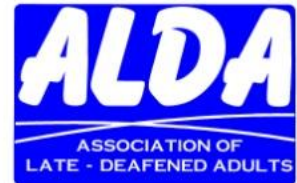




**Desert Vibes**

**The 27th International  
ALDAcon 2015  
Scottsdale, AZ**



The Association of Late-Deafened Adults, Inc. (ALDA) invites you to become a sponsor or exhibitor at our 27<sup>th</sup> annual International Convention to be held in Scottsdale, Arizona, September 16-20, 2015.

**What is ALDAcon?**

The Association of Late-Deafened Adults annual international convention (ALDAcon) is held annually by and for a diverse group of people who have various degrees of hearing loss. ALDA pioneered full communication access, and all events will be fully accessible through CART (captioned access in real time), sign language interpreters, and assistive listening devices.

**Who Will Attend?**

ALDAcon attracts people with hearing loss, family members, hearing health professionals, program administrators, rehabilitation specialists, counselors and teachers. Many are leaders in their communities and take information from ALDAcon home to share. Attendees come to learn about hearing loss, gain leadership skills, and discover new technologies.

**The Rewards of Sponsorship/Exhibiting**

- ALDAcon is a great opportunity for Professionals and Businesses to reach the untapped marketing needs of Late-Deafened Adults.
- When you Sponsor/Exhibit at ALDAcon you promote your products and services while supporting a great cause.
- Your presence at ALDAcon will increase your Brand awareness and bring new customers.
- Sponsorship and Exhibition fees may be tax deductible. (ALDA is a non-profit organization.)

**2015 Advertisement Opportunities**

ALDAcon 2015 and its sponsors will be promoted on ALDA's Website, in its quarterly newsletter, through its chapters and groups, and on various Internet listservs and news groups. Information will also be shared with other organizations serving late-deafened adults.

Please contact any of the ALDA leaders listed below with your questions. We look forward to seeing you in Scottsdale!

Kathy Schlueter  
ALDAcon 2015 Sponsor and Exhibit Chair  
[Katherine.Schlueter@gmail.com](mailto:Katherine.Schlueter@gmail.com)

Steve Larew  
ALDA President

Assisting Co-Chairs:  
Linda Drattell, [lindra@comcast.net](mailto:lindra@comcast.net)

Jane Schlau [janeila@mac.com](mailto:janeila@mac.com)



## Sponsor Information

**All sponsors** will be recognized at the Sponsors reception Thursday, September 17 in the afternoon with the Grand Opening of the exhibit hall to follow and also at the Appreciation Luncheon on Friday, September 18. Free exhibit space for sponsors includes: one 6 ft. table and two chairs. **Electricity, telephone, and Internet fees are not included.**

Sponsors of ALDAcon 2014 are given first right of refusal to renew their sponsorship opportunities.

### Platinum - \$7,000 or more - Top Billing

- Two free registrations
- Two free exhibit spaces
- One year free business membership
- One free article quarterly for a year (total of 4 different articles) on the ALDA Website Resource Page
- One free year of advertising on ALDA Website and in **ALDANews**
- Full page program book ad
- Acknowledgment on the ALDA, Inc. Website
- Video Spots 60 seconds (captioned)

### Gold - \$5,000 - \$6,999

- Two free registrations
- One free exhibit space
- One year free business membership
- One free article three times in 12 months (total 3 different articles) on the ALDA Website Resource Page
- Six free months of advertising on ALDA Website and in **ALDANews**
- Full page program book ad
- Acknowledgment on the ALDA. Website
- Video Spots 45 seconds (captioned)

### Silver- \$3,000 - \$4,999

- Two free registrations
- One free exhibit space
- Three free months of ALDA Website advertising
- Half page program book ad
- Acknowledgment on the ALDA Website
- Video Spots 30 seconds (captioned)

### Bronze - \$1,000 - \$2,999

- One free registration
- One free exhibit space
- One month of free web advertising
- Quarter page program book ad
- Acknowledgment on the ALDA, Inc Website
- Active Sponsor status for discounts on ALDA Website and **ALDANews** advertising

### Events and Activities to Sponsor

#### Sponsorship of a designated event

- Open Plenary
- Welcoming Reception
- Newcomer Program
- A Luncheon
- Sponsors Reception
- Banquet
- Entertainment
- Karaoke
- Brunch
- Breaks

#### Communication Access

- CART Services
- Interpreter Services
- AV Needs
- Assistive Listening Services
- Loop System

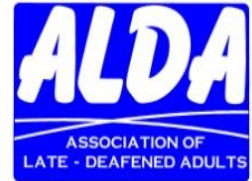
#### General

- Tote Bags
- Program Book



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**Invitation to Sponsor and Exhibit**

**Contact:** Kathy Schlueter, Sponsor/Exhibit Chair

Katherine.Schlueter@gmail.com

**Location:** Hilton Scottsdale Resort & Villas  
6333 North Scottsdale Road  
Scottsdale, Arizona 85250-5428 USA  
Tel: +1-480-948-7750  
Fax: +1-480-948-2232  
Group name: ALD/LDA

**Contract:**

The signed application form constitutes the contract between the exhibitor, ALDA, Inc., and ALDAcon 2015.

**(Note – ALDAcon registration forms must be filled out by all sponsors and exhibitors)**

**Exhibit Space:**

Each space includes one 6-ft skirted table, wastebasket, and two chairs.

**Exhibit Cost:**

Nonprofit org/government organization - \$200

For-profit business - \$500

**Items for Self-Service Table:**

ALDA will accept flyers, brochures, and promotional items for placement on a table (self-service). Delivery to the hotel must meet the deadline of September 15, 2015. The cost for one item (up to 250 pieces) for an exhibit table is \$100

**Exhibit Setup: May Begin**

Thursday, September 17<sup>th</sup> 8:00 AM - 11:30 PM      1:00 PM -3:00 PM

**Exhibit Hours:**

Thursday Sponsors Appreciation 3:45 PM – 4:30 PM Grand Opening of the Exhibit Hall – 4:30 PM – 5:30 PM

Friday 9:00AM – Noon 1:30PM – 4:30PM

Saturday 9:00AM – 11:30AM. Breakdown finished by 3:00PM Saturday

**Electrical and Internet Services:**

Services are at exhibitor expense and must be contracted with the hotel through Kathy Schlueter, Sponsor/Exhibit Chair. Appropriate forms will be sent when your information is received. For options and rates, contact Kathy at Katherine.Schlueter@gmail.com.

**Security:**

Exhibits must be staffed at all times when the exhibit room is open. The exhibit room will be secured at lunchtime, and between the end of the day and opening the following morning. ALDA is not responsible for any materials, equipment, or personal property left in the exhibit room overnight.

**Insurance/Liability:**

Neither ALDA, Inc., nor the Hilton Scottsdale Hotel insures exhibitor property.



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**Sponsor and Exhibit Application Form**

Sponsor Trophy Level: \_\_\_ Platinum \_\_\_ Gold \_\_\_ Silver \_\_\_ Bronze \_\_\_ Donation

Amount of Sponsorship: \$\_\_\_\_\_

Name of Agency, Business, Organization:

Name of Company Rep at ALDAcon:

Business/Agency Address:

Person(s) responsible for exhibit:

Telephone:

Cell:

VP:

Fax:

Email:

(For exhibitors only) We wish to participate in the exhibits at ALDAcon 2015 and hereby book table(s) by **August 1**. (Fee includes badge and one Friday Appreciation Luncheon ticket only.)

**(Please check the appropriate fee; include fees for additional table(s) if more than one)**

Business: \$500 \_\_\_ Extra Table \$250 \_\_\_

Nonprofit/Govt. \$200 \_\_\_ Extra Table \$100 \_\_\_

**We will use/need:**

Electricity \_\_\_ Phone Connection \_\_\_ Audiovisual \_\_\_

Internet Service \_\_\_ Hard Line Internet Connection \_\_\_ Phone Line \_\_\_

A full floor-size display \_\_\_ (There is a \$50 additional fee if display doesn't fit within your space)

Information Table only (150-200 copies) \$100 \_\_\_

Advertising (Program Book): Prices are for black and white only, camera ready by **August 1**.

Full Page (7.5" x 9.5") \$100 \_\_\_ Half Page (7.5" x 4.5") \$75 \_\_\_

Quarter Page (3.5" x 4.5") \$50 \_\_\_ Eighth page (3.5" x 2.25") \$25 \_\_\_

*Ads for Program Book must be formatted to appropriate size dimensions or will be adjusted to match.*

Send advertisements electronically to Kathy Schlueter, [Katherine.Schlueter@gmail.com](mailto:Katherine.Schlueter@gmail.com), using the accepted formats: PDF, TIFF, or JPEG.

**Deadline September 1** Not guaranteed to be in program book or exhibit space after this date.

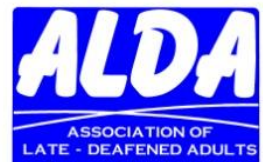
**Use the convenient PayPal Online Form Or by Credit Card: Master Card or Visa**

**Or mail payment to: ALDAcon 2015, 11038 N. Pleasant Hill Rd., Dakota, IL 61018-9755**

Enclosed is a check # \_\_\_\_\_ for \_\_\_\_\_ USD as total payment for sponsors, exhibit table(s) and/or other available options.

We have read the regulations and agree to observe and be bound by them.

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





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## Sponsor/Exhibitor Information

(return with application form)

Please provide the following information so we can best promote your business, organization, or agency.

1. Contact information as you want it to appear in ALDA's promotional materials:
2. A descriptive paragraph (maximum of 50 words) about your business, organization, or agency and your logo in jpeg format.
3. What you will display, sell, and/or demonstrate at your exhibit booth:
4. Will you be offering discounts or promotions during ALDAcon 2015? If yes, please specify:
5. Will you be having any drawings or raffles during ALDAcon 2015? If yes, please provide details:

Information you provide will be used on the ALDAcon 2015 Website and in promotional materials. ALDA reserves the right to edit information due to space constraints.

Please email the information above to: [Katherine.Schlueter@gmail.com](mailto:Katherine.Schlueter@gmail.com)

OR

Complete this form and mail to:

ALDAcon 2015  
11038 N. Pleasant Hill Rd.  
Dakota, IL 61018-9755

