

Exhibitor and Sponsor Prospectus

The 50th Anniversary  
**50<sup>th</sup>**  
Mega Conference

*Celebrating Our Past,*

# Uniting *for the* *Future of* Birth

September 30 - October 3, 2010

Midwest Airlines Convention Center

Milwaukee, WI

Lamaze  
International



ICEA

## Childbirth Educators Are Ready to Connect!

Meet childbirth educators and other maternal-child health professionals as an **Exhibitor** or **Sponsor** at the 50<sup>th</sup> Anniversary Mega Conference, hosted by Lamaze International and the International Childbirth Educator Association (ICEA).

It's simple. We bring you more than 500 influential educators looking for innovative products and services, you bring the critical information they need to evaluate, recommend and buy.

The 50<sup>th</sup> Anniversary Mega Conference is your best opportunity in 2010 to connect with a broad range of childbirth professionals who teach women and families about pregnancy, birth and early parenting. 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.

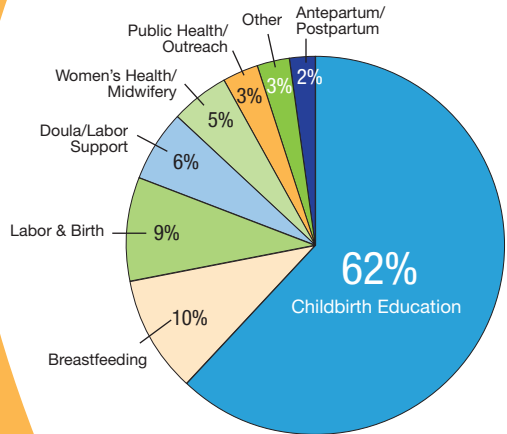
## Access Two Audiences at One Event!

Lamaze International and ICEA are both celebrating 50-year anniversaries in 2010. By joining together to host the 50<sup>th</sup> Anniversary Mega Conference, we are unifying the birth community to create an exciting event for attendees, exhibitors and sponsors.

**Lamaze International** is an organization dedicated to helping women achieve safer, healthier births through education and greater understanding of the natural childbirth process.

**The International Childbirth Educator Association (ICEA)** is a professional organization that supports educators and health care professionals who believe in freedom of choice based on knowledge of alternatives in family-centered maternity and newborn care.

## Attendee Profile



## Make a Lasting Impression

In today's economy you need to make every minute count. As a sponsor or exhibitor of the Mega Conference you'll access the influential childbirth educators and maternal-child health professionals from both Lamaze International and ICEA in one venue!

## Become an Exhibitor or Sponsor Today!

For details on exhibit benefits and the numerous sponsorship opportunities, visit [www.futureofbirthconference.org](http://www.futureofbirthconference.org).

To secure your exhibit space or sponsorship opportunity or call 202-367-1172 or e-mail [exhibits@lamaze.org](mailto:exhibits@lamaze.org).

## Heighten Your Visibility

Join the numerous companies that understand that exhibiting and sponsoring at Lamaze International and ICEA events aligns them with the top organizations in childbirth education and demonstrates their commitment to the common mission of safe and healthy birth experiences.

### Product/Service Categories

Infant and baby products  
Teaching resources  
Books and materials  
Breastfeeding support products  
Birth art and jewelry  
Childbirth organizations  
Educational toys

Infant growth and development  
Maternity and nursing wear  
Maternity products  
Nutrition/Fitness  
Parenting tools  
Small Business solutions

### A Sampling of Past Exhibitors

Babies 'R' Us  
BabyCenter.com  
Best Start Social Marketing  
Binsi Labor & Birth Apparel  
Burt's Bees, Inc.  
DONA International  
The Family Way Publications, Inc.  
Gerber Childrenswear  
Glamourmom, LLC  
Harvard Common Press  
Hollister Inc./Ameda  
Injoy Birth & Parenting Videos  
Johnson & Johnson

La Leche League International  
Lansinoh Laboratories  
March of Dimes  
Medela, Inc.  
*Mothering* Magazine  
Phillips Avent  
Playtex Infant Care Products  
Precious Image Creations  
Proctor and Gamble  
Waterbirth International

\*\*sample of exhibitors at recent ICEA and Lamaze International conferences.

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## By the Numbers

**98%**

Percent of ICEA and Lamaze International 2008 conference attendees who visited the exhibit halls

**2.7 million**

Expectant parents who are seeking information about pregnancy, birth and early parenting from childbirth educators each year

**50,000**

Parents reached by childbirth educators in Wisconsin in 2008

**69,000**

Babies born in Wisconsin in 2008

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