

MICHIGAN SPEECH
LANGUAGE HEARING
ASSOCIATION

2024



IGNITING INNOVATIONS ACROSS THE LIFESPAN

April 18-20, 2024
MUSKEGON, MI

EXHIBIT ● SPONSOR ● MARKET

 msha@att.net

 www.michiganspeechhearing.org

INFORMATION



Location:

The VanDyk Mortgage Convention Center
460 W. Western Avenue
Muskegon, MI 49440

To make a reservation, please call: 1-833-999-0181
and request a room using the MSHA Annual Conference room block code: **MSH**.

A special room rate of \$139 per night (single occupancy) is available until March 17, 2024
or until the room block is sold out, whichever occurs first.

To receive the special room rate, please book using the special block code: **MSH**

SPONSORSHIP

Overall Conference Sponsor **\$5,000**

- One 6' exhibit table, skirted with two chairs and wastebasket
 - Full page ad in conference program
 - Prominent sign recognition at registration and throughout the conference space
 - Social media postings leading up to the conference
 - Full page advertisement for four issues in the digital MSHA newsletter, *The Et Cetera*
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Invited Speaker Sponsor **\$2,500**

- One 6' exhibit table, skirted with two chairs and wastebasket
 - 1/2 page ad in conference program
 - Prominent sign recognition at speaker's session
 - Social media postings leading up to the conference
 - Full page advertisement for two issues in the digital MSHA newsletter, *The Et Cetera*
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Wi-Fi Internet Sponsor **\$2,500**

- One 6' exhibit table, skirted with two chairs and wastebasket
 - 1/2 page ad in conference program
 - Prominent sign recognition at registration and throughout the conference space
 - Social media postings leading up to the conference
 - Full page advertisement for one issue in the digital MSHA newsletter, *The Et Cetera*
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Forum Luncheon Sponsor **\$2,500**

- Choice of Medical or Public School luncheon sign recognition
 - 1/2 page ad in conference program
 - Sponsor announcement at the start of the luncheon
 - Social media postings leading up to the conference
 - 30% discount on exhibit table
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Welcome Reception Sponsor **\$2,500**

- 1/2 page ad in conference program
- Prominent sign recognition on Welcome Reception tables
- Social media postings leading up to the conference
- 30% discount on exhibit table

Short Course Session Sponsor \$2,000

- One 6' exhibit table, skirted with two chairs and wastebasket
 - 1/4 page ad in conference program
 - Prominent sign recognition at speaker's session
 - Social media postings leading up to the conference
 - Full page advertisement for one issue in the digital MSHA newsletter, *The Et Cetera*
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Friday Morning Breakfast Sponsor \$2,000

- 1/4 page ad in conference program
 - Prominent sign recognition at breakfast buffet
 - Sponsor recognition in conference program
 - 30% discount on exhibit table
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Saturday Morning Breakfast Sponsor \$2,000

- 1/4 page ad in conference program
 - Prominent sign recognition at breakfast buffet
 - Sponsor recognition in conference program
 - 30% discount on exhibit table
-

Coffee Bar Sponsor \$1,500 per day

- Choice of three days, sign recognition at coffee bar all day
 - Sponsor recognition in conference program
 - 30% discount on exhibit table
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Snack Break Sponsor \$1,000 per day

- Choice of three days, sign recognition at snack table during breaks
 - Sponsor recognition in conference program
 - 30% discount on exhibit table
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Graduate Student Session Sponsor \$1,000

- 1/4 page ad in conference program
 - Prominent sign recognition at session
 - Social media postings leading up to the conference
 - 30% discount on exhibit table
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EXHIBITOR OPPORTUNITIES

Super Exhibitor \$1,000

- Choice of location on the exhibit floor
- One 6' exhibit table, skirted with two chairs and wastebasket
- 1/2 page ad in conference program
- Logo on MSHA website for 6 months
- One complementary conference registration

Standard Exhibitor Package \$450

- One 6' exhibit table, skirted with two chairs and wastebasket
- Social media postings leading up to conference
- Name in the conference program

Non-Profit or Home Based Booth Package \$250

- One 6' exhibit table, skirted with two chairs and wastebasket
- Social media postings leading up to conference
- Name in the conference program

Note: 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. Home-based is defined as a business that is involved in direct selling of merchandise such as Mary Kay and Discovery Toys out of their home.

Unattended Exhibitor Table Package \$175

- Catalog or printed materials or products displayed on 6' exhibit table
- Name in conference program

Additional Tables \$200

- Add-on to existing exhibitor package
- 6' exhibit table, skirted

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- Registration for all sponsorship and exhibitor opportunities are due by April 1, 2024 for your company to be included in the conference program
 - Exhibitor initiated cancellations requested before April 1st, 2024 will receive a 50% refund
 - NO refunds will be granted after April 1, 2024
 - Donations needed for door prizes. Please consider donating a gift card or merchandise.
 - Please check one of the boxes located on the Exhibitor Selection Form.

MARKETING OPPORTUNITIES

Lanyards for Conference Attendees **\$1,500**

- Your company name and logo will be placed on the lanyards that hold each attendee's badge. This is a first-come, first-served opportunity. Artwork for the lanyards is due by February 2, 2024.

Conference Folders **\$1,500**

- Your logo will be placed on all conference folders. Folders are distributed to every conference attendee at the time of on-site registration. These folders hold all the pertinent conference information. This is a first-come, first served opportunity. Artwork is due by February 2, 2024.

Bags for Conference Attendees **\$1,500**

- Be the company in that is in the hands of every attendee by providing the carrying totes. This is a first come, first served opportunity. Artwork is due by February 2, 2024.

Advertise in the Conference Program

- | | | |
|------------------------------|--------------|--|
| • Inside Front or Back Cover | \$450 | • Email attachments are preferred. Advertisements should be in color and in the form of a gif, pdf, or jpeg file. Emails should be received no later than March 15, 2024 |
| • Full Page Ad | \$350 | |
| • Half Page Ad | \$250 | |
| • Quarter Page Ad | \$200 | |
| • Business Card Ad | \$100 | |

Exhibit Hall Hours- Tentative

Thursday, April 18

Set up as early as 7:30am

Friday, April 19

7:30-5:00pm	Exhibits Open
5:00-7:30pm	Exhibitor Raffle and Cocktail Hour

Saturday, April 20

7:30-4:00pm	Exhibits Open
4:00pm	Exhibitor Take Down

**Not sure where your
company fits or
have a suggestion?**

Call the MSHA office at
(517) 332-5691 or by email at msha@att.net and
let us help you select the right package for your
company

MSHA 2024 Exhibitor Registration Form April 18-20, 2024 Muskegon, MI			
Type	QTY.	Registration Fee	Total Due
SPONSORSHIPS			
Overall Conference Sponsor		\$5,000	
Invited Speaker Sponsor		\$2,500	
Wi-Fi Internet Sponsor		\$2,500	
Forum Luncheon Sponsor		\$2,500	
Welcome Reception Sponsor		\$2,500	
Short Course Session Sponsor		\$2,000	
Friday Morning Breakfast Sponsor		\$2,000	
Saturday Morning Breakfast Sponsor		\$2,000	
Coffee Bar Sponsor		\$1,500/ day	
Snack Break Sponsor		\$1,000/ day	
Graduate Student Session Sponsor		\$1,000/ day	
EXHIBITOR OPPORTUNITIES			
Super Exhibitor		\$1,000	
Standard Exhibitor Package		\$450	
Non-Profit or Home-Based Booth Package		\$250	
Unattended Exhibitor Table Package		\$175	
Additional Tables		\$200	
MARKETING OPPORTUNITIES			
Lanyards for Conference Attendees		\$1,500	
Conference Folders		\$1,500	
Bags for Conference Attendees		\$1,500	
ADVERTISE IN CONFERENCE PROGRAM			
Inside Front Cover		\$450	
Inside Back Cover		\$450	
Full Page Ad		\$350	
Half Page Ad		\$250	
Quarter Page Ad		\$200	
Business Card Ad		\$100	
TOTAL DUE			