

*“As a new member of IHS, and a first-time exhibitor, we were excited to showcase our WhisperRoom sound booth at the 2010 IHS Convention and Expo. Our participation in the convention provided us with exposure to a market we are experiencing significant growth in. The response we’ve received from our partnership with IHS has exceeded our expectations. We look forward to continued growth in the hearing healthcare industry.”*

—Debbie Sweany  
WhisperRoom, Inc.



*Director of Sales Debbie Sweany shows off the capabilities of the WhisperRoom portable sound booth used in audiometric, hearing aid, and speech/language testing. WhisperRoom was a first-time exhibitor at the convention.*



*The Starkey booth is set up before the doors to the exhibit hall open and attendees fill the aisles anxious to see the latest technologies.*



*First-time exhibitor, Battery Easy Products, talks with attendees about the ease of changing hearing aid batteries with their unique tool.*



*Another large exhibitor on the floor, and event sponsor, Oticon displays their latest in wireless hearing instrument technology.*

## Superior Education is the Foundation for the Annual Convention

Once again the IHS convention delivered educational excellence to its audience while providing valuable continuing education credits. Throughout the course of three days concurrent seminars were offered to give attendees the chance to participate in sessions that best fit their training needs and experience level.

During the general session, all participants had the chance to hear from the Better Hearing Institute’s Executive Director, Sergei Kochkin, Ph.D. as he explored 25-year industry trends from the MarkeTrak VIII report. He also discussed consumer satisfaction with hearing aids and the impact the hearing health practitioner has on a customer’s success with hearing aids.



*Peter Lee, BC-HIS, President of the Massachusetts Hearing Aid Society, and other attendees earn continuing education credits by attending the seminars at the IHS annual convention.*



*Speaker Gael Hannan talks to the audience about the signs of “bluffing” during her session, Bluffing 101: The Masks of Hearing Loss.*



*Paul Kreimer, MA, CCC-A, customer trainer and technology expert at Phonak Hearing Systems, presents information on Bluetooth technology.*



*Concurrent seminars took place over three days allowing attendees to participate in sessions that best fit their training needs and experience level.*