



The World's  
Premier Event  
for People With  
Hearing Loss  
**June 24-26**



EXHIBIT AND SPONSORSHIP OPPORTUNITIES

# Join HLAA for the largest communication-accessible event for information, resources, and support for people with hearing loss

**HLAA VIRTUAL CONVENTION 2021 JUNE 24-26**, HLAA's Annual Convention is the premier event for information, training, and support for people with hearing loss. It is a unique opportunity to connect with HLAA members, HLAA Chapters, advocates, professionals, people with hearing loss, their families and our partner organizations.

This Convention will offer robust educational workshops that will dive into important topics and you will hear world-renowned scientists discuss *Hearing Care for All: Innovations in Extending the Reach of Hearing Care* at the 2021 Research Symposium. All sessions will be captioned.

**HLAA** is the nation's leading nonprofit organization representing people with hearing loss. With more than 48 million Americans living with hearing loss, we work nationally and in local communities to provide vital assistance and resources to help people with hearing loss and their families live better lives.

## NEW THIS YEAR!

- An interactive Exhibit Hall where companies can chat with attendees, inform consumers about your products and provide demos in virtual meeting rooms.
- A dynamic event platform for sponsor visibility and banner advertising.
- More opportunities to engage with participants and for participants to interact with each other.

**WHY SPONSOR?** Sponsoring the HLAA Convention markets your organization's products and services to professionals, HLAA Chapters and State Organizations, our members and volunteers, individuals with hearing loss, family members, caregivers, and opinion leaders who are seeking new ideas, services, support and solutions. Sponsorships provide benefits and opportunities for you to connect and engage with our extensive community.

**WHO ATTENDS?** 500-700 consumers with hearing loss, family members, hearing health care professionals and HLAA Chapter and State Organization members. In 2020, the HLAA Convention adapted to a virtual format due to COVID-19. The response was tremendous with more than 400 people participating in each session.

## Preliminary Schedule-at-a-Glance

### Thursday, June 24

3 p.m.-3:15 p.m.	Welcome
3:30 p.m.-4:30 p.m.	Hearing Aids: What Does it All Mean to Help Me Hear Better?
4:45 p.m.-6 p.m.	Social Event

### Friday, June 25

3 p.m.-4 p.m.	Hearing Access in the Workplace - What Should I Think About?
4:15 p.m.-5:30 p.m.	<b>Exhibit Hall Open</b>
5:45 p.m.-6:45 p.m.	Medical Settings - Hearing Access is Key to Good Health

### Saturday, June 26

12 p.m.-1:30 p.m.	Research Symposium and Q&A
1:45 p.m.-3 p.m.	<b>Exhibit Hall Open</b>
3:15 p.m.-4:15 p.m.	Cell Phones - Hearing Aid Compatibility and all the Offerings
4:30 p.m.-5:30 p.m.	What Does Bluetooth Connectivity Mean for You

# Exhibitor Opportunities

The state-of-the-art virtual Exhibit Hall displays up to four exhibitor tiles per row as attendees scroll to browse exhibitor and sponsor information. Each tile displays the company name, logo and a cover photo to entice attendees to click and learn more about the organization. Once the attendee enters the virtual booth, they have access to a long-form description, as well as up to 5GB of promotional images, documents or links as provided by the company. **The deadline to exhibit at HLAA Virtual Convention 2021 is June 1.**

## INCLUSION WITH ALL TILES

- 1, 2 or 4 exhibitor tiles within virtual Exhibit Hall.
- Link to exhibitor website and social media accounts.
- Exhibitor page includes company profile, video feeds, document uploads and live chat feature.
- Share a video demo or host a live chat and video discussion in your booth.
- Access to participant directory.
- List of followers and members who engaged with your exhibitor booth.

## Tile Rates

COMBINED (4) TILES  
**\$2,000**

COMBINED (2) TILES  
**\$1,000**

(1) TILE  
**\$500**

# Exhibitor Schedule

## EXHIBITOR VIRTUAL BOOTH SET-UP

June 16-23, 2021

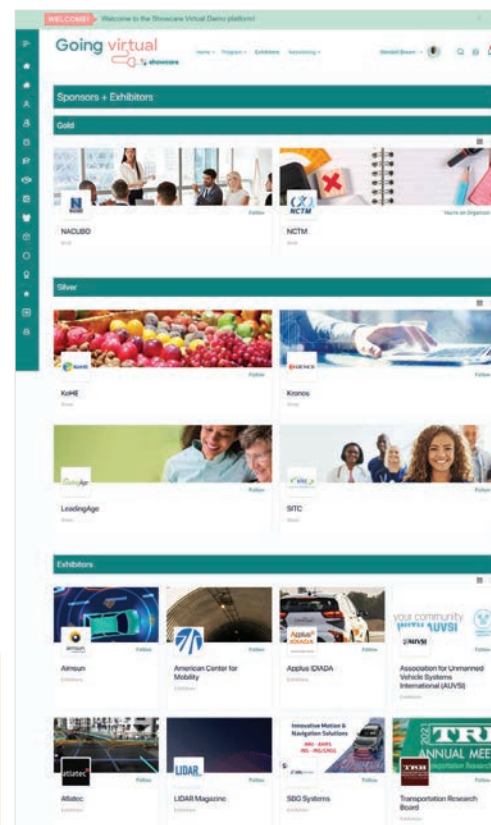
## INTERACTIVE EXHIBIT HALL HOURS

Friday, June 25 . . . . . 4:15 p.m.-5:30 p.m.

Saturday, June 26 . . . . . 1:45 p.m.-3 p.m.

## 24/7 ACCESS FOR ATTENDEES TO VISIT YOUR BOOTH

June 24-26, 2021



Exhibitor and Sponsor Page

## CONTACT INFORMATION

**Exhibits and Advertising:**  
 Jeryl Parade, account executive  
[jeryl.parade@theYGSgroup.com](mailto:jeryl.parade@theYGSgroup.com)

**Sponsorships and all other Inquiries:**  
 Amanda Watson, meeting planner  
[awatson@hearingloss.org](mailto:awatson@hearingloss.org)

# Sponsorship Packages

The deadline to become a sponsor of HAAA Virtual Convention 2021 is June 1.

## PRESENTING SPONSOR(S) \$30,000

Become a top sponsor at HAAA Convention 2021. Your organization will be displayed most prominently in all marketing before and during the event.

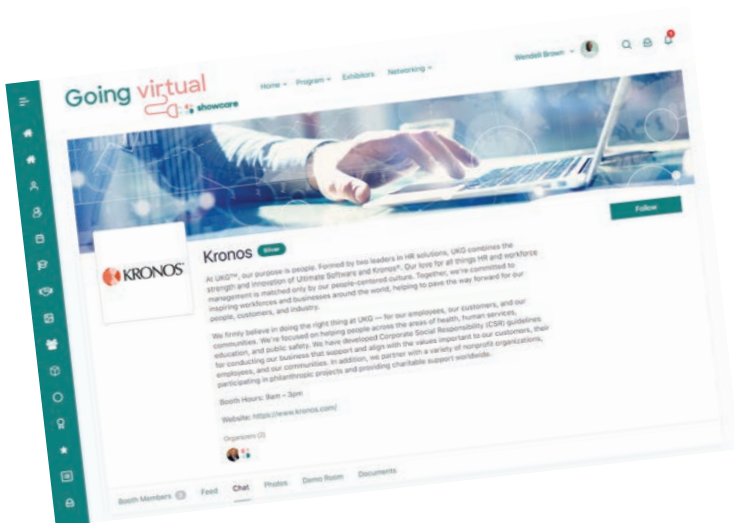
- "HAAA Virtual Convention 2021, presented by YOUR COMPANY NAME" in all promotional materials.
- 2-minute welcome remarks by a member of your organization during the Welcome Session.
- Company ad with a link to your website (located at the top left-hand corner of the event home page).
- 1 sponsored e-blast sent out prior to the Convention.
- 1 ad in 2 *Hearing Life e-News* to 19,000 subscribers.
- 2 event notices to all attendees during the event.
- 4 combined exhibitor tiles.
- 10 complimentary registrations.

## PLATINUM SPONSOR \$15,000

### *Research Symposium (1 available)*

HAAA Research Symposia have been held annually at HAAA Conventions since 1994. The sessions cover cutting-edge scientific findings relevant to adult hearing loss. This year's symposium is *Hearing Care for All: Innovations in Extending the Reach of Hearing Care*. The 2021 Research Symposium is supported by the National Institute on Deafness and Other Communication Disorders (NIDCD), National Institutes of Health (NIH). The symposium will be recorded and distributed via connected TV (Apple TV, Roku, and Amazon Fire TV), YouTube, and the HAAA website.

- Listed as a Platinum Sponsor on all promotional materials.
- Recognized as the Research Symposium Sponsor on all promotional materials.
- 1-minute welcome remarks by a member of your organization during the Research Symposium.
- Company logo with a link to your website (located in the middle left-hand side of the event home page). These logos will rotate with other Platinum Sponsors.
- 1 ad in *Hearing Life e-News* to 19,000 subscribers.
- 1 event notice to all attendees during the event.
- 2 combined exhibitor tiles.
- 5 complimentary registrations.



## PLATINUM SPONSOR \$15,000

### Social Event (1 available)

Become the host of the only networking and social event at this year's virtual convention. Help attendees with hearing loss connect and interact face-to-face, something that is very missed from our in-person conventions. This event will be communication-accessible.

- Listed as a Platinum Sponsor on all promotional materials.
- Recognized as the Social Event Sponsor on all promotional materials.
- 1-minute welcome remarks by a member of your organization at the beginning of the networking event.
- Company logo with a link to your website (located in the middle left-hand side of the event home page). These logos will rotate with other Platinum Sponsors.
- 1 ad in *Hearing Life e-News* to 19,000 subscribers.
- 1 event notice to all attendees during the event.
- 2 combined exhibitor tiles.
- 5 complimentary registrations.

## GOLD SPONSORS \$10,000

### (multiple available)

- Listed as a Gold Sponsor on all promotional materials.
- Company's logo with a link to your website (located in the middle left-hand side of the event home page). These logos will rotate with other sponsors.
- 1 ad in *Hearing Life e-News* to 19,000 subscribers.
- 1 event notice to all attendees during the event.
- 1 exhibitor tile.
- 3 complimentary registrations.

## SILVER SPONSORS \$5,000

### (multiple available)

- Listed as a Silver Sponsor on all promotional materials.
- Company's logo with a link to your website (located in the middle left-hand side of the event home page). These logos will rotate with other sponsors.
- 1 exhibitor tile.
- 2 complimentary registrations.

## A LA CARTE ITEMS

- Banner ad on main event page - \$1,000
- Social Media timeline posts from HLAA's Facebook, Twitter and Instagram accounts. HLAA has 30,000+ combined followers - \$750
  - 1 Facebook post
  - 2 Tweets
  - 1 Instagram post
- Convention-wide push notification - \$500



Event  
Main Page



# Exhibit Hall Application & Contract

JUNE 24-26, 2021



## Space Reservation

- Combined 4 Tiles** - \$2,000
- Combined 2 Tiles** - \$1,000
- 1 Tile** - \$500

## A la Carte Items

- Banner ad on main event page - \$1,000
- Social Media timeline posts from HLAA's Facebook, Twitter and Instagram accounts. HLAA has 30,000+ combined followers - \$750
- 1 Facebook post
  - 2 Tweets
  - 1 Instagram post
- Convention-wide push notification - \$500

## Payment Information *(check one option below)*

- Check enclosed made payable to The YGS Group , 3650 West Market Street, York, PA 17404
- Charge to: \*
- American Express  Mastercard  VISA  Discover

CARD NUMBER

EXP. DATE

SECURITY CODE

CARDHOLDER NAME

BILLING ADDRESS (IF DIFFERENT THAN COMPANY ADDRESS)

AUTHORIZED SIGNATURE

DATE

\*A 3% surcharge will be applied on all credit card transactions, which is not greater than our cost of acceptance. No surcharge is applied to payments made via ACH.

**SUBMISSION INFORMATION:** Email contract to [jeryl.parade@theYGSgroup.com](mailto:jeryl.parade@theYGSgroup.com).

For questions, contact Jeryl Parade at 860.830.1792.

## Contact Information

EXHIBITOR REPRESENTATIVE/TITLE

NAME AND EMAIL ADDRESS OF PERSON TO RECEIVE EXHIBITOR SERVICE KIT

COMPANY NAME

TITLE

ADDRESS

CITY, STATE, ZIP

PHONE

FAX

EMAIL

I am the official representative of the exhibitor company and have the authority to act on behalf of the company in all matters relating to HLAA Virtual Convention 2021. I understand that all information regarding HLAA Virtual Convention 2021 will be sent only to me, and that it is my responsibility to provide the information to other persons within the company, as necessary. I understand that this application and the Exhibit Space Terms and Conditions included with this application together will constitute the agreement between the exhibitor and HLAA upon acceptance of the application by HLAA.

SIGNATURE

DATE

Applications received without full payment or all pages of this exhibit space application and contract signed and dated will not be processed.

I have read the terms and conditions and agree to abide by them.

SIGNATURE OF EXHIBITOR REPRESENTATIVE

DATE

# Exhibit Terms and Conditions

## Cancellation Policy

Exhibitors shall give written notice of cancellation by email no later than May 23, 2021 at [convention@hearingloss.org](mailto:convention@hearingloss.org). The date the written notice is received by HLAA is considered the official cancellation date. The 50% refund will be given when the exhibitor gives the cancellation notice on or before May 23, 2021.

## Cancellation or Interruption

Neither party shall be liable for failure to perform its obligations under this agreement if HLAA Virtual Convention 2021 is canceled or interrupted due to events beyond its reasonable control including, but not limited to, strikes, acts or threats of terrorism, riots, wars, fire, acts of God, and acts in compliance with any applicable law, regulation, or order (whether valid or invalid) of any governmental body.

## Entire Agreement

The provisions of the exhibit space rental application and these terms and conditions represent the entire agreement between the exhibitor and HLAA, and there are no other agreements, understandings, representations, or warranties. Any modification of the agreement must be agreed to in writing by the exhibitor and HLAA. This agreement cannot be assigned or otherwise transferred by an exhibitor, unless permission is granted in writing by HLAA. The rights of HLAA under this agreement shall not be deemed waived except as specifically stated in writing signed by an authorized officer of HLAA. This agreement and the rights of the parties hereunder shall be governed by and construed in accordance with the laws of Maryland. Any action brought by the exhibitor to enforce the terms of the contract may be brought on in a court having a situs within the state of Maryland and the exhibitor hereby expressly consents to the in person and jurisdiction of any such court. HLAA may, however, elect to enforce its rights in any proper jurisdiction. HLAA shall be entitled to recover the costs, including reasonable attorney fees and/or collection fees, in any action brought to enforce this contract or its rights hereunder.

