

v/f THE VOICE FOUNDATION
43rd Annual Symposium

May 28—June 1, 2014



Philadelphia Westin,
Philadelphia, PA

Exhibitor Prospectus

2014 Program

43rd Annual Symposium

Care of the Professional Voice



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Symposium Contacts

Exhibit Sales and Advertising/Support
Maria Russo, office@voicefoundation.org
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May 28-June 1, 2014 ~ Philadelphia Westin, Philadelphia, PA

About The Voice Foundation

The world's leading organization dedicated to solving voice problems

“The human voice is our chief means of communication, a fundamental tool for working and living, and a rich source of artistic pleasure.” - Walter Cronkite

You don't need to be an actor, singer, or broadcaster to be a professional voice user. **Teachers, physicians, salespeople,** and many others depend on their voices to earn a living. Warning signs of a potentially serious disease – a raspy voice, a persistent, dull pain in the throat, difficulty in swallowing, or a tired voice – are ignored too often.

According to The National Institutes of Health's National Institute on Deafness and Other Communication Disorders reports that approximately **7.5 million Americans** have trouble using their voices. Despite widespread voice problems, too little is known about the vocal disorders which cut short careers, impair the speech process, devastate and even threaten people's lives.

The Voice Foundation is the world's leading organization dedicated to solving voice problems. The Foundation seeks to protect and enhance the gift of vocal communication through:

-Research to advance the diagnosis and treatment of vocal problems, including improved non-surgical and surgical techniques;

- Sponsoring national and international symposia and seminars;
- Publishing and distributing professional and scientific publications and video teaching materials;
- Awarding research grants and fellowship;
- Disseminating information through the media to raise awareness of voice care.

When The Voice Foundation was founded in 1969 by the internationally celebrated voice specialist **Wilbur James Gould, M.D.**, interdisciplinary care of the human voice was non-existent. Dr. Gould's groundbreaking foresight brought together physicians, scientists, speech-language pathologists, performers, and teachers to share their knowledge and expertise in the care of the professional voice user. Since 1989, The Voice Foundation has been led by **Robert Thayer Sataloff, M.D., D.M.A., F.A.C.S.**, an internationally renowned otolaryngologist who is also a professional singer and conductor, and author of more than 1000 publications including 42 textbooks.

Care of the Professional Voice

attracts hundreds of medical and scientific experts, speech language pathologists, performing artists and teachers from over 35 states and 30 countries.

Papers presented at this Symposium educate the public and the scientific community on the latest advances in voice science and care.

Attending are:

Members of
The Voice Foundation

Primary Employers

Academic Institutions
Hospitals
Private Practice

Professions:

Physicians
Nurses
Scientists
Educators
Speech -Language Pathologists
Voice Teachers

Sports Medicine for the

All-round, interdisciplinary care

Care of the Professional Voice, the 43rd annual symposium hosted by The Voice Foundation, features advanced programming presented by leading professionals in the voice care field from **thirty-five states** and **thirty countries**. Voice professionals from all over the world come to gather the latest information, network with colleagues, see product demonstrations, learn cutting-edge techniques and earn continuing education credits.

More than 400 voice care professionals, during most meetings, attend, including a strong faculty attendance from hospitals and universities worldwide.

During breakfast and coffee breaks the attendees evaluate purchases for their practices, hospitals and facilities. With your newest publications on display, they are made aware of the tools available for learning and teaching. The Voice Foundation welcomes all exhibitors to attend the scientific sessions.

Remember to take advantage of **special sponsorship and advertisement opportunities** designed to fit every



2014 Participating Specialties

- Otolaryngologists
- Pediatric Otolaryngologists
- General Surgeons
- Pulmonologists
- Neurologists
- Gastroenterologists
- Speech Pathologists
- Voice & Speech Teachers
- Singers & Actors
- Voice Scientists

Note: Per new PhRMA & AdvaMED regulations, all commercial companies are prohibited from distributing products with their company name on it at CME activities.

Critical Dates

February 1, 2014	<i>Preliminary Program</i> advertising due
March 1, 2014	<i>Final Program</i> advertising reservation due
April 1, 2014	Deadline for table cancellation/reduction with a full refund. Contracts received after this date must include full payment
May 1, 2014	Deadline for literature for display or inclusion in registration packets Deadline for table cancellation/reduction with exhibitor responsible for 50% of table fee
May 21, 2014	Notices of table assignments are emailed <i>Exhibitor Service Information</i> emailed

Exhibitor Information

Symposium Dates and Location

Symposium: Wednesday—Sunday, May 28—June 1, 2014

Location: Philadelphia Westin Hotel
99 S. 17th St.
Philadelphia, PA 19103 USA

Exhibitor Schedule

Move-In—Exhibit—Move Out

Wednesday, May 28, 2014

Move-in 8:00am - 12:00pm

Show Hours 2:00pm - 5:30pm

Wednesday is a half-day.

Thursday, May 29, 2014

Move-in 6:00am- 7:00am

Show Hours 8:00am - 5:30pm

Friday, May 30, 2014

Move-in 6:00am- 7:00am

Show Hours 8:00am - 1:00pm

Exhibit room locked 1:00pm

**Exhibiting will conclude at 1:00pm on Friday, June 1st, as we will be preparing the Ballroom for the Gala.*

Saturday, May 31, 2014

Move-in 6:00am- 7:00am

Show Hours 8:00am - 1:00pm

Move-Out 4:00pm*

**Saturday exhibiting will conclude after the afternoon break. Tables must be broken down for a wedding in the ballroom. Help is available for break-down. Storage in the Director's Room.*

Sunday, June 1, 2014

Move-in 6:00am - 7:00am

Show Hours 8:00am - 3:00pm

Move-Out 3:00pm - 4:00pm

Exhibit Space

- Table and available electrical outlet
- Unlimited exhibitor Symposium attendance (no CME credits without paid registration)
- Unlimited exhibitor staff badges
- Acknowledgment on TVF website
- Company profile in the Attendee Folders
- A Final Program Book
- Advertising discounts in Journal of Voice
- Grant opportunities

Exhibit Hall Highlights

Wednesday, May 28

Break 4:00-4:30PM

Thursday, May 29

Morning Breakfast 7:30 AM

Break I 10:00-10:30AM

Posters (Lobby) 4:00-5:15PM

Friday, May 30

Morning Breakfast 7:30 AM

Break I 9:40-10:10 AM

Saturday, May 31

Morning Breakfast 7:30 AM

Break I 10:30-11:00AM

Break II 2:30-3:00PM

Sunday, June 1

Morning Breakfast 7:30AM

Break I 10:30-11:00AM

Some attendees choose to spend part of the break in the Exhibit Hall.

Mealtimes are as follows:

Lunch

Thursday 12:00-1:30PM

Friday 12:15

Saturday 12:00-1:30PM

Dinner

Wednesday 7:00PM

Thursday 5:15-6:15PM

One 6' Exhibit Table per week - Fee: \$1,250.00

Includes:

- 6 ft. skirted table
- Two chairs
- Exhibitor personnel badges
- Power supply as requested at no charge
- Daily maintenance by Hotel Staff

One 6' Exhibit Table per day - Fee: \$400.00.

Includes:

- 6 ft. skirted table
- Two chairs
- Exhibitor personnel badges
- Power supply as requested at no charge
- Daily maintenance by Hotel Staff

Literature Display *per week* - Fee: \$500

Space is made available for exhibitor literature at an unmanned table for the duration of the Symposium. Literature must be received by The Voice Foundation office no later than May 1, 2014 and materials will not be returned after the meeting.

Payment

Payment in full is due with the submission of the Corporate Support Form. The Voice Foundation will accept Visa, Master Card, Discover and company checks. (Sorry, no American Express.)

Exhibitor Assignments

Space will be assigned to Exhibitors on a first-come, first-served basis.

We will also take into consideration number of tables requested and consequent space necessary in assigning Exhibitor placement.

Please notify Maria Russo, Managing Director, of any specific space requirements.

Cancellation Policy

Exhibitors will be refunded in full if written notification of cancellation is received by April 1, 2014 (60 days prior). Exhibitors will receive a 50% refund if cancellation/reduction is made in writing by May 1, 2014 (30 days prior). No refunds will be given for Exhibitors who cancel after May 1, 2014.

Hotel Accommodations

Philadelphia Westin
99 S. 17th St.
Philadelphia, PA 19103
Phone: (215) 563-1600

We are pleased to announce that our 43rd Annual Symposium will again be held at The Westin Philadelphia Hotel. The Westin rivals both the Four Seasons and the Ritz Carlton in grandeur.

The Voice Foundation has secured a block of rooms in the Philadelphia Westin. Discounted room rates will be announced shortly. **Please check back after the new year for the Voice Foundation's dedicated Westin Hotel webpage.**

Located in the heart of the city known as America's birthplace, The Westin Philadelphia combines traditional elegance with modern luxury. It is directly connected to Liberty Place, an upscale shopping center, and the Pennsylvania Convention Center is just a few blocks away. Famous nearby landmarks: Liberty Bell, Independence Hall, the Betsy Ross House, and the Philadelphia Museum of Art.



Shipping Instructions

If you have any materials you would like shipped to the hotel prior to your arrival, please ship them to:

The Westin Philadelphia Hotel
c/o Anita Martucci, for The Voice Foundation's Symposium (5/29 – 6/2)
99 South 17th Street
Philadelphia, PA 19103 USA

Shipped materials will be found under your assigned table as of Wednesday, May 28.

Symposium Contacts

Sales/registration:

Maria Russo— office@voicefoundation.org

Evelyn Rossow— symposium@voicefoundation.org

Phone: (215) 735-7999

Fax: (215) 735-9293

Website: www.voicefoundation.org

Advertising

Official Symposium Program

Deadline: February 15, 2014

Inside Back Cover	\$1,500
Full page B/W	\$1,000
Half page B/W	\$500
Quarter page B/W	\$250

Voices of Summer Gala Program

Deadline: May 1, 2014

Inside Front Cover	\$5,000
Center Spread	\$3,500
Inside Back Cover	\$3,000
Back Cover	\$4,500
Full page B/W	\$2,000
Half page B/W	\$1,000
Quarter page B/W	\$500

Full Page
4.5" x 7.5"

Quarter Page
2.25" x 3.5"

Half Page
4.5" x 3.5"

Literature in Attendee Folder

Exhibitor Fee (w/table): \$500

Non-Exhibitor Fee (w/out table): \$750

Promotional materials can be included in the packets distributed to all attendees at registration. Literature must be received by The Voice Foundation office no later than May 1, 2014 and excess materials will not be returned after the meeting. Print size 8 1/2 x 11 1/2 Bleeds: Allow 1/8" on all sides.

Publication size: 5 1/2 x 8 1/2

All advertising materials should be supplied as electronic files with color print. We accept high-resolution PDF files. All files should be collected to disk with fonts (Adobe) and supporting files (all formats: TIF, JPEG).

Educational Grant Opportunities

<p>Presentation Sponsor Fee: \$10,000</p> <ul style="list-style-type: none"> •Dedicated signage & listing in all promotional materials •Program book acknowledgment •Meet & Greet with Award Honorees 	<p>Registration Table Fee: \$2,000</p> <ul style="list-style-type: none"> •Exclusive Signage in Registration Area •Acknowledgment in Symposium Program & Website
<p>Coffee Break Sponsor Fee: \$1,500</p> <p>10 Coffee Break Sponsorships Available</p> <ul style="list-style-type: none"> •Acknowledgment in Symposium Program & Website •Signage during coffee break 	<p>Multimedia Fee: \$5,000</p> <ul style="list-style-type: none"> •Company recognized via multimedia projections •Acknowledgment in Symposium Program & Website
<p>Poster Award Sponsor Fee: \$1,000 - \$5,000</p> <ul style="list-style-type: none"> •Sponsor Awards given to the Best Poster in each category: Basic Science, Medical, Speech Language Pathology and Vocal Pedagogy •Acknowledgment in Symposium Program & Website 	<p>Van Lawrence Award Sponsor Fee: \$2,000</p> <p>The Fellowship is intended to provide opportunities for the Fellow to become more thoroughly acquainted with practices, techniques, technology and people involved in laryngology and voice science.</p> <ul style="list-style-type: none"> •Acknowledgment in Symposium Program & Website •Exclusive Signage at site
<p>Master Class Sponsor Fee: \$5,000</p> <ul style="list-style-type: none"> •Meet and Greet Master Class Presenter •Exclusive Signage at site •Acknowledgment in Symposium Program & Website 	<p>Workshop Sponsor Fee: \$1,000</p> <ul style="list-style-type: none"> •Contribute to the advancement of voice care and training by sponsoring Vocal Workshops. •Acknowledgment in Symposium Program & Website
<p>Keynote Speaker Sponsor Fee: \$5,000</p> <ul style="list-style-type: none"> •Acknowledgment in Symposium Program & Website •Meet and Greet Keynote Speaker 	<p>Special Event Sponsor</p> <p>Master Class Wine Reception Fee: \$2,000</p> <p>Workshop Wine Reception Fee: \$2,000</p> <ul style="list-style-type: none"> •Acknowledgment in Symposium Program & Website •Exclusive Signage at site
<p>Official Airline, Transportation Fee: \$500</p> <ul style="list-style-type: none"> •Travel expenses for Gala Honorees, Lecturers, Attendees •Official Merchant Status •Acknowledgment in Symposium Program & Website 	<p>Program Mentoring Sponsor Fee: \$500</p> <ul style="list-style-type: none"> •Exclusive Signage at Mentoring Site •Acknowledgment in Symposium Program & Website

Gala Sponsor Friday, May 30, 2014

Gold Benefactor at \$5,000 includes:
•Acknowledgment in the Voice Foundation's marketing materials and website at a Corporate Sponsorship/Underwriters Gold Level

Gala Sponsor Friday, May 30, 2014

Silver Supporter at \$3,500 includes:
•Acknowledgment in the Voice Foundation's marketing materials and website at a Corporate Sponsorship/Underwriters Silver Level

Gala Sponsor Friday, May 30, 2014

Award Recipient Sponsor at \$1,500 includes:
•Acknowledgment in the Voice Foundation's marketing materials
Call to discuss your sponsorship

Gala Sponsor Friday, May 30, 2014

Various Other Sponsorships \$500
Grand Piano, Flowers and Decorations, Crystal Awards, Entertainment
•Acknowledgment in the Voice Foundation's marketing materials

Voices of Summer Gala



**2014 VERA Awards
2014 Sackler Award
To be announced**

*Michael Sheehan, *Frederica von Stade, Dr. Dahlia Sataloff,
Dr Robert Sataloff, Dr., Michael Benniger, *Byron Janis,
Maria Janis Cooper, Dr. Barry Bittman
*Honorees

Planning Calendar

May 28-June 1, 2014 ~ Philadelphia Westin, Philadelphia, PA

Marketing Deadlines

Deadline for Symposium print advertising	February 15, 2014
Deadline for Coffee Break Sponsorship	April 15, 2014
Cocktail Party and Registration Table	April 15, 2014
Cancellation/reductions with a full refund	April 15, 2014
Deadline for <i>Voices of Summer</i> Gala print advertising	May 1, 2014
Folder Inserts due at TVF	May 1, 2014

Forms Deadlines

Contracts, logos and payment are due	March 15, 2014
Space assignment begins	March 30, 2014
Space cancellation deadline	April 1, 2014
Exhibitor final information confirmation	May 1, 2014
Hotel accommodation special rates expire	May 1, 2014

Symposium Schedule

Exhibitor move-in begins	9:30am May 28, 2014
Symposium begins and Exhibit Hall opens	2:00pm May 28, 2014
Exhibit Hall locked for Gala preparation	3:30pm May 30, 2014
Exhibit Hall move-out for Wedding (Storage in Director's room with help of the staff)	3:30pm May 31, 2014
Exhibit Hall move-in	7:00am June 1, 2014
Move-out begins	3:30pm June 2, 2014
Meeting Adjourned	5:00pm June 2, 2014



THE VOICE FOUNDATION

Exhibit Reservation Form

Company Name:

Street Address:

City, State, ZIP:

Country: USA

Contact Person Name, Title and Address:

Website:

Exhibitor Only

One 6' Exhibit Table @ \$1,250 per week

One 6' Exhibit Table @ \$400 per day

Thursday 5/29/14

Saturday 5/31/14

Friday 5/30/14 (half day)

Sunday 6/1/14

Electrical requirements for Exhibitors:

_____ We do not require electricity

_____ We require a standard electrical outlet

Please list the names of representatives attending for name badges.

Literature Display @ \$500/week (literature must be received in The Voice Foundation office no later than May 13, 2014)

Literature in Registration Packets (literature must be received in The Voice Foundation office no later than May 13, 2014)

Exhibitor (w/table) \$500 per week

Non-Exhibitor (w/out table) \$750 per week

Advertising Support: Circle your choice

Advertising in **Gala Program Book**

Advertising in **Symposium Program Book**

Inside Back Cover	\$1,500
Full page B/W	\$1,000
Half page B/W	\$500
Quarter page B/W	\$250

Inside Front Cover	\$5,000
Center Spread	\$3,500
Inside Back Cover	\$3,000
Back Cover	\$4,500
Full page B/W	\$2,000
Half page B/W	\$1,000

Support

See pages 8 & 9 for details

Quantity

Fee

PAYMENT: Please send completed form and payment in US\$ by March 15, 2014.

_____ **Check or money order made payable to *The Voice Foundation***

_____ **VISA / MASTERCARD**

Print name as it appears on credit card:

Street Address of credit card:

Zip Code: _____

Credit Card Number:

Expiration: _____ **CVV 3-digit security code:** _____

Authorized Signature:



RENTAL VEHICLE INFORMATION

Store Receiving Delivery: The Westin Philadelphia

Name of Function:

The Voice Foundation Symposium

Date of Delivery:

Time of Delivery:

Vehicle Rental Company:

Vehicle Description:

Model:

Year:

Color:

License plate & State:

Driver's Name:

Passenger's Name:

PLEASE FAX THIS FORM TO BOTH NUMBERS:

Westin Fax #:

(215) 567-2845

Liberty Dock Master Fax #:

(215) 851-9728

Directions: The Loading Dock entrance is on 16th Street between Chestnut and Market Streets. From Chestnut Street, turn left onto 16th Street. The Loading Dock is on the left side of the street, just after the entrance to the public parking lot. There is a sharply descending unmarked driveway immediately upon making the left into the Dock entrance