



2023

CONVENTION

New Orleans, LA

June 29 - July 1, 2023

New Orleans Marriott

555 Canal Street
New Orleans, LA 70130

Exhibit Dates

June 29-July 1, 2023



HLAA 2023 Convention is the premier event for information, educational workshops, and support for people with hearing loss.

One of the largest communication-accessible events of its kind in the U.S., people come from all over to learn the latest about hearing assistive technologies and how to live well with hearing loss.

The Convention features an extensive lineup of workshops and demonstrations, a Research Symposium, inspirational speakers, networking with dynamic leaders and hearing health professionals, and a exhibit hall filled with resources, products, and services. Attendees learn valuable strategies, meet friends and mentors, and celebrate with hundreds of people living life to the fullest with hearing loss.

The Convention also draws the national Board of Directors, leaders and volunteers from local Chapters and state organizations, who work throughout the U.S., and hold their annual meetings at the event.

WHO ATTENDS HLAA CONVENTIONS?

- Consumers with hearing loss
- Family members
- HLAA State and Chapter members
- Hearing health care professionals
- Veterans with hearing loss

Exhibiting Opportunities

HLAA 2023 Convention offers a variety of opportunities for organizations to support people with hearing loss, increase brand awareness, connect with clients and consumers, and showcase products and services to hundreds of attendees.

HLAA is the nation's leading nonprofit organization representing people with hearing loss. HLAA opens the world of communication to people with hearing loss through information, education, support and advocacy. 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.

"My experience at the HLAA Convention is what I call a gift to myself. For the first time in two years after finding out I had a hearing loss, I felt welcomed and included."

Sharon Symonds
Southampton, Bermuda

"I had no idea that I was in for such a rewarding and efficient use of my time and energies. I learned so much, had fun, shared ideas, and the exhibit hall was amazing! My head was exploding with ideas, and I couldn't wait to get home to put them to work."

Gerid Adams
President, HLAA Greater Rapids Chapter
Grand Rapids, Michigan



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DATES TO REMEMBER

- February 28, 2023 Deadline for priority booth selection.
- March 24, 2023 Deadline for sponsor artwork for registration bags, *Convention Program & Exhibit Guide*, etc. Deadline to submit proposal for Demo Room presentation and payment.
- April 7, 2023 Deadline for complimentary listing in the *HLAA 2023 Convention Program & Exhibit Guide*.
- May 12, 2023 Copy of certificate of insurance or affidavit due.
- May 26, 2023 Final deadline for registration and payment.
- May 26, 2023 Deadline for submitting names for registration badges.

HLAA HEAR FOR LIFE PARTNERS

Leading companies come together with HLAA to promote hearing health, and to empower the growing number of people with hearing loss.

These year-long partner opportunities allow you (your company) to engage with us in person and digitally including activities like our webinar and virtual meeting series, annual Convention, Walk4Hearing and Better Hearing Month.

By joining HLAA as a partner, we extend our collective reach and impact.

To learn more about becoming a Hear for Life Partner and sponsorship opportunities for the HLAA Convention, email Marilyn DiGiacobbe at mdigiacobbe@hearingloss.org

CONTACT INFORMATION

Exhibits and Advertising:

Jeryl Parade
jeryl.parade@theYGSgroup.com
860.830.1792





Schedule-at-a-Glance

All plenary sessions, workshops and events will take place at the New Orleans Marriott. Times are subject to change - be sure to consult the final HLA A 2023 *Convention Program & Exhibit Guide* that will be in your Registration Bag. Registration badges must be worn to attend all sessions and to visit the Exhibit Hall (free Exhibit Hall Only passes are available at the Convention Registration Desk).

Wednesday, June 28

9 a.m. - 5 p.m.	Exhibit and Attendee Registration Open
4:30 p.m. - 6 p.m.	HLAA Board of Directors Meeting

Thursday, June 29

8 a.m. - 5 p.m.	Exhibit and Attendee Registration Open
9:30 - 10:45 a.m.	Educational and State/Chapter Room Workshops
11 a.m. - 1 p.m.	Exhibit Hall Grand Opening
11 a.m. - 1 p.m.	Exhibit Hall only hours
1:30 - 2:45 p.m.	Educational and State/Chapter Room Workshops
3 - 4:15 p.m.	Educational and State/Chapter Room Workshops
4:30 - 6 p.m.	General Session with Keynote Speaker Dr. K. Renee Horton
7 - 10 p.m.	Welcome Back Bash - "A Taste of New Orleans" (Seperate Ticket Required)

Friday, June 30

8 a.m. - 5 p.m.	Exhibit and Attendee Registration Open
8:30 - 10:30 a.m.	Joy of Music / Loving Your Ears Research Symposium
10:30 a.m. - 12:30 p.m.	Exhibit Hall only hours
12:45 - 2:00 p.m.	Educational and State/Chapter Room Workshops
2:15 - 3:30 p.m.	Educational and State/Chapter Room Workshops
3:45 - 5:00 p.m.	Educational and State/Chapter Room Workshops
5:30 - 7:30 p.m.	Awards Ceremony and Reception (Seperate Ticket Required)

Saturday, July 1

9 a.m. - 4 p.m.	Exhibitor and Attendee Registration
9:30 - 10:45 a.m.	Educational and State/Chapter Room Workshops
11 a.m. - 12:15 p.m.	Educational and State/Chapter Room Workshops
12:30 - 2:30 p.m.	Exhibit Hall only hours
2:45 - 4:00 p.m.	Educational and State/Chapter Room Workshops
4 - 5 p.m.	Ice Cream Social

**Please note all times are subject to change.*



Exhibiting at HLAA 2023 Convention

Connect with HLAA members, their families, friends, and professionals who work directly with people with hearing loss.

WHAT'S INCLUDED IN YOUR EXHIBIT SPACE RENTAL

Standard exhibit space is a 10'x10' booth and includes:

- 10'-high draped back wall and 3'-high draped sidewalls
- One 7" x 44" identification sign
- One 6' x 30" draped table
- Two side chairs
- One wastebasket with liner
- Two complimentary registrations, which provide entry to the Exhibit Hall, Exhibit Hall receptions, workshops, and all non-ticketed events
- Discounted registration rates for additional exhibitor company employees staffing the exhibit space
- Listing on the HLAA 2023 Convention website
- Complimentary listing in the HLAA 2023 Convention Program & Exhibit Guide, which is distributed to all attendees on site, if received by **Friday, April 7, 2023**

Exhibit Space Rental Rates

- Nonprofit exhibit space: 10' x 10' in-line booth: \$850
- Standard exhibit space: 10' x 10' in-line booth: \$1,400
- Premium exhibit space: 10' x 10' in-line booth: \$1,700

(Multiple 10' x 10' booths may be rented to create larger in-line exhibits. Multiply number of booths by the single booth fee to determine the price, plus premium, if applicable.)

See Exhibit Terms and Conditions.

JOIN THESE COMPANIES WHO HAVE EXHIBITED AND/OR SPONSORED AT PAST HLAA CONVENTIONS:

1CapApp	ClearCaptions	InnoCaption	Phonak
Advanced Bionics	Cochlear Americas	Jacoti	PreventionGenetics
Akouos	Contacta	KDH Research and Communication	Rochester Hearing and Speech Center
Alango-Wear & Hear	CTA Foundation	Levo Medical Corporation	U.S. SEC
American Speech-Language-Hearing Association	CTIA	Lifetone Technology	Rochester Institute of Technology/ National Technical Institute for the Deaf
Amplicom	Diglo	Listen Technologies	Singular Hearing
ASL Services	Ear Technology	Mary Dyer	SonicCloud
AT&T	Envoy Medical	MCK Audio	SoundWrX
Ava	EarServ	Medicare Insurance Advisors	Sprint CapTel
BEGINNINGS for Parents of Children Who Are Deaf or Hard of Hearing	Epic Hearing Healthcare	MED-EL	Starkey Hearing Technologies
beyerdynamic	FCC/MITRE	Miracell	Suzanne Picerno
Canine Companions for Independence	Gallaudet University	Nagish	T-Mobile
CapTel Captioned Telephone	Hamilton CapTel	National Court Reporters Association	Teltex, Inc.
CaptionCall	Hearing Health Foundation	NIDCD	Tracfone
Centers for Disease Control and Prevention	Hearing Help Express	National Temporal Bone Registry	Tunity
Central Intelligence Agency	Hearing Loss Association of America	New York Relay	Verizon
Clarity Products	hearOclub	Olelo Captioned Calls	Westone® Laboratories
	Helen Keller National Center	Oticon	
	Hearing Industries Association	Oticon Medical	
		Panasonic	

Exhibit Hall Floor Plan



EXHIBIT HALL HOURS:

Thursday, June 29

11 a.m. - 4 p.m.
 Exhibit Hall ONLY hours:
 11 a.m. - 1 p.m.

Friday, June 30

10:30 a.m. - 5 p.m.
 Exhibit Hall ONLY hours:
 10:30 a.m. - 12:30 p.m.

Saturday, July 1

9:30 a.m. - 4 p.m.
 Exhibit Hall ONLY hours:
 12:30 - 2:30 p.m.

*During Exhibit Hall ONLY hours
 there are no competing public events.*

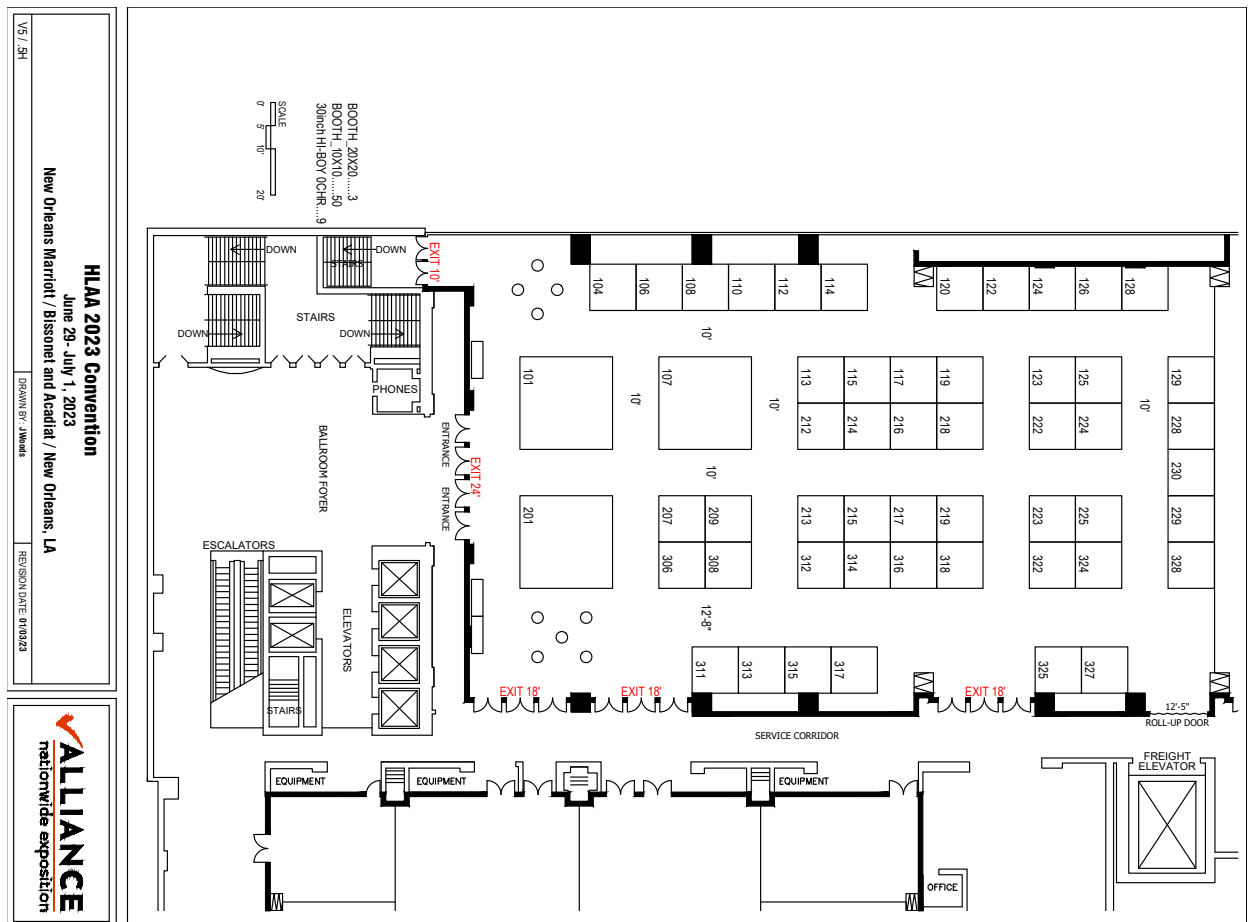


EXHIBIT HALL APPLICATION

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 2023 Convention. I understand that all information regarding HLAA 2023 Convention 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. **The exhibitor agrees to abide by all terms and conditions of the agreement as outlined.**

SIGNATURE DATE

Booth Selection

Return this contract with payment by Feb. 28, 2023 to receive priority booth selection. List your preferred booth location (see floor plan on page 6).

1. _____
2. _____
3. _____

If there are any companies you prefer not to be near, please list them here. Every effort will be given to accommodate such requests, but keep in mind that space is limited and that it is not possible to separate industry competitors if booths are not reserved early; assignment will be on a first-come, first-served basis.

1. _____
2. _____
3. _____
4. _____
5. _____
6. _____

Exhibit Booth Space Reservation

Standard Nonprofit Booth per standard nonprofit booth	\$850 each x _____ booths = \$ _____
Standard In-line Booth per standard booth	\$1,400 each x _____ booths = \$ _____
Premium Exhibit Spaces per premium booth	\$1,700 each x _____ booths = \$ _____
Larger Exhibit Spaces 20' x 20' booth	\$5,500 each x _____ booths = \$ _____

Payment Information

An invoice for your confirmed purchase amount will be provided in no more than 3 business days from the time of receipt of completed applications. Payments can be made via check, ACH or credit card. **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.**

If full payment is not received based on the invoice terms (immediately), applications will be considered incomplete. As we assign booths on a first-come, first-served basis, an incomplete application could affect your booth selection. Exhibitors are required to provide HLAA with a Certificate of Insurance or an affidavit that it carries \$1 million in liability insurance applicable to its exhibiting at HLAA 2023 Convention by May 12, 2023. HLAA reserves the right to rearrange exhibit space or adjust the floor plan without notice.

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

SIGNATURE OF EXHIBITOR REPRESENTATIVE DATE

SUBMISSION INFORMATION:

Mail exhibit contract to:
The YGS Group, Attention: HLAA Convention, 3650 W. Market St., York, PA 17404 or email contract to **jeryl.parade@theYGSgroup.com**

For questions, contact Jeryl Parade at 860.830.1792

Exhibit Terms and Conditions

HLAA 2023 Convention provides an opportunity for businesses to market their products and services to members of the hearing loss community. These terms and conditions have been developed to give each exhibitor an opportunity to present its products or services to the target audience. HLAA strives to treat each exhibitor fairly and equally.

Venues

HLAA 2023 Convention will be held June 29-July 1, 2023, at the New Orleans Marriott, 555 Canal Street, New Orleans, LA 70130, USA. Booking information and links to reservation site will be provided once exhibitor is registered.

The Exhibit Hall will be open for attendees and the public from June 29-July 1, 2023, (Exhibit Hall only badges are free, so invite your clients to stop by, with setup June 28 and teardown on the evening of July 1.) The official general service contractor is **Alliance Exposition Services**.

Exhibit Space Applications

HLAA has the right to approve or reject application to exhibit and may reject or revoke any application if, in HLAA's sole judgment, the application is not eligible to exhibit or if the product or service is not appropriate for the exhibit. All applications must include full payment of the applicable booth fees. Applications received without full payment or all pages of the exhibit space application and contract will not be processed, and will not be admitted into the Exhibit Hall.

Space Assignment

Sponsors of HLAA 2023 Convention are given priority booth selection until Feb. 28, 2023. After that date, exhibit space will be assigned solely on a first-come, first-served basis. Companies whose applications are not received by April 7, 2023 might not be included in the official HLAA 2023 Convention Program & Exhibit Guide. HLAA reserves the right to rearrange exhibit space or adjust the floor plan to accommodate the best interest of the exhibit. The floor plan maintained by HLAA shall be the official floor plan of HLAA 2023 Convention.

Cancellation of Exhibitor Reservations

Exhibitors shall give written notice of cancellation by email to convention@hearingloss.org. The date the written notice is received by HLAA is considered the official cancellation date. If written notice is received on or before Friday, April 28, 2023, total money less a 50% cancellation fee will be refunded to the exhibitor. No refunds will be allowed for any cancellation after Friday, April 28, 2023. If HLAA cancels the event or changes the format of the event after April 28, 2023, due to the pandemic or anything that prohibits HLAA from having the original event, the exhibitor is allowed to direct the payment to another YGS media sales opportunity.

Admission to the Exhibit Hall

Admission to the HLAA 2023 Convention Exhibit Hall will be by official HLAA name badge only. Badges must be worn at all times. All exhibitor personnel must register with HLAA and pay appropriate fees by April 28, 2023. All registration fees must be paid in full in advance of entrance into the Exhibit Hall.

Registration

Each exhibit space includes two complimentary registration badges that provide entry to the Exhibit Hall, exhibit hall receptions, workshops, and all non-ticketed events.

Additional exhibitor personnel may register for \$175; these registration packages provide entry to the Exhibit Hall, Exhibit Hall receptions, workshops, and all non-ticketed events. If the exhibitor would like to purchase tickets for any ticketed events, they should contact HLAA for details.

Exhibitors may not occupy their exhibit space outside of scheduled exhibit hours, except during setup and teardown. Exhibit space may not be used as a meeting place outside of scheduled exhibit hours. Exhibitor personnel will be allowed to enter the Exhibit Hall 60 minutes prior to opening each day. Exhibit hall personnel should exit the Exhibit Hall 30 minutes after the stated close time of the show, except for teardown.

Teardown

Exhibitors shall not dismantle its display or begin teardown before the close of the Exhibit Hall on Saturday, July 1.

Exhibitor agrees to dismantle its display as soon as practical after the close of HLAA 2023 Convention on Saturday, July 1, at 4:00 p.m. In no event shall an exhibitor allow its display materials to remain in the exhibit hall after 10 p.m. on Saturday, July 1. If exhibitor display materials remain on the premises after such time, HLAA may remove same, and exhibitor shall be liable for any fees and agrees to pay all costs for dismantling and shipping. HLAA shall not be liable for any damage to the display or materials due to their removal or shipping. An exhibitor representative must remain in the exhibit area until the exhibitor's display materials are secured. All products are to be securely packed before leaving the Exhibit Hall. HLAA and Alliance Exposition Services cannot assume responsibility for any exhibit materials left unattended in the exhibit hall.

Any exhibitor who chooses to tear down outside of the specified teardown times will be prohibited from contracting for exhibit space at next year's convention until 30 days before the convention.

Exhibit Space Provisions and Regulations

HLAA does not provide any standard equipment for any 20' x 20' space rentals or larger booth space rentals. Additional furniture and services customarily required by the exhibitor will be available for advertised fees from Alliance Exposition Services, and will be fully explained in the **Exhibitor Service Kit**, which Alliance Exposition Services will provide to all exhibitors six to eight weeks prior to the convention.

All exhibits must be freestanding. No bolts, screws, hooks, or nails shall be driven into or otherwise attached to the walls or floor of the exhibit areas. No part of the display may be attached to the walls or floor of the exhibit areas, nor attached to or otherwise secured to the curtain back wall or sidewalls. In addition, no decals or other adhesive materials shall be applied or affixed to the walls, pillars, or floor of the exhibit area. Hanging signs must be finished on all sides. Exhibitors must receive written permission from HLAA to include a hanging sign as part of its display. Dollies, carts, and other such devices will not be permitted on the exhibit floor during exhibit hours without written consent of HLAA. HLAA reserves the right to finish off any and all unsightly booth areas including, but not limited to, unfinished back walls, unfinished sidewalls, or exhibit displays, at the expense of the exhibitor.

Operation and Use of Exhibit Hall Space

Exhibitors are not allowed to obstruct the view of, incur injury to, or otherwise adversely affect the display of other exhibitors. Exhibit personnel may not enter the exhibit space of another exhibitor and at no time may enter an exhibit space that is not staffed, except their own. Exhibitors shall confine activities to their exhibit space granted pursuant to the exhibit space rental agreement. Attendants, models, and employees must confine their activities to the exhibit space occupied by the exhibitor. Exhibitors shall not, without consent of HLAA, distribute or permit to be distributed, any advertising materials in or around the exhibit areas except from their own allotted exhibit space.

Non-exhibitors may not distribute any advertising matter, literature, souvenirs, or promotional materials in or around the exhibit areas. Exhibitors shall not post any sign of any description anywhere in the convention facility except within the confines of the exhibit space assigned. Exhibitors are responsible for all damages to property or persons caused by themselves or their personnel or contractors, including any misuse of any item distributed from their booth on a promotional basis to attendees. Should such damages occur, the exhibitor shall be liable to the person(s) injured or the owner of the damaged property. Exhibitor further agrees to indemnify and hold HLAA harmless against any and all claims that might arise because of damage to persons or the premises caused by exhibitor or its employees, agents, or contractors. HLAA is the final authority on all matters relating to operation and use of exhibit space.

Audiovisual Equipment

Video equipment, movies, LCD, or slide projectors, audio

players, computers, or other sound equipment used in the exhibit hall space must be self-contained and fireproof. The sound on any audio equipment must be kept at a volume not to exceed that of normal conversation, or 80 dB. Such equipment must not interfere with neighboring exhibitors and must not exceed the height limitations of the exhibit space. Any video or computer display must be devoted exclusively to the business of the exhibitor. HLAA will not be responsible for obtaining any audiovisual equipment needed. HLAA reserves the right to restrict the use of glaring or irregular lighting effects. No exhibitor shall show any goods or apparatus in operation if noisy and objectionable to surrounding exhibitors or HLAA.

Decorations

Decorations are not permitted on ceilings, painted surfaces, columns, fabric, decorative walls, or fire sprinklers. All decorative materials must be flameproof in accordance with fire regulations. No helium balloons or adhesive-backed decals, signs, etc., are permitted to be given out on the premises, but such items may be authorized for permanent attachment to authorized displays.

Food and Beverage Service

Exhibitors may provide food and beverage service in their assigned exhibit space (with the exclusion of alcoholic beverages) by arrangements with the **New Orleans Marriott** catering department, and exhibitors are not permitted to bring outside food and beverage into the Exhibit Hall.

Hospitality Functions

Industry-related events, including educational, business, or social functions occurring June 29-July 1 must be approved in writing by HLAA. No event may compete with official convention activities scheduled before 3 p.m., the Exhibit Hall Grand Opening, Welcome Back Bash, or Friday and Saturday evening events.

Non-endorsement

The exhibiting of services, products, or equipment at HLAA 2023 Convention does not constitute an endorsement by HLAA of such services, products, or equipment. No exhibitor is permitted to represent in any manner that its goods or services have been endorsed by HLAA.

Fire Regulations

Exhibitors must conform to all standard fire codes of the host city. Exhibitors shall not allow their displays to block the view of, or impede access to, fire alarm boxes, fire hose cabinets, fire extinguishers, or other safety equipment.

Sales in the Exhibit Hall

Taxing jurisdictions, venues, promoters, vendors, and others can find Louisiana Department of Revenue (LDR) information regarding vendor responsibilities, registration, points of contact, tax rates, and filing of returns for special events by contacting a special event tax officer by email at special.events@la.gov.

LDR requires that all persons and entities making retail sales within the State of Louisiana collect and remit sales tax, even if selling only one time per year.

If you are an out of state vendor or one who does not regularly do business in Louisiana, you may register your casual sales tax account by filling out form R-16019 CR1. In Part 2 of the form, Check Box "C/other", and specify that you are a vendor at fairs or festivals, write in "casual filer".

R-1029SE Special Events Return tax form.

Effective July 1, 2018, the State of Louisiana sales tax rate is 4.45% of the gross sales amount. Vendors and promoters must also contact local taxing authorities for local sales tax rates where special events are held.

For more information please click [Frequently Asked Questions](#).
Contact for Additional Information
Louisiana Department of Revenue
Special Events
P.O. Box 3138
Baton Rouge, LA 70821-3138
Phone: 855.307.3893
special.events@la.gov

Security

HLAA will provide security personnel in the exhibit hall during setup and teardown and after show hours. However, exhibitors who desire additional security to protect the individual property should coordinate with the **New Orleans Marriott**.

Liability

HLAA, Alliance Exposition Services, **New Orleans Marriott**, officers, agents, employees, representatives, and/or individuals connected with these parties assume no responsibility for any loss or damage of exhibitor property due to theft, vandalism, water, fire, accident, or any other causes. Each exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to the exhibitors' displays, equipment, and other property brought upon the premises of the show site, and shall indemnify and hold harmless HLAA, Alliance Exposition Services, New Orleans Marriott, and any authorized representative, agent, or employee of the foregoing of any and all losses, damages, and claims from any cause whatsoever by reason of the use of the exhibit space by the exhibitor or its contractors and/or affiliates. In holding the show, HLAA does not act as an agent of the exhibitor, Alliance Exposition Services, **New Orleans Marriott**, or any other party. Exhibitor will provide HLAA with a certificate of insurance or an affidavit that it carries \$1 million in liability insurance applicable to its exhibiting at HLAA 2023 Convention by May 12, 2023.

Inability to Exhibit Due to HLAA 2023 Convention Cancellation or Interruption

Neither party shall be liable for failure to perform its obligations under this agreement if HLAA 2023 Convention 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, except that exhibitor will be charged pro rata for any productive use of the exhibit space before or after such event. Individual acts of theft or vandalism resulting in loss of or damage to exhibitor's property shall not be considered an event covered by this paragraph.

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.

