



*Professionals Serving People with Communication Disorders*

**Illinois Speech-Language-Hearing Association  
52<sup>nd</sup> Annual Convention – Exhibit Opportunities  
February 10 – 11, 2012  
Donald R. Stephens Convention Center  
Rosemont, Illinois**

Founded in 1960, the Illinois Speech-Language-Hearing Association (ISHA) is a non-profit organization representing 4,000 licensed professionals with advanced degrees in speech-language pathology and audiology.

Audiologists specialize in the prevention, identification, and evaluation of hearing and balance disorders and provide habilitation/rehabilitation to individuals with hearing impairment. They fit hearing aids, assess for cochlear implants, conduct newborn hearing screenings, and provide aural rehabilitation services among a variety of other responsibilities.

Speech-Language Pathologists serve people with communicative disorders. They treat individuals with disorders in receptive and expressive speech and language as well as swallowing. This includes but is not limited to ADD, Autism/Pervasive Development Disorder, articulation/ phonological disorder, fluency, voice, motor speech disorders, dysphagia, hearing impairments, cognitive disabilities, and reading/writing deficits.

**ISHA members' primary employment settings include:**

- ◆ Schools
- ◆ Hospitals
- ◆ Nonresidential health care
- ◆ Residential Facilities
- ◆ Government Facilities and Research Laboratories

**Each year almost 2,000 audiologists, speech-language pathologists and students gather** at the ISHA Annual Convention to obtain further education and discover new products and services. Our Annual Convention is taking place at the Donald E. Stephens Convention Center in Rosemont, Illinois, February 9 - 11, 2012. The Exhibition Hall will be open to attendees on February 10 - 11, 2012.

**In 2012 we will be using the same section of Hall G.** This section is directly adjacent to the second floor meeting space that ISHA will be using for the majority of its sessions. Additionally, ALL refreshment breaks (in addition to breakfasts, cash & carry lunches) will be held in the Exhibit Hall.

**Back Again in 2012 – the Friday night Cocktail Party will be held in a ballroom (rather than in the Exhibit Hall) at the Donald E. Stephens Convention Center. All registered Exhibitors are invited to attend this event!**

**52<sup>nd</sup> Annual ISHA Convention!  
2012 Exhibitor Prospectus**

**2011 Exhibitors**

Achieve Beyond  
Adjuris Therapy  
Atmos  
Attainment Company, Inc.  
DynaVox Mayer-Johnson  
EBS Healthcare  
Expanding Children's Hearing Opportunities  
Expanding Expression  
Genesis Rehab Services  
Horizons Rehabilitations Services, Ltd.  
Janelle Publications  
La Rabida Children's Hospital  
Lingua Health LLC  
MJ Care, Inc.  
Northern Speech Services  
**Pearson\***  
Precision Foods, Inc.  
Prentke Romich Co.  
Primal Pictures LTD  
Progressus Therapy  
Read It Once Again  
Residential Homehealth  
Saltillo Corporation  
Say It Right  
Speech Corner  
Speech Remedy  
Staffing Options & Solutions  
Stuttering Foundation  
Super Duper Publications  
Talk Tools Therapy™  
The Comprehensive Group  
Usborne Books

**ISHA members purchase and recommend products and services such as** assessment products/services, computer products, communication devices/aids, treatment equipment/material/services, educational materials/services and much more.

**Reserve your booth by completing the enclosed Exhibit Space Application/Contract and returning it with deposit to ISHA - please note we have a new address below:**

ISHA  
35 E. Wacker Drive, Suite 850  
Chicago, IL 60601-2106  
E-mail: [ckellor@bostrom.com](mailto:ckellor@bostrom.com)  
Phone: 312-644-0828  
Fax: 312-644-8557

**\* 2005-2011 Gold Level Sponsor**

## General Information

1. **EXHIBIT DATES AND HOURS** – At the time of this writing, it is anticipated show hours will be as follows:

**Friday, February 10, 2012**      **7:00am to 5:00pm**  
**Saturday, February 11, 2012**   **7:00am to 3:00pm**

No exhibitor, nor any employee, agent, or servant of an exhibitor shall be permitted to remain later than 60 minutes after the official closing hour, except on the last day of the Exhibition.

2. **INSTALLATION OF EXHIBITS** - Installation of exhibits will take place from 8:00am to 4:00pm on Thursday, February 9, 2012.
3. **DISMANTLING OF EXHIBITS** – The Exhibitor will complete arrangements for prompt pick up of all outbound shipments and remove the exhibit no later than 5:00 pm Saturday, February 11, 2012. ISHA will provide Security in the Hall until 5:00 pm. You may continue tear-down until 8:00 pm, however after 5:00 pm there will be no security provided. All freight not called for within the Association's designated move-out time may be shipped by a carrier selected by the Official Service Contractor.

**All exhibits must remain intact and manned until the official closing of the Exhibition at 3:00pm on Saturday, February 11, 2012. The Exhibitor expressly agrees not to begin packing or dismantling until such time.** An Exhibitor who violates the above agreement may be ineligible to participate in the 2013 Annual Convention.

4. **EXHIBIT RATES AND PAYMENT** - Standard exhibit booth size is 10'x10'.
  - Returning for-profit exhibitors whose contract and deposit is received by September 9, 2011: \$8.00 per square foot
  - Returning non-profit exhibitors whose contract and deposit is received by September 9, 2011: \$5.00 per square foot
  - New or returning exhibitors (contract received after September 9, 2011): \$10.00 (\$7.00 non-profit) per square foot
  - Corner surcharge for any booth: \$50.00 per corner

Exhibit Space Application must be accompanied by a 50% deposit with the balance due on or before December 9, 2011. Applications postmarked after December 9, 2011 must be accompanied by full payment.

5. **COST OF SPACE INCLUDES** – Assigned exhibit space, an 8' high background curtain, 36" high side rail curtain divider, a 7"x44" two line identification sign, and one listing of company information in the Attendee Registration Packet (if space is contracted by December 9, 2011). Companies registered on or before September 9, 2011 will also be listed in the Convention Brochure. **Exhibit Floor is concrete and cost of space does NOT include carpet for the booth, 6' skirted tables, or chairs.**
6. **REFUND POLICY** – Only written notification of exhibit space cancellation (whether all or any portion of space) is acceptable. Space cancellations postmarked on or before December 9, 2011 will have all monies refunded less a \$100 processing fee. No refunds will be given for any space canceled after December 9, 2011, unless the entire exhibit hall is sold out and the booth is resold; then a full refund less \$100 processing fee will be issued.

7. **SPACE ASSIGNMENT** – On September 9, 2011, exhibit space will be assigned on a first-come, first-served basis to returning exhibitors who submit their application and deposit. After September 9, 2011, the remaining available exhibit space will be open to all and assigned on a first-come, first-served basis.
8. **EXHIBITOR PERSONNEL** – The Exhibition is limited to individuals, business firms, agencies, manufacturers, and dealers who have contracted and paid for exhibit space. Each exhibitor shall furnish the Association with the names of its representatives. The badges are not transferable and the Association reserves the right to withdraw the use of any badge used to gain admission to the Exhibition by any person other than the one for whom it was issued.

Badges must be worn at all times by any person in the Exhibition Hall, during move-in, exhibit hours, and move-out. All temporary labor must wear badges. Employees of independent contractors must wear security badges at all times.

Exhibitors receive complimentary exhibit/session badges based on square footage of paid space. The allotment for complimentary badges is:

Net Square Feet Contracted	Sessions/Exhibits Badges
100	3
101 – 199	6
200 – 299	9
300 – 499	12
500 – 699	15
700 – 899	18

Additional Exhibitor Badges (over and above the complimentary allotment listed above) may be purchased for access to the Exhibit Hall only. Additional Exhibitors wishing to also attend Convention Sessions must register for the Convention.

## Exhibitor Rules & Regulations

9. **ASSOCIATION** – The word "Association" means the Illinois Speech-Language-Hearing Association, acting through its officers, directors, members, committees, agents, or employees.
10. **PERMISSIBLE EXHIBITS** – Participating firms will be limited to those who display products and services that support professionals serving people with communicative disorders. At the request of the Association, made at any time or times before or during the Exhibition, Exhibitor must promptly furnish the Association with sample products, packages, labels, advertising, and /or literature that would be or is being distributed before Exhibitor will be eligible to participate or continue in the Exhibition.

The Association reserves the sole and absolute right to determine which firms and products are appropriate in its judgment for inclusion in the Exhibition and to refuse, cancel, or restrict any applicant, Exhibitor, or exhibit that the Association considers undesirable for any reason. This provision applies to Exhibitor's conduct, articles, printed matter, samples, questionnaires, celebrities or any other item the Association deems objectionable or unacceptable. If the Association decides that any of these do not meet its standards or is not suitable, the Exhibitor must at once comply with the Association's demands or can withdraw, and if appropriate, receive back the rental fee paid, prorated for the unused time.

- 11. PERMISSIBLE BOOTH ACTIVITY** – All business activities of the Exhibitor at the Exhibition must be within the Exhibitor's allotted exhibit space. The use of propane, butane, or other combustible bottled gas is prohibited. Helium balloons are allowed in the exhibit hall, but please note union labor procedures to be referenced in the exhibitor kit.
- 12. SPACE RELOCATION** – All or any part of the space herein above designated is subject to reassignment and rearrangement by the Association for the purpose of consolidation or for any reason. The judgment of the Association with respect to such reassignment or rearrangement of space shall be final, although the total square footage occupied by the Exhibitor shall not be reduced or increased without consent of the Exhibitor. If space is reduced or increased, the amount of the rent payable shall be appropriately adjusted.
- 13. SUBLETTING OF SPACE** – No Exhibitor shall, without the written consent of the Association, assign, sublet or apportion the space assigned to any other Exhibitor or person, except a parent, subsidiary or affiliated corporation or business. If permission to sublet is granted, the Exhibitor remains fully responsible and liable under its contract for all activities of any person to occupy or use its space.
- 14. LIABILITY** – The Exhibitor agrees that neither the Association, the Donald E. Stephens Convention Center, the city of Rosemont, Illinois nor any of their officers, directors, members, agents, and employees shall be held liable for any damage, loss, harm, or injury to person or property of the Exhibitor or any of its officers, directors, agents, or employees resulting from theft, fire, water, accident, or any other cause.
- The Exhibitor shall indemnify, defend, and hold harmless the Association, the Association's management firm or agents, the Donald E. Stephens Convention Center, the city of Rosemont, Illinois and their officers, directors, members, agents, and employees from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses of whatever kind or nature, which might result from or arise out of any action or failure to act on the part of the Exhibitor or any of its officers, directors, agents, or employees.
- 15. USE OF CERTAIN PROPERTY** – Exhibitor will assume all costs arising from the use of patented, trademarked, franchised or copyrighted music, materials, devices, processes, or dramatic rights used on or incorporated in the Exhibitor's space. Exhibitor shall indemnify, defend, and hold harmless the Association, the Association's management firm or agents, the Donald E. Stephens Convention Center, the city of Rosemont, Illinois, and their officers, directors, members, agents, and employees from and against any and all claims, demands, suits, liability, damages, losses, costs, attorney's fees, and expenses of whatever kind or nature, which might result from or arise out of use of any such material(s) described above.
- 16. GOVERNING LAW AND JURISDICTION** – The Exhibitor's contract shall be construed, interpreted, and governed according to the laws of the State of Illinois and the parties agree that in any action or proceeding arising under or related to this agreement, they shall be subject to the exclusive jurisdiction of the United States District Court for the Northern District of Illinois, Eastern Division or of the courts of the State of Illinois.
- 17. INSURANCE** – All Exhibitor property is to remain under its custody and control in transit to/from or within the confines of the Exhibition Hall. Exhibitors shall carry their own insurance to cover exhibit material against damage and loss, and public liability insurance against injury to the person and property of others. Certificates of Insurance from the Exhibitor shall be furnished if requested by the Association. The Association shall not be obligated to carry any insurance for the benefit of the Exhibitor.
- 18. EXHIBITION CANCELLATION** – If the Exhibition Hall is destroyed by fire or the elements or by any cause or if circumstances, in the opinion of the Association make the holding of the Exhibition impractical, the Association may, in its sole discretion, cancel the Exhibition; but shall return the unused prorated portion of the rental fee. The Association is released from any and all claims for damages that may arise in consequence thereof.
- 19. BOOTH CONSTRUCTION AND ARRANGEMENT** – All exhibits must be confined to the spatial limits of their respective booths on the floor plan. Exhibits shall be designed and installed so they will, in no case, project beyond the space allotted. Floor covering must be confined to the booth space and not project into the aisle. Exhibits shall not obstruct the light, view, or space of others. Exhibitor shall be responsible for damage to property. **No portion of the booth or its related parts, contents, or signage may be suspended from the ceiling of the exhibit hall.**
- Inline Booth Construction* – Back wall of booth is 8 feet high, side wall dividers are 3 feet high. Materials placed more than 5 feet from the back wall may be no higher than 4 feet from the floor if it is part of the construction of the booth. This does not apply to free-standing pieces of equipment in the exhibit.
- Perimeter Booth Construction* – Back wall of booth is 14 feet high, side wall dividers are 3 feet high. Materials placed more than 5 feet from the back wall may be no higher than 4 feet from the floor if it is part of the construction of the booth. This does not apply to free-standing pieces of equipment in the exhibit.
- Island Booth Construction* – Freeform island exhibits may extend to all outer edges of the space but the design of the booth must allow for a 50% see-through factor on each side. Maximum height of islands is 20 feet. Island exhibits must be designed to be accessible from all four sides. Cubic content of island booths must be approved by the Association no later than December 9, 2011.
- 20. CARE OF EXHIBIT SPACE** – The Exhibitor must, at its own expense, maintain and keep in good order the exhibit space contracted. The Exhibitor shall maintain and conduct the exhibit in a neat, clean, orderly, and safe manner and shall not do or allow anything to be done in, on, or about the Exhibitor's space that might adversely reflect on the Association. The Exhibitor shall keep an attendant in its booth during the hours the Exhibition is open and the Exhibitor must surrender the space occupied by it to the Association in the same condition as it was at the commencement of occupation, ordinary wear accepted. No sign or other articles may be affixed, nailed, or otherwise attached to walls, doors, drapery, etc., so as to deface or destroy them. Likewise, no attachments may be made to floors by nails, screws, or other devices that may damage or mar them. If the space occupied by the Exhibitor is damaged by the Exhibitor or Exhibitor's agents, employees, patrons, or guests; the

Exhibitor, on demand, shall pay such sum as shall be necessary to restore that space to the same condition it was when first occupied by the Exhibitor.

- 21. INSPECTIONS: COMPLIANCE WITH LAWS** – All materials, installations, and operations of Exhibitor must comply with the requirements of all inspection and other governmental authorities having jurisdiction and with all applicable laws, ordinances, and regulations.
- 22. INFLAMMABLE MATERIALS** – Inflammable or other dangerous fluids, substances, materials, equipment, or other items; the use of which is in violation of local ordinances, laws, or regulations shall not be used in any booth. Exhibitor must use flame resistant decorative materials.
- 23. INDEPENDENT CONTRACTORS** – Independent contractors must confirm to IAEM and EDPA guidelines. All independent contractors must submit a Certificate of Insurance to the Association no later than December 9, 2011. All exhibit labor must comply with established labor jurisdictions.
- 24. SERVICES** – Each Exhibitor, as part of the contract with the Association, will be provided the following services free of additional charge: erection of necessary flame-proofed draped backgrounds of uniform style, an identification sign, aisle carpeting, one program listing (if contracted and fully paid by December 9, 2011), general hall cleaning, and general hall guard services.  
  
In addition to all other payments provided in this contract, Exhibitor agrees to pay for the following services at rates approved by the Association: handling of incoming or outgoing freight; labor and material to assist in erection, dismantling, and maintenance of exhibit; electrical service including outlets; cleaning services; telephone service; furniture/accessories; and services for water, drains, gas, air, and steam.
- 25. VIOLATIONS** – In the event of a violation, the Association has the right, without written notice, to terminate its contract with the Exhibitor and to evict the Exhibitor at the Exhibitor's own risk and expense. The Association reserves the right to reject, cancel, remove, or restrict Exhibitors who because of noise or any other reason shall interfere with the best interests of the Exhibition as a whole; in which case its liability shall be limited to a prorated refund of the rental fee.
- 26. ORDER TAKING/SALES** – Exhibitors are allowed to accept credit card, check, or purchase order payment for their product and may distribute said product onsite. Exhibitor will be responsible for any state or local taxes that are required. The Association is not responsible, nor will provide additional security or storage space for exhibitors over and above the Exhibition's general requirements.
- 27. PROHIBITIONS** – No Exhibitor's promotional device may obstruct badges in any way. Adhesive-backed (stick-on) decals or similar items are not permitted. Prize awards, drawings, or contents will be permitted only after the Association has given written approval. Exhibitors must inform the Association in writing by December 9, 2011 of their intent to hold any of the above and provide a detailed description of what is taking place and being awarded. Exhibitor must demonstrate they complied with all federal, state, and local laws concerning such promotions.

Circulars or other promotional material may be distributed only from the Exhibitor's assigned space. Distribution of small bags is permissible. The Association reserves the right to discontinue distribution of materials which may be hazardous to the exhibit participants, offensive to the Association, or not contributing to the educational nature of the Exhibition. Canes, yardsticks, noisemakers, etc., or other material considered by the Association to be objectionable will not be permitted.

- 28. CANVASSING AND OTHER ACTIVITIES** – No person, firm, or organization not having contracted with the Association for the occupancy of space in the Exhibition will be permitted to display or demonstrate its products, processes or services, or distribute promotional materials in or on the premises of the Exhibition Hall or the Donald E. Stephens Convention Center. Any infringement of this rule will result in the removal of the offending person, firm, or organization.
- 29. SPECIAL SOUND AND VISUAL EFFECTS** – Audiovisual and other sound and attention-getting devices and effects will be permitted only in those locations and in such intensity as, in the opinion of the Association, do not interfere with the activities of neighboring Exhibitors.
- 30. DISABLED ACCESS** – All exhibits must be accessible to the disabled in compliance with the Americans with Disabilities Act.
- 31. EXHIBIT ATTENDEES** – The Exhibition is open to any person registered for the 2012 Annual Convention. Children under 18 years of age must be accompanied by an adult and wear a badge at all times. The Association reserves the right to refuse admittance to and eject from the Exhibition Hall or from any space therein, any person or persons engaged in objectionable or undesirable behavior, and on the exercise of this authority, the Exhibitor for itself, its officers, directors, employees, and agents hereby waives any right and all claim for damages against the Association, its officers, directors, members, agents, and employees.
- 32. EXHIBITION ADVERTISEMENTS** – When referring to this exhibition in any printed context such as advertising or direct mail promotions, the Exhibitor shall specify the event name as "ISHA 52<sup>nd</sup> Annual Convention".
- 33. EXHIBITOR SERVICE MANUAL** – Exhibitor will receive an Exhibitor Service Manual containing detailed information regarding housing, registration, service contractor and convention center services, etc. by mail in early December.
- 34. GENERAL** – These Rules and Regulations are to be construed as a part of the agreement between the Exhibitor and the Association. The Association reserves the right to interpret all matters and questions not covered by these Rules and Regulations. These Rules and Regulations may be amended at any time by the Association and all amendments shall be equally binding on all parties affected by them as the original Rules and Regulations. In the event of any amendments or additions to these Rules and Regulations, written notice will be given by the Association to those Exhibitors affected by them.