

CASLPA Conference

May 9-12, 2012

St. John's,
Newfoundland and Labrador



Partnership Opportunities

Sponsorship, Exhibiting & Advertising

**Canadian Association of Speech-Language
Pathologists and Audiologists**

***CASLPA... The national voice of professionals who help
Canadians communicate***

With more than 5,500 members, CASLPA is the only national body that supports and represents the professional needs of speech-language pathologists, audiologists and supportive personnel inclusively within one organization. Through this support, CASLPA champions the needs of people with communications disorders.



The Conference Booking Form can be found at the end of this booklet.



***St. John's, NL
May 9-12, 2012***

CASLPA's 37th annual conference will be held May 9-12, 2012. Join us in the beautiful city of St. John's, where land, sea and sky embrace like old friends. We are expecting approximately 500 professionals to join us and explore sessions on a variety of topics in speech-language pathology and audiology. The excellent speakers, picturesque landscape, and relaxed lifestyle combine to make this an amazing event.

Take advantage of the varied partnership opportunities associated with the conference. The direct access and exposure we can provide to our membership, through this event, will greatly assist you in meeting your marketing objectives.

Explore CASLPA Partnership Opportunities

***Sponsorship
Exhibitors
Advertising***

For more specific details and speaker abstracts, visit the conference website at www.caslpa.ca/english/events/conference

Conference Partnership Opportunities

Tradeshow/Exhibitors

Only CASLPA conference sponsors are permitted to participate in the tradeshow. Exhibit space is not sold but 10' x 10' exhibit spaces are made available as part of our sponsor benefit package. The tradeshow will be open Wed. May 9 - Fri. May 11 and will be associated with several high traffic events (opening reception and annual general meeting). Space is limited so reserve now to avoid disappointment.

Advertising

Advertise your product or service in the on-site printed program or in the delegate bags.

On-site printed program of events Deadline: March 1, 2012

Distributed to all conference delegates. Camera ready or electronic pdf files in actual size. Full page (8.25" x 11") or half page horizontal (8.25" x 5")

Inside half page (black and white only) - \$600.00
Inside full page (black and white only) - \$900.00
Outside back cover - \$2,000 (colour), \$1,200 (b&w)
Inside covers front or back - \$1,800 (colour), \$1,000 (b&w)

Conference Delegate Bag Inserts

Your own inserts (product brochures etc.) can be put in the conference bags provided to all delegates. You are responsible for shipping 500 pieces directly to the conference venue in St. John's, NL.

\$800.00

Sponsorship

There are four categories of sponsors:

Premium Sponsors - \$5,000 +

Preferred Event Sponsors - \$3,000 - \$4,999

Speaker/Break Sponsors - \$1,500 - \$2,999

Friend of CASLPA - Any donation less than \$1,500

All sponsors above Friend level will:

- Be acknowledged, with listing and logo, in the conference on-site program
- Be acknowledged on the conference section of the CASLPA website (6,000 hits per month).
- Be acknowledged in CASLPA publications (circulation 5,500).
- Receive a commemorative recognition certificate.
- Be provided with the opportunity to provide promotional material (pens, key chains, brief product brochures) for inclusion in the conference bags that are provided to 500 delegates.
- Have right of use of the CASLPA logo and the phraseology "Official sponsor of CASLPA's annual conference" in your own corporate promotional material.
- Receive one invitation to the CASLPA Awards Banquet.

Friend of CASLPA

A donation in any amount to general sponsorship will be recognized with acknowledgement in the on-site conference program, recognition on the CASLPA website, in CASLPA newsletters and with a commemorative certificate.

Sponsorship Benefits

Premium sponsors (\$5,000) may choose up to (6) sponsor benefits from the list below. When choosing exhibit space, you will be granted TWO booth spaces. The total potential dollar value of sponsorship benefits granted at the premium level equals 80% of the cost of the sponsorship.

Preferred event sponsors (\$3,000) may choose (3) benefits.

Speaker/break sponsors (\$1,500) may choose (1) benefit.

Sponsorship Benefit Options

- 10' x 10' exhibit space (2 booth spaces allocated to premium sponsors, 1 booth space for all other sponsors)
- Full-page ad in *Communiqué* newsletter
- Half-page ad in conference on-site program
- Free 60-day CASLPA web posting (career or banner ad)
- Complimentary conference registration (transferable)
- Two tickets to awards banquet
- Recognition in conference media material

Some additional benefits will be provided in accordance with the specific sponsorship opportunity.

The Conference Booking Form can be found at the end of this booklet.

Premium Sponsorship Opportunities - \$5,000

In addition to regular and chosen benefits, sponsors will receive prominent signage at venue, verbal acknowledgement of sponsorship, opportunity to speak four to five minutes at event, table card recognition and acknowledgement in printed program where appropriate.

Opening Ceremony, Plenary and Reception, Wednesday, May 9

Attended by all conference delegates, the conference kick-off event features a special key-note plenary address and reception.

Reporter and broadcast journalist in St. John's, NL, Cecil Haire will discuss his struggles with stuttering as a child, into adolescence, and adulthood, and how he has overcome the challenge of dysfluency to fulfill his lifelong desire to become a successful journalist. Cecil is also the father of a teenage daughter diagnosed with a learning disability. He will discuss the journey that his family has experienced in supporting their daughter's growth both academically and socially.

Awards Banquet and Ceremony - Friday, May 11

The annual CASLPA awards ceremony and dinner is attended by all conference delegates and additional guests. Honouring the best and brightest of the professions, the banquet is a highlight of the conference.

Conference Delegate Bags

In addition to regular and chosen benefits, sponsor will have their logo prominently displayed on the attractive convention bags distributed to all conference delegates. Instead of payment, sponsors may choose to produce and to donate the bags.

Internet Café

An internet café with terminals will be set up in a foyer area of the conference facility for delegates' use to check e-mail, surf the web or download conference session handouts. In addition to regular and chosen benefits, sponsor will have their logo displayed prominently as the wallpaper and screen saver on all terminals.

Preferred Event Sponsorship - \$3,000

In addition to regular and chosen benefits, where appropriate, sponsors will receive prominent signage at venue, verbal acknowledgement of sponsorship, opportunity to speak four to five minutes at event, table card recognition and acknowledgement in printed program.

Pre-Conference Workshop, Wednesday, May 9

One full day, Speech-Language Pathology session.

- *Creating Successful Life Opportunities for Learners on the Autism Spectrum: From Planning to Practical Strategies*
Brenda Smith Myles - Ph.D.

AGM Luncheon, Thursday, May 10

The CASLPA Annual General Meeting and luncheon is the opportunity for all CASLPA members to provide input into the workings of the association. Attended by approximately 300 conference delegates.

President's Reception, Friday, May 11

Held immediately prior to the awards banquet and ceremony, CASLPA President Gillian Barnes invites all conference delegates for cocktails and entertainment. This is a great opportunity to meet new colleagues and connect with long time friends.

Poster Presentations, May 10-12

Posters are displayed and available for viewing by delegates during the three days of the conference.

This sponsor's corporate logo and acknowledgement of sponsorship will appear on all bulletin boards for duration of presentation.

Webcasts

Four archived video presentations from this conference will be offered to CASLPA members. Sponsors can choose from the following sessions.

The audiology webcast will be presented by:

- Pawel Jastreboff, Ph.D., Sc.D., M.B.A.
Tinnitus Retraining Therapy for Treatment of Tinnitus and Decreased Sound Tolerance

There will be three speech-language pathology webcasts:

- Barbara Fernandes, M.S; CCC-SLP
The Speech Therapy Revolution: Technology, Apps & Social Media
- Ellen Hickey, PhD, CCC-SLP
Functional Intervention Approaches that Work for Aphasia, Dementia, and TBI
- Nickola W. Nelson, Ph.D., CCC-SLP
Providing Curriculum-Related Services for Children with Language and Literacy Disorders

In addition to regular and chosen benefits, webcast sponsors will have prominent logo display and acknowledgement on the video presentation.

Speaker or Refreshment Break Sponsor- \$1,500

Sponsor a Speaker

There are numerous educational sessions held over the course of the conference with average attendance of 125 delegates. Interested sponsors will be given choice of session on a first come, first served basis.

Audiology session:

Pawel Jastreboff, Ph.D., Sc.D., M.B.A.
Tinnitus Retraining Therapy for Treatment of Tinnitus and Decreased Sound Tolerance

Speech-language pathology sessions include:

Penelope Bacsfalvi, RSLP, Ph.D.
Ultrasound and Speech Habilitation

Renee Broomfield, Sheila Farrell, Debbie Maloney, Elise Murphy Dowden, and Jennifer Shears
Interdisciplinary Care of the Stroke Survivor

Barbara Fernandes, M.S; CCC-SLP
The Speech Therapy Revolution: Technology, Apps & Social Media

Barry Guitar, Ph.D.
Treatment of Stuttering Across the Lifespan

Ellen Hickey, PhD, CCC-SLP
Functional Intervention Approaches that Work for Aphasia, Dementia, and TBI

Pamela Marshalla, MA, CCC-SLP
1. Motor Speech
2. Articulation of "s" and "r"

Lu-Anne McFarlane
Motivational Interviewing in Healthcare Settings: Practical Strategies for Clinicians

Nickola W. Nelson, Ph.D., CCC-SLP
Providing Curriculum-Related Services for Children with Language and Literacy Disorders

Clark Rosen, MD
State of the Art(s): Vocal Medicine and Phonosurgery

Brenda Smith Myles, Ph.D.
Teaching Essential Social Skills for Students with ASD

Catriona Steele, Ph.D., S-LP(C), CCC-SLP, BRS-S, Reg. CASLPO
Non-instrumented Methods of Swallowing Assessment: A Review of Current Evidence and Best Practice

Combined professional interest sessions include:

Travor Brown, Ph.D.
Generation Gaps and Intergenerational Workforce

Teresa Paslawski, PhD, CCC-SLP, R. SLP
Neuropharmacology for Rehabilitation Professionals

Gerard Van Herk, Ph.D.
Newfoundland English: Deep roots, New Growth

In addition to regular and chosen benefit, sponsors receive venue signage, verbal acknowledgement of sponsorship at session and acknowledgement in printed program.

Refreshment Break Sponsors

Choice of: Thursday a.m. or p.m.
Friday a.m. or p.m.
Saturday a.m. or p.m.

In addition to regular and chosen benefit, sponsors are recognized via signage at table.

CASLPA Conference Booking Form

Organization _____

Name of contact _____

Address _____

Phone _____ Fax _____ e-mail _____

Please indicate your choice of sponsorship:

- Pre-Conference Workshop, Wednesday, May 9 - Preferred - \$3,000.
- Opening Ceremony, Key Note Plenary Address & Reception, Wednesday, May 9 - Premium - \$5,000
- Awards Banquet - Friday, May 11 - Premium - \$5,000
- Conference Delegate Bags - Premium - \$5,000
- Internet Café - Premium - \$5,000
- AGM Luncheon, Thursday, May 10 - Preferred - \$3,000
- President's Reception, Friday, May 11 - Preferred - \$3,000
- Poster Presentations, May 10-12 - Preferred - \$3,000
- Webcasts - Preferred - \$3,000

Audiology session

Pawel Jastreboff

Speech-Language Pathology sessions

Barbara Fernandes

Ellen Hickey

Nickola W. Nelson

- Sponsor a Speaker - \$1,500
Specify desired session _____

- Refreshment Break - \$1,500 each (Indicate choice)
 - Thursday a.m. Thursday p.m.
 - Friday a.m. Friday p.m.
 - Saturday a.m. Saturday p.m.

Please indicate desired sponsorship benefits according to level (six for premium sponsors, three for preferred event sponsors and one for speaker or refreshment break sponsors).

- 10' x 10' exhibit space (2 booths reserved for premium sponsors, 1 booth for all other sponsors)
- Full-page ad in *Communiqué* newsletter
- Half-page ad in conference on-site program
- Free 60-day CASLPA web posting (career or banner ad)
- Complimentary conference registration (transferable)
- Two tickets to awards banquet
- Recognition in conference media material

Book your Advertising Space

- On-site printed program of events
Sizes/Rates:
 - Inside half Page - \$600 (black and white only)
 - Inside full Page - \$900 (black and white only)
 - Outside back cover colour - \$2,000
 - Outside back cover b&w - \$1,200
 - Inside covers, front or back colour - \$1,800
 - Inside covers, front or back b&w - \$1,000
- Conference delegate bag inserts \$800

Notes: Cover placement priority is given to colour bookings. Special Offer: If you also run your print ad in any issue of the Journal or Communiqué, prior to the conference, you will be entitled to a \$100 discount off the regular booking price.

**Return your completed form to CASLPA: Fax: (613) 567-2859.
Mail: #1000-1 Nicholas St., Ottawa, ON, K1N 7B7
Questions: Michelle Jackson,
Manager of Continuing Education,
1-800-259-8519 ext. 244 e-mail: michelle@caslpa.ca**



Where Land, Sea and Sky
Embrace like Old Friends