhibiting at the ASHA Convention to a peer or colleague.³

“As first-time exhibitors, this was an amazing event for us!”

SOURCE: 3. 2018 ASHA CONVENTION EXHIBITOR SURVEY
Secure Your Spot Today

Booth Pricing Options

<table>
<thead>
<tr>
<th>10’ X 10’ BOOTH SPACE</th>
<th>EARLY BIRD (BEFORE 7/31/19)</th>
<th>STANDARD (BEGINNING 8/1/19)</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>$2,150</td>
<td>$2,350</td>
</tr>
<tr>
<td>Academic/Non-Profit/</td>
<td>$1,100</td>
<td>$1,300</td>
</tr>
<tr>
<td>Government</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Corner Premium</td>
<td>$150</td>
<td>$150</td>
</tr>
<tr>
<td>(per corner)</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Island Booth Space</td>
<td>$23.00 per square foot</td>
<td>$25.00 per square foot</td>
</tr>
</tbody>
</table>

Member Tables: $650

ASHA offers a limited number of tables to its members as a one-time opportunity to exhibit at a reduced rate. Restrictions apply. Please contact Renee Tross at rtross@asha.org or 301-296-5764 for complete information and an application.

Exhibit Hall Schedule

**EXHIBITOR MOVE IN**
- Tuesday, November 19: 2:00 p.m. – 6:00 p.m.
- Wednesday, November 20: 8:00 a.m. – 6:00 p.m.

**EXHIBIT HALL HOURS**
- Thursday, November 21: 9:00 a.m. – 5:00 p.m.
- Friday, November 22: 9:00 a.m. – 5:00 p.m.
- Saturday, November 23: 9:00 a.m. – 2:00 p.m.

**EXHIBITOR MOVE OUT**
- Saturday, November 23: 2:30 p.m. – 7:30 p.m.

Submit Your Exhibitor Application Today

1. View the current floor plan.
2. Determine your desired booth size and location.
3. Review the rules and regulations for exhibitors.
4. Complete the exhibit space application.
Stand Out From Your Competition

**ATTENDEE HOT LISTS**
Reach your target market with a customized mailing list.

**CAREER FAIR**
Reserve a booth at the Career Fair in the Exhibit Hall to connect with qualified professionals, job seekers, and support personnel.

**SPONSORSHIPS**
Drive attendees to your booth and capture leads with a targeted sponsorship activation.

**ADVERTISING**
Highlight your products, services or available positions via attendee-specific ASHA Convention advertising opportunities.
We Are Here to Help You

Contact Us to Secure Your Space!

EXHIBITS
Nancye Berman
301-296-5798
nberman@asha.org

Renee Tross
301-296-5764
rtross@asha.org

MAILING LISTS
Jennifer Fatemi
301-296-8676
listrental@asha.org

PRODUCT/SERVICE ADVERTISING
Liz Barrett
202-367-1231
ebarrett@townsend-group.com

SPONSORSHIPS
Justin Goldstein
301-296-8679
jgoldstein@asha.org

CAREER FAIR/RECRUITMENT ADVERTISING
Eli McLean
301-296-8726
emclean@asha.org