



**MSHA**

Mississippi Speech-Language-Hearing Association  
EDUCATE. ENGAGE. EMPOWER.

MSHA ANNUAL MEETING 2024

# Destination: Balance

Finding Harmony in the Work-Life Journey



**SEPTEMBER 19-20, 2024**  
**SHERATON FLOWOOD**  
**THE REFUGE HOTEL & CONFERENCE CENTER**



**MYMSHA.ORG**



# A Message from the Conference Chairs

Dear Colleagues,

The Mississippi Speech-Language-Hearing Association is excited to return to The Sheraton Flowood Refuge Hotel and Conference Center for the 2024 MSHA Conference! The annual MSHA Conference is the premier conference for audiologists, speech-language pathologists, and students to gain continuing education units and network with colleagues and friends. This resort-style hotel is located on The Refuge Golf Course in Flowood, MS and offers multiple restaurants, a sprawling outdoor pool, and a lazy river.

MSHA is pleased to extend an invitation to you and your company to participate in our annual conference to be held Thursday, September 19 - Friday, September 20, 2024. We offer a variety of sponsorship levels to highlight your new products and opportunities for speech-language pathologists and audiologists.

Information concerning sponsorship levels, exhibit setup and removal, and other opportunities are included. Our Sponsorship and Exhibit Chairs and our Executive Director are happy to help you with registration or answer any questions you may have.

We look forward to spending time with you at the conference as we are destined for work-life balance with MSHA!

Sincerely,

Amy Lebert and Rachel Powell  
2024 Conference Chairs

## Contact us

Ryan Kelly

[Ryan.kelly@mymsha.org](mailto:Ryan.kelly@mymsha.org)



# Sponsorship Opportunities



## First Class

\$2,000



- Recognized in all digital and physical conference materials and on social media
- Dedicated E-blast prior to the conference
- Conference attendee list (digital)\*
- Company logo included in post-event thank you email
- Full-page ad in the digital conference brochure (8.5" x 11")
- Sponsorship of both speaker and conference event
- Premium exhibit booth (double table) with four chairs and choice of space within the exhibit hall
- Promotional item in attendees' bags

\*LIST FOR CONFERENCE PROMOTION ONLY (NO FUTURE SOLICITATIONS)



## Smooth Sailing

\$1,500



- Dedicated E-blast prior to the conference
- Sponsor of speaker and conference event
- Promotional item in attendees' bags
- Company logo included in post-event thank you email
- 1/2 page ad in the digital conference brochure (8.5" x 5.5")
- Single Display Space – 10'x9' exhibit space includes a table and two chairs
- Recognized on sponsor signage during conference



# Take Flight

\$1,000



- Dedicated E-blast prior to the conference
- Promotional item in attendees' bags
- Sponsorship of conference event
- Company logo included in post-event thank you email and digital brochure
- 1/2 page ad in the digital conference brochure (8.5" x 5.5")
- Single Display Space – 10'x9' exhibit space includes a table and two chairs
- Recognized on sponsor signage during conference



# All Aboard

\$500



- Single Display Space – 10'x9' exhibit space includes a table and two chairs
- Promotional item in attendees' bags
- Recognized on sponsor signage during conference
- Company logo included in post-event thank you email and the digital conference brochure
- 1/4 page ad in the digital conference brochure (4.25" x 5.5")



# Cruisin' Along

\$250



- Logo recognition in the digital conference brochure
- Promotional item in attendees' bags
- Unmanned information table - Materials, provided by the sponsor, will be displayed. Extra products or materials will not be returned.

# Additional Marketing Opportunities

LANYARDS FOR CONFERENCE ATTENDEES: \$250

*Company provides the lanyards*

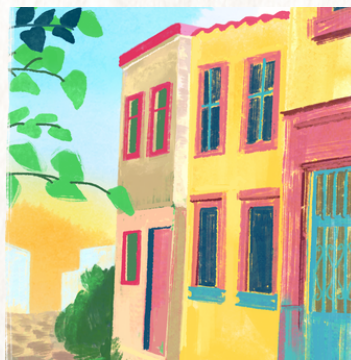
BAGS FOR CONFERENCE ATTENDEES: \$250

*Company provides the bags. Must be able to hold 5 pounds.*

CONFERENCE BAG INSERTS: \$150

*Deliver your message directly to attendees with a promotional insert inside of official attendee conference bags.*

**\*ALL SPONSORSHIP LEVELS CAN BE ALTERED TO FIT THE NEEDS OF THE ORGANIZATION.**



# Sponsorship Information

## GENERAL INFORMATION

The Mississippi Speech-Language-Hearing Association's 2024 Exhibit Hall will be on a first-come, first-served set-up basis for all sponsors with the exception of the platinum sponsors. However, sponsors wishing to be assigned or to avoid assigned space adjacent to that of another sponsor should so indicate on their applications. Sponsors may check in and set up on Wednesday, September 18th between 4:00 p.m. and 7:00 p.m. The Exhibit Hall will open Thursday, September 19th at 7:00 a.m. Sponsors should break down by 4:00 p.m. on Friday, September 20th. Sponsorship levels are listed on the enclosed contract. Payment is due upon return of contract. Please submit your completed contract and payment to us: PO Box 22664  
Jackson, Mississippi 39225

## EXHIBIT BOOTH ASSIGNMENTS

Premium exhibit space is reserved for Platinum sponsors. Booths will be assigned in the order the contracts are received. Sponsors will be provided with an 8 ft. skirted table and two chairs. Electricity and other special services will be provided by the Sheraton Flowood. Please contact them directly at 601-936-4550 for more information. MSHA reserves the right to accept or reject all booth requests. Sponsors may not sublet or assign the whole or any part of the exhibit space allotted to their agency. Sponsors 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. Sponsors are responsible for making arrangements for delivery and return shipments with the Sheraton Flowood at 601-936-4550.

# Sponsorship Information

## EXHIBIT CONTENT

MSHA reserves the right and sole discretion to reject any proposed exhibit for any reason. Potential sponsors 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 sponsors 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 sponsors are advised that contests, lotteries, raffles and games of chance may not be conducted without prior approval of the Conference Chairs. In addition, bags, lanyards, notepads, pens, flyers etc. with a sponsor's logo and company name, may be provided as part of a registration handout. Please contact our office at (601) 602-7043 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 sponsoring organization nor of the products or services exhibited. MSHA is not responsible for any claims made by a sponsor. In addition, a sponsor may not, without prior consent, incorporate in subsequent promotions the fact that a product or service has been exhibited at the MSHA 2024 meeting.

# ACCEPTANCE OF EXHIBITS, CONT.

## **Services and equipment provided**

Sponsors will be provided with an 8 ft. skirted table and two chairs. Electricity and other special services will be provided by the Sheraton Flowood.

## **Security**

MSHA is not liable for, nor carries any insurance on, exhibitor property or fixtures. For this reason, sponsors 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, laptop computers, cell phones, or prototype software/hardware in your booth. Please report any missing items or suspicious person(s) to security, and to MSHA immediately.

## **Destruction of Property**

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

## **Advertisement Materials Submission**

All ads and logos MUST be submitted no later than 5pm CST, Friday, August 16th to [Lauren.Byrd@horizonprofessionalservices.org](mailto:Lauren.Byrd@horizonprofessionalservices.org) - subject line "MSHA 2024 Sponsor [company name]". Logos and ads alike should be in JPG or PNG format and sized appropriately for the sponsorship level paid.






























## **Cancellations/ Refund policy**

A charge of 25% of the sponsor fee 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 Exhibit Hall is canceled due to circumstances beyond the control of the Mississippi Speech-Language-Hearing Association, all payments connected with exhibits will be refunded.





# Sponsorship Opportunities Summary

	<i>First Class</i> \$2,000	<i>Smooth Sailing</i> \$1,500	<i>Take Flight</i> \$1,000	<i>All Aboard</i> \$500	<i>Cruisin' Along</i> \$250
<b>ACCESS TO ATTENDEE CONTACT LIST*</b>					
<b>SPONSORSHIP OF SPEAKER</b>					
<b>SPONSORSHIP OF CONFERENCE EVENT</b>					
<b>PROMOTIONAL ITEM IN ATTENDEE BAGS</b>					
<b>ADVERTISEMENT ON SOCIAL MEDIA</b>					
<b>ADVERTISEMENT IN CONFERENCE PROGRAM</b>					
<b>ADVERTISEMENT IN DIGITAL CONFERENCE SIGNAGE</b>					
<b>EXHIBIT BOOTH</b>					
<b>ATTENDEE BAG INSERTS</b>					

\*LIST FOR CONFERENCE PROMOTION ONLY (NO FUTURE SOLICITATIONS)

## ADDITIONAL IN-KIND MARKETING OPPORTUNITIES:

- ATTENDEE BADGE HOLDERS/LANYARDS
- ATTENDEE BAGS
- DOOR PRIZE DONATION
- SILENT AUCTION ITEM DONATION



*Premium* EXHIBIT BOOTHS: DOUBLE TABLE WITH FOUR CHAIRS AND CHOICE OF SPACE WITHIN THE EXHIBIT HALL. ALL OTHER SPONSOR LEVELS INCLUDING A BOOTH WILL BE A SINGLE TABLE WITH TWO CHAIRS, AND SPACE IS FIRST COME/FIRST SERVE.

# 2024 MSHA SPONSORSHIP 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 2024 Annual Conference at the Sheraton Flowood, September 19 - 20, and we want you to participate in this opportunity. Please complete and return this form before the August 9th deadline to be included in the 2024 MSHA Expo. Should you have any questions please call the MSHA office at (601) 602-7043

The Mississippi Speech-Language-Hearing Association's 2024 Exhibit Hall will be on a first-come, first-served set-up basis for all exhibitors with the exception of platinum 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 18th from 4:00 p.m. - 7:00 p.m. The Expo will open at 7:00 a.m. on Thursday, September 19th. Please check your email for any updates or changes.

Please complete the following information and mail to:  
MSHA, P.O. Box 22664, Jackson, MS 39225.

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

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

Telephone #: (\_\_\_\_\_) \_\_\_\_\_ - \_\_\_\_\_ ext. \_\_\_\_\_

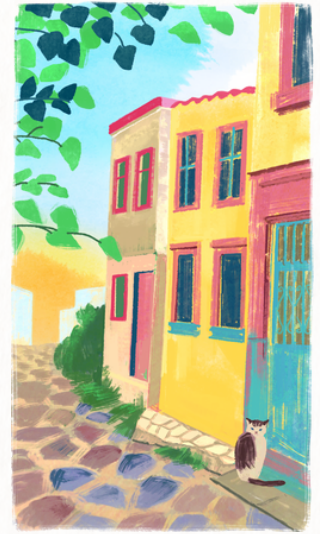
Address: \_\_\_\_\_

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 16th to be listed in digital program book and printed materials.*

