



JOIN THE EXPERTS. GET THE EXPERTISE.



2021 SPONSOR PROSPECTUS

NHCA CONNECTS YOU WITH THE PEOPLE YOU WANT TO REACH

NHCA is home to the foremost leaders in hearing loss prevention. Our tagline "Join the Experts, Get the Expertise" truly summarizes the value of our organization's membership. We bring together passionate hearing conservationists willing to share their expertise in the quest for the prevention of hearing loss.

NHCA's members reflect the cross-functional nature of hearing conservation, with expertise in various areas including:

- Occupational and Clinical Audiologists
- Industrial Hygienists
- Occupational Health Nurses
- Physicians
- Military Personnel
- Acoustical Engineers and Technicians
- Occupational Health and Safety Professionals
- University Professors and Staff
- Researchers and Many More

NEW THIS YEAR!

Announcing our NHCA annual sponsorship program which includes all of the great conference-related benefits and exhibitor opportunities (albeit virtual in 2021), PLUS year-round opportunities for reaching this unique audience.

Annual Sponsorship provides your company with privileged membership and access to these leading experts, early adopters, and trendsetters! By gaining access to thought-leaders and decision-makers in the field, you will obtain invaluable insights into how best to approach product development and marketing to the hearing conservation community.



"The support of our sponsors provides the broader professional community the opportunity to expand their knowledge as well as connect and collaborate with colleagues and industry experts."

– Theresa Schulz, PhD, NHCA President, 2020-2021

Be a Part of this Dynamic Association SPONSOR TODAY!

<http://www.nhca.civicaconferences.com/2021-sponsors-and-exhibitors/>

Elevate Your Company's Status with an NHCA Annual Sponsorship!

Join the experts in hearing conservation today!

While networking opportunities alone are worth the cost of annual sponsorship, the NHCA also provides the following perks to sponsors:

2020-2021 Annual Sponsorship Benefits	Diamond \$11,250	Platinum \$9,250	Gold \$6,250	Silver \$4,250	Bronze \$2,250	Commercial Membership \$995
Number of Commercial Members Included with Sponsorship (\$995 value, plus \$90 for each additional member)	5	4	1	1	1	1
Total with 2020/2021 Discount (20%)	\$11,250 \$9,000	\$9,250 \$7,400	\$6,250 \$5,000	\$4,250 \$3,450	\$2,250 \$1,800	(no discount)
Number of Exhibitor Full Conference Registrations	4	4	3	2	1	
1 Year of Virtual Exhibit Booth (available to all members/non-members) with Logo, description, 2 live links and contact information	✓	✓	✓	✓	✓	
Ad in All 2021 Issues of Spectrum	Full Page	Full Page	½ Page	¼ Page	Business Card	Business Card
Descriptor in Spectrum	150 Word	100 Word	75 Word	60 Word	40 Word	40 Word
Banner Ad with link on the NHCA Website through December 31, 2021	✓	✓				
Listing in Thank You Announcements for all Vendors via social media and NHCA emails (Pre- & Post-Conference)	✓	✓	✓	✓	✓	
Your NHCA Conference Related E-mail to Attendees, Sent by NHCA (Pre- and Post-Conference)	2	1				
Podium Recognition and Logo on Welcome Slides	✓	✓	✓	✓		
NHCA Conference Logo for Your Website	✓	✓	✓	✓	✓	
Logo with Live Link in NHCA Conference Website and Marketing Emails	✓	✓	✓	✓	✓	
Logo with Live Link on the NHCA Conference Registration Confirmation Email	✓					
Your Company Listed as a Sponsor on Conference Press Releases	✓	✓	✓			
Attendee Mailing List with one-time use labels	✓	✓				
E-news Sponsor Spotlight	✓	✓				
20 Second Video Commercial and 5-minute live address to attendees during opening remarks	✓	✓				

Note for top of benefits table: Companies with existing commercial member status will have the cost of their commercial membership deducted from the cost of annual sponsorship.

About the NHCA Virtual Conference

The NHCA 2021 virtual conference is a professionally produced online event. NHCA will host the conference using a combination of platforms to produce a user-friendly, engaging live streaming experience. The MemberClicks Learning Center, already hosted on the NHCA website, will be paired with Crowdcast live video platform.

With lower registration costs and no travel costs, we anticipate a **higher attendance** at this year's virtual than is typical at our in-person conference which means a **bigger audience** for you!

Additional educational sessions will be pre-recorded and available to conference registrants via the NHCA online Learning Center, driving traffic to the online sponsor virtual marketplace.

Tentative Live Schedule:

Friday, February 26, 2021 • 9:00am-5:30pm (CST)	
Morning	Welcome Remarks and Opening Keynote
	Live CE Sessions
	Break with Exhibitors
	Live CE Sessions
	Safe in Sound Awards
Afternoon	On Demand CE Sessions and Exhibitor Time all afternoon
Evening	Virtual Social activities

Saturday, February 27, 2021 • 9:00am-4:30pm (CST)	
Morning	Gasaway Lecture
	Live CE Sessions
	Break with Exhibitors
	Live CE Sessions
Afternoon	On Demand CE Sessions and Exhibitor Time

Additional educational sessions will be pre-recorded and available to conference registrants via the NHCA online Learning Center, driving traffic to the online sponsor virtual marketplace.

Topics Under Consideration:

- Epidemiology of Hearing Loss
- Hearing Conservation During a Pandemic
- Hearing Conservation Training
- And Many More!

"The NHCA committee and members welcomed me and helped me find my feet in a brand-new industry. Our product was received with great anticipation and an overwhelming sense of excitement from everyone interested in the KUDUwave.

I can honestly say my first NHCA convention was enough to sustain my business for the entire first year of operation. I cannot emphasize enough the value of establishing relationships within the NHCA and especially through the networking opportunities at the NHCA convention."

– Grant Talbot, eMoyo USA LLC

About Our Attendees

There were a total of 221 attendees at the 2020 conference.

- A vast majority have been to at least one other NHCA conference in the past (72%)
- The highest percentage are Professional Service Providers of NHCA (99 out of 221, 45%)
- The highest percentage cite "Audiology" as their professional area (48%); the next highest percentage for professional area is "Research" (30%)
- There are members from across the country with representation from 35 U.S. States.

What does a virtual conference mean for you, our sponsors?

We extensively researched our live conference platform options to offer interactivity and visibility for our exhibitors and sponsors.

All of our sponsor levels receive a virtual exhibit booth that will be live for an entire year leading up to and following the conference (January 2021 - December 2021). We anticipate a larger audience at our virtual conference which means **increased exposure during the conference** and **extended exposure after the conference to a broader audience beyond just the conference attendees.**

Depending on the level of sponsorship you choose, you will also have promotional opportunities you've never had before including:

- Video commercials during the live event
- Training videos
- Social media "take-over" leading up to the event
- Sponsor showcase webinar

2021 Virtual Conference Sponsorship Add-Ons

Available to purchase for any level sponsor or commercial member, must purchase a sponsorship or commercial membership to purchase the add-on.

Social Media Take Over (not including stories): \$450

24 Hour access to "take-over" the NHCA Instagram, Facebook, and LinkedIn accounts and add posts and stories.

10 Second Commercial Video for 24 hours on Social Media Story: \$650

One post of a 10 second video that NHCA approves posted on NHCA Instagram and Facebook stories.

15 Second Commercial Video during the Conference: \$750

NHCA-approved video commercial to play after a session and before disclosure of CEU number during the conference.

Training Video Add-On: \$1500

Provide a half-hour training video on a product or service that you offer to be shown as a session during the NHCA virtual conference. If CEU status is desired, it will be pending approval by the CEU provider. Submissions will be accepted during the conference call for papers.

Sponsor Showcase Video Webinar: \$2000

Provide a one-hour video webinar using NHCA's learning management system to showcase product training or information. If CEU status is desired, it will be pending approval by the CEU provider.

87% of marketers consider the opportunities generated by virtual events as a success factor.

– Markletic, 2020

The NHCA Virtual Marketplace

Please use this marketplace to connect with NHCA vendors and partners, all vendors have the ability to chat with you through their virtual exhibit booth!



How it's set up. What it looks like.

The Virtual Marketplace is a simple setup for you as a vendor, when you sign up you will be asked for all of the requirements to "build your booth".

Below is a list of items that we will need for your booth to be completely set up for you:

- Company Logo
- Company Description
- Video of your choice for Attendees to view (can be submitted as an embed code or mp4)
- 2-3 "Actionable" Links for attendees to get more information on important company current events or products
- Contact information for the person running the booth (Full name, title, email and phone number)

NHCA Virtual Marketplace

OVERVIEW

NATIONAL HEARING CONSERVATION ASSOCIATION

CAOHC

NHCA was formed in June of 1976, at that time designated as the Hearing Conservation Association, and incorporated in the state of Florida on July 8, 1976. The organization changed its name to the National Hearing Conservation Association in 1981. The founders of NHCA were mainly audiologists and otolaryngologists who were concerned with the serious problem of noise-induced hearing impairment resulting from occupational exposure to noise. The Association was created to provide a forum where professionals with similar interests could share information and gain increased insights regarding occupational hearing conservation.

- Audiologists
- Engineers
- Industrial hygienists
- Safety professionals
- Physicians
- Nurses
- Others

Course Details

- Table of Contents
- Course FAQ

0:00 / 2:57:44

For more information follow the links below or reach out to us by email:

- Login to view the latest NHCA Spectrum
- Find out more now about NHCA

Contact Us Today: nhcaoffice@hearingconservation.org

Exhibit Information

How it Works...

How Attendees will Interact with Exhibitors

All attendees will be asked to visit the virtual exhibit hall throughout specified times of the day, anyone that visits with you during those times can be entered by the exhibiting company into a drawing for a prize at the end of the conference.

Q&A, Live Chat

There is a live chat available if your company would like to participate, we will set this up under the person you list as your main contact.

Technology requirements

There are no special technology requirements for an exhibitor except for those who wish to use the chat feature. No additional software downloads are required. You will receive an email with instructions on how to use it shortly before the virtual marketplace goes live.

Extended Exhibit Hall Duration

The Virtual Marketplace opens 1 week before the conference and will be available for the entire year until the next conference.

Specific Days/Times for Exhibitors Only

Friday, February 26, 2020 – 11:00 am - 11:30 am (CST)

Saturday, February 27, 2020 – 11:00 am - 11:30 am (CST)

**Be a Part of this Dynamic Event
SPONSOR TODAY!**

<http://www.nhca.civicaconferences.com/2021-sponsors-and-exhibitors/>

Questions?

Contact our NHCA support team at 303-224-9022

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