



**EXHIBITOR  
AND SPONSOR  
PROSPECTUS**



**2020**  
AG BELL GLOBAL  
**LISTENING AND  
SPOKEN LANGUAGE**  
SYMPOSIUM

JULY 9 - 11, 2020 | BALTIMORE MARRIOTT WATERFRONT | BALTIMORE, MARYLAND

# THE PREMIER PROFESSIONAL DEVELOPMENT OPPORTUNITY

FOR TEACHERS, THERAPISTS AND EARLY INTERVENTIONISTS WHO SUPPORT LISTENING AND SPOKEN LANGUAGE FOR CHILDREN WITH HEARING LOSS.



Join us July 9-11, 2020 in Baltimore, Maryland for AG Bell's *Global Listening and Spoken Language (LSL) Symposium*, and demonstrate, discuss, reveal, or simply show off your newest products, services and programs!

The *AG Bell Global LSL Symposium* takes place each year and is a valuable opportunity to get in front of a highly-engaged international audience of listening and spoken language specialists, educators, speech-language pathologists, and others who will most from learning about the latest developments in hearing health and technology.

## ***The attendees at the Global Listening and Spoken Language Symposium participate in:***

- ▶ Welcome Reception in the exhibit hall to network and learn about new products and services
- ▶ Pre-Symposium Mini-Workshops, Presentations, and Posters on the latest advances in intervention for infants and children who are deaf or hard of hearing
- ▶ Keynote Presentations on Friday and Saturday, presented by leaders in hearing and hearing technology research
- ▶ A brand-new Technology Forum in which industry partners will present current information on optimization of hearing technology such as hearing aids and cochlear implants, along with related resources.
- ▶ Continuing Education credits toward professional certifications
- ▶ Knowledge on how clinical and educational skills can effect change
- ▶ Opportunities to interact with providers of hearing technology and hearing assistive devices for classroom and therapeutic settings

If reaching out to educators of the deaf, professionals in hearing and speech, and families affected by hearing loss is important to your marketing bottom line, then you need to take advantage of the sponsorship opportunities available now for AG Bell's upcoming *2020 Global Listening and Spoken Language Symposium* in Baltimore, Maryland, July 9-11, 2020.

## **ACT NOW TO SECURE YOUR PLACE!**

**Garrett W. Yates, Manager of Association Relations  
AG Bell Exhibit, Sponsorship and Advertising Sales**

AG Bell

3417 Volta Place, NW

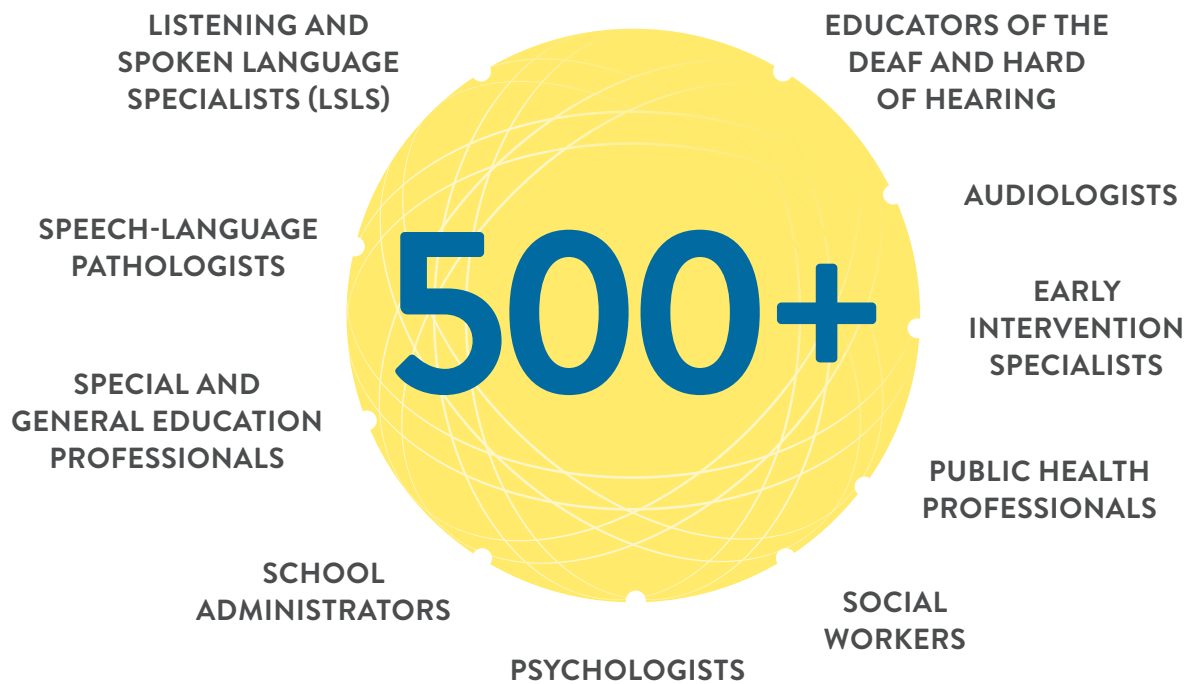
Washington, DC 20007

Tel: (301) 919-8851 – Cellphone/Text

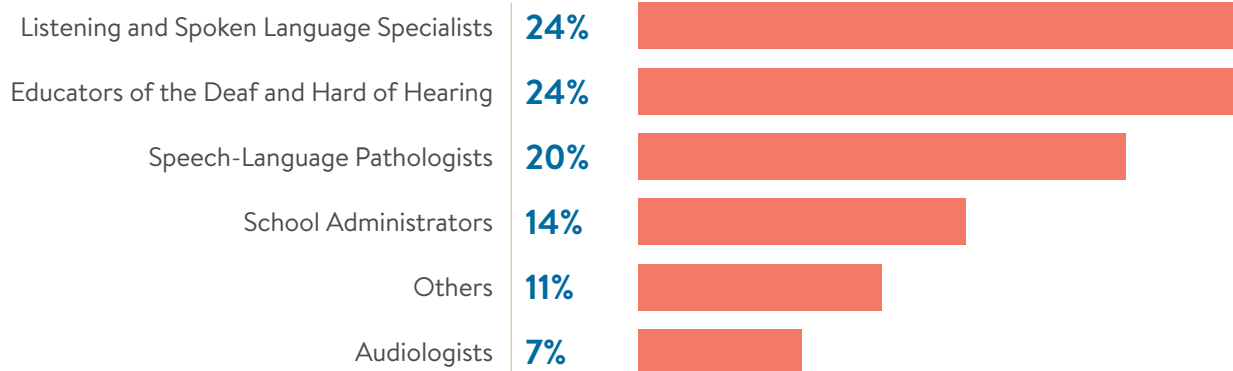
[gyates@agbell.org](mailto:gyates@agbell.org)

The 2020 Global Symposium will explore hot topics in listening and spoken language practice and related fields that lead to better long-term outcomes for children and their families. Topics offered on the concurrent slate of sessions include a broad number of issues such as: assessment of monolingual vs. bilingual children, mentoring of professionals, parent coaching, family engagement, behavioral health, self-advocacy, apps, and tele-practice, collaborative practices, early intervention and inclusive education.

## 2020 AG BELL GLOBAL LSL SYMPOSIUM ATTENDEE PROFILE



Here's the breakdown of the professionals who attended the 2019 AG Bell Global LSL Symposium:



# 2020 AG BELL GLOBAL LSL SYMPOSIUM SPONSORSHIP OPPORTUNITIES

Present your corporate or organizational product message to these important and influential professionals in the field of hearing health and education! AG Bell welcomes your questions about how to create a sponsorship package that best fits YOUR individual needs and budget.

## SYMPOSIUM SPONSOR: \$5,000+

- ✓ Complimentary 6' Table Top Exhibit Space (staffed) in a prime location in the exhibit area
- ✓ Recognized Sponsorship of one of three Mini-Workshops (To be held on July 9)
- ✓ Recognition of Sponsorship at the Evening Welcome Reception
- ✓ Opportunity to distribute one (1) promotional item/literature insert to Global Symposium participants with their registration materials
- ✓ Appropriate signage at selected sponsored event
- ✓ Complimentary Access to Post-Symposium Attendee Mailing List (available for twelve months following symposium – sent electronically, and limited to six requests during the year).
- ✓ One Complimentary Full Page/4 Color Ad in Global Symposium Program
- ✓ Symposium Sponsor recognition on signage in registration area, in Global Symposium Program, and on the Global Listening & Spoken Language Symposium Web Page

## SYMPOSIUM SUPPORTER: \$2,500 – \$4,999

- ✓ Sponsorship of one (1) of the four (4) Keynote Presentations
- ✓ Opportunity to distribute one (1) promotional item/literature insert to Global Symposium participants with their registration materials
- ✓ Appropriate signage at selected sponsored event Complimentary Provision of Post-Symposium
- ✓ Complimentary Access to Post-Symposium Attendee Mailing List (available for twelve months following symposium – sent electronically, and limited to four requests during the year).
- ✓ One Complimentary Half Page/4 Color Ad in Global Symposium Program
- ✓ Silver Level Sponsor recognition on signage in registration area, in Global Symposium Program, and on the Global Listening & Spoken Language Symposium Web Page

## FRIEND OF AG BELL: \$550 – \$2,499

- ✓ Recognition on signage in registration area, in the Global Symposium Program and on the Global Listening & Spoken Language Symposium Web Page.

# 2020 AG BELL GLOBAL LSL SYMPOSIUM EXHIBIT OPPORTUNITIES

## OPTION 1

12' Draped Table Top Exhibit Space

**REGULAR:** \$2,400

**NON-PROFIT:** \$1,900

*Staffed – includes one (1) full symposium registration and one (1) exhibit-area only badge.*

## OPTION 2

6' Draped Table Top Exhibit Space

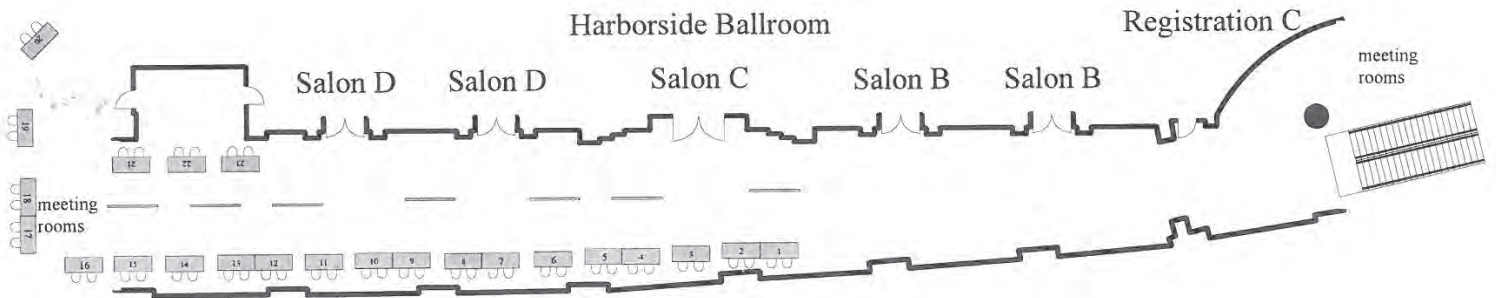
**REGULAR:** \$925

**NON-PROFIT:** \$690

*Staffed – includes one (1) full symposium registration and one (1) exhibit-area only badge.*

*Additional exhibit-area only badges may be purchased for \$50 each.*

## HARBORSIDE FOYER



## EXHIBITOR HOURS

*Schedule is subject to change.*

### SET-UP

Thursday, July 9, 2020 2:00 p.m. – 5:00 p.m.

### EXHIBITS OPEN

Thursday, July 9, 2020 5:30 p.m. – 7:30 p.m. *Evening Welcome Reception in Exhibit Area*

Friday, July 10, 2020 7:00 a.m. – 3:00 p.m.

Saturday, July 11, 2020 7:00 a.m. – 1:00 p.m.

### TEAR DOWN

Saturday, July 11, 2020 1:00 p.m. – 5:00 p.m.

# 2020 AG BELL GLOBAL LSL SYMPOSIUM SPONSORSHIP ITEMS

## GLOBAL SYMPOSIUM-RELATED PROMOTIONAL ITEMS

### ▶ GLOBAL SYMPOSIUM TOTE BAG (Exclusive Opportunity) \$5,000

Featuring the sponsor's name and logo on the front, will be distributed to all attendees at registration. The tote bag is used extensively at Symposium and is equally valued back home and at work!

### ▶ HOTEL MAGNETIC KEY CARDS (Exclusive Opportunity) \$3,000

Make the first impression our attendees receive when they check into the Baltimore Marriott Waterfront, the best one, by having your four-color logo and design of your choice, featured on the hotel's magnetic key cards that are distributed to all attendees at check-in.

### ▶ WIFI (Three (3) Opportunities available each day: July 9, 10, 11) \$2,800 EACH

This is the single-most requested amenity by our Global Symposium attendees. Prominent signage thanking the sponsors and recognition on the Global LSL Symposium webpage. Advertising in pre and post event marketing eblasts.

### ▶ SYMPOSIUM ID BADGE HOLDER (Exclusive Opportunity) \$2,500

Stand out by sponsoring the Global Symposium badge-holders, where your company name or logo is seen on the front of each badge-holder throughout the Global Symposium. Additional visibility long after the Symposium ends as AG Bell commonly uses photographs of attendees in publications and promotional materials!

### ▶ SYMPOSIUM ID BADGE LANYARD (Exclusive Opportunity) \$2,500

Featuring the sponsor's name or logo, repeated along the length of the lanyards used in tandem with the above-referenced badge holders.

### ▶ LITERATURE INSERTS (Five (5) Opportunities) \$1,500

Distributed to all attendees with their registration materials (limited to 8"x11", 4 pages maximum)

## SOCIAL EVENTS

### ▶ GLOBAL LSL SYMPOSIUM WELCOME RECEPTION \$3,500

Thursday, July 9, 5:30 pm – 7:30 pm  
One (1) Sponsorship Opportunity

### ▶ CONTINENTAL BREAKFAST Served in the Exhibit Area \$2,800 EACH DAY

Friday, July 10 and Saturday, July 11  
(Two Sponsorship Opportunities)

### ▶ COFFEE & BEVERAGE BREAKS Served in the Exhibit Area \$2,500 EACH DAY

Friday, July 10 and Saturday, July 11,  
morning and afternoon)

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## MINI-WORKSHOPS & KEYNOTE PRESENTATIONS

### ▶ MINI-WORKSHOPS – THURSDAY, JULY 9 (Three (3) Opportunities) \$3,000 EACH

2 hours long, with an opportunity to introduce speaker and/or moderate the workshop

### ▶ KEYNOTE PRESENTATIONS (Four (4) Sponsorship Opportunities) \$3,500 EACH

Friday, July 10 and Saturday, July 11, with signage, and an opportunity to introduce keynote speaker and distribute collateral material

### ▶ LEADERSHIP FORUM – POST-SYMPOSIUM SUNDAY, JULY 12 – 9:00 AM – 3:00 PM (Two (2) Opportunities) \$2,000 EACH

# 2020 AG BELL GLOBAL LSL SYMPOSIUM ADVERTISING OPPORTUNITIES

## ADVERTISING OPPORTUNITIES IN THE GLOBAL SYMPOSIUM PROGRAM & MARKETING

Full Page Ad in Symposium Program  
**4 Color: \$1,000 / Black & White: \$825**

Half Page Ad in Symposium Program  
**4 Color: \$925 / Black & White: \$750**

Advertising in Pre-and Post-Event Marketing E-blasts  
(total of three (3) e-blasts, to over 17,000 recipients, each)  
**\$500 each**

### Print Advertising Deadlines for Global LSL Symposium Program Book

Insertion Orders **Due April 28**  
Artwork to AG Bell **Due May 8**

## ADVERTISING SPECIFICATIONS

### Full-Page Bleed

8" wide x 10.75" high with a minimum .125" bleed on all sides with all trim marks positioned outside the bleed area. Text/graphics should be positioned .1875" from trim on all sides.



### Full-Page Non-Bleed

7.5" wide x 10.25" high



### Half-Page Non-Bleed

7.5" wide x 5" high



## ADVERTISING POLICIES AND GUIDELINES

### Program Advertising Policy

All Global Symposium program advertising is subject to approval by the publisher who reserves the right to put the word "advertisement" with copy that, in their opinion, resembles editorial material. The publisher also reserves the right to reject advertisements.

Positioning of advertisements shall be under the exclusive discretion and control of the publisher.

*Cancellations cannot be accepted after above closing date. Failure to notify AG Bell prior to said closing date will result in the full cost of insertion.*

**Accepted Advertising Formats: High resolution PDF (300 dpi or higher). If the file is more than 5 MB, please send on CD-ROM or via public file transfer site.**

No gif files please. Any conversions required to print an advertisement will be billed back to the advertiser.

**Advertisement Submissions:** Appropriate contact information (name, title, phone, fax and email) must be provided with all advertising materials submitted.

### CONTACT INFORMATION

Gary Yates, Manager of Association Relations at [gyates@agbell.org](mailto:gyates@agbell.org) or 202.204.4683 (Direct).

### SPONSORSHIP ORDER FORMS AND PAYMENT

Please complete the attached form, and fax to (202) 337-8314 or email to Gary Yates at [gyates@agbell.org](mailto:gyates@agbell.org).

If paying by check, please make check payable to AG Bell and mail to:

AG Bell – Attn: 2020 Global LSL Symposium  
CL 500055  
PO Box 5007  
Merrifield, VA 22116-5007

