

# DONNA<sup>®</sup>

*International*

## *16<sup>th</sup> Annual DONA International Conference*

**SPONSOR / EXHIBITOR / ADVERTISER PROSPECTUS**

*Hotel Albuquerque  
Albuquerque, New Mexico  
August 5 to 8, 2010*

*Exhibits: August 5 to 7, 2010*

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!

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 several 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 breastfeeding support, 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 7000 members. Many of our member doulas are also childbirth educators, lactation consultants; massage therapists, nurses and parent educators. Make your organization's or company's presence and products known to our registrants and to expectant and new families with whom these professionals work throughout the year.



## Sponsorships

Take this valuable opportunity to support DONA International and our mission to help birthing families by becoming a sponsor of our 16<sup>th</sup> annual conference. **All sponsors will be listed on our web site from June 1, 2010 until August 15, 2010 in recognition of their support of childbirth professionals and new families.**

**Deadline: 5 pm (EDST) on May 15, 2010**

<b>Friend of DONA International</b>	US\$ 300 or more	Sponsor benefit includes one (1) complimentary registration packet insert and sponsor logo recognition in the conference program.
<b>Doula Advocate</b>	US\$ 500 or more	Sponsor benefit includes one (1) complimentary registration packet insert plus one (1) quarter page ad and sponsor logo recognition in the conference program.
<b>Partner in Improving Motherbaby Care</b>	US\$ 1,000 or more	Sponsor benefit includes <i>one</i> complimentary exhibit table, complimentary packet inserts, plus one (1) half page ad and sponsor logo recognition in the conference program.
<b>Motherbaby Visionary</b>	US\$ 3,000 or more	Sponsor benefit includes <i>two</i> complimentary exhibit tables, complimentary packet inserts, one full page ad, sponsor logo recognition in the conference program, plus a warm <i>Thank You</i> at the conference opening.
<b>Breastfeeding Room</b>	US \$1,000	Sponsor benefit includes breastfeeding room signage, handouts and samples in the breastfeeding room and sponsor recognition in the conference program.
<b>Lanyards</b>	US\$ 2,000	Sponsor benefit includes logo placement and recognition on a keepsake lanyard given to all conference attendees and presenters.
<b>Conference Bags</b>	US\$ 3,500	Sponsor benefit includes logo placement and recognition on a keepsake bag given to all conference attendees and presenters.
<b>Welcome Reception on Thursday Evening</b>	US\$ 5,000	Sponsor benefit includes Welcome Reception signage, one (1) complimentary exhibit table and sponsor logo recognition in the conference program.
<b>Thumb Drive – Electronic Handouts</b>	US\$ 7,000	Sponsor benefit includes logo placement and recognition on a keepsake thumb drive containing all presentation handouts given to all conference attendees and presenters.

**A list of additional opportunities to sponsor meals and other specific aspects of the conference that make it such a success are available upon request.**



## 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 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 breakfasts on Friday, Saturday and Sunday for one (1) exhibitor per exhibit table. There is also a fee option that includes lunches 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 (5 pm EDST) on May 15, 2010 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.*

### Special Offer for 2009 Conference Exhibitors

**Deadline: 5 pm (EDST) on October 31, 2010**

	<b>Fees without lunches</b>	<b>Fees including lunches for one exhibitor</b>
Commercial	US\$ 605 per 6 ft. table	US \$665 per 6 ft. table
Non-profit	US\$ 445 per 6 ft. table	US \$505 per 6 ft. table
Author*	US\$ 405 per 6 ft. table	US \$460 per 6 ft. table

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

### Early Bird Deadline: 5 pm (EDST) on May 15, 2010

	<b>Fees without lunches</b>	<b>Fees including lunches for one exhibitor</b>
Commercial	US\$ 675 per 6 ft. table	US \$735 per 6 ft. table
Non-profit	US\$ 495 per 6 ft. table	US \$555 per 6 ft. table
Author*	US\$ 450 per 6 ft. table	US \$510 per 6 ft. table

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

### After 5 pm (EDST) on May 15, 2010

	<b>Fees without lunches</b>	<b>Fees including lunches for one exhibitor</b>
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*

**All exhibits are limited to two people.**

- **Set up time** is on Thursday, August 5, 2010 from 2:00 to 4:30 pm and all set up must be completed by 4:30 pm.
- **Exhibit times** (subject to change): Thursday, August 5<sup>th</sup> 5:00 to 8:30 pm; Friday, August 6<sup>th</sup> 7:00 am to 3:10 pm; Saturday, August 7<sup>th</sup> 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 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 5 pm (EDST) on May 15, 2010**

		<b>20% discount for exhibitors</b>
¼ page (2.5" w x 4.0" h)	US\$ 75	US\$ 60
½ 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:** E-mail your electronic files to Exhibits@DONA.org. Quark Xpress, Adobe InDesign or Adobe PageMaker 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. Business cards should be mailed to Exhibit Chair, DONA International, P.O. Box 626, Jasper, IN 47547 and not faxed or scanned to e-mail.
- **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 and mail them **with payment** in US funds, along with hardcopy originals and/or digital file proofs, to Exhibit Chair, DONA International, P.O. Box 626, Jasper, IN 47547. If paying by credit card, you may fax the application and contract to 812-634-1491. E-mail digital PDF files to Exhibits@DONA.org.

**All documentation and payment must be received no later than 5 pm (EDST) on May 15, 2010.**



## *Registrant Packet Inserts*

Make sure all conference participants receive your information by placing brochures, flyers or sample products in their registration packets.

**Deadline: 5 pm (EDST) on June 30, 2010**

Commercial US\$ 175 per 400 single items

Non-profit US\$ 125 per 400 single items

Inserts must be a single piece and must not exceed 8.5" x 11" in size. Inserts 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. Inserts 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 your electronic file 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 Doula Spirit Fund, which helps doulas in financial need attend the conference for continuing education. 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, August 5, 2010.
- 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 **5 pm (EDST) on June 30, 2010** and should be clearly marked for the Silent Auction and **include the value of the item(s) and by whom donated.**



## *Exhibitor Conference Registration Package*

Confirmed exhibitors will receive a fifteen (15) percent discount off the conference registration fee. The DONA International 16<sup>th</sup> Annual Conference brochure with all the details will be posted at [www.DONA.org](http://www.DONA.org) in the spring of 2010.



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

(<http://www.ibfan.org/english/codewatch/btr01/CODEXVL-en.HTM>)

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).



*Sponsor / Exhibitor / Advertiser*  
**Application and Contract**  
 2010 DONA International Conference

(Please complete BOTH pages. Fax to 812-634-1491 or mail to DONA International, PO Box 626, Jasper IN 47547.)

<b>Sponsor Company / Exhibitor / Advertiser / Organization Name</b> (Please PRINT CLEARLY):			
Address:		City:	State/Province: Zip/Postal Code:
Phone:		Fax:	
E-mail		Web-site:	
Contact person for <b>this</b> event:			
Address:		City:	State/Province: Zip/Postal Code:
Phone:		Fax:	
E-mail		Web-site:	
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 ( <i>limit 2</i> ). (Please PRINT CLEARLY)			
1.		2.	
I would like to take advantage of the following opportunities: Deadline: 5 pm (EDST) May 15, 2010			
<input type="checkbox"/> Friend of DONA International Sponsor (US\$ 300 – US\$ 499)		\$ _____	
<input type="checkbox"/> Doula Advocate Sponsor (US\$ 500 – US\$ 999)		\$ _____	
<input type="checkbox"/> Partner in Improving Motherbaby Care Sponsor (US\$ 1,000 – US\$ 2,999)		\$ _____	
<input type="checkbox"/> Motherbaby Visionary Sponsor (US\$ 3,000+)		\$ _____	
<input type="checkbox"/> Breastfeeding Room Sponsor (US\$ 1,000)		\$ _____	
<input type="checkbox"/> Lanyard Sponsor (US\$ 2,000)		\$ _____	
<input type="checkbox"/> Conference Bags Sponsor (US \$ 3,500)		\$ _____	
<input type="checkbox"/> Welcome Reception Sponsor (US\$ 5,000)		\$ _____	
<input type="checkbox"/> Thumb Drive – Electronic Handout Sponsor (US\$ 7,000)		\$ _____	
<input type="checkbox"/> Exhibit Table: ( <i>Check designation below and write in correct dollar amount here</i> )		\$ _____	
	2009 Exhibitor Special by 5 pm (EDST) Oct 31, 2010	Early-Bird By 5 pm (EDST) May 15, 2010	After 5 pm (EDST) May 15, 2010
<input type="checkbox"/> Commercial	US\$ 605 (\$665 w/lunches)	US\$ 675 (\$735 w/lunches)	US\$ 775 (\$835 w/lunches)
<input type="checkbox"/> Non-profit	US\$ 445 (\$505 w/lunches)	US\$ 495 (\$555 w/lunches)	US\$ 655 (\$595 w/lunches)
<input type="checkbox"/> Author ( <i>initial on pg6</i> )	US\$ 405 (\$460 w/lunches)	US\$ 450 (\$510 w/lunches)	US\$ 550 (\$610 w/lunches)
<input type="checkbox"/> Lunch tickets @ \$35.00 per day: # _____ Friday; # _____ Saturday		\$ _____	
<i>Tickets must be ordered no later than 5 pm (EDST) June 30, 2010 (For more info, contact Registrar@DONA.org)</i>			
<input type="checkbox"/> Conference Program Advertising: Deadline: 5 pm (EDST) May 15, 2010		\$ _____	
<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 inserts (per 400 single items); include one sample insert with this application or e-mail a sample to Exhibits@DONA.org. Deadline: 5 pm (EDST) June 30, 2010			
<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, 2010			\$ 0
<b>TOTAL AMOUNT DUE: US\$ _____</b>			
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:	<b>Total Due: US\$ _____</b>
PRINT Name as on card:			
Signature:			Date:
<b>For office use only:</b>	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 results 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.*

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 Hotel Albuquerque in Albuquerque, New 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 convention 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, August 5, 2010 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, 2010** (postmarked by 5 pm EDST) by written notification to the DONA International Exhibit Chair, and refunds will be made at 50 percent of the total amount due. After May 15, 2010, 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 812-634-1491;  
or mail (with payment in US funds) to DONA International, PO Box 626, Jasper IN, 47547.

***Remember to include a sample of any intended packet insert(s)!***