

Summit 2023



DONA International

Stand Together: Level Up

Exhibitor Prospectus

**MINNEAPOLIS, MN
OCTOBER 18-22, 2023**

**Birth & Postpartum
Professional Conference**

Connect. Learn. Grow
www.donasummit.com

Exhibiting at the DONA International Conference is a fun, rewarding and exciting opportunity! Prenatal, perinatal and postpartum care professionals are expected to register, and they all look forward to visiting each and every exhibit. The majority of our participants are birth and postpartum support professionals who work directly with birthing parents, 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 lactation, 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 5,000 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.

About the 2023 In-Person Conference

While online learning has been impactful in our most recent years, we are thrilled to be back in-person for the 2023 DONA International conference. There's just something special about a few hundred doulas all in the same place, at the same time.

The 2023 conference will be a multi-day event held in downtown Minneapolis, Minnesota. We are planning for interactive live sessions where participants will gain important new skills while also connecting with doula colleagues. The in-person aspect of the event will once again bring us together to learn, grow, reflect, and celebrate the work of the doula and the future of our profession. Our conference theme, Stand Together: Level Up, speaks to doulas coming together and stepping into our roles more fully. As doula support continues to become more and more widely accepted and funded, we want to continually level up!

Some session recordings, exhibitors, and sponsors may be offered online after the event. The conference will offer keynote speakers, concurrent speakers, a member meeting, an exhibit hall as well as other various educational and social events.

SPONSORSHIPS

Take this valuable opportunity to support DONA International and the mission to help birthing families by becoming a sponsor of our 29th Annual Conference. Sponsorships at the \$1,000 level and above will be listed upon receipt and approval of their contract, starting on May 1, 2023. All sponsors will be listed on our summit app in recognition of their support of childbirth professionals and new families.

Sponsorship Opportunities

Early Bird Deadline: Monday, July 31, 2023- 5:00 pm CST

GIFT SPONSORSHIPS

Conference Bags	US \$3,000	Sponsor benefits include logo placement and recognition on a keepsake bag given to all conference attendees and presenters, and one swag bag insert.
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EVENT SPONSORSHIPS

Welcome Reception	US \$2,000	Sponsor benefits include reception signage, company collateral at reception, one swag bag insert and listing in the summit web app.
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General Session Sponsorships	US \$1,500	Sponsor benefits include onsite signage, one exhibit table, one swag bag insert, and summit web app listing. General session sponsors will be recognized at the podium before a general session as well as on summit slides.
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Concurrent Session Sponsorships	US \$500	Sponsor benefits include onsite signage, recognition in the conference app and the opportunity to introduce the concurrent session speaker, or recognition at the introduction of a concurrent session.
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Coffee Break Sponsor	US \$300	Sponsor benefits include logo placement on signage near coffee break, recognition in the conference app and one swag bag insert.
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Breakfast Sponsor	US \$500	Sponsor benefits include logo placement on signage near breakfast, recognition in the conference app and one swag bag insert.
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GENERAL CONFERENCE SPONSORSHIPS

Platinum Level Sponsor	US \$2,500	Sponsor benefits include logo placement on conference emails, marketing materials and on site conference signage, one exhibit table, and one swag bag insert. Platinum level sponsors are also thanked from the podium with logo on slide. It also includes one conference registration.
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Gold Level Sponsor	US \$1,250	Sponsor benefits include logo placement on conference signage, 50% discount on one exhibit table, one swag bag insert, and one recognition in the conference app.
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Silver Level Sponsor	US \$350	Sponsor benefits include one swag bag insert and sponsor recognition in the conference app.
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EXHIBIT TABLES

Exhibiting at the 2023 DONA International Summit provides multiple opportunities for exposure to the DONA International community of doulas. DONA International recognizes that exhibitors and conference participants benefit from sharing information on products and doula needs. For exhibitors to get maximum exposure, exhibits will be set up near sessions.

Exhibit Opportunities

Early Bird Deadline: Monday, July 31, 2023- 5:00 pm CST

- Fees include a single six (6) foot draped table and two (2) chairs; breakfast on Friday and Saturday for one (1) exhibitor per table. Fee also includes inclusion in the virtual exhibit hall for our live stream and on-demand offerings for the summit through the end of 2023.
- All exhibitors who have contracted and paid before the end of the business day September 1, 2023 - 5 pm CST will be listed in the conference app.
- Products and services sold through multilevel marketing practices are limited to one exhibitor per company/product. The first paid application received and verified by DONA Conference Exhibit Committee will be accepted as an exhibitor. Only the accepted exhibitor is permitted to display on the exhibit floor. Other representatives who market the same service/product separately are not permitted to share the exhibit with the accepted exhibitor.
- 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 Monday, July 31, 2023- 5:00 pm CST

Fees include breakfast for one exhibitor.

Commercial	US \$1199 per 6 ft. table
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Non-profit	US \$915 per 6 ft. table
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Author*	US \$735 per 6 ft. table
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REGULAR DEADLINE After Monday, July 31, 2023- 5:00 pm CST

Fees include breakfast for one exhibitor.

Commercial	US \$1399 per 6 ft. table
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Non-profit	US \$1015 per 6 ft. table
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Author*	US \$850 per 6 ft. table
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**The author rate exhibit space and merchandise are limited to author's own personal work.*

ALL EXHIBITS ARE LIMITED TO TWO (2) PEOPLE

First exhibitor included in the package. Additional booth personnel \$150.00 (includes breakfast only). Exhibitors receive 15% registration discount for full summit registration. Set-up: Thursday, October 19, 2023 from noon to 3:00 pm. All set-up must be completed by 30 minutes prior to exhibit hall open, 3:00 pm. Exhibit times (subject to change): Thursday, October 19, 3:30pm to 8:30 pm; Friday, October 20, 7:30 am to 6:00 pm; Saturday, October 21, 7:30 am to 6:00 pm followed immediately by tear down, which must be completed no later than 7:00 pm. Questions regarding storage, electrical hookups and/or shipping to the hotel should be directed to Exhibits@DONA.org.

ADDITIONAL INFORMATION

Silent Auction

All conference exhibitors are asked to donate one or more silent auction items. This provides 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 Spirit Fund. 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. If you are not exhibiting, the shipping address will be provided upon receipt of your application. All items or gift certificates that are being shipped must be received by June 29, 2018, 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 24th Annual Conference brochure with all the details will be posted at www.DONA.org in the Spring of 2023.

If you have any questions about sponsoring, exhibiting or advertising, please contact the DONA International Exhibit Chair via email 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 breast milk substitutes. (who.int/nutrition/publications/code_english.pdf)

This document contains the following important provisions:

1. No advertising of breast milk substitutes to families.
2. No free samples or supplies in the health care system.
3. No promotion of products through health care facilities.
4. No words or pictures idealizing artificial feeding, including pictures of infants on the labels or the product.
5. Information to health workers should be scientific and factual only.
6. All information on artificial feeding, including labels, should explain the benefits of breastfeeding and the costs and hazards associated with artificial feeding.
7. Unsuitable products should not be promoted for babies.
8. All products should be of high quality and take into account climate and storage conditions of the country where they are used.

DIGITAL FILES

Email your electronic files to Exhibits@DONA.org, no later than September 1, 2023 in order to be included in conference app. Files should be quality resolution.

EXHIBITOR CONTRACT

By digitally signing the contract in the online application, 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 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 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.
- 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.
- 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 agents, servants, and employees, and DONA International from any and all such losses, damages and claims.
- Exhibitor will be responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.
- Exhibitor will be responsible for any and all additional charges imposed by the hotel and/or Conference service, including electricity, phone lines and Internet and freight charges.
- Exhibitors shall be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act.
- Exhibitor will forfeit space not occupied by the close of the set-up period Thursday, October 19 at 3:00 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 on or before August 18, 2023, 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 August 18, 2023, no refund will be given.

- If the Conference or Exhibits are canceled 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.

Online Application Available: <https://donasummit.com/sponsors-exhibitors/>

Fax - (312) 644-8557

Email - Exhibits@DONA.org

Mail - 35 E. Wacker Drive, Suite 850, Chicago, IL 60601

Remember to include a sample of any intended packet insert.

**DONA INTERNATIONAL THANKS YOU AND LOOKS FORWARD
TO A MUTUALLY BENEFICIAL CONFERENCE EXPERIENCE!**