

SPONSORSHIP AND EXHIBITION PROSPECTUS

Speech Synthesis Workshop 2027

SSW14 and Blizzard Challenge 2027

Maceió, Brazil | 6–9 September 2027

Direct access to the speech synthesis community in Brazil

SSW14 and Blizzard Challenge 2027 will bring to Maceió an international group of researchers, engineers, students, and industry professionals working on speech synthesis, text-to-speech systems, speech datasets, spoken language processing, prosody, accent variation, and voice technologies.

The 2027 edition will take place shortly after **Interspeech 2027 in São Paulo**, creating an excellent opportunity for companies and research organizations to connect with specialists already travelling to Brazil for one of the main international events in speech science and technology.

SSW14 is designed as a compact and technically focused meeting. Its value for sponsors lies in proximity: direct conversations with the people who design, train, test, evaluate, and deploy speech synthesis systems.

Event at a glance

Event: Speech Synthesis Workshop 2027 — SSW14

Associated event: Blizzard Challenge 2027

Location: Maceió, Alagoas, Brazil

Dates:

SSW14: 6–8 September 2027

Blizzard Challenge 2027: 9 September 2027

Venue: Centro de Convenções e Eventos Aurélio Buarque de Holanda, Hotel Ritz Lagoa da Anta

Theme: *Speaking in sub-tongues: embracing culture, heritage and diversity in Brazilian accents*

Audience: researchers, students, engineers, companies, laboratories, and organizations

working with speech synthesis, AI, NLP, voice technologies, speech datasets, accessibility, and language resources.

Invitation from the Organizing Committee

On behalf of the Organizing Committee, we invite your organization to support the **Speech Synthesis Workshop 2027 — SSW14** and the **Blizzard Challenge 2027**, to be held in Maceió, Brazil, from **6 to 9 September 2027**.

The workshop will gather a specialized international audience working on the scientific and technological development of artificial speech. The Blizzard Challenge will bring an applied evaluation component to the event, encouraging teams to build and test speech synthesis systems under shared conditions.

The 2027 edition will focus on linguistic diversity in Brazil, with special attention to Brazilian accents, spontaneous speech, prosody, and the development of voice technologies for Portuguese. This theme speaks directly to current needs in artificial intelligence, accessibility, education, digital services, and human–computer interaction.

Sponsoring SSW14 and Blizzard Challenge 2027 offers your organization direct engagement with a community that connects academic research, open evaluation practices, industrial development, and the future of voice technologies.

We invite companies, research centers, publishers, laboratories, and technology organizations to join us in Maceió.

Organizing Committee

Speech Synthesis Workshop 2027
Maceió, Brazil

Why sponsor SSW14?

SSW14 offers sponsors a concentrated setting for exchange with a technically specialized audience. This is not a large trade fair. It is a focused workshop where conversations can turn into collaborations, recruitment contacts, data partnerships, research exchanges, and new technical directions.

Sponsors will reach people working in:

Speech synthesis
Text-to-speech systems
Speech AI
Spoken language processing
Natural language processing
Voice interfaces
Speech datasets and annotation
Speech evaluation
Prosody and phonetics
Accent variation
Accessibility technologies
Human–computer interaction
Language technologies for Portuguese and other languages

The 2027 edition is especially attractive for organizations interested in Brazilian Portuguese, regional accents, voice datasets, and AI systems that work beyond standard or dominant language varieties.

Why this event matters for sponsors

Voice technologies increasingly depend on high-quality data, careful evaluation, and better treatment of accent variation. Portuguese is spoken by hundreds of millions of people, yet many speech technologies still rely on limited datasets, standardized speech, and accents that do not represent the full range of real speakers.

SSW14 and Blizzard Challenge 2027 will create a meeting point for researchers and developers working on this exact problem: how to build speech synthesis systems that work better across accents, regions, and communicative contexts.

For sponsors, this creates four concrete opportunities:

Technical visibility

Your organization will be seen by researchers and developers working directly with speech synthesis, speech AI, NLP, datasets, and evaluation.

Talent contact

Sponsors will meet graduate students, early-career researchers, engineers, and senior scholars working in a specialized field with growing demand.

Connection with Brazil and Latin America

The event offers a direct entry point into Brazilian and Latin American research communities working on speech, language, and AI.

Association with linguistic diversity and responsible voice technology

Sponsors will be linked to an event that treats accent variation, accessibility, and linguistic diversity as technical and scientific priorities.

About SSW14

The **Speech Synthesis Workshop** is an international meeting dedicated to advances in speech synthesis and related areas. SSW14 will bring together researchers, developers, students, and industry professionals working on artificial speech and spoken language technologies.

The program will include invited lectures, oral presentations, poster sessions, technical discussion, networking opportunities, and sponsor visibility.

The 2027 edition will include a thematic focus on Brazilian accents and linguistic diversity, connecting speech synthesis research with work on prosody, phonetics, spontaneous speech, language variation, and language resources.

About Blizzard Challenge 2027

The **Blizzard Challenge** is an international shared task in speech synthesis. Participating teams build and evaluate text-to-speech systems using shared datasets and evaluation protocols.

The 2027 edition will be connected to the SSW14 theme and will focus on speech synthesis for Brazilian Portuguese, with attention to accent variation and spontaneous speech.

For sponsors, the Blizzard Challenge offers visibility around a technical evaluation activity that directly connects data, systems, listening tests, and comparative assessment of synthetic speech.

Why Maceió?

Maceió, the capital of Alagoas in Northeastern Brazil, offers a strong setting for a workshop dedicated to speech, culture, and linguistic diversity.

The event will be held at the **Centro de Convenções e Eventos Aurélio Buarque de Holanda**, located within the **Hotel Ritz Lagoa da Anta**, a venue with meeting rooms,

auditorium space, poster and exhibition areas, coffee-break areas, accessibility features, and onsite services.

Maceió also offers a wide range of accommodation options near the venue, from budget stays to high-end hotels, making the event accessible to students, researchers, and international participants.

The city's location in Northeastern Brazil strengthens the event's connection with regional linguistic diversity, cultural heritage, and the development of speech technologies that respond to a wider range of speakers.

What sponsorship supports

Sponsorship will help fund:

- Student participation
- Reduced registration fees
- Accessibility measures
- Coffee breaks and networking areas
- Event infrastructure
- Local organization
- Communication and digital materials
- Blizzard Challenge organization
- Evaluation procedures
- Participant support
- Technical and logistical services

Sponsorship does not influence paper review, scientific decisions, awards, evaluation procedures, Blizzard Challenge results, or the academic program.

Sponsorship levels at a glance

Level	Amount	Best suited for
Gold Sponsor	US\$ 7,000	Companies and research organizations seeking the highest visibility at SSW14 and Blizzard Challenge 2027
Silver Sponsor	US\$ 3,500	Organizations seeking strong visibility and direct association with the workshop

Bronze Sponsor	US\$ 2,000	Startups, laboratories, university initiatives, and smaller organizations seeking sponsor recognition
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The sponsorship tiers are based on the structure used in the previous edition of the Speech Synthesis Workshop, with values converted to US dollars and rounded for administrative simplicity. The minimum sponsorship amount is US\$ 2,000.

Standard sponsor recognition

All sponsors will receive:

- Recognition as an official sponsor on the event website
- Organization logo on the sponsors' page, with hyperlink
- Organization logo in the digital program
- Acknowledgement on onsite sponsor signage
- Acknowledgement in selected event communications
- Permission to use the SSW14 sponsor mark until the end of September 2027
- Recognition in the final sponsor acknowledgement slide shown during the event

Sponsor logos and materials must be submitted by the deadlines defined by the Organizing Committee.

Gold Sponsor

US\$ 7,000

Gold Sponsor benefits:

- Company logo prominently displayed on the conference website, digital program, and event materials
- Opportunity to distribute approved company materials to all attendees
- Acknowledgment during the opening and closing ceremonies
- Two complimentary registrations
- Recognition in workshop publications
- Special acknowledgment during the Blizzard Challenge event

Silver Sponsor

US\$ 3,500

Silver Sponsor benefits:

- Company logo on the conference website and digital program
- Acknowledgment during the opening ceremony
- One complimentary registration
- Recognition in workshop publications

Bronze Sponsor

US\$ 2,000

Bronze Sponsor benefits:

- Company logo on the conference website
 - Recognition in the workshop program
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Additional Sponsorship Opportunities

Some organizations may prefer to support the event without joining one of the main sponsorship tiers. The following additional options are available.

Conference App / Online Program Sponsor

US\$ 4,000

- Recognition as Conference App / Online Program Sponsor
- Logo on the event website
- Logo in the digital program
- Logo displayed in the online program or conference app, if available
- Short institutional profile on the event website
- Approved digital material made available to participants

Welcome / Networking Reception Sponsor

US\$ 4,000

- Recognition as Welcome / Networking Reception Sponsor
- Logo displayed near the reception area
- Logo on the event website
- Logo in the digital program
- Acknowledgement during the reception, where feasible
- Approved digital material made available to participants

Student and Early-Career Researcher Support Sponsor

US\$ 3,000

- Recognition as Student and Early-Career Researcher Support Sponsor
- Logo on the event website
- Logo in the digital program
- Acknowledgement in selected student-support communications
- Short institutional profile on the event website

Funds from this category will support reduced registration fees, student participation, or other student-facing event costs, according to the financial needs of the event.

Blizzard Challenge Supporter

US\$ 3,000

- Recognition as Blizzard Challenge Supporter
- Logo on the event website
- Logo in the digital program
- Acknowledgement during the Blizzard Challenge session
- Approved digital material made available to participants
- Recognition in Blizzard Challenge-related communications, subject to approval by the Organizing Committee

This package does not imply influence over challenge design, evaluation procedures, rankings, or results.

Poster Session Sponsor

US\$ 2,500

- Recognition as Poster Session Sponsor
- Logo displayed near the poster area
- Logo on the event website
- Logo in the digital program
- Acknowledgement during poster-related communications, where feasible
- Approved digital material made available to participants

Coffee Break Sponsor

US\$ 2,500 per break

- Logo displayed near the coffee-break area
- Acknowledgement in the digital program
- Sponsor mention before or after the sponsored break, where feasible
- Approved digital material made available to participants

Name Badge or Lanyard Sponsor

US\$ 2,500

Exclusive

- Logo on participant badges or lanyards, subject to production deadlines
- Acknowledgement on the event website
- Acknowledgement in the digital program

Charging Station Sponsor

US\$ 2,500

- Recognition as Charging Station Sponsor
- Logo displayed near the charging station
- Logo on the event website
- Logo in the digital program
- Opportunity to place one approved free-standing banner near the charging station, subject to venue rules

Digital Program / Abstract Book Sponsor

US\$ 2,500

- Recognition as Digital Program / Abstract Book Sponsor
- Logo and hyperlink in the digital program or abstract book
- Short institutional description of up to 100 words
- Recognition on the sponsors' page of the event website
- Approved digital material made available to participants

Exhibition / Demo Table

US\$ 2,000

- One table and two chairs
- Dedicated exhibitor space
- Organization name and hyperlink on the event website
- One exhibitor pass
- Access to coffee breaks for one exhibitor representative
- Digital program access
- Option to purchase one extra exhibitor pass, subject to venue capacity

Exhibition space is limited and will be allocated according to sponsorship level and booking order.

Digital Message or Program Insert

US\$ 2,000

- Approved PDF flyer, brochure, or short digital message made available through the event website, digital program, or conference app, if available
- Maximum length for PDF inserts: four pages
- Sponsor supplies final material by the deadline defined by the Organizing Committee

- All materials are subject to approval by the Organizing Committee
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Customized sponsorship

The Organizing Committee may discuss customized arrangements with organizations whose goals are not fully covered by the packages listed above.

Possible customized options include:

Support for student registration
Support for accessibility measures
Support for coffee breaks
Support for the welcome reception
Support for digital infrastructure
Support for communication materials
Support for open evaluation infrastructure connected to the Blizzard Challenge

All customized arrangements must be approved by the Organizing Committee.

Sponsor materials

Sponsor materials may include:

Logo files
Institutional description
Digital flyer or brochure
Website link
Banner artwork
Short promotional text
Information about job openings, internships, or research opportunities, when applicable

All materials must be submitted by the deadlines defined by the Organizing Committee and must be compatible with the scientific character of the event.

The Organizing Committee reserves the right to decline materials that are incompatible with the event's academic, ethical, or technical standards.

Sponsorship principles

SSW14 and Blizzard Challenge 2027 are scientific events. Sponsorship supports the organization of the event and does not grant influence over:

- Paper review
- Program decisions
- Invited speakers
- Awards
- Blizzard Challenge design
- Blizzard Challenge evaluation
- Blizzard Challenge results
- Scientific publications
- Academic governance

Sponsors will be acknowledged for their support in accordance with the selected package.

All public sponsor activities must be approved by the Organizing Committee.

Payment, invoicing, and administrative requirements

Sponsors are encouraged to confirm payment mechanisms as early as possible.

Corporate sponsorship may involve vendor registration, international payment procedures, tax documentation, purchase orders, institutional invoicing, bank transfer deadlines, and internal approval processes. Early confirmation will help avoid delays.

Sponsorship benefits will be activated after written confirmation of the agreement and according to the payment schedule agreed with the event administration.

Bank fees, taxes, currency conversion costs, and document requirements are the responsibility of the sponsor unless otherwise stated in the sponsorship agreement.

Data protection

Participant contact information will only be shared when participants have explicitly opted in to receive sponsor communications.

Any sponsor communication with participants must comply with applicable data protection rules and with the policies defined by the Organizing Committee.

Booking and contact

To reserve a sponsorship or exhibition package, please contact:

SSW14 Sponsorship Committee

E-mail: miguel@fale.ufal.br

Website:

Sponsorship packages are subject to availability.

Early booking is recommended, especially for Gold Sponsor, coffee break sponsorship, name badge or lanyard sponsorship, and exhibition tables.

Closing statement

SSW14 and Blizzard Challenge 2027 will bring the international speech synthesis community to Brazil at a moment when voice technologies, artificial intelligence, language resources, and accent diversity are becoming increasingly connected.

By sponsoring the event, your organization will support a focused scientific meeting and engage directly with the people building the future of speech synthesis for Portuguese and other linguistically diverse contexts.

We look forward to welcoming you to Maceió in September 2027.