



18th Annual DONA International Conference

July 19-22, 2012 | CasaMagna Resort | Cancun, Mexico

Sponsor/Exhibitor/Advertiser Prospectus

Join over 400 birth and postpartum doulas, birth and parenting educators, lactation professionals, nurses, midwives, physicians, massage therapists, family advocates, and others interested in the childbearing year all at one exciting conference!



DONA[®]
International

Exhibiting at the DONA International Conference is fun, rewarding, and exciting. Over 400 maternity care professionals are expected to register, and they all look forward to visiting each and every exhibit. The majority of our participants are doulas, birth and postpartum support professionals who work directly with mothers, fathers, babies, siblings, and other health care providers. Birth doula services usually include prenatal visits, attendance at labor and birth, lactation support, and follow-up postpartum contact. Postpartum doulas meet prenatally with clients and work with the family following the birth providing support for breastfeeding, newborn care, siblings and other support in adjusting to the new family dynamics. Because the doula profession continues to grow, the market is open for many opportunities for product education. DONA International is the largest doula organization in the world with over 7,000 members. Many of our member doulas are also childbirth educators, lactation consultants, massage therapists, nurses, and parent educators. Make your presence and products known to our registrants and expectant new families with whom these professionals work throughout the year by becoming a sponsor.

Sponsorships

Take this valuable opportunity to support DONA International and the mission to help birthing families, by becoming a sponsor of our 18th Annual Conference. All sponsors will be listed on our website in recognition of their support of childbirth professionals and new families. Sponsorships at the \$1,000 level and above will be listed upon receipt and approval of their contract through July 31, 2012; and other sponsors will be listed from June 1, 2012 through July 31, 2012. Additionally, all sponsor logos will be presented on the ballroom screens during meals and breaks.

Sponsorship Opportunities

Deadline: May 15, 2012, 5 pm (EST)

Gift Sponsorships

USB Drive Electronic Manual	US \$ 3,000	Sponsor benefits include logo placement and recognition on a keepsake USB drive/electronic manual given to all Conference attendees and presenters, logo placement on all Conference emails, marketing materials and Conference signage, and the opportunity to introduce one General Session Speaker and to highlight your company in a two-minute presentation. Also includes one Conference registration.
Conference Bags	US \$ 2,500	Sponsor benefits include logo placement and recognition on a keepsake bag given to all Conference attendees and presenters, logo placement on all Conference emails, marketing materials and Conference signage, and one registration packet insert. Also includes one Conference registration.
Lanyards	US \$ 1,500	Sponsor benefits include logo placement and recognition on a keepsake lanyard given to all Conference attendees and presenters and logo placement on all Conference emails and marketing materials.

Event Sponsorships

Welcome Reception on Thursday Evening	US \$ 2,000	Sponsor benefits include Welcome Reception signage, one exhibit table, one registration packet insert, and one half-page ad in the Conference Program.
General Session Sponsorships (6 Available)	US \$ 1,250	Sponsor benefits include sponsor recognition in the Conference Program and the opportunity to introduce the General Session Speaker and highlight your company in a two-minute presentation.
Lunch (2 available)	US \$ 1,000	Sponsor benefits include logo placement on Conference signage, one registration packet insert, and one half-page ad in the Conference Program. Also includes the opportunity to greet attendees at lunch and highlight your company in a two-minute presentation.
Breastfeeding Room	US \$ 1,000	Sponsor benefits include logo placement on Breastfeeding Room signage, handouts and samples in the Breastfeeding Room, plus sponsor recognition in the Conference Program.
Breakfast (3 available)	US \$ 500	Sponsor benefits include logo placement on Conference signage, one registration packet insert, and one half-page ad in the Conference Program.
Concurrent Session Sponsorships (24 Available)	US \$ 350	Sponsor benefits include recognition in the Conference Program and the opportunity to introduce the Concurrent Session Speaker.
Coffee Break (4 available)	US \$ 250	Sponsor benefits include logo placement on Conference signage and one registration packet insert.

General Conference Sponsorships

Motherbaby Visionary	US \$ 3,500	Sponsor benefits include logo placement on all Conference emails, marketing materials and Conference signage, two exhibit tables, one registration packet insert, one full-page ad and sponsor recognition in the Conference Program, the opportunity to introduce a General Session Speaker and to highlight your company in a two-minute presentation, plus a warm Thank You at the Conference opening. Also includes one Conference registration.
Partner in Improving Motherbaby Care	US \$ 1,000	Sponsor benefits include logo placement on Conference signage, one exhibit table, one registration packet insert, plus one half-page ad and sponsor recognition in the Conference Program.
Doula Advocate	US \$ 400	Sponsor benefits include one registration packet insert, one quarter-page ad, and sponsor recognition in the Conference Program.
Friend of DONA International	US \$ 200	Sponsor benefits include one registration packet insert and sponsor recognition in the Conference Program.

Exhibit Tables

DONA International recognizes that Exhibitors and Conference participants benefit from sharing information on products and doula needs. We start our Conference with a Welcome Reception on Thursday evening. For Exhibitors to get maximum exposure, exhibits will be set up in the foyer of the Grand Ballroom where refreshments and meals will be served and General Sessions will be held. Fees include a single six (6) foot draped table and two (2) chairs; refreshments on Thursday evening, Friday morning and afternoon, and Saturday morning and afternoon; plus breakfast on Friday, Saturday, and Sunday for one (1) Exhibitor per exhibit table. There is also a fee option that includes lunch on Friday and Saturday for one (1) Exhibitor. Lunch tickets for others in attendance with the Exhibitor may be pre-ordered in advance. All Exhibitors who have contracted and paid before the end of the business day on May 15, 2012 at 5 pm EST will be listed in the Conference Program. Exhibitors may not advertise any other national or international birth and/or postpartum doula certification programs or organizations. DONA International reserves the right to refuse acceptance of any Exhibitor.

Deadline: February 15, 2012, 5 pm (EST)

Special Offer for Returning 2011 Conference Exhibitors

	Fees without lunches	Fees including lunches for one Exhibitor
Commercial	US \$ 705 per 6 ft. table	US \$765 per 6 ft. table
Non-profit	US \$ 545 per 6 ft. table	US \$605 per 6 ft. table
Author*	US \$ 505 per 6 ft. table	US \$560 per 6 ft. table

**At this rate, exhibit space and merchandise is limited to author's own personal work.*

Early-Bird Deadline: May 15, 2012, 5 pm (EST)

	Fees without lunches	Fees including lunches for one Exhibitor
Commercial	US \$ 775 per 6 ft. table	US \$ 835 per 6 ft. table
Non-profit	US \$ 595 per 6 ft. table	US \$ 655 per 6 ft. table
Author*	US \$ 550 per 6 ft. table	US \$ 610 per 6 ft. table

**At this rate, exhibit space and merchandise is limited to author's own personal work.*

Deadline: After May 15, 2012, 5 pm (EST)

	Fees without lunches	Fees including lunches for one Exhibitor
Commercial	US \$ 875 per 6 ft. table	US \$ 935 per 6 ft. table
Non-profit	US \$ 695 per 6 ft. table	US \$ 755 per 6 ft. table
Author*	US \$ 650 per 6 ft. table	US \$ 710 per 6 ft. table

**At this rate, exhibit space and merchandise is limited to author's own personal work.*

All exhibits are limited to two (2) people.

- **Set-up time** is on Thursday, July 19, 2012 from 2:00 to 4:30 pm. All set-up must be completed by 4:30 pm.
- **Exhibit times** (subject to change): Thursday, July 19, 5:00 to 8:30 pm; Friday, July 20, 7:00 am to 3:10 pm; Saturday, July 21, 7:00 am to 3:25 pm, followed immediately by teardown, which must be completed no later than 5:30 pm.
- **Questions** regarding storage, electrical hookups and/or shipping to the hotel should be directed to Exhibits@DONA.org.

Conference Program Advertisement

Enhance your exposure to DONA International Conference participants by placing your advertisement in the Conference Program, which ensures that your business information is marketed in your own special way to each Conference participant.

Deadline: May 15, 2012, 5 pm (EST)

		20% discount for Exhibitors
Quarter-page (2.5" w x 4.0" h)	US \$ 75	US \$ 60
Half-page (5.25" w x 4.0" h)	US \$ 125	US \$ 100
Full-page (5.25" w x 8.25" h)	US \$ 200	US \$ 160
Inside front cover full-page	US \$ 325	US \$ 260
Outside back cover full-page (color)	US \$ 600	US \$ 480

- **Digital Files:** Email your electronic files to Exhibits@DONA.org. Adobe PDF, Adobe InDesign, or Adobe Illustrator files are preferred. Include screen and printer fonts and native graphics (.jpg or .tif) in high resolution for printing (300 dpi or greater). A hard copy proof should also be mailed. The file name should include the name of the business being advertised.
- **Hardcopy Originals:** Provide camera-ready originals from a clean laser print or PMT. Demanding graphics should be screened at 70 lines per inch.
- **Ink/Print Colors:** All ads are printed in black ink on white paper, with the exception of the outside back cover full-page ad. DONA International cannot guarantee the print quality of ads submitted in color and printed in black ink.

Complete the application and contract (pages 7 and 8) and mail them **with payment** in US funds, along with hardcopy originals and/or digital file proofs, to Exhibit Chair, DONA International, 1582 South Parker Road, Suite 201, Denver, CO 80231. If paying by credit card, you may fax the application and contract to (303) 755-7363 and e-mail digital PDF files to Exhibits@DONA.org.

All documentation and payment must be received no later than May 15, 2012, 5 pm (EST).

Registrant Packet Insert Opportunity

Make sure all Conference participants receive your information by placing a brochure, flyer, or sample product in their registration packets.

Deadline: June 30, 2012, 5 pm (EST)

Commercial	US \$ 175 per 400 single items
Non-profit	US \$ 125 per 400 single items

Insert must be a single piece and must not exceed 8.5" x 11" inch size. It must comply with the World Health Organization Code regarding marketing of breastmilk substitutes (see page 6) and must be respectful of all people, cultures, and beliefs. Insert may not advertise other birth or postpartum doula certification programs or organizations. **One sample insert must be included with your application and payment or e-mail an electronic sample to Exhibits@DONA.org.** DONA International reserves the right to refuse acceptance of any insert. The shipping address will be provided upon receipt of your application and payment.

Silent Auction

Donating one or more Silent Auction item(s) is another great opportunity for Conference participants to see your product and name and associate you with a good cause. All monies raised from the Silent Auction go to the DONA International Care Fund, which benefits the advancement of birth and postpartum doula care. Your item(s) will be displayed at the Silent Auction with your donor information.

List the item(s) you are planning to donate on your application form. If you are also exhibiting at the Conference, give your Silent Auction item(s) to the Exhibit Chair during the set-up time on Thursday, July 19, 2012. If you are not exhibiting, the shipping address will be provided upon receipt of your application. All item(s) or gift certificates that are being shipped must be received by on **June 30, 2012 by 5 pm (EST)**, and should be clearly marked for the Silent Auction. **Please include the value of the item(s) and by whom donated.**

Exhibitor Conference Registration Package

Confirmed Exhibitors will receive a 15% discount off the Conference registration fee. The DONA International 18th Annual Conference brochure with all the details will be posted at www.DONA.org in the Spring of 2012.

If you have any questions about sponsoring, exhibiting, or advertising, please contact the DONA International Exhibit Chair via e-mail at Exhibits@DONA.org.



DONA International reserves the right to refuse any product, flyer, or advertisement. All Sponsors, Exhibitors and Advertisers must agree to comply with the World Health Organization Code regarding marketing of breastmilk substitutes.

(www.who.int/nutrition/publications/code_english.pdf)

This document contains the following important provisions:

- NO advertising to the public of any infant formulas, follow-up formulas, any other foods or drinks marketed for infants under the age of six months, feeding bottles, and pacifiers.
- NO free formula samples to mothers.
- NO promotion of such products in health care facilities, including distribution of free or low-cost supplies or gift packs.
- NO company sales representatives to advise mothers.
- NO gifts or personal samples to health workers.
- Information about infant feeding provided to health workers should be scientific and factual.
- ALL information on artificial infant feeding, including that on labels, should explain the benefits of breastfeeding and the costs and hazards associated with artificial feeding.
- Unsuitable products, such as sweetened condensed milk, should not be promoted for babies.
- Manufacturers and distributors should comply with the Code's provisions even if countries have not adopted laws or other measures (Innocenti Declaration on the Protection, Promotion, and Support of Breastfeeding).



DONA International

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T: (888) 788-DONA (3662) • F: (303) 755-7363

E: info@dona.org • W: www.dona.org

Sponsor / Exhibitor / Advertiser

Application 2012 DONA International Conference

(Please complete pages 8 and 9. Fax to (303) 755-7363 or mail to DONA International, 1582 South Parker Road, Suite 201, Denver, CO 80231.)

Sponsor Company / Exhibitor / Advertiser / Organization Name (Please PRINT CLEARLY):			
Address:		City:	State/Province:
Phone:		Fax:	
E-mail:		Website:	
Contact person for this event:			
Address:		City:	State/Province:
Phone:		Fax:	
E-mail:		Website:	
Please list all product(s) and/or service(s) to be exhibited:			
Name(s) of the person(s) officially representing the Exhibitor at this Conference (limit 2). (Please PRINT CLEARLY)			
1.		2.	
I would like to take advantage of the following opportunities: Deadline: May 15, 2012 by 5 pm (EST)			
<input type="checkbox"/>	USB Drive/Electronic Sponsor (US \$ 3,000)	\$ _____	
<input type="checkbox"/>	Conference Bags Sponsor (US \$ 2,500)	\$ _____	
<input type="checkbox"/>	Lanyards Sponsor (US \$ 1,500)	\$ _____	
<input type="checkbox"/>	Welcome Reception on Thursday Evening (US \$ 2,000)	\$ _____	
<input type="checkbox"/>	General Session Sponsor (US \$ 1,250)	\$ _____	
<input type="checkbox"/>	Lunch Sponsor (US \$ 1,000)	\$ _____	
<input type="checkbox"/>	Breastfeeding Room Sponsor (US \$ 1,000)	\$ _____	
<input type="checkbox"/>	Breakfast Sponsor (US \$ 500)	\$ _____	
<input type="checkbox"/>	Concurrent Session Sponsor (US \$ 350)	\$ _____	
<input type="checkbox"/>	Coffee Break Sponsor (US \$ 250)	\$ _____	
<input type="checkbox"/>	Motherbaby Visionary (US \$ 3,500)	\$ _____	
<input type="checkbox"/>	Partner in Improving Motherbaby Care (US \$ 1,000)	\$ _____	
<input type="checkbox"/>	Doula Advocate (US \$ 400)	\$ _____	
<input type="checkbox"/>	Friend of DONA International (US \$ 200)	\$ _____	
<input type="checkbox"/>	Exhibit Table: (Check designation below and write in correct dollar amount here)	\$ _____	
	2011 Exhibitor Special by Feb 15, 2012 by 5 pm (EST)	Early-Bird May 15, 2012 by 5 pm (EST)	After May 15, 2012 by 5 pm (EST)
<input type="checkbox"/>	Commercial US \$ 705 (\$765 w/lunches)	US \$ 775 (\$835 w/lunches)	US \$ 875 (\$935 w/lunches)
<input type="checkbox"/>	Non-profit US \$ 545 (\$605 w/lunches)	US \$ 595 (\$655 w/lunches)	US \$ 695 (\$755 w/lunches)
<input type="checkbox"/>	Author (initials on p. 8) US \$ 505 (\$560 w/lunches)	US \$ 550 (\$610 w/lunches)	US \$ 650 (\$710 w/lunches)
<input type="checkbox"/>	Lunch tickets @ \$35.00 per day #: _____ Friday #: _____ Saturday		\$ _____
	<i>Tickets must be ordered no later than June 30, 2012 by 5 pm (EST); for more information, contact Registrar@DONA.org</i>		
<input type="checkbox"/>	Conference Program Advertising: Deadline: 5 pm (EST) May 15, 2012		\$ _____
<input type="checkbox"/>	Quarter-page	US \$ 75	US \$ 60 for Exhibitors
<input type="checkbox"/>	Half-page	US \$ 125	US \$ 100 for Exhibitors
<input type="checkbox"/>	Full-page	US \$ 200	US \$ 160 for Exhibitors
<input type="checkbox"/>	Inside front cover	US \$ 325	US \$ 260 for Exhibitors
<input type="checkbox"/>	Outside back cover (color)	US \$ 600	US \$ 480 for Exhibitors
<input type="checkbox"/>	Registration Packet insert (per 400 single items); include one sample insert with this application or email a sample to Exhibits@DONA.org. Deadline: June 30, 2012 by 5 pm (EST)		
<input type="checkbox"/>	Commercial US \$ 175	<input type="checkbox"/>	Non-profit US \$ 125
<input type="checkbox"/>	Silent Auction donation item(s) – if not attending the Conference, ship by June 30, 2012		\$ _____
TOTAL AMOUNT DUE: US \$ _____			
Payment by: <input type="checkbox"/> Check #: _____ <input type="checkbox"/> Money Order #: _____ <input type="checkbox"/> Credit Card: Visa / MasterCard / Discover / Am Ex			
Credit Card #:		Exp. Date:	CCV: _____
			Total Due: US \$ _____
PRINT Name as on Card:			
Signature:			Date:
For office use only:	Date rec'd:	Payment processed:	Fwd: EC: ____ MC: ____ CC: ____

Exhibitor Contract

By signing this contract, the Exhibitor and his/her representatives have read and agree to abide by all rules, requirements, restrictions and regulations as set forth in the terms of this contract. Failure to abide by such rules and regulations may result in forfeiture of all monies paid or due DONA International under the terms of this agreement.

Exhibitors shall not assign, share, or sublet any space without written consent of the DONA International Exhibit Chair.

Only individuals, firms, and organizations whose services and products are appropriately related to the purpose of DONA International shall be permitted to exhibit. *All publications, material distributed and products must be in compliance with the World Health Organization International Code of Marketing Breastmilk Substitutes (pg. 6).*

Exhibits are limited to the space assigned. They are not to extend beyond that space, including wall and ceiling coverage, and should not interfere with other Exhibitors' displays. Materials, flyers, brochures, and distribution of other printed matter shall be limited to the individual exhibit space. Volume settings on any audio equipment should be set at a reasonable level, so as to not disturb others.

Exhibitors taking advantage of the special *Author* exhibit rate agree and confirm that all exhibits and merchandise will be limited to their *own personal work*. **Initials:** _____

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.

The Exhibitor understands that s/he is responsible for all liability insurance coverage for person and property. The Exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to Exhibitor's displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the CasaMagne Resort, Cancun, Mexico, its agents, servants, and employees, and DONA International from any and all such losses, damages, and claims.

The Exhibitor will be responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.

The Exhibitor will be responsible for any and all additional charges imposed by the hotel and/or Conference service, including electricity, phone lines, and Internet.

Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold DONA International harmless from any consequences of Exhibitor's failure in this regard.

The Exhibitor will forfeit space not occupied by the close of the set-up period, Thursday, July 19, 2012 at 4:30 pm. This space may be resold, reassigned, or used by the exhibit management. There will be no refund for space not occupied.

Refund/Cancellation Policy: Exhibitors may cancel this agreement **by May 15, 2012** (postmarked by 5 pm EST) by written notification to the DONA International Exhibit Chair, and refunds will be made at 50% of the total amount due. After May 15, 2012, no refund will be given.

If the Conference or Exhibits are cancelled due to circumstances beyond the control of DONA International, DONA International will not be held liable for any expenses incurred by the Exhibitor beyond the rental cost of the exhibit space.

DONA International reserves the right to decline or prohibit any exhibit which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

We will contribute the following item(s) for the Silent Auction:

1) _____ Retail value: _____

2) _____ Retail value: _____

The Exhibitor understands that this application and contract will NOT be processed unless payment in full has been received by the stated deadline.

Signed: _____ Date: _____

Name (PRINT): _____ Position: _____

Company: _____

Fax (with credit card information) **BOTH PAGES** of this application and contract to (303) 755-7363; or mail (with payment in US funds) to DONA International, 1582 South Parker Road, Suite 201, Denver, CO 80231.

Remember to include a sample of any intended packet insert!