



INTER MOUNTAIN AREA SPEECH AND HEARING CONVENTION (IMASH)

October 6-8, 2011
Sheraton Salt Lake City Hotel
Salt Lake City, Utah

The
Colorado Speech-Language-Hearing Association,
Idaho Speech, Language & Hearing Association,
Utah Speech-Language-Hearing Association and
Wyoming Speech-Language-Hearing Association
are teaming up to create this unique event.

2011 IMASH: The New West

Created in 2005 as a three-state joint venture, Utah, Idaho and Wyoming participated in the first IMASH Convention. In 2008, Colorado joined to create a four-state venture and now, in 2011, these states would like to invite you to the IMASH Convention.

We want you to be a part of the IMASH Convention at the Sheraton Salt Lake City Hotel in Salt Lake City, Utah from October 6-8, 2011. The Convention will attract speech and hearing professionals from the four hosting states, as well as neighboring states (e.g., Nevada and Arizona). The Convention Exhibits are a valuable opportunity for our colleagues to review materials that are on the market and to make choices and recommendations for purchases. Enclosed you will find various methods that you may use to meet with, market to and connect with the Convention attendees, whether you are able to attend personally or through marketing your company name.

MAKE A DIFFERENCE WITH CORPORATE SPONSORSHIP

See how your business or organization can help IMASH further its mission to serve the communicatively impaired while simultaneously marketing your business or organization.

The Convention Planning Team, comprised of professionals from the four hosting states, are planning an outstanding program, including a number of events designed to attract attendees to spend more time in the exhibit hall. *These functions will be held in the exhibit hall* allowing you more time with professionals to talk about your services and/or products:

- Daily Refreshment Breaks
- Door Prize Drawings
- Friday Exhibitor Breakfast Sessions

FEATURED INVITED SPEAKERS

Ron Gillam, PhD and Sandy Gillam, PhD

Jay Hall, PhD

Patricia Prelock, PhD

Paul Rao, PhD, CCC-SLP, ASHA President

Carole Roth, PhD, CCC-SLP, BC-NCD

David Smruga, MA

IMASH Convention

855-804-6274 ♦ 888-729-3489 (fax) ♦ imash@robertcraven.com ♦ www.robertcraven.com/imash.htm

EXHIBITS

EXHIBIT DISPLAY	\$450
<ul style="list-style-type: none"> • Table-top display includes one 6-foot table, pipe and drape, two chairs and signage. • One complimentary Convention registration. • Listing in the Convention On-Site Program. • Company recognition and contact information on the Exhibit Page of the IMASH website. 	
Additional Display Space: A maximum of one additional display space may be purchased at the cost of \$350 per space.	
SERVICE ORGANIZATION DISPLAY*	\$250
<ul style="list-style-type: none"> • Table-top display includes one 6-foot table, pipe and drape, two chairs and signage. • Listing in the Convention On-Site Program. • Company recognition and contact information on the Exhibit Page of the IMASH website. <p><i>*A Service Organization is defined as a non-profit association offering free service/information (e.g., National Stuttering Foundation, National Aphasia Association)</i></p>	
HOME BASED DISPLAY	\$250
<ul style="list-style-type: none"> • Table-top display includes one 6-foot table, pipe and drape, two chairs and signage. • Listing in the Convention On-Site Program. • Company recognition and contact information on the Exhibit Page of the IMASH website. <p><i>*A Home Based or private practice exhibitor is a business that is involved in direct selling of merchandise such as Discovery Toys, Tupperware, Usborne Books, etc., from your home, or a sole owner of a private practice based in your home.</i></p>	
UNATTENDED TABLE DISPLAY	\$150
<ul style="list-style-type: none"> • Table-top display includes one 6-foot table, pipe and drape and signage. • Listing in the Convention Onsite Program. • Company recognition and contact information on the Exhibit Page of the IMASH website. 	

MARKETING

BADGES FOR CONVENTION ATTENDEES	\$750
Provide your company's logo for inclusion on all Convention attendees' name badges. Convention attendees must wear their name badges at all times during Convention. This will allow your company continuous marketing throughout the Convention. This is a first-come, first-served opportunity.	
LANYARDS	\$250
Provide the lanyards to be worn by the Convention attendees. This opportunity permits your company name to be displayed on every Convention attendee. This is a first-come, first-served opportunity. <i>(Please note: You are responsible for supplying the lanyards.)</i>	
BAGS FOR CONVENTION ATTENDEES	\$250
Be the company seen in the hands of all attendees by providing the tote bags. Bags should be strong enough to carry up to five pounds of literature. This is a first-come, first-served opportunity. <i>(Please note: You are responsible for supplying the bags.)</i>	
FOLDERS FOR CONVENTION ATTENDEES	\$250
Provide the folders for Convention attendees. Your company folder will contain the Convention On-Site Program and convention materials. This is a first-come, first-served opportunity. <i>(Please note: You are responsible for supplying the folders.)</i>	
CATALOG/LITERATURE/FLYERS/TRINKET FOR PLACEMENT IN ATTENDEE BAGS OR CONVENTION FOLDERS	\$100
Ensure maximum visibility of your product or service by inserting a market item in every attendee's Convention bag or folder.	
ADVERTISE IN THE CONVENTION ON-SITE PROGRAM	
Back Page: \$1,000	
Inside Front Cover \$500	
Inside Back Cover \$500	
1/2 Page Ad \$200	
1/4 Page Ad \$100	
BANNER AD ON THE IMASH WEBSITE	
In addition to having your company information listed on the IMASH website exhibitor page, you may add your company banner.	
Banner Ad on the IMASH Homepage \$250	
Banner Ad on the Exhibitor Page \$100	

ITEM DONATION TO BE USED IN THE DOOR PRIZE DRAWINGS	NO CHARGE
ITEM DONATION TO BE USED FOR THE COLLEGE BOWL "MINUTE TO WIN IT" PARTICIPANT BAGS (approximately 50 items)	NO CHARGE

SPONSORS

THURSDAY College Bowl - "Minute to Win It"	\$2,500
Sponsor the major social event of the Convention. The College Bowl is a university competition in a Jeopardy-style format. As the sponsor, you will have exclusive company exposure during this event and a 1/2 page ad in the Convention On-Site Program, special recognition and logo on the IMASH website home page and special recognition at the event.	
MORNING REFRESHMENT SPONSOR	\$600
Sponsor one or more of the breakfast events scheduled for Thursday, Friday and Saturday for Convention attendees. Signage will be displayed during the breakfast, and you will receive recognition in the Convention On-Site Program.	
SESSION SPONSOR	\$500
Sponsor an individual session, and you will be recognized with verbal and signage recognition at the session and printed recognition next to the session in the Convention On-Site Program.	
BEVERAGE BREAK SPONSOR	\$300
Sponsor one or more of the beverage breaks scheduled for Convention attendees. Signage will be displayed during the breaks, and you will receive recognition in the Convention On-Site Program.	
CONTRIBUTOR	\$125
Contribute funds towards the IMASH Convention, and you will receive printed recognition in the Convention On-Site Program.	
STATE ASSOCIATION LUNCHEON SPONSOR	<i>Call the IMASH Office for details</i>
Sponsor one of the following state luncheons	
<ul style="list-style-type: none">• Colorado Speech-Language-Hearing Association• Idaho Speech, Language & Hearing Association• Utah Speech-Language-Hearing Association• Wyoming Speech-Language-Hearing Association	

INFORMATION

EXHIBITOR BREAKFAST SESSIONS

Participating vendors will present ASHA CE-approved sessions relative to speech-language pathology and audiology in areas such as product information, services, technology, industry trends or professional issues to small groups of attendees. The sessions will be held at your Exhibit on Friday, October 7 from 7:30 am to 8:30 am. Sessions are to last 15-20 minutes and will be repeated to attendees (as needed) during a one-hour time frame. Breakfast will be available for the attendees during this time period, so they can enjoy their morning coffee while earning continuing education credits.

REGISTRATION

- Ads for placement in the Convention On-Site Program must be received no later than *July 15, 2011*.
- Registrations with recognition in the Convention On-Site Program must be received no later than *July 15, 2011*.
- The Exhibitor's Registration Form must be completed with payment *no later than September 1, 2011* to avoid late payment fees.
- Banner Ads for placement on the IMASH Convention website must be received by *September 1, 2011*.
- Registration with recognition on the IMASH website must be received no later than *September 1, 2011*.
- Exhibitor Registrations will be accepted until *September 15, 2011 (with late fee)* provided availability of space.

HOTEL INFORMATION

Contact the Sheraton Salt Lake City Hotel at *800-325-3535* by *September 12, 2011* to receive the convention rate of *\$135*. *Be sure to mention IMASH in order to receive this rate*. Hotel room rates are subject to applicable local taxes and fees at the rate effective at time of check-in.

SHIPMENT OF MATERIALS AND OTHER PERTINENT INFORMATION

Upon receipt of Exhibitor Response Sheet a notice will be sent with complete drayage mailing instructions.

CONVENTION QUESTIONS?

IMASH Convention
Phone: 855-804-6274
Fax: 888-729-3489
E-mail: imash@robertcraven.com
Website: www.robertcraven.com/imash.htm

NOTE: The exhibitor assumes the entire responsibility and liability for losses, damages and claims arising out of exhibitor's activities on the hotel premises and will indemnify, defend and hold harmless the Colorado Speech-Language-Hearing Association; Idaho Speech, Language & Hearing Association; Utah Speech-Language-Hearing Association; Wyoming Speech-Language-Hearing Association; and the Sheraton Salt Lake City Hotel, its owner and its management company, as well as their respective agents, servants and employees from any and all such losses, damages and claims.



INTER MOUNTAIN AREA SPEECH AND HEARING CONVENTION

October 6-8, 2011

Sheraton Salt Lake City Hotel, Salt Lake City, Utah

EXHIBITOR RESPONSE SHEET

COMPANY NAME: _____

(As to be printed on signage)

CONTACT PERSON: _____

ADDRESS: _____ CITY: _____ STATE: _____ ZIP: _____

PHONE: _____ FAX: _____ EMAIL: _____

LIST COMPANY EXHIBIT REGISTRANTS: _____

TYPE OF EXHIBIT (Please circle one):

Speech/Language Product Recruiter Hearing Product Book Publisher/Curriculum Materials Educational Program Other (Specify): _____

EXHIBITOR OPPORTUNITIES		Total Due
Company Exhibit Display (one 6' draped table, 2 chairs)	\$450	
Additional Display Space (max. 1)	\$350	
Service Organization/Home Based Display	\$250	
Unattended Exhibit Display	\$150	
Electricity	\$100	
MARKETING OPPORTUNITIES		Total Due
Badges for Convention Attendees	\$750	
Lanyards for Convention Attendees	\$250	
Bags for Convention Attendees	\$250	
Folders for Convention Attendees	\$250	
Placement of Item in Attendee Bag/Folder (i.e., catalog, literature, notepaper, flyers, trinkets)	\$100	
ADVERTISING OPPORTUNITIES		Total Due
Banner Ad on the IMASH Website Home Page	\$250	
Banner Ad on the IMASH Website Exhibitor Page	\$100	
Convention Onsite Program Back Page Ad	\$1,000	
Convention Onsite Program Inside Front Page Ad	\$500	
Convention Onsite Program Inside Back Page Ad	\$500	
½ Page Ad	\$200	
¼ Page Ad	\$100	
SPONSORSHIP OPPORTUNITIES		Total Due
Thursday "College Bowl" Sponsor	\$2,500	
Morning Refreshment Break Sponsor	\$600	
Session Sponsor	\$500	
Beverage Break Sponsor	\$300	
Contributor	\$125	
Late Fee (after September 15)	\$50	
Total Due IMASH		\$
<input type="checkbox"/> I would like to donate an item for the Door Prizes Drawings. Please list item being donated: _____		
<input type="checkbox"/> I would like to donate an item for the College Bowl Participant Bags. Please list item being donated: _____		
<input type="checkbox"/> I would like to participate in the Friday Exhibitor Breakfast Session. Registration form is enclosed or has been emailed to the IMASH Office.		

RESPONSE DEADLINES

Ads/Recognition in
 Convention On-Site Program July 15, 2011
 Exhibitor Breakfast Session
 Recognition July 15, 2011
 Recognition on IMASH Website Sept. 1, 2011
 Early Registration Sept. 1, 2011
 Exhibitor Registration Sept. 15, 2011

PRINT AD SUBMISSION

Print Ads must be submitted via email to imash@robertcraven.com as either a jpg, gif or high resolution PDF file.

Full page - 7.75" wide x 10" high
 ½ page - 7.75" wide x 5" high
 ¼ page - 3.75" wide x 5" high

BANNER AD SUBMISSION

Banner Ads must be submitted via email to imash@robertcraven.com as either a jpg or gif file. Size is to be no larger than 234 X 60 pixels and any animation is to be limited to two cycles.

Cancellation

To cancel reservation(s) of exhibit space, a written notice of request for cancellation must be provided to IMASH. A fee of 25% of the contract cost will be assessed upon cancellation. No refund will be provided after September 25, 2011, unless exhibit space is resold.

PAYMENT

Check enclosed payable to **IMASH**
 (Credit Card payment not accepted).

Please forward completed forms with payment to:

Mail: IMASH
 700 McKnight Park Drive, Suite 708
 Pittsburgh, PA 15237
Fax: 888-729-3489

Questions?

Contact the IMASH Office

Phone: 855-804-6274

Email: imash@robertcraven.com

Website: www.robertcraven.com/imash.htm



IMASH Convention
700 McKnight Park Drive, Suite 708
Pittsburgh, PA 15237

*Join us at IMASH in
Salt Lake City, Utah
for a unique convention experience.
This is your opportunity
to meet with professionals
from four+ states.*



Important Deadlines

Ad Placement in the Onsite Program	7/15/11
Recognition in the Onsite Program	7/15/11
Exhibitor Breakfast Session Recognition	7/15/11
Exhibitor Breakfast Session Submission	8/29/11
Recognition on the IMASH website	9/1/11
Early Registration	9/1/11
Exhibitor Registration	9/15/11

Exhibitor Schedule

Wednesday, October 5	Exhibitor Set-Up	7:00 pm - 9:00 pm
Thursday, October 6	Exhibit Opens	7:30 am - 5:00 pm
Friday, October 7	Exhibits Opens	7:30 am - 5:00 pm
	Exhibitor Breakfast Session	7:30 am - 8:30 am
	Exhibit Tear Down	5:00 pm - 7:00 pm

EXHIBITOR BREAKFAST SESSIONS

2011 IMASH Convention

Friday, October 7, 2011

7:30 am to 8:30 am

IMASH knows that it is important to vendors to have new and creative ways to attract attendees to exhibits, and it is important to attendees to have additional methods for obtaining continuing education units. The Exhibitor Breakfast Sessions provide these opportunities for both vendors and attendees.

Participating vendors will present ASHA CE-approved sessions relative to speech-language pathology and audiology in areas such as product information, services, technology, industry trends or professional issues to small groups of attendees. The sessions will be held at your Exhibit Area, on Friday, October 7 from 7:30 am to 8:30 am. Sessions are to last 15-20 minutes and will be repeated to attendees (as needed) during a one hour time frame.

Breakfast will be available for the attendees during this time period, so they can enjoy their morning coffee while earning continuing education credits.

To participate, indicate your interest below, and return with your Exhibitor Response Sheet.

SUBMISSION DEADLINE FOR PARTICIPATION

Deadline to participate in the Exhibitor Breakfast Sessions is *August 29, 2011*.

DEADLINE FOR APPEARING IN THE ON-SITE CONFERENCE PROGRAM

Exhibitors participating in the Exhibitor Breakfast Sessions will be listed in the On-Site Conference Program with the abstract submitted below. The deadline to be listed in the program is *July 15, 2011*.

INFORMATION REQUIRED FOR PRESENTATION

Title of Your Presentation (not to exceed 60 characters)

Bio of the individual(s) presenting the session at your booth – The bio should be in narrative format, including credentials.

Presentation Summary (100 words maximum)

Level of Learning: Introductory, Intermediate or Advanced

Three or Four Learning Outcomes - Learning Outcomes are behavioral statements reflecting the knowledge/skills participants are expected to demonstrate following participation in the session. Learning Outcomes are written in the format, "At the culmination of the session, the participant will be able to ..." (e.g. ... describe the function of the swallowing station. ...list three considerations in selecting candidates for cochlear implants.)

EXHIBITOR BREAKFAST SESSIONS RESPONSE FORM

Name of Company _____

Contact Name: _____

Contact Phone: _____ Contact Email: _____

Our Company plans to participate in the Exhibitor Breakfast Sessions on Friday, from 7:30 am to 8:30 am.

Our Presentation Information will be emailed to the IMASH, imash@robertcraven.com by August 29, 2011.