

# 2025 ASHA Convention Attendee ROI Toolkit



This toolkit is designed to aid you in effectively communicating to your employer the value of attending the 2025 ASHA Convention. Here are some helpful tips to assist you with justifying the commitment to attend the Convention to your employer:

- Concentrate on the specific contributions you will bring back to your workplace following your participation in the 2025 ASHA Convention (e.g., knowledge you need, the ability to investigate needed resources, the chance to network and learn what others in similar settings are doing to solve a challenge, etc.).
- Before meeting with your supervisor or submitting a funding proposal, prepare a plan that shows who will cover your duties while you attend the convention.
- Consider preparing and delivering a short presentation and Q&A session following the convention to share what you learned with your colleagues. This approach ensures that your colleagues also reap the rewards of your participation.
- If you are working to obtain or maintain a professional certification, remind your supervisor that this is a great way to earn continuing education units (CEUs).

**Within this toolkit you will discover ways to:**

- Justify your convention attendance.
- Understand your convention expenses.
- Highlight the advantages of attending the Convention:
  - **Education sessions:** Identify sessions that may help address current and future challenges or support your own endeavors.
  - **Exhibiting companies:** Convey which exhibiting companies will showcase products and or services you need now or could potentially use in the future.
  - **Networking:** Engage with other thought leaders in your area(s) of expertise, exchange ideas, and establish meaningful and valuable relationships.

# Convention Attendance Worksheet

Make the most of your 2025 ASHA Convention experience. Use this worksheet to set and define goals and objectives so you can share all the ways your attendance will benefit you and your organization.

## Pre-Convention Reflections:

**What is the cost of attending the ASHA Convention? \*** (Registration, housing, travel etc.)

*\*Check out the breakdown worksheet later in the toolkit.*

**Who is going to be there?** (What relationships will you gain?)

**What differentiates the ASHA Convention from other events? What are you getting from this event that you can't get at another convention?**

**What answers can I find here that will assist me and my organization?**

## Convention Reflections:

**What learning opportunities will I find?** (sessions, presenters, exhibitor demonstrations)

**Are there others who I can connect with at the Convention to learn more?**

(exhibitors whose products and services might benefit your practice, people to meet and connect with)

**Three questions I may ask during the ASHA Convention**

(during sessions, to peers, etc.)

1.

2.

3.

**What new experiences and learning opportunities do I want to take away from attending the ASHA Convention?**

# Sample ASHA Convention Expense Worksheet

\* Use this worksheet as a useful tool for estimating the costs associated with attending the 2025 ASHA Convention.

Sample Expense Outline	Cost
<b>Convention Registration:</b> <ul style="list-style-type: none"> <li>Visit <a href="#">ASHA Convention: Registration Fees</a> for applicable fee</li> </ul>	\$
<b>Pre-Convention Workshop</b> <i>(optional ticketed event)</i>	\$
<b>Short Course Tickets</b> <i>(optional ticketed event)</i>	\$
<b>ASHA Foundation Fundraiser Reception</b> <i>(optional ticketed event)</i>	\$
<b>ASHA-PAC Reception</b> <i>(optional member donor event)</i>	\$
<b>Flight/ Train</b> <ul style="list-style-type: none"> <li>Visit a travel website to estimate your flight cost. We recommend flying into <a href="#">Ronald Reagan Washington National Airport</a> but, <a href="#">Washington Dulles</a> and <a href="#">Baltimore Washington</a> airports are also options.</li> <li>Traveling by train visit <a href="#">Amtrak Union Station Washington, DC</a></li> </ul>	\$
<b>Hotel Expenses</b>	\$
<b>Transportation</b> The Ronald Reagan Washington National Airport (DCA) is about a 15-minute drive from the convention center. Here are a few transportation options to consider: <ul style="list-style-type: none"> <li>Travel costs to and from your home to the airport</li> <li>Parking fees</li> <li><a href="#">Metrorail (WMATA)</a>: ~20 minutes via the Yellow Line (\$2.00 - \$6.00 depending on time of travel)</li> <li>Bus via Washington, DC: (39 minutes \$5.00 - \$33.00)</li> <li>Shuttles (varies by provider)</li> <li>Airport Taxi: (15 minutes \$20.00 - \$30.00)</li> <li>Metrobus: (\$2.25 - \$4.80 per ride varies)</li> <li>Uber or Lyft: (Approximately 15 minutes \$20.00 – \$35.00)</li> </ul>	\$
<b>Mileage Reimbursement</b> <ul style="list-style-type: none"> <li>Driving to the convention or to the airport for your flight? Use <a href="#">Google Maps</a> to calculate distances and then multiply the miles by 70 cents per mile (IRS standard rate) .</li> </ul>	\$
<b>Meals</b>	\$
<b>Subtotal</b>	\$
<b>Total Cost</b>	\$

# Sample Letter to Supervisor/Manager

<Date>

Dear<supervisor's name>

I would like to attend the 2025 ASHA Convention, taking place **November 20 – November 22, 2025** in Washington, D.C. The Convention program offers over 2,500 educational sessions eligible for Continuing Education Credit. The ASHA Convention is one of the largest professional development events for audiologists; speech-language pathologists; speech, language, and hearing scientists; and speech-language pathology and audiology assistants. The Exhibit Hall features over 300 companies offering products and services focused on the professions.

This is a unique professional development opportunity for me to attend a wide array of educational sessions that are directly applicable to my work, and to network with a variety of experts and colleagues from around the world. Additionally, the Exhibit Hall presents an opportunity to discover and advocate for new tools that can elevate our organization.

By attending the convention, I will:

- Network with experts in the field and other colleagues around the world.
- Learn about best practices and trends in speech, language, and hearing sciences.
- Earn up to 504 professional development hours (PDHs) or 50.4 ASHA CEUs (including online content). Actual CEU hours will be available by July 2025. Please view our webpage [Continuing Education Credit](#).
- Visit the exhibit hall to discover and learn about new tools and technologies.

To meet my professional development goals, I am seeking approval and support for the registration fees, travel and lodging expenses, and food expenses during the 2025 ASHA Convention. The detailed cost breakdown is listed below.

Here is the breakdown of conference costs:

- [Registration](#): <\$xxxx>
- Round-trip transportation via air, train, or driving): <\$xxxx>
- Ground Transportation: <\$xxxx>
- [Hotel](#): <\$xxxx>
- Meals: <\$xxxx>

The total investment for me to attend this convention is: <\$xxxx>.

My participation at the 2025 ASHA Convention will complement our organization's objective of continual professional development. I plan to return with resources to share what I've learned with our team so that everyone—including the people who receive our services—can benefit from this experience. Please let me know if you have any questions or would like more information on the 2025 ASHA Convention.

Sincerely,