



Canadian Hard of Hearing
Association
2009 Conference

Technology: The Gateway to Hearing Life

Exhibitor Prospectus

Sheraton Hotel Newfoundland
(formerly the Fairmont Newfoundland)
St. John's, Newfoundland
May 21-24, 2009

EXHIBITION DATES
May 21 & 22, 2009

A select number of organizations will have the opportunity to exhibit their products/ services during CHHA's Annual Conference – May 21-24, 2009. As an exhibitor, you will benefit from networking with delegates and will receive recognition in an exhibitor listing in the final program for your participation in this conference for hearing loss. You will have numerous opportunities to profile your organization and reach a key audience.



By participating, you will benefit by...

- The exhibit area will provide direct access to delegates during coffee breaks and lunch(es).
- 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)
- Many sponsorship opportunities include free advertisements in our national magazine *Listen/Écoute*.
- All sponsors will be acknowledged in the conference program.
- A **limited** number of workshops have been set aside for exhibitors 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 2009 CHHA Conference can be found on our website at 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 300 delegates from across Canada are anticipated to attend

Only consumer-based conference in Canada

CHHA Conference 2009 – Trade Show Information

2008 Exhibitors

- Advanced Bionics
- AIM Technologies Inc
- Alberta Shorthand Reporters
- Bernafon Canada
- Canada Revenue Agency
- Canadian Hearing Society
- CASLPA
- CHHA- Newfoundland
- CHHA Sudbury Branch
- CMB Canada
- Cochlear Corporation
- Department of Defense
- Ear Technology Corp
- Hearingimpaired.net
- HLAA
- Island Hearing
- Micropower Battery Company
- Nokia Corporation
- Oral Deaf Education
- Oticon
- Phonak
- Research In Motion
- Sennheiser Canada
- Sensimetrics Corporation
- Silent Call
- Sound Listening Environments
- Unitron Hearing
- Vancouver Oral Centre
- Voice
- Widex
- WIDHH

Trade Show Fees

Corporate Fee: \$900

Early Bird Fee: Register by March 31, 2009 and receive a 30% discount on your Corporate Fee (\$600).

Non-Profit Fee: \$200

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 CHHA 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 10' booth and will include a table, 2 chairs and one electrical outlet. Exhibitors are responsible for any AV charges.

Hotel & Accommodations

Sheraton Hotel Newfoundland (formerly the Fairmont Newfoundland)

Address: 115 Cavendish Square, St. John's, NL, A1C 5W8.

For reservations, call 1-800-325-3535 and indicate you are with the CHHA Conference.

Special conference rates start at \$189.00/night (single or double occupancy).

Rates cannot be guaranteed after **April 30, 2009**.

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. To avoid confusion due to late registrants, exhibit space will not be disclosed until two weeks prior to the Conference.

Tentative Trade Show Hours

Thursday, May 21, 2009 – 6:00 pm to 9:00 pm

Dedicated Trade Show Hours

Friday, May 22, 2009 – 9:00 am to 5:00 pm

Dedicated Trade Show Hours with Lunch and Breaks

Set-up Time

Thurs, May 21: 4:00 pm – 6:00 pm

Tear-down Time

Fri, May 22: 5:00 pm – 8:00 pm

Questions?

Please contact conference@chha.ca or call 1-800-263-8068 (in Canada) or 613-526-1584. Ask for Karla Wilson.



The Canadian Hard of Hearing Association

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2009 CHHA Conference- St. John's, NL
May 21-24, 2009

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: \$600
Corporate Fee after Mar 31/09: \$900
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

Name on Credit Card:
Card Number:
Expiry:
Signature:
Total Payment: \$

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:

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

Blank lines for name badge information

Return completed registration form by May 1, 2009 to:

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

For Office Use Only
Date Received:
Payment Received:
Booth Number Assigned:
Confirmed:

EXHIBITING OPPORTUNITIES

2009 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 1, 2009. Payments not received by May 1, 2009, 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:

**Sheraton Hotel Newfoundland
Receiving Department
115 Cavendish Square
St. John's, NL, A1C 5W8
CHHA Conference & AGM, May 21-24, 2009**

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 1, 2009. The Canadian Hard of Hearing Association reserves the right to disallow entry to trade show floor if the Certificate of Insurance is not provided.

Advertising Opportunities

2009 CHHA Conference Program

The 2009 CHHA Conference Program is an essential guide handed out free to all conference delegates. It is an attractive 8 ½” by 11” tall booklet with full colour covers.

Over 300 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 2009 CHHA Conference Program, please choose your preferred ad size on the Sponsorship & Advertising Form on the last page of this booklet.

Advertising Rates – black and white

¼ Page Advertisement:	\$ 200.00
½ Page Advertisement:	\$ 300.00
Full Page Advertisement:	\$ 600.00

Colour Rates

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

Delegate Bag Insert

Provide material for delegates \$500.00

Conference Program Ad Booking Deadline:

April 15, 2009

Conference Program Ad Copy Due:

April 24, 2009

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, and hearing health issues, and concerns of hard of hearing and late-deafened 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, Late-Deafened 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

For Future Planning!

Dates and sites for future CHHA Conferences

2010 CHHA Conference & AGM

May 2010

Sudbury, Ontario

2009 Sponsorship Opportunities

CANADIAN HARD OF HEARING ASSOCIATION SPONSOR BENEFIT PACKAGE FOR THE ST. JOHN'S, NL CONFERENCE ON "TECHNOLOGY" THE GATEWAY TO HEARING LIFE SPONSORSHIP OPPORTUNITIES



Date:
 May 21- 24, 2009
 Place:
 Sheraton Hotel
 Newfoundland
 115 Cavendish Square
 St. John's, NL

RECOGNITION BENEFITS & SPECIAL FEATURES	BRONZE \$2000 *Breaks *Delegate Bags	SILVER \$5000 *Breakfast *Program Booklet * Showcase	GOLD \$10,000 *Audio Visual *Captioning *Awards Lunch	PLATINUM PRESENTING \$20,000 plus *Banquet Sponsor *Opening Ceremony
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 Listen/ Écoute Magazine	¼ page ad in Listen/Écoute Magazine	½ page ad in Listen/Écoute Magazine	- Full page advertisement in Listen/Écoute - Brand exposure as Presenting Sponsor 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		√	√	√
Free Trade Show booth to target 250 participants			√	√
Opportunity to Showcase product or service in a workshop			√	√
Banquet Tickets			2 Tickets	2 Tickets



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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 Presenting Level (\$20,000+)

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

- ¼ Page Advertisement ½ Page Advertisement Full Page Advertisement (B&W)
 Full Page Inside Front Cover Full Page Inside Back Cover Full Page Back Cover

Delegate's Bag Insert:

- Delegate's Bag Insert (\$500)

PAYMENT INFORMATION:

- Cheque/Money Order Invoice Visa MasterCard

Name on Credit Card: _____

Card Number: _____ **Expiry:** _____

Company Information

Please read **2009 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, it is imperative to return the form by **April 24, 2009**.

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