

SPONSORSHIP & MARKETING OPPORTUNITIES

Lamaze International & International Childbirth Education Association 50th Anniversary Mega Conference

September 30 – October 3, 2010 ▪ Midwest Airlines Convention Center ▪ Milwaukee, WI

Sponsorship at the 50th Anniversary Mega Conference, co-hosted by Lamaze and the International Childbirth Education Association (ICEA), provides extra exposure—to an audience of more than 500 influential childbirth professionals—to increase your company's brand awareness. We offer several affordable options to meet your marketing needs. As a sponsor, you will be highlighted on prominent on-site signage as well as in the conference program book.

Mega Conference sponsorship opportunities are awarded on a first-come, first-served basis, with right-of-first-refusal privileges (until **February 1, 2010**) extended to those who sponsored the previous year's conference. All other opportunities are available until a completed application and payment in full are received by Lamaze and ICEA. All promotional material must be submitted to Lamaze and ICEA for approval by September 10, 2010.

PLATINUM SPONSOR

Investment of \$10,000 or more

- One-time use of the Mega Conference attendee mailing list (*if contract received by February 1, 2010*)
- Company name and logo on scrolling screens before all plenary sessions
- Company name and logo in the conference program book
- Half-page advertisement in the conference program book
- Inclusion of corporate promotion in attendee bags
- Recognition in the pre-conference Mega Conference electronic communication
- Recognition from the Master of Ceremonies during the opening session
- Two (2) complimentary "exhibits only" one-day passes
- Company recognized on sponsor signage during the conference
- Recognition on the conference Web page including logo and link to company Web site
- Sponsor ribbon on name badge

GOLD SPONSOR

Investment of \$7,500 or more

- One-time use of the Mega Conference attendee mailing list (*if contract received by February 1, 2010*)
- Company name and logo on scrolling screens before all plenary sessions
- Sponsorship recognition in the conference program book
- Quarter-page advertisement in the conference program book
- Recognition in the pre-conference Mega Conference electronic communication
- Recognition from the Master of Ceremonies during the opening session
- Two (2) complimentary "exhibits only" one-day passes
- Company recognized on sponsor signage during the conference
- Recognition on the conference Web page including link to company Web site
- Sponsor ribbon on name badge

SILVER SPONSOR

Investment of \$5,000 to \$7,499

- Eighth-page advertisement in the conference program book
- Company name on scrolling screens before all plenary sessions
- Sponsorship recognition in the conference program book
- Recognition in the pre-conference Mega Conference electronic communication
- Recognition from the Master of Ceremonies during the opening session
- Two (2) complimentary "exhibits only" one-day passes
- Company recognized on sponsor signage during the conference
- Recognition on the conference Web page
- Sponsor ribbon on name badge

BRONZE SPONSOR

Investment of \$2,500 to \$4,999

- Company name on scrolling screens before all plenary sessions
- Sponsorship recognition in the conference program book
- Recognition in the pre-conference Mega Conference electronic communication
- Recognition from the Master of Ceremonies during the opening session
- Two (2) complimentary "exhibits only" one-day passes
- Company recognized on sponsor signage during the conference
- Recognition on the conference Web page
- Sponsor ribbon on name badge

Sponsorship & Marketing Opportunities: Lamaze International & ICEA 50th Anniversary Mega Conference

EDUCATIONAL OPPORTUNITIES

Plenary Sessions

\$4,000 per session

Share your message with a large, captive audience. Each plenary session features a topic of major interest to childbirth professionals led by an industry expert. Special signage, packet promotion and recognition as a sponsor throughout the conference is included as part of each plenary session sponsorship.

Film Showings

\$350

Film showings are an important part of the conference. Past conference evaluations show that 96 percent of attendees stated that the film showings increased their overall satisfaction of the conference. This is the perfect opportunity to showcase your film to childbirth professionals who use educational films as part of their curriculum to reach a vast number of parents. Whether you have a new or seasoned film, this promotional opportunity is a valuable investment to connect with childbirth educators.

NETWORKING EVENT SPONSORSHIP

Continental Breakfast

\$5,000

A continental breakfast is provided to attendees each morning of the conference. As the sponsor of one of these breakfasts, you will receive special signage and a place to display your brochure. In addition, we will provide napkins imprinted with your logo for use at the event.

Refreshment Break

\$1,500 each / \$2,500 for two / \$5,000 for four

Reinforce your presence at the conference by sponsoring a refreshing beverage break for attendees. As the sponsor of one of these breaks, you will receive special signage and a place to display your brochure near the serving areas. In addition, you may provide logo-imprinted napkins or cups for use at the event.

Networking Luncheon

\$10,000

Keep your company's name visible by providing lunch for attendees in the exhibit hall. Special signage recognizes your company as the sponsor of the luncheon. In addition, we will provide napkins imprinted with your logo for use at the event.

50th Anniversary Celebration Luncheon

\$12,500

Put your company's name in front of conference attendees by sponsoring this interactive luncheon, which celebrates the 50th anniversaries of both organizations. This sponsorship includes one giveaway (at sponsor's expense) that will be placed on each attendee's seat. Special signage will recognize your company as the luncheon sponsor.

ADVERTISING OPPORTUNITIES

Attendee Bags

\$7,500

Attendee bags are distributed to all attendees and offer premium visibility before and after the conference. This exclusive sponsorship includes your organization's name and logo imprinted on each bag, as well as the option to include one packet promotion at no additional charge. Attendee bags often are used by attendees long after the conference is over.

Conference On-site Program Book

\$6,000

Used throughout the conference, the conference program book serves as a valuable reference guide for conference attendees. As the conference program book sponsor, your company may submit a two-color advertisement that will appear on the back cover. Only one company has the opportunity to sponsor the program book—make sure it's yours!

Conference CD

\$5,000

All attendees receive the conference CD-ROM, which contains a compilation of educational session objectives and presentations for all concurrent sessions presented at the conference. The CD is an excellent attendee resource that is used for years to come. Your logo and company Web site is listed as the sponsor on the CD cover and on the index/opening page.

Writing Pads & Pens

\$5,000

You'll literally be at attendees' fingertips as the sponsor of conference writing pads and pens. Attendees use these pads and pens to take notes during educational sessions and after the conference at work meetings, creating exposure to an even wider audience. Your name and logo will be imprinted on each item.

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Packet Promotion

\$500 for-profit / \$300 non-profit

Place your message into the hands of all attendees with a packet promotion. Your promotional flyer or brochure will be included in attendee bags, which are given to all attendees as they check in. Show management will provide specifications for the insert, and you provide the actual piece.

Door Drops

\$3,000

Reach all conference attendees staying at the Hyatt Regency Milwaukee by taking advantage of our “door drops” program, a special service that delivers your promotional materials to meeting attendees at their hotel room. Advertise your products and draw customers to your booth or symposium using your own brochure or flyer. All door drop materials must be coordinated through Lamaze and ICEA. Show management will provide specifications for the drop, and you provide the actual piece.

PROMOTIONAL OPPORTUNITIES

Attendee Wireless Internet Access

\$7,500

Take this opportunity to give conference attendees what they want! Wireless Internet access will be available in the exhibit hall to all conference attendees. Your name will be displayed prominently on wireless materials and signage.

Lanyards

\$5,000

As sponsor of the conference lanyards, each meeting registrant will “wear” your name daily throughout the meeting. This novelty item clips onto the attendee badge, which is required for entrance to all meeting activities. Your name and logo are imprinted on each lanyard for optimal visibility. Lanyards are supplied by Lamaze and ICEA.

Hotel Room Keys

\$5,000

With your company name and logo printed on hotel room keys, attendees will be sure to remember you throughout the conference! The Lamaze, ICEA and sponsor logos will appear on the key product.

Lactation Lounge

\$2,500

Promote your company while supporting nursing moms. The conference is very baby-friendly and the Lactation Lounge offers nursing mothers a private place to pump or nurse their babies for the entire conference. Your name will be displayed on conference materials as well as on the sign at the door. You also may place literature in the room and provide equipment.

**Looking for something different?
Create your own sponsorship opportunity!**

**Contact Exhibit Management at
exhibits@futureofbirthconference.org with your sponsorship ideas
and suggestions for the Mega Conference.**

Lamaze International & ICEA 50th Anniversary Mega Conference
Convention and Tradeshow Services ■ 2025 M Street, NW, Suite 800 ■ Washington, DC ■ 20036-3309
202-367-1138 ■ 202-367-2138 (fax)
exhibits@futureofbirthconference.org ■ www.futureofbirthconference.org

EXHIBITING OPPORTUNITIES

Lamaze International & International Childbirth Education Association 50th Anniversary Mega Conference

September 30 – October 3, 2010 ▪ Midwest Airlines Convention Center ▪ Milwaukee, WI

As an exhibitor at the 50th Anniversary Mega Conference, co-hosted by Lamaze International and the International Childbirth Education Association (ICEA), you have the opportunity to position yourself in front of more than 500 childbirth professionals and meet one-on-one with several top decision makers. Our attendees are ready to consider the latest products and services from companies that deliver quality solutions and support the important mission of safe and healthy birth experiences.

The exhibit hall is the center of many events at the Mega Conference. The conference schedule is designed to bring attendees to the exhibit hall as often as possible. Food functions, the welcome reception, a raffle and at least eight hours of exclusive exhibit hall time have been designated to give your company the attention it deserves.

EXHIBITING COMPANIES RECEIVE

- One (1) complimentary attendee list (*contract must be received by February 1, 2010*)
- One (1) complimentary company listing in the conference program book
- One (1) complimentary copy of the conference program book
- Two (2) complimentary exhibit hall only passes per 10' x 10' space rented
- One (1) discounted full conference registration per exhibit to attend the main conference (\$250 early or \$350 after August 13)
- A standard booth package of:
 - One (1) skirted 6' table
 - Two (2) chairs
 - One (1) waste basket
 - One (1) 7" x 44" company sign

“ Being a sponsor at the 2009 conference gave us the opportunity to connect with respected childbirth educators as well as increase brand awareness. ”

Amy Wright
Amy Michelle, LLC

For added attendee networking time, exhibitors are invited to attend the 50th Anniversary Celebration Luncheon for an additional fee of \$55 per person.

Carpet in your booth is mandatory, but not included. Please see our Rules & Regulations for complete information.

The Exhibit Hall Schedule is still being finalized. Please check the Mega Conference Web site at www.futureofbirthconference.org for updates.

RULES & REGULATIONS

Lamaze International & International Childbirth Education Association 50th Anniversary Mega Conference September 30 – October 3, 2010 ▪ Midwest Airlines Convention Center ▪ Milwaukee, Wisconsin

The following contract conditions, rules and regulations are part of the Lamaze and ICEA 2010 Application and Contract for Exhibit Space. Please carefully read before signing the space application. After completing the Application and Contract for Exhibit Space, give a copy of the rules and regulations to the person(s) responsible for the construction of your booth(s).

1. Assignment of Space: All space will be assigned on a first-come, first-served basis. Every effort will be made to accommodate requests for booth assignments. Lamaze and ICEA reserve the right to make such changes to the floor plan as may be deemed necessary.

2. Exhibit Booth(s): All booths will be 10' x 10' and will include drapery for the back wall (8' high) and side rail (3' high as well as the following: one (1) 7" x 44" identification sign, bearing the exhibitor's name and booth number; one (1) 6' draped table, two (2) side chairs and one (1) trash can.

3. Exhibit Fees and Payment for Space: Rates are: Premium: \$1,400 per booth; Commercial: \$1,200 per booth; Non-Profit: \$600 per booth; Author/Original Artist: \$500 per booth. Applications will neither be processed nor space assigned without the required payments and signatures. All applications must be accompanied by payment of the total estimated space rental charge. No space will be confirmed without a completed application and full payment. Make checks payable to "Lamaze International," and mail to Lamaze International, Exhibit Headquarters, Department 3197, Washington, DC 20042-3197 (Overnight and express mail packages are not accepted at this address). Receipt of payment in lockbox does not oblige Lamaze International and ICEA to accept a contract as binding. Lamaze International and ICEA retain the option of returning funds.

4. Exhibitors are responsible for securing carpet and insurance and are responsible for payment of all fees. The exhibit hall is not carpeted.

5. Cancellation: Cancellation of exhibit space must be directed in writing to Lamaze and ICEA, Exhibit Headquarters, 2025 M Street, NW, Suite 800, Washington, DC 20036-3309. Refunds, less an administrative fee of \$75 per booth or 10 percent of booth fees (whichever is greater), will be made at the discretion of Lamaze/ICEA, but no refund will be given for a cancellation made after **Friday, May 28, 2010**. In case of fire or the elements, or any other causes beyond control of management that prevent the holding of the show, this contract will not be binding.

6. Exhibitor Service Manual: The official decorator and contractor will provide all confirmed exhibitors with an official exhibitor service manual prior to the meeting. The manual will contain order forms for carpet, special furniture, accessories, tables, drapery, lighting, electrical service, plumbing service, signs, etc.; rates for labor to install and dismantle exhibits; and instructions on these services, including rules and regulations.

Please note: Do not ship directly to Midwest Airlines Convention Center. Shipments will not be accepted. Shipping instructions and drayage fees will be included in the exhibitor service manual.

7. Security: Lamaze and ICEA will provide around-the-clock security service from 2:00 p.m. on Thursday, September 30 to 7:00 p.m. on Saturday, October 2 (final schedule to be determined.) However, each exhibitor is solely responsible for his or her own exhibit material and should insure his or her exhibit against loss or damage.

8. Exhibitor Registration: Exhibitors must register at the conference registration desk on Thursday, September 30 between 11:00 a.m. and 4:00 p.m. (*Exact schedule to be determined.*) Exhibitors will be given badges that must be worn at all times. No one will be admitted to the exhibit hall without a badge.

9. Use of Space: Exhibitors shall not assign, share or sublet any space without written consent of Lamaze International. Care must be taken that no display extend more than 8' above the floor or more than 3' in depth from the back wall of the booth, or interfere with the view of other exhibitors. Excessive volume produced from the operation of any equipment or apparatus is not permitted.

10. Liability: Lamaze and ICEA, Midwest Airlines Convention Center and the official decorator will not be responsible for the safety of the property of the exhibitors from theft, fire, damages, accident or other causes. Exhibitors agree to protect, save and hold Lamaze and ICEA and Midwest Airlines Convention Center and the official decorator and all agents and employees thereof (hereinafter collectively called "indemnities") forever harmless for any damages or charges imposed for violations of any law or ordinance, whether occasioned by the negligence of the exhibitors or those holding under the exhibitor, and further,

exhibitor shall at all times protect, indemnify, save and hold harmless the indemnities against and from any and all losses, costs (including attorney's fees), damages, liability or expense arising from or out of or by any reason of any accident of bodily injury or other occurrence to any person or persons, including the exhibitors, its agents, employees and business invitees which arises from or out of by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.

11. Safety Regulation: 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 the fire department regulations.

12. Failure to Occupy Space: The exhibitor, as specified in these rules and regulations, will forfeit space not occupied by the close of the exhibit installation period. This space may be resold, reassigned or used by the exhibit management. There will be no refund for space not occupied.

13. Show Cancellation: If the conference or exhibit is cancelled due to circumstances beyond the control of Lamaze and ICEA, Lamaze and ICEA will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space that is recoverable from third-party vendors at the time of such cancellation.

14. Music Licensing: The exhibiting company will be responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.

15. Sales of Goods in the Exhibit Area: Sales, display and giveaway items from exhibits are permitted, except for those same items that Lamaze and ICEA sell through official conference vehicles. Exhibitors are responsible for collecting taxes, obtaining any necessary licenses and filing appropriate forms. Lamaze and ICEA must approve all giveaway items no later than **Friday, September 10, 2010**. Unapproved items may not be distributed. Any exhibitor found distributing materials not officially accepted will be required to stop distribution immediately.

16. Americans With Disabilities Act: Exhibiting companies shall be responsible for making their exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold Lamaze and ICEA harmless from any consequences of exhibiting company's failure in this regard.

17. Selection of Exhibitors: Only firms and organizations whose services and products are appropriately related to the purpose of Lamaze and ICEA shall be permitted to exhibit. The Lamaze Advertising Standards Policy will guide acceptance of exhibitors and their related promotional materials, displays, giveaways, etc. **All publications and material distributed must be in compliance with the World Health Organization code.** Lamaze and ICEA reserve the right to decline or prohibit any exhibit or promotional material, which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products and conduct. Please call the Lamaze/ICEA Conference Management Office if you would like a copy of specific guidelines.

Please note: All exhibit booth set-up must be completed by Thursday, September 30 at 4:00 p.m. and no dismantling may begin before closing of the exhibit hall on Saturday, October 2 at 4:30 p.m. (Exact schedule to be determined.) Any company that dismantles its exhibit before the official tear-down time without prior approval may be prohibited from exhibiting at future conferences.

For more information contact:
Lamaze and ICEA Mega Conference
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2025 M Street, NW, Suite 800
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EXHIBIT SPACE AND SPONSORSHIP APPLICATION AND CONTRACT

Lamaze International & International Childbirth Education Association 50th Anniversary Mega Conference
September 30 – October 3, 2010 ▪ Midwest Airlines Convention Center ▪ Milwaukee, Wisconsin

I. CONTACT INFORMATION

Organization/Company: _____

Name: _____

Address: _____

City/State/Zip: _____ Web Site: _____

E-mail Address: _____ Phone: _____ Fax: _____

YES! I will accept e-mail and fax communications. By checking this box, I consent to receive e-mail and fax communications by, or on behalf of, Lamaze International and ICEA.

II. EXHIBIT SPACE

Cost of Exhibit Space: Company description (25 words or less) must be e-mailed to exhibits@futureofbirthconference.org by **Friday, July 16, 2010**. If received after July 16, only company contact information will be printed in the conference program.

- Corner Booth Fee: \$1,400.00 per booth Non-Profit Fee: \$600.00 per booth
 Commercial Fee: \$1,200.00 per booth Author/Original Artist Fee: \$500.00 per booth

Choices for locations are as follows (in order of preference):

1. Booth #(s): _____ 2. Booth #(s): _____ 3. Booth #(s): _____ 4. Booth #(s): _____ 5. Booth #(s): _____

Firms, products or services you DO NOT wish to be near: _____

YES! I would like to donate an item for the raffle.

III. SPONSORSHIP

Description of sponsorship is attached. For more information about sponsorship opportunities, call 202-367-1138.

<input type="checkbox"/> Continental Breakfast	\$5,000 each	\$ _____
<input type="checkbox"/> Refreshment Break	\$1,500 each; \$2,500 for 2; \$5,000 for 4	\$ _____
<input type="checkbox"/> Networking Luncheon	\$10,000	\$ _____
<input type="checkbox"/> 50 th Anniversary Luncheon	\$12,500	\$ _____
<input type="checkbox"/> Attendee Bags	\$7,500	\$ _____
<input type="checkbox"/> Writing Pads & Pens	\$5,000	\$ _____
<input type="checkbox"/> Conference On-site Program	\$6,000	\$ _____
<input type="checkbox"/> Conference CD	\$5,000	\$ _____
<input type="checkbox"/> Packet Promotion	\$500 for-profit; \$300 non-profit	\$ _____
<input type="checkbox"/> Door Drops	\$3,000	\$ _____
<input type="checkbox"/> Attendee Wireless Internet Access	\$7,500	\$ _____
<input type="checkbox"/> Hotel Room Keys	\$5,000	\$ _____
<input type="checkbox"/> Lanyards	\$5,000	\$ _____
<input type="checkbox"/> Lactation Lounge	\$2,500	\$ _____
<input type="checkbox"/> Plenary Sessions	\$4,000 per session	\$ _____
<input type="checkbox"/> Film Showing	\$350 per film	\$ _____

TOTAL SPONSORSHIP: \$ _____

IV. APPLICATION/CONTRACT TERMS

Application to exhibit/sponsor this _____ day of _____, 20____ by and between _____ hereinafter called "Exhibitor/Sponsor" and Lamaze and ICEA.

In accordance with the following terms, conditions and regulations governing exhibits of the conference of Lamaze and ICEA at Midwest Airlines Center, Milwaukee, WI, September 30 – October 3, 2010, the undersigned hereby makes application for exhibit space/sponsorship which, when accepted by Lamaze and ICEA, becomes a contract. Terms and conditions in the exhibitor prospectus are a part of this contract. The undersigned agrees to abide by all rules, requirements, restrictions and regulations as set forth in this agreement or as may be especially designated by show management, Midwest Airlines Center, the City of Milwaukee, or the state of Wisconsin. Failure to abide by such rules and regulations results on forfeiture of all monies paid or due show management under terms of this agreement.

Signature _____

V. PAYMENT INFORMATION

Pay by check: Check #: _____

Please make all checks payable to Lamaze International. Checks should be drawn in U.S. dollars from a U.S. bank.

Pay by credit card: VISA MasterCard American Express

Amount: _____ Name on Card: _____

Card #: _____ Expiration Date: _____

Authorized Signature: _____ Today's Date: _____

VI. PLEASE SUBMIT PAYMENT AND A SIGNED COPY OF THIS APPLICATION TO:

Mega Conference, Department 3197, Washington DC, 20042-3197 or fax 202-367-2138 or e-mail

exhibits@futureofbirthconference.org.