



# Drums of Hearing North of 60°



CHHA National Conference

June 16 to 18, 2011

Yellowknife, Northwest Territories

**T**his year, the Canadian Hard of Hearing Association is initiating a new program for our trade show. The format has changed for exhibitors to allow more time for the delegates to visit the trade show. There will be a 3 hour 'sneak-peak' viewing on Thursday afternoon from 3 - 6 pm that will also be open to the general public. The official opening of the trade show will remain Thursday evening from 7 - 9 pm. On Friday, the trade show hours will be commencing immediately following the opening plenary session from 10:30 am – 3:30 pm. As an exhibitor, you will have the opportunity to profile your organization to a responsive target market including the Aboriginal and Inuit community members who experience hearing loss as a very high rate. Make sure to check out our sponsorship package as there are many opportunities that include **free** items such as advertisements in "Listen/Écoute" and opportunities to address the delegates directly.



## By participating, you will benefit in the following manner....

- The exhibit area will provide direct access to delegates throughout the event. The trade show area will be open prior to the opening reception so people can gain access throughout the first day of the conference as well as the special exhibitor lunch and coffee breaks.
- All exhibitors will have their company's logo and a 25-word description posted on the CHHA website.
- Exhibitors will receive two complimentary registrations to the conference (excluding banquet tickets)
- All sponsors will be acknowledged in the conference program. A **limited** number of workshops have been set aside for sponsors to highlight a new product or technology (first come, first served).

*This exhibitor package includes a trade show overview, sponsorship & advertising opportunities, and forms to make registering as easy as possible. Additional information on the 2011 CHHA Conference can be found on our website at [www.chha.ca](http://www.chha.ca). We look forward to personally welcoming you and collaborating with you to ensure that your company gains the maximum benefit from participation at the event.*

### Fast Facts

10% of all Canadians have some form of hearing loss

Over 200 delegates from across Canada in attendance

Only consumer-based conference in Canada



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## CHHA Conference 2011 – Trade Show Information

### 2010 Participants (Exhibitors, Sponsors and Advertisers)

- Advanced Bionics
- Big Daddy 103.9
- Canada Revenue Agency
- Canadian Academy of Audiology
- Canadian Hearing Society
- CHHA: Sudbury Branch
- CHHA: Yellowknife Branch
- Cochlear Canada
- CTV
- EZ Rock 105.3 FM
- Harris Communications
- Hot 93.5
- LightSpeed Technologies
- MED-EL
- Phonak/La Salle
- Research in Motion-BlackBerry
- Sennheiser Canada
- Siemens
- Silent Call Communications
- Sound Listening Environments
- Supportive Hearing Systems
- VOICE for Hearing Impaired Children

### Trade Show Fees

**Corporate Fee:** \$600 (includes HST)

**Early Bird Fee:** Register by March 31, 2010 and receive a 25% discount on your Corporate Fee (\$450 including HST).

**Non-Profit Fee:** \$200 (includes HST)

There is no early bird fee for non-profit associations.

### **Fees Include the Following Items:**

- Company logo and 25-word description to be displayed on conference website
- Name Badges for Trade Show Participants
- Two conference registrations for each booth booked (banquet tickets and additional registrations can be purchased separately)

### **Booth Specifics**

Exhibit space will be an average 8' x 8' booth and will include a table, 2 chairs and one electrical outlet. Trade Show Exhibits will be set up as table tops. Exhibitors are responsible for any AV charges.

### **Hotel & Accommodations**

**Explorer Hotel**, 4825 49th Avenue, Yellowknife, NT, X1A 2R3

For reservations, call 1-800-661-0892 and indicate you are with the CHHA Conference. Special conference rates start at \$164.00/night (single occupancy). Rates cannot be guaranteed after May 13, 2011.

### **Assignment of Space**

The CHHA National Office will assign exhibitor space. Requests from exhibitors will be taken and accomplished in the best possible manner on a first come, first served basis. Exhibit space will not be disclosed until 2 weeks prior to the event.

### **Tentative Trade Show Hours**

Thursday, June 16, 2011

3:00 pm to 6:00 pm - Dedicated Trade Show Hours

7:00 pm to 9:00 pm - After Opening Ceremonies

Friday, June 17, 2011 – 10:30 am to 3:30 pm

Dedicated Trade Show Hours with Lunch and Breaks

### **Set-up Time**

Thurs, June 16, 10:00 am - 2 pm

### **Tear-down Time**

Fri, June 17: 3:30 pm – 5:00 pm

### **Questions**

Call the Canadian Hard of Hearing Association at 1-800-263-8068 or email [conference@chha.ca](mailto:conference@chha.ca)

EXHIBITING OPPORTUNITIES



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## Exhibitor Form

Organization: \_\_\_\_\_

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

City : \_\_\_\_\_ Province: \_\_\_\_\_ Postal Code: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email address: \_\_\_\_\_

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

Preference of Location of Exhibitor Space: \_\_\_\_\_

### Exhibit Fees:

- Early Bird Corporate Fee: \$450
- Corporate Fee after Mar 31/10: \$600
- Non-Profit Association: \$200

- I/we will provide a donation for the drawing /prize give-away.
- I/we will require other audiovisual equipment (microphones, television, VCR, etc). Please specify exactly what equipment you require:  
\_\_\_\_\_  
\_\_\_\_\_

### PAYMENT INFORMATION:

- Cheque/Money Order       Invoice
- Visa       MasterCard

Card Number: \_\_\_\_\_

Name: \_\_\_\_\_ Exp: \_\_\_\_\_

Signature: \_\_\_\_\_

Total Payment: \$ \_\_\_\_\_

Complimentary name badges are provided for convention personnel. Please indicate the name(s) of exhibit representative(s) who will need a name badge:  
\_\_\_\_\_  
\_\_\_\_\_

At the conference, you will have access ONLY to equipment you have listed. You will be notified if equipment is not available prior to the conference, allowing time to alter your display.

Please read **Exhibit Provider Guidelines**.

Signature: \_\_\_\_\_

Title: \_\_\_\_\_

Date: \_\_\_\_\_

A completed Registration Form will be accepted no later than May 13, 2011 unless space is sold out to:

**Canadian Hard of Hearing Association**  
205 - 2415 Holly Lane, Ottawa, Ontario, K1V 7P2  
Tel: 800-263-8068 (in Canada) or 613-526-1584  
Fax: 613-526-4718 Email: [conference@chha.ca](mailto:conference@chha.ca)

<b>For Office Use Only</b>	
Date Received:	_____
Payment Received:	_____
Booth Number Assigned:	_____
Confirmed:	_____

**EXHIBITING OPPORTUNITIES**



# Drums of Hearing North of 60°



Canadian Hard of Hearing Association  
Association des malentendants canadiens



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## 2011 Exhibitor Guidelines

The Canadian Hard of Hearing Association provides floor space only at the agreed rental charge per exhibit booth. We recommend that the following guidelines be followed to ensure the complete success of your show.

**1. General Conditions.** Exhibitors must not extend their displays beyond the space allotted. Any exhibitor using sound equipment (video or audio tapes) should keep the volume at a minimum to avoid distracting other exhibitors. Distribution of printed materials must be confined to the allotted areas. Only exhibitors will be allowed to distribute materials. Non-exhibitors must make prior arrangements with the CHHA National Office for permission to distribute materials at the convention.

**2. Cancellation Policy.** All cancellations will be subject to a \$50.00 administration fee. No cancellations or requests for refunds will be accepted less than 90 days prior to the start of the conference. For cancellations received within the 90-day period, the full booth rental or advertising costs will apply.

**3. Price and Payment.** All exhibit fees or sponsorships must be paid in full by May 13, 2011. Payments not received by May 13, 2011 will result in the forfeit of space. Upon these circumstances, the Canadian Hard of Hearing Association has the right to resell the space to other applicants.

**4. Freight.** The Canadian Hard of Hearing Association is not responsible for shipping any packages. You agree to take the sole responsibility of handling arrangements in advance and coordinate with the respective shipping/delivery service. If any boxes or materials are being shipped to the hotel, please address them to:

**Explorer Hotel, Receiving Department  
4825 49th Avenue  
Yellowknife, NT, X1A 2R3  
CHHA Conference & AGM,  
June 16-18th, 2011**

**5. Name Badges.** The Canadian Hard of Hearing Association will provide complimentary name badges to all exhibitor representatives. A list of names is to be submitted with your registration form.

**6. Electrical & AV Equipment.** All audio visual equipment is to be ordered at your cost. Exhibitors must supply their own power cords and be of sufficient rating to meet the power demands of their equipment (a 25-foot cord is recommended).

**7. Sale of Merchandise.** Books and other materials may be sold, providing they are in harmony with the principles and objectives of the Canadian Hard of Hearing Association.

**8. Security.** One person is required to be present at each booth at all times during convention hours. The exhibit area will be secured when the exhibits are closed.

**9. Parking.** Overnight self-parking is provided on a complimentary basis. Observance of parking signage and regulations is required.

**10. Liability.** The Canadian Hard of Hearing Association is not responsible for any loss, damage, or injuries that may occur to exhibitors, their property or the exhibitor's employees, from any cause whatsoever, prior to, during, or subsequent to the period covered by the exhibitor's contract. The exhibitor, upon signing the exhibit form registration form, expressly releases the Canadian Hard of Hearing Association from this responsibility and agrees to indemnify the same against any and all claims for loss, damage and injury.

**11. Insurance.** Exhibitors shall obtain, at their own expense, adequate insurance, but no less than two million dollars comprehensive general liability insurance, including the so-called broad form endorsement. A copy of the Certificate of Insurance must be provided to the Canadian Hard of Hearing Association by May 13, 2010. The Canadian Hard of Hearing Association reserves the right to disallow entry to trade show floor if the Certificate of Insurance is not provided.

**EXHIBITING OPPORTUNITIES**



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## Advertising Opportunities

### 2011 CHHA Conference Program

The 2011 CHHA Conference Program is an essential guide handed out free to all conference delegates. It is an attractive 8 1/2" by 11" tall booklet with full colour covers.

Over 200 delegates are expected to attend this event, so your advertisement will provide your organization with maximum exposure at the conference and will attract additional visitors to your booth. This enhanced visibility will ensure your objectives in attending the event are met.

To place an advertisement in the 2011 CHHA Conference Program, please choose your preferred ad size on the Sponsorship & Advertising Form on the last page of this booklet. Please note that advertising is subject to HST (13%) which will be added to the prices shown below.

### Advertising Rates – black and white

1/4 Page Advertisement: \$ 200.00 + HST  
1/2 Page Advertisement: \$ 300.00 + HST  
Full Page Advertisement: \$ 600.00 + HST

### Colour Rates

Full Page Inside Front Cover: \$ 800.00 + HST  
Full Page Inside Back Cover: \$ 800.00 + HST  
Full Page Back Cover: \$ 1,000.00 + HST

### Delegate Bag Insert

Provide material for delegates \$300.00 + HST

### Conference Program Ad Booking Deadline:

May 1, 2011

### Conference Program Ad Copy Due:

May 13, 2011

### Listen/Écoute Magazine

*Listen/Écoute* magazine is the flagship of the Canadian Hard of Hearing Association providing readers with current information about the latest technology, hearing health issues, and concerns of hard of hearing individuals.

This national, bilingual magazine is published three times a year and is distributed to a network of members, audiologists, professionals, students, and organizations. The reader base is large, over 6,000 people; however, a number of issues are distributed free of charge to doctor's offices, hospitals, and libraries resulting in a pass-along readership of over 10,000.

### Current *Listen/Écoute* Readers

- Hard of Hearing Individuals
- Family & Friends of Hard of Hearing Individuals
- Audiologists and Specialized Doctors
- Health Care and Other Professionals
- End Users of All Hearing Technical Devices
- Schools and Universities/Colleges
- Libraries

If you have any questions about advertising, please contact Karla Wilson at 1-800-263-8068 (in Canada) or 613-526-1584 or through e-mail at [conference@chha.ca](mailto:conference@chha.ca)

ADVERTISING OPPORTUNITIES

### For Future Planning!

Dates and sites for future CHHA Conferences

2012 CHHA Conference & AGM

May 17-19, 2012

Ottawa, ON



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## 2011 Sponsorship Opportunities

### CANADIAN HARD OF HEARING ASSOCIATION (CHHA) SPONSOR BENEFIT PACKAGE FOR THE 2011 CHHA NATIONAL CONFERENCE

#### SPONSORSHIP OPPORTUNITIES

RECOGNITION BENEFITS & SPECIAL FEATURES	BRONZE \$2000 *Breaks *Delegate Bags	SILVER \$5000 * Breakfast * Program * Exhibitor lunch *Awards Lunch	GOLD \$10,000 *Audio Visual *Captioning *Opening Ceremony	PLATINUM PRESENTING \$20,000 plus *Banquet Sponsor
Marketing opportunity to over 250 HARD OF HEARING participants.	✓	✓	Speaking opportunity at luncheon	- Company Banner displayed at opening ceremony - Speaking opportunity at Banquet
Brand exposure on all printed material with name and logo	Business card ad in <i>Listen/Écoute</i> Magazine	¼ page ad in <i>Listen/Écoute</i> Magazine	½ page ad in <i>Listen/Écoute</i> Magazine	- Full page advertisement in <i>Listen/Écoute</i> - Brand exposure as on all media and printed materials
Brand exposure on CHHA website & individual listing in media coverage	✓	✓	✓	✓
Opportunity to place information, product samples or gift in delegate bags		✓	✓	✓
Access to database of attendees		✓	✓	✓
Opportunity to present at a workshop		✓	✓	✓
Free table-top display booth to target 250 delegates			✓	✓
Banquet Tickets			2 Tickets	4Tickets



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## Conference Advertising & Sponsorship Form

Organization: \_\_\_\_\_

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

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_ Email address: \_\_\_\_\_

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

Amount: \_\_\_\_\_

**Specific Opportunities:** *Please indicate the appropriate sponsorship level*

- Bronze Level (\$2,000)
- Silver Level (\$5,000)
- Gold Level (\$10,000)
- Platinum Level (\$20,000)
- Diamond Level (\$25,000)

**Conference Program Advertising:** *Please select the appropriate advertising amount. Taxes are extra.*

- ¼ Page Advertisement (\$200)
- ½ Page Advertisement (\$300)
- Full Page B&W Ad (\$600)
- Full Page Inside Front Cover (\$800)
- Full Page Inside Back Cover (\$800)
- Full Page Back Cover (\$1000)

**Delegate's Bag Insert** *(Taxes are extra):*

- Delegate's Bag Insert (\$300)

### PAYMENT INFORMATION:

- Cheque/Money Order
- Invoice
- Visa
- MasterCard

Name on Credit Card: \_\_\_\_\_

Card Number: \_\_\_\_\_ Expiry: \_\_\_\_\_

### Company Information

Please read **2011 Sponsorship Opportunities** (as found on previous page), for the specific benefits of your chosen sponsorship level. The opportunity to sponsor the CHHA annual conference has no deadline; however, to ensure that your company's name is included in all the appropriate publications, please return the form by **May 1, 2011**.

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

Return completed form to:  
 Canadian Hard of Hearing Association (CHHA)  
 205 – 2415 Holly Lane, Ottawa, ON, K1V 7P2  
 Toll-Free: 1-800-263-8068 (in Canada) Tel: 613-526-1584 Fax: 613-526-4718  
 Email: conference@chha.ca

**SPONSORSHIP OPPORTUNITIES**