



# MSHA

Mississippi Speech-Language-Hearing Association

## 2021 CONFERENCE

*Capitalizing on Communication*

SEPTEMBER 1 - 3, 2021  
HILTON | JACKSON, MS

[www.mshausa.org](http://www.mshausa.org)

## MESSAGE FROM THE PRESIDENT



Dear Colleagues and Friends:

How many times have you heard someone say 2020 was a tough year? A rough year? A hard year? How many times have you said it or agreed to this fact? I know for me, it's been countless times. It was the hardest year of my life for many reasons, and I am sure for you too, but I am one to believe trials are where we learn the most. We may not like it, but if we let it, it can make us better. The hard times make the easy/ good times just a bit sweeter. Hopefully, now as we begin to recover and heal, we can use what we've learned in 2020 and forge ahead a little kinder, a little wiser and a little bit better.

I believe we should acknowledge the losses of 2020 and simultaneously recognize the lessons we learned. Then, together, we take newfound hope and strength and begin again anew with a better perspective.

This year, the Mississippi Speech Language Hearing Association is acknowledging the past and also moving onward together by "Capitalizing on Communication". We are bringing audiologists and speech language pathologists from all across the south back to our capital city, Jackson, Mississippi for our annual MSHA conference. We are eager for face to face networking opportunities, learning outcomes from fabulous continuing education events and recognizing our outstanding students and leaders across the state with awards and honors. We are ready to begin again. But, we can't do this without you, our exhibitors. You are our connection to products and services and possibilities.

We can't wait to engage with you and see your new products and the opportunities you have for speech language pathologists and audiologists. Please complete your registration today to secure an Exhibitor space and highlight your business. Space is filling up fast.

Information is included regarding set up, exhibit, and take down time. Our Exhibitor Chairs, Alison Webster and Victoria Kivlan and our Executive Director, Ricki Garrett, will keep in contact with you once registration is complete. An enclosed contract is attached for your convenience. In addition, the following guide serves to provide you with detailed information on a variety of sponsorship opportunities.

MSHA looks forward to spending part of 2021 with you. We have a wonderful conference planned, full of surprises and opportunities. Please contact us at 601 940 6383 if you have any questions regarding this year's conference.

Moving Mississippi Forward,

Sincerely,

A handwritten signature in black ink that reads "Amy Livingston, MS, CCC-SLP".

Amy Livingston, MS, CCC-SLP  
2021 MSHA President

## EXPO EXHIBIT FEE AND REGISTRATION INFORMATION

The Mississippi-Speech-Language-Hearing Association's 2021 Exhibit Hall will be on a first-come, first-served set-up basis for all exhibitors in exception of conference sponsors. However, exhibitors wishing to be assigned or to avoid assigned space adjacent to that of another exhibitor should so indicate on their applications. Exhibitors may register and set up on Wednesday, September 1 between 4:00 p.m. and 7:00 p.m. The Expo will open Thursday, September 2 at 7:00 a.m. Exhibitors should break down by 4:00 p.m. on Friday, September 3. Booth fees and sponsorships are listed on the enclosed contract. Payment is due upon return of contract. Please submit your completed contract and payment to us: P.O. Box 22664, Jackson, MS 39225.

## EXHIBIT BOOTH ASSIGNMENTS

Premium exhibit space is reserved for Platinum, Gold, and Silver sponsors. Booths will be assigned in the order the contracts are received. Exhibitors will be provided with an 8 ft. skirted table and two chairs. Electricity and other special services will be provided by the Hilton Jackson. Please contact them directly at 601-957-2800 for more information. MSHA reserves the right to accept or reject all booth requests. Exhibitors may not sublet or assign the whole or any part of the space allotted to their agency. Exhibitors wishing to share a booth must obtain prior approval from MSHA.

## EXHIBIT SHIPPING AND STORAGE

The Mississippi-Speech-Language-Hearing Association will not be responsible for accepting exhibit shipments for storage. Exhibitors are responsible for making arrangements for delivery and return shipments with the Hilton Jackson at 601-957-2800.

## EXHIBIT CONTENT

The MSHA reserves the right and sole discretion to reject any proposed exhibit for any reason. Potential exhibitors are advised that the acceptability of products or services for display is based on legal, social, professional, and ethical considerations. Exhibits may not be inconsistent with the professional nature of the MSHA convention/meeting. Exhibit space is not intended for airing either side of a controversial social, political, or professional issue. MSHA reserves the right to require exhibitors to edit, amend, or eliminate parts of exhibits that in the Association's opinion are not in keeping with the Association's objectives or are otherwise inconsistent with MSHA policies.

Potential exhibitors are advised that contests, lotteries, raffles and games of chance may not be conducted without prior approval of the Meeting/Events Manager. In addition, bags, lanyards, notepads, pens, flyers etc. with an exhibitor's /sponsor's logo and company name, may be provided as part of a registration handout. Please contact our office at 800-664-6742 for more information.

## ACCEPTANCE OF EXHIBITS

The exhibition of products or services at the Mississippi-Speech-Language-Hearing Association is neither an endorsement of the exhibiting organization nor of the products or services exhibited. MSHA is not responsible for any claims made by an exhibitor. In addition, an exhibitor may not, without prior consent, incorporate in subsequent promotions the fact that a product or service has been exhibited at an MSHA 2021 meeting.

- **Services and equipment provided**

Exhibitors will be provided with an 8 ft. skirted table and two chairs. Electricity and other special services will be provided by the Hilton Jackson.

- **Security**

MSHA is not liable for, nor carries any insurance on, exhibitor property or fixtures. For this reason, exhibitors are encouraged to carry insurance on their exhibits at their own expense.

- **Additional security recommendations**

Do not leave your booth unattended during the set-up period. Do not leave valuable exhibit materials or personal items under tables or displays. Do not leave purses, briefcases, small laptop computers, CD players, iPods, cell phones, pagers, or prototype software/hardware in your booth. Please report any missing items or suspicious person(s) to security, and to MSHA

- **Destruction of Property**

All property destroyed or damaged by an exhibitor must be replaced in the original condition by the exhibitor or at the exhibitor's expense. Nothing may be taped, nailed, tacked, or otherwise affixed to ceilings, painted surfaces, fire sprinklers, columns, fabric, or decorative walls.

## CANCELLATIONS / REFUND POLICY

A charge of 25% of the exhibitor/sponsor fees will be assessed for cancellations made by June 20. Cancellations made between June 21 - July 19, will be subject to a 50% charge. Cancellations will not be accepted after July 19. If the Expo is canceled due to circumstances beyond the control of the Mississippi-Speech-Language-Hearing Association, all payments connected with booth rental will be refunded.



# 2021 Annual Conference and Membership Meeting SPONSORSHIP OPPORTUNITIES

**WELCOME RECEPTION SPONSOR(S) \$3,000**

**POOL DECK PARTY SPONSOR(S) \$3,000**

**EXHIBITOR \$500**

***On-Site Promotion***

- **10' x 9' exhibit space** includes table and two chairs
- **Listing** in the MSHA program book

**SPECIAL EXHIBITOR \$1,000** (includes Exhibit Booth)

***On-Site Promotion***

- **20' x 9' exhibit space** includes table and two chairs
- **Listing** in the MSHA program book

**PLATINUM LEVEL \$2,500**

***On-Site Promotion***

- **20' x 9' exhibit space** with reserved booth in prime location. The exhibitor is responsible for all booth decoration, personnel, electric, shipping, computer, telephone and other requirements.
- **Listing** in the MSHA program book
- **Lunch** for up to two representatives at the Keynote Luncheon
- **Signage**

## GOLD LEVEL \$2,000

### *On-Site Promotion*

- **20' x 9' exhibit space** with reserved booth in prime location. Exhibitor is responsible for all booth decorations, personnel, electric, shipping, computer, telephone and other requirements.
- **Listing** in the MSHA program book
- **Signage**

## SILVER LEVEL \$1,500 (includes Exhibit Booth)

### *On-Site Promotion*

- **20' x 9' exhibit space** with reserved booth in prime location. Exhibitor is responsible for all booth decorations, personnel, electric, shipping, computer, telephone and other requirements.
- **Listing** in the MSHA program book
- **Signage**

## OTHER SPONSORSHIP OPPORTUNITIES

- Morning/Afternoon Breaks – Sponsor a break on any day of your choice - **\$800** each
- Customized Sponsorship - Contact MSHA Office

## BRANDING / ADVERTISING OPPORTUNITIES

- All branding/advertising sponsors will receive listing in the program book and recognition at all general sessions and luncheons
- Company logo on lanyard - **\$800**
- Conference Bag inserts – Deliver your message directly to attendees with a promotional insert inside of official attendee conference bags - **\$200**



# MSHA

Mississippi Speech-Language-Hearing Association

P.O. Box 22664  
Jackson, MS 39225

Phone: 800-664-6742  
[www.mshausa.org](http://www.mshausa.org)





# MSHA

Mississippi Speech-Language-Hearing Association

## EXHIBITOR AND SPONSOR AGREEMENT

The Mississippi Speech-Language-Hearing Association recognizes the importance of speech-language-hearing professionals in the provision of health and wellness services in our state and the need to enhance their visibility, legislative clout, and participation in key decision-making roles. The association will host its 2021 Annual Conference at the Hilton Jackson, September 1 - 3 and we want you to take part in this opportunity.

Please complete and return this form before the **August 15th** deadline to be included in the 2021 MSHA Expo. Should you have any questions please call the MSHA office at 800-664-6742.

### 2021 MSHA EXHIBITOR / SPONSORSHIP AGREEMENT

The Mississippi Speech-Language-Hearing Association's 2021 Exhibit Hall will be on a first-come, first-served set-up basis for all exhibitors in exception of conference sponsors. However, exhibitors wishing to be assigned or to avoid assigned space adjacent to that of another exhibitor should so indicate on this form. Exhibitors may register and set up Wednesday, September 1 from 4:00 p.m. - 7:00 p.m. The Expo will open at 7:00 a.m. on Thursday, September 2. Please complete the following information and mail to: MSHA, P.O. Box 22664, Jackson, MS 39225.

Name of Company: \_\_\_\_\_

Contact Person: \_\_\_\_\_

Address: \_\_\_\_\_

Telephone #: \_\_\_\_\_

City, State, Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_

Tax Identification Number: \_\_\_\_\_

Please list names for badges here: \_\_\_\_\_

\*Ad and sponsorship information must be submitted no later than **August 1** to be listed in program book.