

*Reframe  
Your  
Thinking*



# 2022 ASHA CONVENTION

Resilience **REINVENTED**

November 17-19

## Exhibit With Us in New Orleans

**SPEECH-LANGUAGE  
PATHOLOGY**

**AUDIOLOGY**

**COMMUNICATION  
SCIENCES & DISORDERS**



**EXHIBITOR PROSPECTUS**



# Reframe Your Thinking: Resilience Reinvented

Join us at the **2022 ASHA Convention** as we celebrate the knowledge we have gained and discoveries we have made, both professionally and personally, over the past few years with our theme “Reframe Your Thinking: Resilience Reinvented.”

Our theme has inspired us to look at the ASHA Convention with fresh eyes. In the spirit of innovation, we have been rethinking and reinventing our annual event by making some changes this year. In addition to the immersive learning and networking experience our attendees count on, the 2022 ASHA Convention will feature these exciting new or updated features:

- ▶ A reconfigured Exhibit Hall plan designed to draw in attendees throughout the day and a return to a traditional, thriving Exhibit Hall that maximizes exhibiting opportunities.
- ▶ **NEW this year!** The Exhibit Hall will **OPEN EARLY** on Wednesday, November 16 from 4-7 p.m. to provide more unopposed time to interact with attendees.
- ▶ We'll kick off the 2022 ASHA Convention with a **Welcome (Back!) Celebration** in the Exhibit Hall on Wednesday.
- ▶ An improved hybrid education option will be offered for those who are unable to attend in person.

*Your participation and support have never been more important to our members and affiliates. Attendees are ready to meet you in person and learn about the cutting-edge solutions your company offers. The ASHA Convention is the ideal place to spotlight your newest or most popular products and services.*



# Our Attendees Are Ready to Gather In Person Again

*...and are eager to connect!*

Those who were able to join us in person in 2021 were excited to be back together and were highly engaged! Our attendees are already looking forward to seeing everyone again in New Orleans this November.



	WASHINGTON, D.C. (2021)	ORLANDO, FL (2019)	BOSTON, MA (2018)
TOTAL ATTENDEES	5,255*	13,572	17,786
EXHIBITING COMPANIES	205	420	401
EXHIBIT-ONLY PROFESSIONALS	567	1,357	1,313

\*In-person attendees only.



## WHO YOU WILL MEET AT THE ASHA CONVENTION\*

**91%**  
CERTIFIED SLPs

**34%**  
FIRST-TIME ATTENDEES

**12%**  
NEW PROFESSIONAL MEMBERS

**33%**  
NEW EXHIBITORS

**19%**  
STUDENTS

**6%**  
CERTIFIED AUDIOLOGISTS

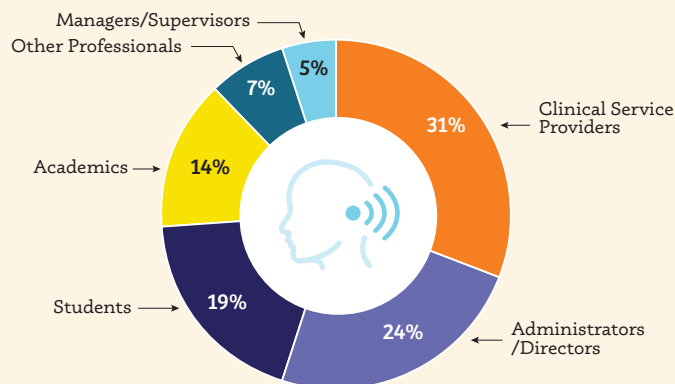
\*Data is an average of attendance at the last three in-person conventions.

# About Our Attendees\*

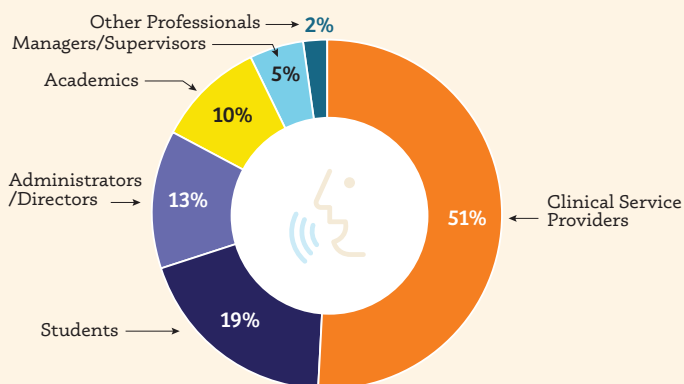
The 2022 ASHA Convention is your best opportunity to reach your target audience at the largest in-person gathering of audiologists, speech-language pathologists, and communication science and disorders professionals. Our attendees work in a variety of professional settings and treat clients of all ages.

## 2021 IN-PERSON ATTENDEES: PROFESSIONAL ROLES

### AUDIOLOGISTS

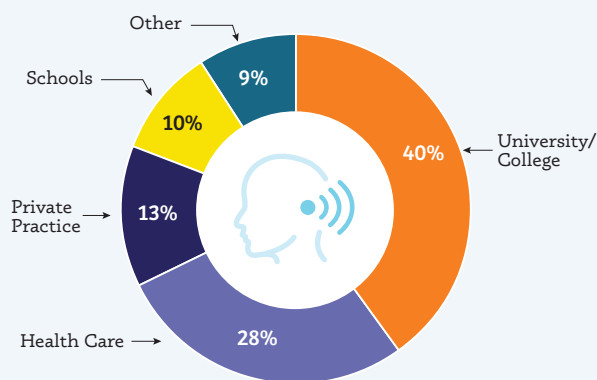


### SPEECH-LANGUAGE PATHOLOGISTS

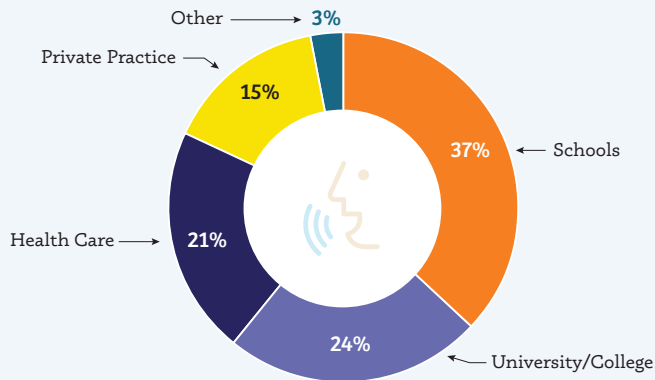


## 2021 IN-PERSON ATTENDEES: PLACES OF EMPLOYMENT

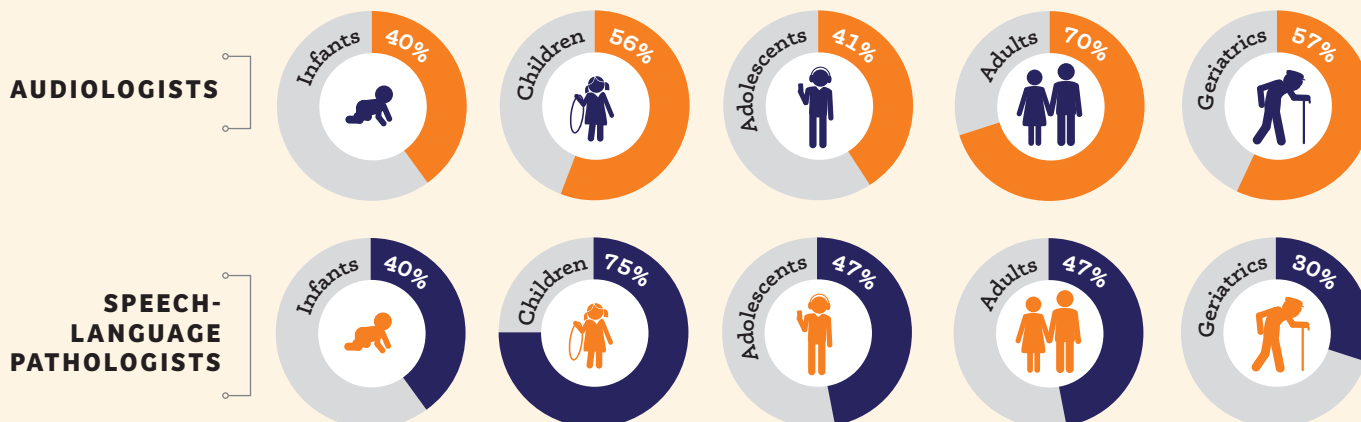
### AUDIOLOGISTS



### SPEECH-LANGUAGE PATHOLOGISTS



## OUR ATTENDEES TREAT CLIENTS OF ALL AGES



\*2021 attendee registration data

# Our Attendees' Top Product and Service Interests\*

The Exhibit Hall is where attendees come in search of innovative products and services to solve their workplace challenges.

Our 2021 in-person attendees told us they are seeking **targeted solutions and resources** in these areas.

## AUDIOLOGISTS

Over 40%



- Assessment\*\*
- Aural Rehabilitation
- Balance and Vestibular\*\*
- Central Auditory Processing Disorder
- Hearing Loss and Conservation

30-39%



- Assistive Technology

20-29%



- Dementia
- Early Intervention\*\*
- Practice Issues
- Telepractice\*\*

10-19%



- Apps/Software
- Autism
- Bilingual/Multicultural Issues
- Cognitive Communication\*\*
- Practice Management\*\*
- Traumatic Brain Injury\*\*

## SPEECH-LANGUAGE PATHOLOGISTS

Over 40%



- Apraxia/Dysarthria/ Motor Speech
- Assessment
- Augmentative & Alternative Communication
- Autism
- Language Disorders\*\*

30-39%



- Aphasia
- Cognitive Communication
- Developmental Disorders\*\*
- Dysphagia/Feeding
- Early Intervention
- Fluency\*\*
- Speech, Language, Swallowing\*\*
- Speech Sound Disorders\*\*

20-29%



- Apps/Software
- Assistive Technology
- Bilingual/Multicultural Issues\*\*
- Learning Disabilities
- Literacy\*\*
- Social Communication\*\*
- Traumatic Brain Injury\*\*

10-19%



- Central Auditory Processing Disorder
- Orofacial Myofunctional Disorders\*\*
- Practice Issues
- Telepractice\*\*
- Therapy Materials
- Voice Disorders\*\*

\* 2021 attendee registration data

\*\*Attendee interest has increased in these areas over the past two years.



## ASHA Members Are Ready to Get Back to Business

Participating in the ASHA Convention is the **BIGGEST** and **BEST** opportunity of the year for face-to-face interaction with SLPs, audiologists, and communication science and disorders professionals.

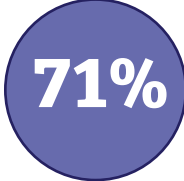
ASHA members are excited to interact with you in person. They want to learn more about your services, see your products, and ask you questions. They know that visiting the Exhibit Hall is the best way to find workplace solutions and to make informed buying decisions for their organizations.

**Our Exhibit Hall is the most effective way for you to meet valuable new prospective customers, cultivate existing relationships, and boost your sales. Let the ASHA Convention help you meet your marketing goals!**

Browsing the Exhibit Hall is one of the **TOP 5 REASONS** our members come to the ASHA Convention!\*



of attendees agree that **discovering new companies, products, or services is beneficial.**



of attendees have **input into purchasing decisions.**



of attendees have **purchasing authority** for themselves or their classrooms.

Exhibitors from these **WELL-REPRESENTED ORGANIZATIONS** were excited to participate at the 2021 ASHA Convention in Washington, D.C.

- Adventist Healthcare
- Children's National Hospital
- Fairfax County Public Schools
- Gallaudet University
- George Washington University
- Johns Hopkins
- Kennedy Krieger Institute
- MedStar National Rehabilitation Hospital
- MGH Institute of Health Professions
- Montgomery County Public Schools
- New York City Department of Education
- New York University
- Pennsylvania State University
- University of Mississippi
- Victor Elementary School District

\*2019 Attendee Evaluation

# What Our Attendees Liked Most About the ASHA Convention Exhibit Hall\*

Our members value their once-a-year opportunity to learn more about YOUR services, see YOUR products, and ask YOU questions in person.

“ The Exhibit Hall had a huge variety of materials, [as well as] learning new techniques and strategies I can implement in my therapy sessions. ”

“ Feeling inspired and reenergized after seeing the products in the Exhibit Hall. ”

“ The many, many exhibitors in the Exhibit Hall which allowed me to learn about new products and companies. ”

“ The ability to see all the exhibitors and products in one place is priceless. ”

“ The Exhibit Hall, where vendors could explain their products and see the products in action. ”

“ The best way to connect with new products and techniques to reinvigorate your career. ”

“ Being an exhibitor at a large conference is hard work. Long hours and lots of follow-up are required to get a return on the significant investment of time and resources. ASHA seems to understand how hard exhibitors work. In the morning they provided me coffee, throughout the day they provided a lounge for me to escape the chaos and, as the day was ending, they provided me a cool refreshment and a snack. Both volunteer leaders and staff of ASHA came by my booth to thank me and asked if I needed anything. ASHA places a high value in our relationship. It is a pleasure to support such a thoughtful association.”

BRADLEY J LUND, EXECUTIVE DIRECTOR  
NEURO-DEVELOPMENTAL TREATMENT ASSOCIATION

“ Connecting with new and familiar colleagues in an environment where it is safe to explore new horizons or reinforce your wealth of knowledge.”

“ Learning about new products in the Exhibit Hall that I was previously unaware of. ”

“ I love the Exhibit Hall and being able to talk to representatives about the products, have my hands on their products, and ask questions about materials or new products. ”

“ The opportunity to be surrounded by motivated, fresh thinking individuals who are committed to the field and making a difference for their clients.”

“ Seeing exhibitors' products in person helped in making purchasing decisions. ”

“ Interacting with peers that are as excited about this career as I am. ”

“ [The] sense of community. I liked getting to meet SLPs and audiologists from all over the country—and all over the world. ”

\*2019 Attendee Evaluation

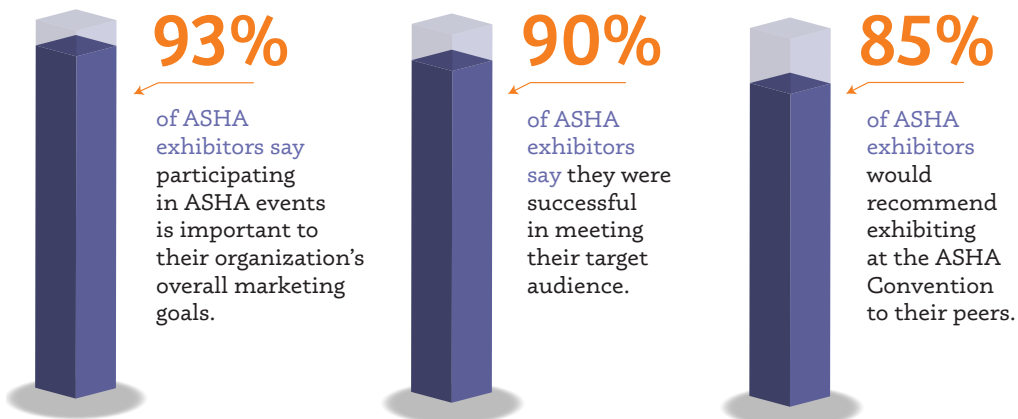
# Reframe Your Marketing Plan

Exhibiting at the ASHA Convention is the key to meeting your marketing goals. There is no better place to showcase your products and services, share your expertise, and connect with ASHA members who are interested in the targeted solutions and resources you offer.

## Become an ASHA Convention Exhibitor Today!



### EXHIBITING AT THE ASHA CONVENTION CAN HELP YOU **MEET YOUR GOALS\***



### TOP 5 REASONS TO EXHIBIT AT THE ASHA CONVENTION



\*2019 Convention Exhibitor Survey





# The Exhibit Hall Is the Heart of the ASHA Convention

## NEW! Exhibit Hall Hours

### Exhibit Setup

Tuesday, November 15 . . . . . 8:00 a.m. – 6:00 p.m.

Wednesday, November 16\* . . . . . 8:00 a.m. – 1:00 p.m.

*\*All exhibit booths must be set up by 1:00 p.m. on Wednesday, November 16.*

### Exhibit Hall Hours

Wednesday, November 16 . . . . . 4:00 p.m. – 7:00 p.m.

Thursday, November 17 . . . . . 10:00 a.m. – 6:00 p.m.

Friday, November 18 . . . . . 9:00 a.m. – 5:00 p.m.

### Exhibit Move Out

Friday, November 18\* . . . . . 5:00 p.m. – 7:30 p.m.

Saturday, November 19 . . . . . 8:00 a.m. – 2:00 p.m.

*\*Exhibitors may not begin to dismantle their exhibit display or materials before 5:00 p.m. on Friday, November 18.*

### Limited Compete Times\*

The ASHA Convention schedule was designed to provide 10 hours of time when limited or no education programming is taking place, giving attendees dedicated time to explore the Exhibit Hall.

The ASHA Exhibit Hall is where you need to be to increase your visibility and make connections with CSD professionals. You'll get direct access to thousands of decision makers and customers.

Check out all the activities and destinations that will draw attendees into in the Exhibit Hall:

- Welcome (Back!) Reception
- Mobile Adventure Game
- Coffee Breaks
- Caring Square Community Service Activity
- Meet Team Gleason and see demonstrations
- ASHA "Squares" that focus on professional interests and feature representatives from ASHA leadership, volunteer leaders, and staff
- ASHA Action Center Live
- AI and CSD Square, where attendees can explore artificial intelligence related to CSD
- Charging Stations
- ASHA Store
- Graduate School Fair

**10 hours  
of dedicated  
exhibit time!**



# Inclusive Exhibit Packages Offer **VALUE**

Check out everything you'll receive when you exhibit with us! All in-person exhibit packages also include a standard online exhibit profile that is publicly accessible. Expanded online profile options are available.



## Exhibit Booth Rates

BOOTH TYPE	RATE PER 10' x 10'
Commercial	\$2,300
Academic/Nonprofit/Government	\$1,300
Member Tables	\$650

## 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.**

For more information and an application, contact **Renee Tross**: [rtross@asha.org](mailto:rtross@asha.org) | 301-296-5764.

### Payment and Cancellation Policy for In-Person Exhibit Booths:

For contracts received prior to July 1, 2022, a 50% deposit is required within 30 days of contract to secure booth space, with the balance due by **August 15, 2022**. For contracts received after July 1, 2022, payment is due in full within 30 days of contract. All cancellations must be received via email by end of the business day on September 1, 2022, in order for the exhibitor to be eligible to receive a refund, less **25% of the booth fee**. If the exhibitor's cancellation is received after **September 1, 2022**, or if the exhibitor registered after **July 30, 2022** (regardless of cancellation date), the booth fee must be paid in full, and the exhibitor will not be eligible for a refund. **There are no exceptions to this policy.**

### All Exhibitors receive:

- **Corner booth location**, no additional fee
- **Complimentary full convention registrations and Exhibit Hall-only badges** (see Registration and Badge Allocations below)
- **Complimentary online exhibit profile** including logo, company description, website and social media links, up to 2 convention specials, 3 resources, 2 product images, 1 video, 2 virtual business cards, and access to statistics and leads
- **Complimentary pre- or post-show attendee mailing list** (*registration required*)
- **Exhibitor Lounge access with complimentary refreshments**
- **Basic public Wi-Fi** in the Exhibit Hall
- **Access to pre-event info sessions** created exclusively for ASHA Exhibitors
- **Special priority exhibitor housing access** (*deadlines apply*)
- **Booth drape** on the side and back wall and aisle carpeting
- **Company identification sign** (7" x 44") with company name and booth number
- **24-hour Exhibit Hall security**
- **Complimentary listings** on the online floor plan, in the ASHA Convention mobile app, and in the Program Planner online scheduling tool

## Registration and Badge Allocations

### Commercial Exhibitors receive:

- **2 full convention registrations**
- **2 Exhibit Hall-only badges** per 10'x10' booth space

### Academic/Non-Profit/Government Exhibitors receive:

- **1 full convention registration**
- **2 Exhibit Hall-only badges** per 10'x10' booth space

### Member Tables receive:

- **1 full convention registration** (to be used by the ASHA member reserving space, non-transferrable)
- **1 Exhibit Hall-only badge**

Additional booth furnishings, electricity, shipping, freight handling, labor, installation or dismantle labor, booth cleaning, or lead retrieval are not included. These items will be available to order from the Exhibit Service Manual in mid-August.



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## Eligibility to Exhibit

The ASHA Convention Exhibit Hall is the place to showcase products, services, and resources for our members and attendees. The items on exhibit are to relate to the discipline of communication sciences and disorders. ASHA reserves the right to review all exhibit applications for eligibility and to withdraw its acceptance of a contract if it determines, in its sole discretion, that the exhibitor is not eligible to participate, or if the exhibitor's product is not eligible to be displayed in this Exhibit Hall. All first-time exhibiting companies who wish to exhibit at ASHA are reviewed to determine eligibility.

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## ASHA's Vaccination and Masking Requirements

In cooperation with our host destination, New Orleans, we are following the vaccination and masking guidelines set by the Centers for Disease Control and Prevention for the 2022 ASHA Convention. Read more about **ASHA's Vaccination and Masking Requirements at [convention.asha.org/Services-and-Policies/vaccination-and-masking-policy](https://convention.asha.org/Services-and-Policies/vaccination-and-masking-policy)**.

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## Scam Alert: Unauthorized Vendors and Unofficial Solicitations

Please be aware that companies falsely posing as partners of ASHA may target you to secure hotel rooms, booth space, or registration for the ASHA Convention. Others may offer you mailing lists of ASHA members. These companies do not have access to ASHA's hotel rooms or member lists and are in no way authorized to register attendees or conduct booth sales on ASHA's behalf. Official information regarding the ASHA Convention will come only from ASHA or our official vendor partners.

Please contact [exhibits@asha.org](mailto:exhibits@asha.org) if you have questions about any solicitations.

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## General Service Contractor

The official general service contractor of the ASHA Convention is **Willwork Global Event Services**. The Exhibit Service Manual will be available in mid-August.

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## Hotel Information

The **Hilton New Orleans Riverside** will serve as the ASHA "leadership" hotel. **Spargo, Inc.** is the only registration and housing service provider for the ASHA Convention. Housing opens for exhibitors on July 25.\* Information on official ASHA hotels can be found at [convention.asha.org/registration-and-housing/housing/](https://convention.asha.org/registration-and-housing/housing/).

\*Booth deposits must be paid and processed by July 25 to receive priority access to housing.

# Submit your booth space application and START ENGAGING WITH MEMBERS TODAY!

## Here's How:

1. Visit [convention.asha.org/exhibitors](https://convention.asha.org/exhibitors)
2. Click "Book Your Booth" to access the online application portal
3. Create your account
4. View the live floor plan to find your location
5. Complete the exhibit space application

## Have Questions?

**VISIT:** [convention.asha.org/exhibitors](https://convention.asha.org/exhibitors)

**CALL:** 301-517-6589

**EMAIL:** [exhibits@asha.org](mailto:exhibits@asha.org)

### CONTACTS:

**Nancye Berman**

[nberman@asha.org](mailto:nberman@asha.org) | 301-296-5798

**Renee Tross**

[rtross@asha.org](mailto:rtross@asha.org) | 301-296-5764

## INCREASE YOUR VISIBILITY—THINK OUTSIDE OF THE EXHIBIT SPACE.

ASHA offers various packages to get you in front of the communication sciences and disorders community throughout their ASHA Convention experience.

### Sponsorship

ASHA Exhibitors have exclusive access to popular sponsorship opportunities designed to drive traffic to your booth.

For more information, contact Jennifer Fatemi at [jfatemi@asha.org](mailto:jfatemi@asha.org)

### Advertising

Advertise in the ASHA Convention e-newsletter for members or explore other opportunities.

For more information, contact:

**Products/Services/CE:** Liz Barrett at [ebarrett@smithbucklin.com](mailto:ebarrett@smithbucklin.com)

**Recruitment:** Eli McLean at [emclean@asha.org](mailto:emclean@asha.org)

### Attendee Mailing Lists

ASHA is the only source for a legitimate ASHA Convention registrant or ASHA membership mailing list. For more information, email [listrental@asha.org](mailto:listrental@asha.org).

### Additional Opportunities

**ASHA Career Fair:** The ASHA Career Fair is a virtual event that is no longer affiliated with the ASHA Convention. The Fall Career Fair event will take place **October 15, 2022**.

For more information, contact Eli McLean at [emclean@asha.org](mailto:emclean@asha.org).

**Graduate School Fair:** An opportunity to recruit students, interview them for admission, and talk one-on-one about educational opportunities in CSD. For more information, email [academicaffairs@asha.org](mailto:academicaffairs@asha.org).

**ASHA Solution Center:** Our new multimedia showcase that offers a year-round opportunity to highlight your brand to ASHA members. [marketing.asha.org/all-opportunities/asha-solution-center/](https://marketing.asha.org/all-opportunities/asha-solution-center/)

