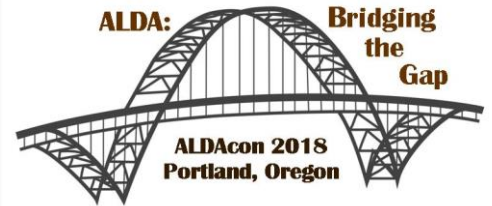




30 YEARS OF EMPOWERING DEAF, DEAFENED AND HARD OF HEARING PERSONS

# ALDAcon 2018 The 30th International Convention



SPONSOR AND EXHIBIT PACKET

## Welcome to ALDAcon 2018

Each year, ALDA, Inc. hosts an international convention that brings together a diverse group of people living with deafness and other levels of hearing loss, including cochlear implant and hearing aid users, friends and family, and professionals serving these groups.

This year the convention will be held in Portland, Oregon from October 10-14 at the Sheraton Portland Airport Hotel.

ALDAcon offers world renowned speakers, workshops, karaoke and most importantly, barrier-free interaction with peers. Sign language interpretation, CART, pen and paper, as well as technical support allows everyone to understand what is going on and participate fully.

Rewards for sponsors and exhibitors: ALDAcon offers a unique opportunity to generate new customers and target the niche market of deaf, deafened and hard of hearing. Most of all, your support is tax deductible as ALDA, Inc. is a 501 c3 nonprofit organization that supports the empowerment of deafened people.

### Rewards for Sponsorship/Exhibiting

- ALDAcon is a great opportunity for Professionals and Businesses to reach the untapped marketing needs of Late-Deafened Adults.
- As an ALDAcon Sponsor or Exhibitor, you have this

opportunity to promote your products and services while sponsoring a great cause.

- Your presence at ALDAcon will increase your brand awareness and attract new customers.

***Your financial support in making ALDAcon 2018 a reality will be greatly appreciated!***

If you have any questions or would like to become a sponsor and/or an exhibitor, please contact the Sponsor/Exhibit Team at [aldaconseteam@gmail.com](mailto:aldaconseteam@gmail.com). Thank you for your consideration of support for ALDA, Inc. and its convention. We look forward to seeing you October 10-14 in Portland.

## Location

### Sheraton Portland Airport Hotel

8235 NE Airport Way  
Portland, Oregon 97220  
Reservation Webpage:

<https://www.starwoodmeeting.com/events/start.action?id=1711083718&key=3AD21E73>

Tel: 503-281-2500

Fax: 503-280-8739

### Group Name

ALDAcon 2018 - code AJO6AD

### Registration

<https://www.alda.org/registration/>

Print and Mail PDF -

<https://www.alda.org/aldacon-registration-form-pdf/>

## ALDAcon 2018:

### Planning Co-Chairs

Karen Krull Kathy Schlueter

### Program Chair

Tina Childress

### Registration Chair

Debbe Hagner

### Sponsor and Exhibit Team

Linda Drattell David Baldrige  
James House Kathy Schlueter

## Exhibit Fees

**Business - \$500**

**Nonprofits - \$325**

## Exhibits Setup

Wednesday, October 10  
1 - 4:00 p.m.

Thursday, October 11  
8 - 11:30 a.m.

## Exhibit Hours

Thursday, October 11  
Grand Opening  
2 - 4:30 p.m.

Friday, October 12  
9 - 4:30 p.m.

Saturday, October 13  
9 - 11:30 a.m.  
Break down by 2 p.m.



(John Kinstler, CapTel, Kathy Schlueter, Mitchell Levy, Hamilton CapTel, Exhibitors)

## Information Table

ALDA will accept flyers, brochures and promotional materials for placement on the information table. Materials must be delivered to the hotel no later than October 10, 2018. The cost for one item (up to 200 pieces) is \$100. For more information contact the SE Team.

## Electrical and Internet Services

Services are at the exhibitor expense and must be contracted with the hotel through the SE Team. Appropriate forms will be sent when your information is received. For options and rates, contact the SE Team at [aldaconseteam@gmail.com](mailto:aldaconseteam@gmail.com)

## Security/ Liability

Neither ALDA, Inc. nor the Sheraton Portland Airport Hotel are responsible for loss or damage to any property or materials.

## 2018 Advertisement Opportunities

ALDAcon 2018 and sponsors are promoted on ALDA's website ([www.alda.org](http://www.alda.org)), in **ALDA News**, our quarterly newsletter, through chapters and groups, and in advertising included in the program book.



## Sponsors Reception

All sponsors will be recognized at the Thursday, October 11 dessert reception with the grand opening of the exhibit hall to follow. Free exhibit space for sponsors includes: one 6 ft. table, 2 chairs. **Electricity, telephone, and Internet fees are not included.**

## Activities to Sponsor

Sponsor opportunities: Welcome Reception, Presidents Luncheon, ALDA Awards Luncheon, I. King Jordan Banquet, Appreciation Luncheon, Newcomers Program, Workshops, Keynote Speakers, Presenters, Program Book or other extra activities- please ask!

### FAST FACTS

## 26th

This marks the "26<sup>th</sup>" anniversary of Karaoke at ALDAcon. It was first introduced in Boston in 1992.

### FOR MORE INFORMATION

Additional questions or concerns, please feel free to contact the Sponsor and Exhibit Team

#### SPONSOR AND EXHIBIT TEAM

LINDA DRATTELL, DAVID BALDRIDGE  
JAMES HOUSE AND KATHY SCHLUETER  
Email: [aldaconseteam@gmail.com](mailto:aldaconseteam@gmail.com)

#### General Information

Karen Krull, [aldaconinfo@gmail.com](mailto:aldaconinfo@gmail.com)  
Kathy Schlueter,  
[Katherine.Schlueter@gmail.com](mailto:Katherine.Schlueter@gmail.com)



(ALDAcon 2017 Sponsors and Exhibitors  
Note: not all present at time of picture)

## Sponsor Levels

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

- Acknowledgement on the ALDA, Inc. website
- Video spot: 60-second (captioned) at the convention
- Full-page ad in the program book
- One-year, free business membership with ALDA
- Free full-page ad in four issues of **ALDA News**
- Two free registrations
- Two free exhibit spaces

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

- Acknowledgement on the ALDA, Inc. website
- Video spot: 30-second (captioned) at the convention
- Half-page ad in the program book
- Banner Ad (static) on ALDA, Inc. website
- Two free registrations
- One exhibit space

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

- Acknowledgement on the ALDA, Inc. website
- Video spot: 45-second (captioned) at the convention
- Half-page ad in the program book
- One-year, free business membership with ALDA
- Banner Ad (static) on ALDA, Inc. website
- Two free registrations
- One exhibit space

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

- Acknowledgement on the ALDA, Inc. website
- Quarter-page ad in the program book
- Active Sponsor status discounted advertising in the **ALDA News**
- One free registration
- One exhibit space

### Supporter

If you can't join us at ALDAcon but want to show your support for ALDAcon, you may make a 100 percent tax deductible donation in any amount.