

DONNA[®]

International

*14th Annual
DONA International Conference*

SPONSOR / EXHIBITOR / ADVERTISER PROSPECTUS

*Sheraton Wall Centre
Vancouver, BC
July 17-20, 2008*

Exhibits: July 17-19, 2008

We invite you to join attending birth and postpartum doulas, nurses, midwives, childbirth educators, physicians, lactation consultants, massage therapists and family advocates.

Exhibiting at DONA International's conference is fun, rewarding and exciting. Approximately 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 once they return home from the hospital with breastfeeding, newborn care, siblings, and other support in adjusting to the new family dynamics. Because the new profession of doulas 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 6700 members. Many of the 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.

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### *Sponsorships*

Take this valuable opportunity to support DONA International and our mission to help birthing families by becoming a sponsor of our conference. **All Sponsors will be listed on our web site from June 1, 2008 – July 31, 2008 to recognize your support of childbirth professionals and new families.**

**Deadline: 5 pm (EDST) on May 15, 2008**

|                 |                    |                                                                                                                                                                                                                                |
|-----------------|--------------------|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| <b>Bronze</b>   | US\$ 300 or more   | Sponsor benefit includes complimentary packet inserts, a business card size ad, as well as sponsor recognition in bound conference manual.                                                                                     |
| <b>Silver</b>   | US\$ 500 or more   | Sponsor benefit will include complimentary packet inserts, a quarter page ad, as well as sponsor recognition in bound conference manual.                                                                                       |
| <b>Gold</b>     | US\$ 1,000 or more | Sponsor benefit will include <i>one</i> complimentary exhibit table, complimentary packet inserts, a half page ad, as well as sponsor recognition in bound conference manual.                                                  |
| <b>Platinum</b> | US\$ 3,000+        | Sponsor benefit will include <i>two</i> complimentary exhibit tables, complimentary packet inserts, a full page ad, as well as sponsor recognition in bound conference manual, and a warm Thank You at the Conference Opening. |

A list of additional opportunities to sponsor meals and other specific aspects, which make our conference so successful, is available upon request.

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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 in the Exhibit Hall. Friday and Saturday we schedule continental breakfast, as well as morning and afternoon refreshments, and a Silent Auction in the Exhibit Hall for exhibitors to get maximum exposure. Fees include a 6-foot draped table, chair and food served in the Exhibit Hall. *All exhibitors who have contracted **and paid** before the end of the business day (5 pm EDST) of May 15, 2008 will be listed in the Conference Manual.* Lunch tickets may be ordered in advance at US\$32.00 per meal, per person. 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.*

Early bird deadline: 5 pm (EDST) on May 15, 2008

Commercial	US\$ 450 per 6 ft. table
Non-profit	US\$ 350 per 6 ft. table
Author*	US\$ 300 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, 2008:

Commercial	US\$ 525 per 6 ft. table
Non-profit	US\$ 425 per 6 ft. table
Author*	US\$ 375 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 will be Thursday, July 17, 2008: 2:00 pm – 4:30 pm. Set up must be completed by 4:30 pm.

Exhibit times (subject to change): Thursday, July 17: 5:00 pm – 8:30 pm; Friday, July 18: 7:00 am – 3:10 pm; Saturday, July 19: 7:00 am – 3:25 pm, immediately followed by teardown of exhibit. **Exhibit hall must be evacuated no later than 5:30 pm on Saturday, July 19.**

Please direct any questions or requests about storage, electrical hook-ups or shipping to the hotel to the Exhibit Chair at Exhibits@DONA.org.

Conference Manual Advertisement

Enhance your exposure to our conference participants by placing your advertisement in the conference manual. This insures that your company information is marketed in your own special way to each conference participant. Our bound manual is popular because it includes all speaker handouts and advertising information, and serves as a resource for many months after the conference. The conference manual will also be on sale in the DONA Boutique for those who did not attend the conference, thus even more potential customers will see your advertisement.

Deadline: 5 pm (EDST) on May 15, 2008

20% discount for exhibitors

Business Card (3.5"w x 2"h)	US\$ 30	US\$ 24
¼ Page (3.375"w x 4.5"h)	US\$ 75	US\$ 60
½ Page (7"w x 4.5"h)	US\$ 125	US\$ 100
Full Page (7"w x 9.25"h)	US\$ 200	US\$ 160
Inside Front Cover Full Page	US\$ 325	US\$ 260
Outside Back Cover Full Page	US\$ 600	US\$ 480

Digital Files: Send your files together with a hard copy proof. Quark Xpress, Adobe In Design or Adobe PageMaker files are preferred. Please include both screen and printer fonts, and native graphics (.jpg or .tif) in high resolution for printing (300 dpi or greater).

Hardcopy Original: Please provide your camera-ready original from a clean laser print or a PMT. Demanding graphics should be screened at 70 lines per inch.

Ink/Print Colors: Black only.

Outside back cover may be a two-color print in color scheme of front cover, as determined by DONA International.

Complete application and contract and send **with payment** to DONA International, 14th Annual Conference, PO Box 626, Jasper, IN 47547; or if paying by credit card you may fax the application and contract to 812-634-1491.

Send hardcopy originals and/or digital files for ads to Exhibitor Chair, DONA International, and PO BOX 626, Jasper, IN 47547. You may also submit your ad electronically as a PDF file to

ConferenceCommittee@DONA.org.

All documentation and payment is to be received no later than 5 pm (EDST) on May 15, 2008.

Registrant Packet Inserts

Do you want to make sure all conference participants receive your information? Then consider placing brochures, flyers or sample products in their registration packets.

Deadline: **5 pm (EDST) on June 29, 2008**.US\$ 175 Commercial, US\$ 125 Non Profit, 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 breast milk substitutes (see page 4). Inserts may not advertise other birth and postpartum doula certification programs or organizations. **One sample insert and payment must be included with your application.** DONA International reserves the right to refuse acceptance of any insert. **Shipping address will be forwarded to you upon receipt of application.**

Silent Auction

Donating one or more Silent Auction item(s) allows for one more place that conference participants can 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 to attend the conference for continuing education. Your item will be displayed at the Silent Auction with your donor information.

Let us know on your application form what you are planning to donate, and then give the item(s) you are donating to the Exhibit Chair during the set-up time on Thursday, July 17, 2008.

If you are not exhibiting but would like to donate to the Silent Auction:

Please use the application form to submit the information and send the completed form to the DONA International Home Office as indicated. **Send** any items or gift certificates, clearly marked for the Silent Auction, donated by whom, and the value of the item(s), **to be received by 5 pm (EDST) June 29, 2008, as directed by the Exhibit Chair.** Shipping address will be forwarded to you upon receipt of application.

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

Exhibitor/Conference Registration Package

Due to numerous exhibitors' requests we will be offering confirmed exhibitors a 15 percent discount off the conference registration fee. The conference brochure with all the details will be posted at www.DONA.org in the Spring of 2008.

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 breast milk 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 6 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.)



Shipping and Customs – Vancouver, 2008 **14th Annual DONA International Conference** **Sheraton Wall Centre Hotel, Vancouver, BC, July 17-20, 2008** **Quick Reference Guide**



Planning on exhibiting in Vancouver?

Shipping your materials to Vancouver will be made easy by working with our official customs broker and shipping provider. Your shipments will be streamlined through customs and delivered directly to the conference hotel in Vancouver.

As an exhibitor, you can take advantage of special privileges that have been made available to you for this event. These privileges can include **duty and tax-free shipping** and **on-site customs clearance**. To take advantage of these free privileges – simply contact our official customs broker – **Events on the Move** Customs and Freight Logistics.

Duty and Tax Free Shipping

Due to the international scope of this event, it will likely be granted the benefit of duty and tax-free importation. This means that when you ship through the **appointed Customs Broker Events on the Move**, you will not have to pay any import duties or taxes on the items you are shipping. This will be done automatically through your customs broker at no cost.

On-site Customs Clearance - Portal

Rather than having your shipment clear customs at the border, your shipments will clear customs at the event facility. This means that your shipments will not be held up at the border. Instead, it will clear customs at the hotel and delivered right to your booth without delay. Clearing customs at the hotel is a free service that can only be offered when shipping through Events on the Move.

Both of these privileges will be made possible through the cooperation of the Canadian Border Services Agency (CBSA) and your Vancouver based Customs Broker Events on the Move. Together, these organizations will ensure all your shipments are expedited through customs and delivered on time to the event.

Both the Canadian Government and your Vancouver based Customs Brokers **Events on the Move** are looking forward to working with you on this event to ensure everything runs smoothly. Please feel free to contact the below organization to learn more about shipping to conventions in Canada.

Events on the Move Customs and Shipping

Events on the Move have been appointed our official Customs Broker and Shipping provider for Vancouver, 2008. Contact them to arrange for shipping or to learn more about the ease of shipping into Canada.

Contact Theresa or Sara in Vancouver, BC, Canada

Tel. 1-604-647-0130 or Toll Free: 1-877-355-1116

Email to tsmith@eventsonthemove.com and sleishman@eventsonthemove.com



Events on the Move Enterprises Inc. - Customs and Freight for International Meetings and Conventions 1-604-647-0130

Sponsor / Exhibitor / Advertiser

Application and Contract

2008 DONA INTERNATIONAL CONFERENCE

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

Sponsor Company / Exhibitor / Advertiser / Organization Name (Please PRINT CLEARLY):

Address: _____ City/State/Province/Code: _____

Telephone: _____ Fax: _____

E-mail: _____ Web site: _____

Contact Person for this event: _____

Address: _____ City/State/Province/Code: _____

Telephone: _____ 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 exhibitor at this conference (**Limit 2**; please **PRINT CLEARLY**):

1. _____ 2. _____

I would like to take advantage of the following opportunities (deadline: 5pm (EDST) May 15, 2008)

- Bronze Level Sponsor (US\$ 300 - US\$ 499) _____
- Silver Level Sponsor (US\$ 500 - US\$ 999) _____
- Gold Level Sponsor (US\$ 1000 - US\$ 2999) _____
- Platinum Level Sponsor (US\$ 3000+) _____
- Exhibit table: By 5pm (EDST) May 15, 2008 After 5pm May 15, 2008
 Commercial US\$ 450 per 6 ft. table US\$ 525 per 6 ft. table
 Non Profit US\$ 350 per 6 ft. table US\$ 425 per 6 ft. table
 Author (initial on page 2) US\$ 300 per 6 ft. table US\$ 375 per 6 ft. table
 # of lunch tickets: ____ Friday ____ Saturday (US\$ **TBD** per person per meal) _____
 [Tickets must be ordered no later than 5pm (EDST) June 29, 2008]
- Conference Manual Advertising (deadline: 5pm (EDST) May 15, 2008):
 Business card US\$ 30 (US\$ 24 for exhibitors)
 Quarter page US\$ 75 (US\$ 60 for exhibitors)
 Half page US\$ 125 (US\$ 100 for exhibitors)
 Full page US\$ 200 (US\$ 160 for exhibitors)
 Inside Front Cover US\$ 325 (US\$ 260 for exhibitors)
 Outside back Cover US\$ 600 (US\$ 480 for exhibitors) _____
- Registration Packet Inserts (per 400 single items; deadline: 5pm (EDST) June 29, 2008)
 (Include one sample insert with application)
 US\$ 175 Commercial US\$ 125 Non Profit _____
- Silent Auction donation(s) (if not attending conference ship by June 29, 2008) _____ \$0

Total Amount Due: US\$ _____

Payment by check#: _____ by Money Order: _____ by Credit Card: _____ Visa / MasterCard / Discover / AmEx

Card number: _____ Exp. Date: _____ Total Due: US\$ _____

PRINT Name as on card: _____ Signature: _____ Date: _____

For office use only: Date received: _____ 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 Breast milk 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 exhibitor's displays. Material, flyers, brochures and other printed matter distribution shall be limited to the individual exhibit space. Volumes 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 she/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 arriving 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 Sheraton Wall Centre in Vancouver, British Columbia, 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 all additional charges imposed by the hotel and/or convention service.

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 18, 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, 2008** (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, 2008 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 info) **BOTH PAGES** of the application/contract to 812-634-1491, or mail (with payment) to DONA International, PO Box 626, Jasper IN, 47547. **Remember to include a sample of any intended packet insert!**