

The 2016 Midwives Alliance Conference Exhibitor and Marketing Prospectus

Atlanta, Georgia
October 13-16, 2016

Conference

The theme of the 34th annual Midwives Alliance of North America Conference is "RESPECT." **The theme works on various levels: midwives' respect for the birth process and for birthing families, to foster respect for the profession, to encourage respect between providers, and to support midwives in taking care of themselves as well as the families they serve.** The conference presents talented speakers and important topics relating to care of all women and the profession, which enables attendees to take new and relevant information back to the communities where they work and make a difference.

Attendance

We expect between 300-400 conference attendees comprised of midwives, nurses, physicians, childbirth educators, doulas, parents, midwifery students, childbirth advocates and birth center administrators. Supporting their work as a conference sponsor, exhibitor, or advertiser offers an opportunity to connect with the birth community and gain valuable exposure and recognition for your brand.

Sponsorship, advertising, and exhibiting packages may be customized to meet your marketing objectives. **Contact Camille Abbe at exhibits@mana.org for more information.** We look forward to seeing you in Atlanta!

Location

The Conference will be hosted at the Hilton Atlanta, October 13-16, 2016. This property is conveniently located in downtown Atlanta, and is just a skywalk away from the Peachtree Mall, with it's variety of dining options as well as MARTA transportation from the airport.

The exhibit hall is located adjacent to the ballroom, offering excellent exposure to attendees. MANA is pleased to be able to offer complimentary wifi to exhibitors. In 2016 we are pleased to host our lively Thursday Opening Night Exhibits Reception as a first connection between exhibitors and attendees, and continue that access throughout the conference, with extended hours and dedicated exhibit times offering maximum exposure. **The exhibit hall sells out, so reserve your space today!**

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The Midwives Alliance of North America

is a not-for-profit organization dedicated to ensuring access to community based maternity services for every pregnant woman with the goal of placing midwifery at the core of maternity care. The Midwives Alliance is supported by an international membership of midwives, nurses, physicians, childbirth educators, doulas, parents, midwifery students, and childbirth advocates.



Sponsorship Opportunities

We offer a variety of industry partnership/sponsorship opportunities at the 2016 Midwives Alliance conference. Partners can create their very own customized opportunities by choosing from and/or combining the Event Sponsorships and Advertising Opportunities listed below and on Page 3. The total price of options chosen will then fall into the Platinum, Gold or Silver package levels.

Platinum Level Partner:

\$10,000 plus

- **Platinum Partners receive ALL GOLD sponsor benefits, PLUS:**
- Category Exclusivity
- FULL page COLOR ad (inside cover) in final program
- Company Logo included on Attendee Bags

Gold Level Partner:

\$6,500 - \$9,999

- **Gold Partners receive ALL Silver sponsor benefits, PLUS:**
- FULL page black and white ad in final program (instead of half)
- One ADDITIONAL exhibition table (12 ft total) for the duration of the conference
- ONE ADDITIONAL full conference registration
- Acknowledgement on posted signage and via electronic media throughout the event

Silver Level Partner:

\$3,000 - \$6,499

- HALF page ad in final program
- One exhibition table for the duration of the conference
- One full conference registration
- Inclusion of your corporate promotional items in attendee gift bags
- Company name/logo featured on:
 - Midwives Alliance website as a Silver Conference Partner, including a link to your organization
 - Inclusion in "Industry Partner Thanks" page of the Final Program, along with description and web site listing

Advertising

Registration Packet Inserts

Place your promotional literature or samples of your product in our attendee registration packet. Even without your presence at the conference, all participants will have access to information about your business. Pricing is listed on the application. Payment must be received before September 23. Items for the registration packet must be shipped directly to the hotel to arrive no earlier than October 8th and no later than the 12th, after image of your insert is approved. **The item must be printed by the advertiser.** We advise you to ship 450 of each sample or flyer. Clearly mark the outside of the package with your business name and note that it contains registration packet inserts. See shipping information on page 5. *We ask you to cover the costs of box handling fees levied by the hotel (approx. \$10-25 per box, depending on weight).*

All handout materials are expected to be of a professional nature. MANA reserves the right to disallow any material they believe to be inappropriate or incongruent with MANA goals and mission statement.

Advertising in the Conference Program

Every participant receives the full conference program upon check-in at the event. Pricing listed below. Camera-ready black and white copy and payment must be received by September 16 in order to be published in the program.

Send all completed applications, payments, and/or inquiries to: Camille Abbe, 7 Maple Street, Maynard, MA 01754, (844) 626-2674 ext. 2, exhibits@mana.org.

Please Note: *Midwives Alliance sponsorships are awarded on a first-come, first-served basis and are available until all applications and full payment have been received by the Midwives Alliance. Category exclusivity will only be considered for sponsors of \$10,000 or more. All promotional material must be approved by the Midwives Alliance in advance of the conference, and the Midwives Alliance reserves the right to decline any sponsor or promotional material it deems incongruent with MANA goals and mission statement.*

Social Sponsorships and Additional Marketing Opportunities

Midwives Alliance conferences are not solely educational and informational – they also offer time to rest, rejuvenate, and reconnect with other attendees. Sponsorship opportunities are available to underwrite these conference events as well, including the Exhibits Reception, coffee breaks, the President’s Reception, Awards Ceremony, or the Saturday night dance. (Note: it is possible to co-sponsor a social event with another organization.)

Opening Night Exhibits Reception: \$6,500

Opening Night Reception Supporters are invited to provide signage at the entry to the Exhibit Hall for the duration of the Thursday Reception, provide branded cocktail napkins, and will be recognized in the opening and closing remarks of the Opening Ceremony as the Gold Sponsor of the Reception.

President’s Reception: \$4,000

The president hosts a reception for VIPs and award winners on Saturday evening prior to the dance. Help her host it in style by providing branded cocktail napkins and signage, or even goodie bags. You and your guest will be appreciated by the MANA board members and all the VIPs in attendance.

Awards Ceremony: \$3,500

The awards ceremony is a celebration of Grand Midwives and Newer “Ones to Watch” as well as others who have made significant contributions to the profession and organization. Make a splash by supporting the festivities. Signage will be displayed on tables in recognition of your contribution, on the screen at the start and end of the event, and of course, come and mingle with the attendees!

Saturday Night Dance: \$3,500

MANA attendees are a spirited group and love to kick up their heels with a great dance. Provide branding at the dance on tables in the seating areas or on cups or napkins provided by you, showcase products or information at a table, and be recognized by the emcee.

Branded Attendee Bags: \$4,500

Attendees use their bags throughout the conference and once back at home for years to come. Make sure they are carrying a bag with your company name on it!

Lanyards: \$3,000

Lanyards provide high visibility branding, as each attendee wears your company name throughout the event. You provide the lanyards with the branding as you like it, subject to approval.

Red Tent Relaxation Room Sponsorship: \$3,000

The Red Tent is an appreciated part of the MANA tradition, providing a soothing environment in which to relax or take a break from the busy conference day. Signage indicating your support will be placed at the door, and you are welcome to display promotional items inside.

Lactation Lounge Sponsorship: \$3,000

MANA is once again providing a private space for people expressing milk, equipped with comfortable seating, electrical outlets, and refrigeration for storage of expressed breast milk.

Childcare Center Sponsorship: \$3,000

Help MANA provide care for families traveling with children. Childcare will be offered at certain times throughout the event, along with games. Your support will be recognized in the program book as well as with signage at the door. Relevant samples or information may be displayed, with MANA approval.

Welcome Letter: \$3,000

Everyone likes to be welcomed! All attendees will be provided with a welcome letter upon check in. Help MANA customize it with reminder about MANA events, local attractions and information about your company. Goodie bags also possible (you provide).

Refreshment Break: \$2,000

Provide your signage and or napkins (provided by you) at the much-appreciated daily coffee break. (Note, this opportunity does not include an exhibit table or conference registration.)

Exhibitor Information

Purchasing a table in the Midwives Alliance 2016 Exhibit Hall is another way to promote your business. MANA conferences attract many birth professionals interested in a wide variety of items, ranging from new and favorite products on the birth market, to handmade products and artwork.

Exhibitors Receive:

- An approximately 8' x 8' space that includes one skirted six-foot table and two chairs located in the East Ballroom
- 2 Exhibit-Hall Only passes
- Company listing in Conference Program Book
- Inclusion on the conference website exhibits page (payment must be received by September 16 for inclusion on the website)
- Discount pricing for inclusion of one SINGLE PAGE promotional item (brochure, flyer or pamphlet) in the attendee bags

Exhibitor Fees: (Returning exhibitors from 2015 deduct \$50 from the fee. Deduction applies to Commercial or Small Company Rates only.)

- Commercial or Large Company: \$775
- Non-Profit or Small Company: \$550*
- Not-For-Profit Midwifery School Discounted Rate: \$425
- Allied Midwifery Organization or State Midwifery Association Discounted Rate: \$300
- Second Table: \$400 (no additional passes included)
 - *Contact Camille with documentation if you qualify as a Non-Profit or Small Company (under \$50,000 net annual income).
- Indicate on the reservation form if you need electrical power. (It is not included.)
- Please feel free to reserve two or more spaces if necessary. We will try to accommodate any special requests.

Exhibitor Badges

Exhibitors will be provided two badges for exhibit personnel, which grant access to the exhibit area only (meals and sessions are excluded unless the individual

has registered as a full attendee or sponsor). No persons shall gain entrance without the proper badge. It will be the responsibility of each company to provide an accurate listing of representatives to the MANA office by September 30, 2016 to pre-register their personnel.

We invite all of our exhibitors to make a reservation at the hotel and take advantage of the group rate. Refer to our website at www.mana.org/mana2016 for hotel reservation information.

Exhibitors are welcome to purchase meal tickets for certain meals. Pricing will be available closer to the event.

Hours and Set Up:

Set-up will be available from 2 - 6 pm on Thursday, October 13. The conference opening is Thursday evening, with the exhibit area officially opening at that time. Following the opening ceremony, we will host a reception in the exhibit hall. This provides a great opportunity to make an initial connection with attendees. **Please note that each of the three conference days includes a 1-hour long break dedicated to exhibits.**

Exhibit hours are as follows:

- Thursday: 2 - 6 pm set up with reception after the Opening Ceremony, (approx. 9 - 11 pm)
- Friday: 10 am - 7 pm*
- Saturday: 10 am - 7 pm*
- Sunday: 10 am - 5 pm with breakdown from 5 - 7 pm (Please note on the application if you will be departing before 5pm Sunday.)
 - *Note that time off for meals or breaks is at exhibitor's discretion. Exhibit Hall hours are maximized for exposure to attendees.

Full exhibit rules and regulations are detailed on pages 7-8. Ensure that the person responsible for your exhibits has a copy.

Please Note: The Midwives Alliance reserves the right to reject, restrict, or dismiss any exhibit that the Midwives Alliance Board of Directors deems incongruent with MANA goals and mission statement.

Scholarships and Raffles

Scholarship Donations

Contribute to the Midwives Alliance Scholarship Fund and help midwives who are financially constrained to attend the conference, share their expertise with the midwifery community, and learn valuable information to bring back to their own communities. Any monetary contribution toward scholarships is appreciated. *With a donation of \$500 or more earmarked for the scholarship fund, you will receive a half-page ad in the conference program as thanks.*

Camera-ready advertising copy and payment must be received by September 23 for publication in the conference program.

Raffle Contributions

The raffle is **big** fun, and your contribution is guaranteed to get big exposure. Every year at the conference we have a large raffle area in the exhibit hall; it gets lots of attention. We are looking for high quality items: technology, services, books, artwork, clothing, jewelry. They may be birth-related products, but they need not be. We will not accept gift certificates for services to local practitioners as this does not appeal to many of the people who attend from all over the country, unless they are redeemable online.

Please provide a description of the item on the application. ***Please clearly mark on the outside of the package that it is a raffle donation.***

Shipping Information

Payment Details

- All payments must be made by September 23, 2016 and accompanied by the completed application.
- Send all completed applications, payments, and/or inquiries to: Camille Abbe, 7 Maple Street, Maynard, MA 01754, (844) 626-2674 ext. 2, exhibits@mana.org.

Shipping Policies

- Exhibitor/Advertiser is responsible for all shipping and handling fees, which range in price from \$10-\$25 per box, payable upon delivery to the exhibitor's table. (refer to hotel shipping policy for details)
- Packages **should arrive between October 12 and 14** in order to avoid additional storage fees.
- At the conclusion of the show, the Exhibitors will be responsible for all dismantling, repacking and sealing of outbound shipments.
- All outbound shipments will require completed shipping documents, including billing account numbers.
- Multiple boxes/containers should each be marked as follows: "(Box number) of (total number shipped)" for example: Box 1 of 4, Box 2 of 4, etc. and marked as INSERT, RAFFLE ITEM, HOLD FOR EXHIBITOR, etc.

Shipping Address

Hold For Guest: (Guest Company Name) (Guest Name) (Guest Cell Number)

c/o Fed Ex Office at Hilton Atlanta

255 Courtland St, NE

Atlanta, GA 30303

(Midwives Alliance Conference, Oct 13, 2016)

Box _____ of _____

MANA 2016 Application

General Information

Name of Business: _____

Detailed Product Description: _____

Contact person: _____ Address: _____

City: _____ State: _____ Country: _____ Postal/Zip Code: _____

Telephone: _____ Email: _____

On-site representative contact information (if different from above): Name/s: _____

Cell phone: _____ Email: _____

Tax ID # (for those selling items at an exhibit) _____

Exhibitor is responsible for all applicable taxes on sold items.

Preferred website URL (for inclusion on conference website): _____

Sponsorship Level and Opportunity (insert amount and description): _____

Exhibiting

- Commercial/Large Company (more than \$50,000 net annual income) \$775
- Non-Profit/Small Company (less than \$50,000 net annual income) \$550
 - Discount for MANA 2015 returning Commercial/Large Company or Non-Profit/Small Company exhibitors. - \$50
- Not-For-Profit Midwifery School Discounted Rate (No additional discounts apply.) \$425
- Allied Midwifery Organization or State Midwifery Association Discounted Rate (No additional discounts apply.) \$300
- Second table (additional registration not included, table only), additional \$400

Special Requests (check all that apply):

- Electrical power, simple support package rate. \$50
- I will be departing early on Sunday (before 5 pm breakdown time). Note time: _____
- Other (describe) _____

Advertising in the Conference Program

- Half page, black & white (4.5" high x 7.5" wide) \$150
- Full page ad for exhibitors (special), black & white (10" high x 7.5" wide) \$250
- Full page ad for non-exhibitors, black & white (10" high x 7.5" wide) \$300

Registration Packet Space (please refer to Shipping Instructions to send to hotel)

	Exhibitor/Discount	Non-Exhibitor/Non-Profit	Non-Exhibitor/Commercial
One flyer or pamphlet (single page, max 8.5"x11")	<input type="checkbox"/> \$50	<input type="checkbox"/> \$150	<input type="checkbox"/> \$250
Product sample, catalog, booklet, brochure	<input type="checkbox"/> \$200	<input type="checkbox"/> \$250	<input type="checkbox"/> \$350

Add shipping fees of \$10 per box for each box weighing 0.1 - 10 lbs. Shipping fees \$10 per box _____

Refer to Hilton Atlanta Package Shipping Instructions for costs on boxes over 10lbs.

Raffle

- Raffle donation for MANA raffle, Description and Value: _____
(MANA requests that the shipper cover the handling fees with the hotel or deliver the item in person. Thank you.)

Total Payment Enclosed (and all appropriate boxes checked above) \$ _____

Make check or money order payable to "MANA" in US funds or fill out the following Credit Card info

Card# _____ Exp. date _____ Card type: VISA MC AmEx

Name on credit card: _____ Postal code related to credit card: _____

Verification code: _____ Signature _____

Send completed application and payment before September 23, 2016 to:

Via USPS: Camille Abbe, 7 Maple Street, Maynard, MA 01754

Via PDF: exhibits@mana.org

Via Fax: 201-740-0909

General Rules & Regulations

The following contract conditions, rules, and regulations are part of the Midwives Alliance Exhibit Space and Sponsorship Application and Contract. Please read carefully before signing the application. After completing the Application and Contract, please give a copy of these rules and regulations to the person(s) responsible for the construction of your exhibit, or creation of your advertisement or sponsorship materials.

Application/Contract and Payment of Fees:

Rates are as listed in the Application and Contract. Applications will neither be processed nor space or opportunities assigned or confirmed without the required payments and signatures. All applications must be accompanied by payment of the total charges. Receipt of payment does not oblige MANA to accept a contract as binding; MANA retains the option of returning funds.

Assignment of Space/Opportunities: Space will be assigned and opportunities awarded on a first-come, first-served basis. Every effort will be made to accommodate requests. MANA reserves the right to make such changes to the exhibit hall floor plan as may be deemed necessary.

Cancellation: Cancellations must be addressed in writing to exhibits@mana.org. Refunds, less an administrative fee of \$100 or 10% of fees (whichever is greater), will be made at MANA's discretion, but **no refund will be given for any cancellation made after September 16, 2016**. In case of fire, the elements, or any other causes beyond management's control that prevent the holding of the conference, this contract will not be binding.

Selection of Exhibitors/Sponsors: The Midwives Alliance reserves the right to refuse sponsorships, advertisements, or exhibits from certain entities, or to decline or prohibit any exhibit or promotional item which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

Advance Approval Required for Promotional Materials: All items must be submitted for approval by September 23, 2016.

Acceptance of exhibit/sponsorship does not constitute endorsement of the products, services, or mission of the exhibitor/sponsor by MANA. Exhibitors and sponsors may not use MANA's name or logo without express written permission.

Exhibit Rules & Regulations

The following contract conditions, rules, and regulations are part of the Midwives Alliance Exhibit Space Application and Contract. Please read carefully before signing the application. After completing the Application and Contract, please give a copy of these rules and regulations to the person(s) responsible for the construction of your exhibits.

1. Exhibit(s): All exhibit spaces will be 8' x 8', and MANA will provide the following to each exhibitor:

- One 6' skirted table
- Two chairs
- 2 Exhibit Hall Only passes
- Company listing in Conference Program Book

- Inclusion on the conference website exhibits page (payment must be received by September 16)
 - Discounted inclusion of one single page promotional item (flyer or pamphlet) in the attendee bags, pre-approval required
- 2. Set Up/Break Down:** All exhibit setup must be complete by Thursday, October 16 at 6:00 p.m. Dismantling may be done during specified tear down hours, and must be complete by Sunday, October 26 at 7 p.m. Any exhibitor that dismantles its exhibit outside of tear down hours without prior approval may be prohibited from exhibiting at future conferences.

Exhibit Rules & Regulations, continued

3. **Exhibitor Onsite Registration:** Exhibitors must register at the registration desk on Thursday, October 13, between 2:00 - 6:00 p.m. Exhibitors will be given badges that must be worn at all times.
4. **Security:** The exhibit hall will be locked during overnight hours, but open during the day. Exhibitors are solely responsible for their own exhibit material and should insure exhibit and materials against loss or damage.
5. **Use of Space:** Exhibitors shall not assign, share, or sublet any space without written consent of MANA. Care must be taken that no display extend beyond the dimensions of the exhibit space, or interfere with the view of other exhibitors. Loud sound produced from the operation of any equipment or apparatus is not permitted, nor is the playing of music of any kind.
6. **Liability:** MANA and the Hilton Atlanta will not be responsible for the safety of the property of the exhibitors from theft, fire, damages, accident, or other causes. Exhibitors agree to protect, save, and hold MANA and the Hilton Atlanta and all agents and employees thereof (hereinafter collectively called "indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitors, and further, exhibitors shall at all times protect, indemnify, save, and hold harmless the indemnities against and from any and all losses, costs (including attorney's fees), damages, liability, or expense arising from or out of or by any reason of any accident of bodily injury or other occurrence to any person or persons, including the exhibitors, their agents, employees and business invitees which arises from or out of or by reason of said exhibitors' occupancy and use of the exhibition premises or a part thereof.
7. **Exhibitor shall be fully responsible to pay for any and all damages** to property, its owners or managers which result from any act or omission of Exhibitor. Exhibitor agrees to defend, indemnify and hold harmless, Hilton Atlanta, its owners, managers, officers or directors, agents, employees, subsidiaries and affiliates, from any damages or charges resulting from Exhibitor's use of the property. Exhibitor's liability shall include all losses, costs, damages, or expenses arising from, out of, or by reason of any accident or bodily injury or other occurrences to any person or persons, including the Exhibitor, its agents, employees, and business invitees which arise from or out of the Exhibitor's occupancy and use of the exhibition premises, the Hotel or any part thereof.
8. **Safety Regulation:** Exhibitors must adhere to all municipal, state, and federal laws, rules, and regulations. No combustible decorations may be used at any time: all drapes, table coverings, and other materials must comply with fire department regulations.
9. **Failure to Occupy Space:** Exhibitors, as specified in these rules and regulations, will forfeit space not occupied by the close of the exhibit setup period. This space may be resold, reassigned, or used by MANA. There will be no refund for space not occupied.
10. **Show Cancellation:** If the conference or exhibit is cancelled due to circumstances beyond the control of MANA, MANA will not be held liable for any expenses incurred by exhibitors (beyond the rental cost of the exhibit space) that may be recoverable from third-party vendors at the time of such cancellation.
11. **Sales/Giveaways:** Sales and giveaway items from exhibits are permitted. Exhibitors are responsible for collecting taxes, obtaining any necessary licenses, and filing appropriate forms.
12. **Americans with Disabilities Act:** Exhibitors shall be responsible for making exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold MANA harmless from any consequences of their failure in this regard.