

Cultivating **Connections**

IT STARTS WITH US

SPONSOR / EXHIBITOR PROSPECTUS



INNOVATION & COLLABORATION

BIRTH AND POSTPARTUM DOULAS | BIRTH & PARENTING EDUCATORS | LACTATION PROFESSIONALS
NURSES | MIDWIVES | PHYSICIANS | MASSAGE THERAPISTS | FAMILY ADVOCATES | AND OTHERS

23rd Annual DONA International Conference

Exhibiting at the DONA International conference is fun, rewarding and exciting, and this year exhibiting at the virtual conference is no exception. Hundreds of maternal-child professionals are expected to register, and they all look forward to visiting each exhibit and learning more about products and services that will help them in their profession. The majority of our participants are doulas, birth and postpartum support professionals who work directly with mothers, fathers, partners, 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 adjusting to the new family dynamics, breastfeeding support, newborn care and sibling support. Because the doula profession continues to grow, the market is open for many opportunities for product education. DONA International is the longest established international doula organization in the world with over 6,500 members. Many of our member doulas are also childbirth educators, lactation professionals, 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.

EVENT SPONSORSHIPS

Take this valuable opportunity to support DONA International and our mission to help birthing families by becoming a sponsor of our 23th annual conference. The event will be available for on-demand viewing for 90 days following the July debut, offering ongoing exposure to hundreds of doulas and other maternal-child professionals. All sponsors will be listed on the conference website and on our social media sites in recognition of their support of maternal-child professionals and new families.

General Session Sponsorships (4 Available) US \$1,250

- Logo placement on the conference landing & sponsor web pages along with up to a 50-word description
- Logo placement on the general session page
- Link to your website
- Opportunity for a 15-20 second ad before the start of the session
- Long-term exposure to conference attendees for 90 days after the debut event
- Mention in attendee eblast and on social media

Lobby Sponsor (1 Available) US \$850

- Logo placement on the conference landing & sponsor web pages along with up to a 25-word description
- Link to your website
- Long-term exposure to conference attendees for 90 days after the debut event
- List of 100 conference attendees
- Mention in attendee eblast and on social media

Concurrent Session Sponsor (12 Available) US \$625

- Logo placement on the conference landing & sponsor web pages along with up to a 25-word description
- Logo placement on the concurrent session page
- Link to your website
- Long-term exposure to conference attendees for 90 days after the debut event
- Mention in attendee eblast and on social media

EXHIBITS

DONA International recognizes that exhibitors and conference participants benefit from sharing information on products and doula needs. With the ability to reach hundreds of doulas and maternal-child professionals, the DONA International virtual conference allows your company or organization to reinforce your message and your brand in a dynamic way.

- 1. Increase Exposure:** Your company or organization logo will be included on the DONA International conference website, which reaches doulas and maternal-child professionals all over the world.
- 2. Reinforce Your Message:** Your company or organization literature and multimedia-based content will be distributed to conference attendees through a branded, virtual booth.
- 3. Social Media Presence:** Your company or organization will be recognized on DONA International's Facebook and Twitter accounts as valued exhibitors. Links directing to online company content will be placed within sponsor-focused posts and/or tweets.

Exhibitor amenities include:

- Logo placement on the Exhibit Hall web page
- Link to your website
- 15% discount off conference registration fee
- Downloadable attendee reports
- Exhibit booth will be accessible for 90 days following the debut event
- Recorded welcome message
- Customizable search buttons and background
- Document files
- Video upload
- Live chat

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.

EXHIBITOR OPTIONS

Special Offer for Past Conference Exhibitors: Deadline: 5 p.m. (EDST) on Jan 30, 2017

| | |
|---------------------|----------------------|
| Commercial | US \$700 per exhibit |
| Non-profit | US \$550 per exhibit |
| Author ¹ | US \$550 per exhibit |

Early Bird: Deadline: 5 p.m. (EDST) on February 28, 2017

| | |
|---------------------|----------------------|
| Commercial | US \$775 per exhibit |
| Non-profit | US \$625 per exhibit |
| Author ¹ | US \$625 per exhibit |

After 5 p.m. (EDST) on February 28, 2015 – Deadline for submission March 31, 2017 5 p.m. (EDST)

| | |
|---------------------|----------------------|
| Commercial | US \$900 per exhibit |
| Non-profit | US \$700 per exhibit |
| Author ¹ | US \$700 per exhibit |

¹ AT THIS RATE EXHIBIT SPACE AND MERCHANDISE IS LIMITED TO AUTHOR'S OWN PERSONAL WORK.

35 E. Wacker Drive, Suite 850
Chicago, IL 60601 USA
Exhibits@DONA.org



Phone: (888) 788-DONA (3662)
Fax: 312-644-8557
www.DONA.org

Demonstration

A demonstration of what you can expect on the virtual platform can be found here:

[http://www.vconferenceonline.com/event/default155s.aspx?VID=BoothDemo-
Generic2.mp4](http://www.vconferenceonline.com/event/default155s.aspx?VID=BoothDemo-Generic2.mp4) need new url

RIGHT OF REFUSAL

DONA International reserves the right to refuse any product. All sponsors and exhibitors must agree to comply with the World Health Organization Code regarding marketing of breastmilk substitutes.

http://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 or any other food or drinks marketed for infants under the age of six months, feeding bottles or 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 cost 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 APPLICATION AND CONTRACT

2017 DONA International Virtual Conference



Please complete BOTH pages and send via fax, email or mail to: Fax: 312-644-8557 Email: Exhibits@DONA.org
 Mail: 35 E. Wacker Drive, Suite 850, Chicago, IL 60601 USA

| | | | |
|--|--|--|----------------------------------|
| Sponsor / Exhibitor Name (PLEASE PRINT CLEARLY) | | | |
| Address: | City: | State/Province: | Zip/Postal Code: |
| Phone: | | Fax: | |
| Email: | | Website: | |
| Contact person for this event: | | | |
| Address: | City: | State/Province: | Zip/Postal Code: |
| Phone: | | Fax: | |
| Email: | | 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 (PLEASE PRINT CLEARLY) | | | |
| 1. | | 2. | |
| I would like to take advantage of the following opportunities: Deadline: 5 pm (EDST) March 31, 2017 | | | |
| Exhibit: (CHECK DESIGNATION BELOW AND WRITE IN CORRECT DOLLAR AMOUNT HERE) | | | \$ _____ |
| | Past Exhibitor Special by 5 p.m. (EDST) Jan 30, 2017 | Early-Bird by 5 p.m. (EDST) Feb 28, 2017 | After 5 p.m. (EDST) Feb 28, 2017 |
| Commercial | US \$700 | US \$775 | US \$900 |
| Non-profit | US \$550 | US \$625 | US \$700 |
| Author (INITIAL ON FOLLOWING PAGE) | US \$550 | US \$625 | US \$700 |
| Conference Sponsorship (CHECK THE DESIGNATION BELOW AND WRITE IN THE CORRECT DOLLAR AMOUNT HERE) | | | \$ _____ |
| General Session Sponsor | US \$1,250 | | |
| Lobby Sponsor | US \$850 | | |
| Concurrent Session Sponsor | US \$625 | | |
| TOTAL AMOUNT DUE: | | | \$ _____ |
| Payment by: | | | |
| Money Order | | | |
| Check | Check #: _____ | | |
| Credit Card Visa / MasterCard / Discover / Am Ex | PRINT Name as on card: | | Total Due: US \$ _____ |
| | Credit Card #: | | CVV #: |
| | Exp. Date: | | |
| | Signature: | | Date: |

EXHIBITOR/SPONSOR CONTRACT

By signing this contract, the sponsor/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. Sponsor/exhibitor shall not assign, share or sublet any space without written consent of the DONA International Exhibit Coordinator.

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

- 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.
- 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 Bits on the Wire.
- Exhibitors shall be responsible for creating and managing their exhibits. Sponsors shall be responsible for creating and managing their own material.

Refund/Cancellation Policy: Sponsors/exhibitors may cancel this agreement by Mar 15, 2017 (postmarked by 5 p.m. EDST) by written notification to the DONA International Exhibit Coordinator, and refunds will be made at fifty (50) percent of the total amount due. After Mar 15, 2017, no refund will be given.

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| Initials: |
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If the conference is cancelled due to circumstances beyond the control of DONA International, DONA International will not be held liable for any expenses incurred by the sponsor/exhibitor.

DONA International reserves the right to decline or prohibit any sponsor/exhibit which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products and conduct. The sponsor/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 312-644-8557 or mail (with payment in US funds) to DONA International, 35 E. Wacker Drive, Suite 850, Chicago, IL 60601 USA or email the form to Exhibits@DONA.org.

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|----------------------|-------------|--------------------|----------|-----|-----|
| For office use only: | Date rec'd: | Payment processed: | Fwd: EC: | MC: | CC: |
|----------------------|-------------|--------------------|----------|-----|-----|