

EXHIBITOR PROSPECTUS

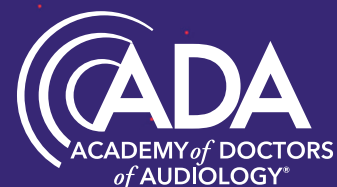
2021



# AUDACITY

AUDIOLOGY UNLEASHED

**OCTOBER 25-27**  
**PORTLAND, OREGON**



A stylized white city skyline graphic composed of various rectangular blocks of different heights, set against a dark blue background with red wavy lines.

# AuDACITY

## Reach Your Target Audience at AuDacity 2021!

AuDacity 2021 offers opportunities for companies to showcase their products and services directly to their target audience. Sign up today to exhibit at AuDacity 2021, or combine your exhibit with one of our sponsorship options!

**All sponsors will receive a pre-conference mailing list with registered attendees and discount on exhibit space (\$2,500 per 10' x 10' booth; save \$1000).**

## Sponsorship Packages

### Presenting Sponsor: ~~\$40,000~~ **SOLD**

- Signage crediting firm as the presenting sponsor displayed throughout the plenary session day in the General Session room
- Opportunity to display short video/slides to attendees prior to the opening keynote presentation
- Opportunity to welcome the audience, make a 1-3 minute speech and introduce the keynote speaker
- Chair drop during keynote session
- Logo on bags to be distributed to all attendees
- Floor decals leading into General Session room and throughout conference space
- Power Point slide displayed to each session throughout the General Session program
- Listed on the conference website with logo as official sponsor of enduring continuing education
- Opportunity to hold an ADA-sanctioned focus group
- Use of a meeting room to entertain customers
- Invitation for two attendees to attend an exclusive dinner with the ADA Board of Directors

- Six complimentary registrations
- Signage throughout hotel
- Logo placement on website and digital conference promotions

### Premier Sponsor: **\$25,000** *two available*

- Recognition on signage and introductory slide as official sponsor of the ADA Pre-Conference Workshops
- Chair drop during one general session and one concurrent session
- Four social media posts on Facebook, Twitter and LinkedIn
- Opportunity to display 30 second video to kick off general session
- Recognition at featured general session
- Premier signage placement
- Recognized on signage at all breaks and lunch during the Pre-Conference Workshops
- Four complimentary registrations
- Invitation for two attendees to attend an exclusive dinner with the ADA Board of Directors
- Logo placement on ADA website and digital conference promotions
- One bag insert



### **Marketplace Sponsor: \$18,000** *two available*

- Officially recognized sponsor of the opening networking reception in the Marketplace
- Floor decals leading to Marketplace
- Opportunity to run a slide show at the opening reception or second evening reception/dinner
- Premier exhibit hall signage
- Official sponsor of the exhibit hall activity
- One bag insert
- Gobo in Marketplace
- Two complimentary registrations

### **Go Social Sponsor: \$15,000** *exclusive*

- Recognition at point of entry for downloadable conference course handouts
- Listed as official wifi sponsor
- Official sponsor of ADA conference app
- Only e-banner on ADA conference app
- Five social media posts on Facebook, Twitter and LinkedIn
- Two push notifications sent to attendees via conference smartphone app
- Two complimentary registrations

### **Unleashed Sponsor: \$10,000**

- Recognition during each Unleashed concurrent session
- Slide loop before Unleashed sessions
- Chair drop during one Unleashed session
- One bag insert
- Recognized as a lunch/break sponsor throughout the day of Unleashed sessions
- Logo recognition on sponsor signage throughout duration of the conference

### **Networking Sponsor: \$7,500**

- Listed as an official sponsor (with signage) at the ADA buy/sell posting board and networking area
- Signage recognizing company as official Break sponsor
- Signage recognizing company as an official sponsor of the Early Career Networking Lounge
- Logo on sponsor signage

### **Bespoke Sponsorships**

We will be pleased to customize a sponsorship to meet your unique interests. Please contact Ilse Dehner at [idehner@audiologist.org](mailto:idehner@audiologist.org) to create a customized sponsorship.

## **Exhibit and Advertising Opportunities**

### **Exhibit Booths**

Exhibit booths are available at the following rates:

- Sponsor: \$2,500
- Non-Sponsor: \$3,500

### **Unleashed Advertising Opportunities**

- Key card advertisement (\$10,000, exclusive)
- Lanyard advertisement (\$7,500, exclusive)

- Name badges (\$5,000, exclusive)
- Bag inserts (\$2,000)
- Pre-conference mailing list for one-time use (\$2,500)
- Three social media posts on the platform of your choice (\$1,000)

**Note:** The advertising opportunities above are stand-alone and do not include any additional benefits of sponsorship.



# AuDacity Exhibitor Contract & Sponsorship Agreement

AuDacity 2021 | October 25 - 27, 2021 | Portland, Oregon

Please complete all sections of this application. Submission of the application indicates adherence to Rules & Regulations noted on page 5.

## Company Information

Company Name \_\_\_\_\_

Booth Contact Name \_\_\_\_\_ Booth Contact Direct E-mail \_\_\_\_\_

Booth Contact Direct Phone Line or Extension \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ ZIP \_\_\_\_\_

Phone Number \_\_\_\_\_ Fax Number \_\_\_\_\_

Company E-Mail Address \_\_\_\_\_ Web site \_\_\_\_\_

## Booth Preference

Please indicate your preferred booth number. Booth selection will begin in June 2021. All booths will be 10' x 10', and **includes two complimentary attendees**. See Floor Plan on page 4.

Visit [audiologist.org/2021](http://audiologist.org/2021) for available booths.

1st \_\_\_\_\_ 2nd \_\_\_\_\_ 3rd \_\_\_\_\_

Sponsored Booth: \$2,500  Non-Sponsored Booth: \$3,500

(Sponsorship may include additional complimentary attendees based on sponsor level: see pages 2 - 3)

## Payment Information

Total Due for Exhibit Space \$ \_\_\_\_\_

Total Due for Sponsorship \$ \_\_\_\_\_

Balance Due \$ \_\_\_\_\_

Our check is enclosed (made payable to ADA).

AmEx  Visa  MC  Discover

Card Number \_\_\_\_\_ Expiration Date \_\_\_\_\_

Credit Card Billing Address (if different) \_\_\_\_\_

Name on Card (please print) \_\_\_\_\_

Signature \_\_\_\_\_ Date \_\_\_\_\_

## Sponsorship Packages

### Presenting Sponsor

\$40,000 **SOLD!**

### Premier Sponsor

\$25,000

### Marketplace Sponsor

\$18,000

### Go Social Sponsor

\$15,000

### Innovation Sponsor

\$10,000

### Networking Sponsor

\$7,500

## Unbundled Advertising

**Note:** The advertising opportunities below are stand-alone and do not include any additional benefits of sponsorship.

### Keycard

\$10,000

### Bag Insert

\$2,000

### Lanyard

\$7,500

### Attendee Mailing

One-time use of list

\$2,500

### Namebadges

\$5,000

### Social Media

\$1,000/3 posts



# Exhibit Hall Floor Plan

117	216	217	218	316	317	318	416	417	418	516	517
112	113	212	213	312	313	412	413	512	513		
110	111	210	211	310	311	410	411	510	511		
108											
106	107	206	207	306	307	406	407	506	507		
104	105	204	205	304	305	404	405	504	505		
102											
100	101	200	201	300	301	400	401	500	501		

ENTRANCE

## ADA Sponsor/Exhibitor Rules & Regulations

### SPACE ALLOCATION AND PAYMENT

Exhibit space cannot be assigned without a signed application and payment. Please send completed exhibit application to: ADA, 446 E. High St., Suite 10, Lexington, KY 40507 or email Ilse Dehner, at [idehner@audiologist.org](mailto:idehner@audiologist.org).

### ELIGIBLE EXHIBITS, REJECTED DISPLAYS

ADA reserves the right to determine the eligibility of any exhibitor for inclusion in the show and to prohibit an exhibitor from conducting and maintaining an exhibit if, in the sole judgment of ADA, the exhibitor or proposed exhibit shall in any respect be deemed unsuitable.

### SUBLETTING PROHIBITION

Exhibitors may not assign or sublet this contract, or permit others to use any contracted exhibit space. Exhibitors must show only products or services manufactured or sold by them in the regular course of business.

### INDEMNIFICATION

Exhibitor, as a condition of being an Exhibitor in the show, agrees to indemnify and hold harmless ADA, its directors, officers, employees or agents, from any and all loss, which Exhibitor may suffer as a result of show cancellation, duration, delay or other alterations or changes.

### POST-CONFERENCE ATTENDEE MAILING LIST

A complimentary mailing list will be provided to each exhibitor including each attendee's company name, name, e-mail address, telephone number and address.

### AMENDMENTS

These rules may be amended at any time by ADA. These rules and regulations become a part of the contract between the exhibitor and ADA. Any matters not specifically covered by the preceding rules shall be subject solely to the decision of ADA.

### AGREEMENT TO RULES

Each exhibitor, for himself and his employees, agrees to abide by the foregoing Rules and Regulations and by any amendments or additions.