



**THE VOICE FOUNDATION**

**49<sup>TH</sup> ANNUAL SYMPOSIUM  
CARE OF THE PROFESSIONAL VOICE**

**EXHIBITOR PROSPECTUS**

**[REGISTER ONLINE - CLICK HERE](#)**

**VOICEFOUNDATION.ORG**

**MAY 27—MAY 31, 2020**

**(215) 735-7999 PHILADELPHIA, PA**

***A DIFFERENT KIND OF MEETING***

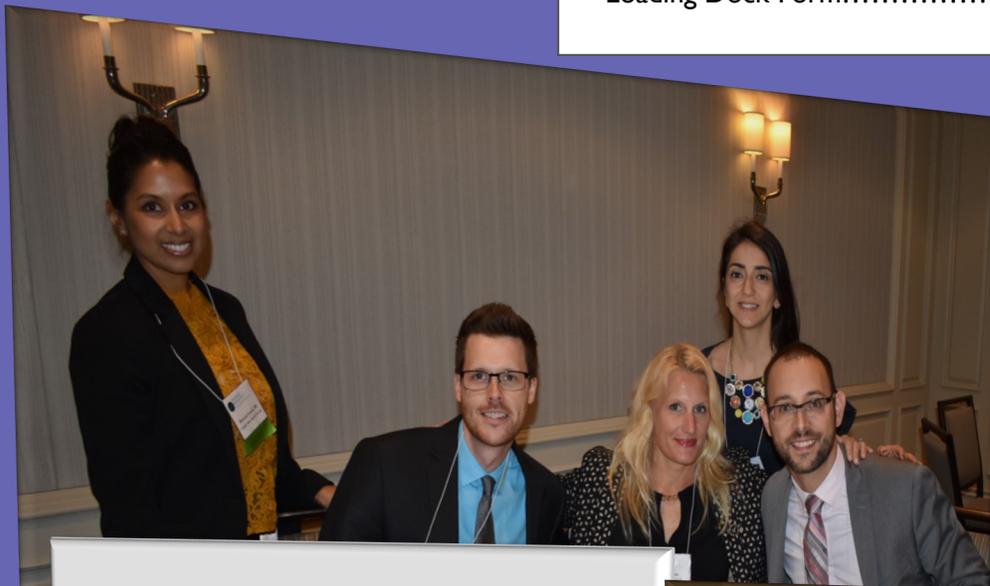
# 49th Annual Symposium

## Symposium Contacts

Exhibit Sales and Advertising/Support  
Maria Russo, office@voicefoundation.org  
Phone: (215) 735-7999  
Fax: (215) 762-5572  
voicefoundation.org

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May 27 - May 31, 2020~ The Westin Hotel, 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 46 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

Singers

# Advancing understanding of the *voice* through interdisciplinary scientific research & education

## THE VOICE FOUNDATION BOARD OF DIRECTORS

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*Care of the Professional Voice*, the 49th 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 500 voice care professionals** 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 budget. Expand your presence throughout the event.

## 2020 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.



Jointly provided by The Voice Foundation in collaboration with Drexel University College of Medicine, Temple University, The American Institute for Voice and Ear Research, and the Academy of Vocal Arts.

CME and CEU Credit will be available for the appropriate sessions.

# Exhibitor Info - [REGISTER ONLINE - CLICK HERE](#)

## Symposium Dates and Location

### Symposium:

Wednesday, May 27—Sunday, May 31, 2020

**Location:** Philadelphia Westin Hotel

99 S. 17th St.

Philadelphia, PA 19103 USA

**Exhibit Hall:** Westin Ballroom, Salon III, Main Floor

## 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

## Exhibitor Schedule

### Move-In—Exhibit—Move Out

May 27, 2020

Wednesday is a half-day.

Move-in	10:00am
Show Hours	2:00pm - 5:30pm

Thursday, May 28, 2020

Move-in	6:00am- 7:00am
Show Hours	8:00am - 6:30pm

Friday, May 29, 2020

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, May 31, as we will be preparing the Ballroom for the Gala. **There is no need to break down: the doors will be locked.***

Saturday, May 30, 2020

Move-in	6:00am- 7:00am
Show Hours	8:00am - 5:00pm

Sunday, May 31, 2020

Move-in	6:00am - 7:00am
Show Hours	8:00am - 3:00pm
Move-Out	3:00pm - 4:00pm

## Exhibit Hall Highlights

Wednesday, May 27, 2020

Break	4:00-4:30pm
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Thursday, May 28, 2020

Morning Breakfast	7:15 am
Break I	10:00-10:30pm
Break II/Posters	4:00-5:00pm

Friday, May 29, 2020

Morning Breakfast	7:15 am
Break I	9:20-9:50 am

Saturday, May 30, 2020

Morning Breakfast	7:30am
Break I	9:50-10:10am
Break II	3:00-3:30pm

Sunday, May 31, 2020

Morning Breakfast	7:30am
Break I	10:00-10:30am
Break II Prefunction	3:00pm

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

**Mealtimes** are as follows:

### Lunch

Thursday	12:00-1:30pm
Friday	12:00pm
Saturday	12:00-12:50pm
Sunday	12:00pm

### Dinner

Wednesday	7:00pm
Thursday	6:00pm
Saturday	5:30pm-7:30pm

## 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
- Listing in the Program and in Attendee Folders
- Morning Coffee in the Exhibit Hall Daily

## 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
- Listing in the Program and in Attendee Folders
- Morning Coffee in the Exhibit Hall Daily

## 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, 2018 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, Executive Director, of any specific space requirements.

## Cancellation Policy

Exhibitors will be refunded in full if written notification of cancellation is received by April 1, 2018 (60 days prior). Exhibitors will receive a 50% refund if cancellation/reduction is made in writing by May 1, 2018 (30 days prior). No refunds will be given for Exhibitors who cancel after May 1, 2018.

## Hotel Accommodations

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

We are pleased to announce that our 46th 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 Hotel  
c/o Rebecca Boulay  
The Voice Foundation's Symposium (5/26 – 5/31)  
99 South 17<sup>th</sup> Street  
Philadelphia, PA 19103 USA

**Shipped materials will be found under your assigned table as of Wednesday, June 1.**



## Symposium Contacts

Sales/registration:

Maria Russo— [office@voicefoundation.org](mailto:office@voicefoundation.org)

Katie Erikson— [symposium@voicefoundation.org](mailto:symposium@voicefoundation.org)

Phone: (215) 735-7999

Fax: (215) 762-5572

Website: [www.voicefoundation.org](http://www.voicefoundation.org)

# Advertising - [REGISTER ONLINE - CLICK HERE](#)

## Official Symposium Program

**Deadline: February 15, 2020**

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: April 25, 2020**

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, 2018 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).

## Marketing Support Opportunities

Young Laryngologists Study Group Fee: \$5,000  
No CME Credit

- Literature at the Study Site
- Digital Ad at Registration

Workshop Sponsor

Fee: \$1,000

- Contribute to the advancement of voice care and training by sponsoring Vocal Workshops.
- Acknowledgment in Folder Literature

# Educational Grant Opportunities

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

Gala Sponsor Friday, May 29, 2020

† 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 29, 2020

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 29, 2020

Award Recipient Sponsor at \$1,500 includes:

- Acknowledgment in the Voice Foundation's marketing materials
- Choose the Awardee you would like to sponsor

Gala Sponsor Friday, May 29, 2020

Various Other Sponsorships \$500  
Grand Piano, Flowers and Decorations, Crystal Awards, Entertainment

- Acknowledgment in the Voice Foundation's marketing materials

# Voices of Summer Gala, May 31st!



2016 \*Chita Rivera



2016 Drs Jack Jiang, Shigeru Hirano, Norm Hogikyan, Ken Altman, Mike Johns, Jon Bock, Mike Benninger



2014 \*Bootsy Collins, \*Roberta Flack, Dr. Robert Sataloff, \*Denyce Graves



2017 Dr. Michael Benninger, \*Tommy Tune, \*Reri Grist, Dr. Robert Sataloff

# Planning Calendar

May 27 - May 31, 2020 ~ The Westin Hotel, Philadelphia, PA

## Marketing Deadlines

Deadline for Symposium print advertising  
Deadline for Coffee Break Sponsorship  
Cocktail Party and Registration Table  
Cancellation/reductions with a full refund  
Deadline for *Voices of Summer* Gala print advertising  
Folder Inserts due at TVF

February 15, 2020  
April 15, 2020  
April 15, 2020  
April 15, 2020  
April 25, 2020

May 1, 2020

## Forms Deadlines

Contracts, logos and payment are due  
Space assignment begins  
Space cancellation deadline  
Exhibitor final information confirmation  
Hotel accommodation special rates expire

March 15, 2020  
March 30, 2020  
April 1, 2020  
May 1, 2020  
May 1, 2020

## Symposium Schedule

Exhibitor move-in begins  
Symposium begins and Exhibit Hall opens  
Exhibit Hall locked for Gala preparation  
Move-out begins  
Meeting Adjourned

1:00pm May 27, 2020  
2:00pm May 27, 2020  
3:30pm May 31, 2020  
3:30pm May 31, 2020  
5:00pm May 31, 2020





# 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

Wednesday 5/27/20

Thursday 5/28/20

Friday 5/29/20 (half day)

Saturday 5/30/20

Sunday 5/31/20

### **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.

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**Literature Display @ \$500/week** (literature must be received in The Voice Foundation office no later than May 13, 2020)

**Literature in Registration Packets** (literature must be received in The Voice Foundation office no later than May 13, 2020)

Exhibitor (w/table) \$500 per week

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

**Advertising Support: Circle your choice**

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

Advertising in **Gala Program Book**

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

**Educational Grant Opportunities**

See pages 8 & 9 for details

Quantity

Fee

**PAYMENT: Please send completed form and payment in US\$ by March 15, 2020.**

\_\_\_\_\_ **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 16<sup>th</sup> Street between Chestnut and Market Streets. From Chestnut Street, turn left onto 16<sup>th</sup> 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