



United States Breastfeeding  
COMMITTEE  
PROTECTING • PROMOTING • SUPPORTING

# EXHIBITOR & MARKETING PROSPECTUS

Fourth National Conference of State/Territorial/Tribal Breastfeeding Coalitions

## ANSWERING THE CALL: *Coalitions Moving Into Action*

AUGUST 4-6, 2012 • ARLINGTON, VA

***The National Conference of State/Territorial/Tribal Breastfeeding Coalitions (NCSBC) is a one-of-a-kind event.*** One of the most highly effective preventive measures a mother can take to protect the health of her infant and herself is to breastfeed. Yet numerous barriers remain...and collective action is needed to overcome those barriers. In January 2011, Surgeon General Regina Benjamin called on the entire nation to "help make breastfeeding easier," issuing [The Surgeon General's Call to Action to Support Breastfeeding](#) (SGCTA). The document calls on health care providers, employers, insurers, policymakers, researchers, and the community at large to take 20 concrete action steps to support mothers in reaching their personal breastfeeding goals.

The SGCTA emphasizes the cross-cutting nature of breastfeeding and the critical need for collaboration and outreach *beyond* the traditional "breastfeeding community." Action 20 identifies the United States Breastfeeding Committee (USBC) and the state coalitions as leaders in the implementation of the 20 actions, and as part of this effort, the USBC will kick off National Breastfeeding Month 2012 by convening the Fourth NCSBC: *Answering the Call: Coalitions Moving Into Action*.

***The NCSBC audience is unique.*** Breastfeeding coalition leaders are in a unique position at the forefront of breastfeeding advocacy, needing up-to-date information about a variety of products and services critical to managing nonprofit coalitions, and to supporting breastfeeding in the health care, employment, research, and public health arenas, as well as in their communities.

This approach to leadership training and cross-sector coalition building is the only event of its kind in the breastfeeding field, so there is no better way to reach such a unique and diverse group of individuals. Attendees include coalition leaders from every U.S. state and territory—including representatives from relevant government departments, non-governmental organizations, and health professional associations.

***NCSBC exhibitor and marketing opportunities are flexible and provide long-term visibility.*** In addition to exhibit booths, sponsorship of conference events is available, as well as advertising on conference materials. Choose from the Networking Event Sponsorships and Advertising Opportunities listed below to create your own customized package at the Platinum, Gold, Silver or Bronze level.

**Join us in 2012: together, we are having a  
real, lasting impact on the  
landscape of breastfeeding support!**

The United States Breastfeeding Committee (USBC) is an independent nonprofit coalition of more than 40 nationally influential professional, educational, and governmental organizations. Representing over one million concerned professionals and the families they serve, the USBC and its member organizations share a common mission to improve the Nation's health by working collaboratively to protect, promote, and support breastfeeding. For more information about the USBC, visit [www.usbreastfeeding.org](http://www.usbreastfeeding.org).

*Advancing breastfeeding on our Nation's agenda.*

*Collaboration*

*Leadership*

*Advocacy*

# MARKETING & SPONSORSHIP OPPORTUNITIES

Fourth National Conference of State/Territorial/Tribal Breastfeeding Coalitions  
August 4-6, 2012 ▪ Sheraton Pentagon City Hotel ▪ Arlington, Virginia

Whether you are a company seeking to introduce your products to a new audience or a service organization seeking an alternative promotional strategy, the National Conference of State/Territorial/Tribal Breastfeeding Coalitions offers the extra exposure needed to increase brand awareness. The conference offers several affordable options to meet your marketing needs in this competitive environment.

USBC marketing and sponsorship opportunities are awarded on a first-come, first-served basis. All opportunities remain available until a completed application and payment in full are received by the USBC office.

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## CUSTOMIZED SPONSORSHIP PACKAGES

*Sponsors can create their very own customized opportunities by choosing from and/or combining the Networking Event Sponsorships and Advertising Opportunities on pages 3 and 4. The total price of options chosen will then fall into the Platinum, Gold, Silver, or Bronze package levels, accruing additional benefits as listed below.*

### PLATINUM SPONSOR

*Investment of \$10,000 or more*

- All Gold-level sponsor benefits
- One-time e-blast message to the attendee mailing list (executed by the USBC)
- Added visibility with sponsor's name and logo included on an individual scrolling slide before all plenary sessions
- Upgrade from full-page black and white to a full-page color advertisement on an inside cover of the conference program book

### GOLD SPONSOR

*Investment of \$5,000 to \$9,999*

- All Silver-level sponsor benefits
- Inclusion of one promotional item in attendee bags (packet promotion)
- Upgrade from a half-page to a full-page black and white advertisement in the conference program book
- One additional "sponsor only" pass\*

### SILVER SPONSOR

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

- All Bronze-level sponsor benefits
- Half-page black and white advertisement in the conference program book

### BRONZE SPONSOR

*Investment of \$1,000 to \$2,499*

- One complimentary "sponsor only" pass\*
- Complimentary attendee list
- Recognition in the conference program book; complimentary copy
- Recognition on sponsor signage during the conference
- Recognition in an attendee e-blast message
- Pre- and post-conference recognition on the conference web page
- Recognition during opening plenary session, and with sponsor's name in list of sponsors on a scrolling slide before all plenary sessions

*\* includes breakfasts, breaks, Sunday's networking luncheon, and Saturday and Sunday receptions*

***Please choose from the options on pages 3 and 4 to create your customized sponsorship package.***

## NETWORKING EVENT SPONSORSHIP

### **Special Receptions**

*\$7,500 each (2 available)*

Put your company's name out in front of conference attendees by sponsoring the opening dessert reception on Saturday evening OR the Friends of USBC reception on Sunday evening. These sponsorships include one giveaway (at sponsor's expense) for each attendee. Special signage recognizes your company as the sponsor of the evening's events.

### **Networking Luncheon**

*\$5,000 (1 available)*

Keep your company's name visible by providing lunch for the attendees on Sunday. Special signage recognizes your company as the sponsor of the luncheon, and your logo will be placed on signs at each table.

### **"Table Topic" Breakfasts**

*\$3,000 each (2 available)*

Breakfast is provided to attendees each morning of the conference (Sunday and Monday). Coalitions will lead "table topic" discussions at each table on a variety of subjects. Special signage recognizes your company as the sponsor of the breakfast, and your logo will be placed on materials announcing the topics at each table.

### **Refreshment Breaks**

*\$1,500 each (3 breaks available: Sunday morning, Sunday afternoon, and Monday morning)*

Reinforce your presence at the conference by sponsoring a refreshing beverage break for attendees. Special signage recognizes your company as the sponsor of the break. In addition, you may provide logo-imprinted napkins or cups for use at this event.

## ADVERTISING OPPORTUNITIES

### **Attendee Bags**

*\$5,000*

Conference tote bags are distributed to all attendees and are among the most visible sponsorship opportunities. This exclusive sponsorship includes your organization's name and logo imprinted on each bag, as well as the option to include one promotional item in the bags (packet promotion). These bags offer premium visibility and are frequently used by attendees long after the close of events.

### **Conference Program Book**

*\$3,000 book*

The conference program book serves as a valuable reference for all attendees: it is taken home and shared with other coalition members, and an online version is available on the USBC website long after the conference. As the program book sponsor, you may submit a full color ad for the outside back cover. Only one company has this opportunity—make sure it's yours!

### **Hotel Room Keys**

*\$3,500*

Make sure attendees remember you throughout the conference! Have your company name and logo printed on attendees' room key cards. Both USBC and sponsor logos will appear on the keys.

### **Writing Pads**

*\$3,000*

You will be right at the fingertips of conference attendees by sponsoring a conference writing pad. Attendees can take notes during educational sessions and later at coalition meetings, creating exposure to an even wider audience. Your name and logo are imprinted on each notepad.

### **Lanyards**

*\$2,000*

Let each meeting registrant "wear" your name and logo daily throughout the meeting. This novelty item clips onto the attendee badge, which is required for entrance to all meeting activities.

### **Packet Promotion**

*\$500 commercial*

*\$250 non-profit*

Have your target audience carry your message away with them! Provide your promotional flyer or brochure to all conference attendees in their conference bags. Specifications will be provided for the insert; you provide the printed piece.

## ADDITIONAL PROGRAM BOOK ADVERTISING OPPORTUNITIES

| Sizes   | Dimensions<br>(width x depth) | Prices  |
|---|-------------------------------|---------|
| <i>Inside Program Book – All Black and White Only</i> |                               |         |
| Full page   | 7 ½" x 10"                    | \$1,250 |
| ½ page (horizontal)                                   | 7 ½" x 4 ¾"                   | \$750   |
| <i>Special Positions – All Color</i>                  |                               |         |
| Inside cover, Full page                               | 7 ½" x 10"                    | \$2,000 |

**Materials are due to the USBC office by Friday, July 13, 2012.**

- E-mail your digital ad file to [conference@usbreastfeeding.org](mailto:conference@usbreastfeeding.org).

### Submission Guidelines:

- Format:**      High resolution PDF or PDF/X-1a are accepted.  
                    Ads must be complete and sized at 100%.
- Image:**      Resolution must be 300#dpi.  
                    Embed all fonts and graphics when creating the PDF file.
- Trim Size:**    8 ½" x 11"
- Color:**      Any color ads (inside covers only) must be in high-res RGB format.

## EXHIBITOR OPPORTUNITIES: COALITIONS TOOLBOX

Meet One-on-One with Top Leaders and Experts in Breastfeeding Advocacy!

Exhibits must fit within the 8' x 10' floor space—full size booth exhibits are not allowed.

All exhibitors receive:

- Complimentary attendee list
- Recognition in the conference program book; complimentary copy
- Inclusion in the exhibitor bingo game (attendees who visit every exhibit will be entered to win a special prize)
- One complimentary exhibits-only pass per booth space rented (includes breakfasts, breaks, Sunday's Networking Luncheon, and Saturday's Opening Dessert Reception). Tickets may be purchased separately for the Sunday evening Friends reception.
- One 6' skirted table, two chairs, one wastebasket

### Exhibit Hours

|                            |                         |
|----------------------------|-------------------------|
| Set up: Saturday, August 4 | 11:00 a.m. – 11:00 p.m. |
| Sunday, August 5           | 7:00 a.m. – 6:00 p.m.   |
| Monday, August 6           | 7:00 a.m. – 10:00 a.m.  |

**To learn more about securing your preferred opportunity, contact us at:**

[conference@usbreastfeeding.org](mailto:conference@usbreastfeeding.org)

202.367.1132

## **Recognition**

Company/organization descriptions (25 words or less) must be e-mailed to **conference@usbreastfeeding.org** by Friday, July 13, 2012. If not received by the deadline, only names and websites will be printed in the conference program book.

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## **GENERAL RULES & REGULATIONS**

The following contract conditions, rules, and regulations are part of the United States Breastfeeding Committee Exhibit Space and Sponsorship Application and Contract. Please read carefully before signing the application. After completing the Application and Contract, please give a copy of these rules and regulations to the person(s) responsible for the construction of your exhibit booth, or creation of your advertisement or sponsorship materials.

**Application/Contract and Payment of Fees:** Rates are as listed in the Application and Contract. Applications will neither be processed nor space assigned or confirmed without the required payments and signatures. All applications must be accompanied by payment of the total charges. Receipt of payment in bank lockbox does not oblige the USBC to accept a contract as binding. The USBC retains the option of returning funds.

**Assignment of Space/Opportunities:** All space will be assigned and opportunities awarded on a first-come, first-served basis. Every effort will be made to accommodate requests. The USBC reserves the right to make such changes to the exhibit hall floor plan as may be deemed necessary.

**Cancellation:** Cancellations must be directed in writing to USBC, 2025 M St, NW, Ste 800, Washington, DC 20036. Refunds, less an administrative fee of \$100 or 10% of fees (whichever is greater), will be made at the USBC's discretion, but no refund will be given for any cancellation made after **July 13, 2012**. In case of fire, the elements, or any other causes beyond management's control that prevent the holding of the conference, this contract will not be binding.

**Selection of Exhibitors/Sponsors:** Only companies and organizations whose services and products are appropriately related to the purpose of the USBC shall be permitted as sponsors, advertisers, or exhibitors. The USBC does not accept sponsorships, advertisements, exhibits, or donations from entities in violation of *The International Code of Marketing of Breast-milk Substitutes* (the "Code") and subsequent World Health Assembly resolutions. All publications and materials distributed must be in compliance with the Code. To this end, the USBC reserves the right to refuse sponsorships, advertisements, or exhibits from certain entities, or to decline or prohibit any exhibit or promotional item which in its judgment is inappropriate, this reservation being all-inclusive as to persons, things, printed matter, products, and conduct.

**Advance Approval Required for All Materials:** Sponsors, advertisers, and exhibitors must submit to the USBC a sample of each advertisement, packet promotion item, and printed and/or recorded item to be displayed.

*Acceptance of exhibit/sponsorship does not constitute endorsement of the products, services, or mission of the exhibitor/sponsor by the USBC or its member organizations. Exhibitor/sponsor organizations cannot use the USBC name without express written permission from the USBC.*

## EXHIBIT RULES & REGULATIONS

The following contract conditions, rules, and regulations are part of the United States Breastfeeding Committee Exhibit Space Application and Contract. Please read carefully before signing the application. After completing the Application and Contract, please give a copy of these rules and regulations to the person(s) responsible for the construction of your exhibit booth.

- 1. Exhibit Booth(s):** All booths will be 8' x 10', and the USBC will provide the following to each exhibitor: a 6' skirted table, two chairs, and a wastebasket. Electricity is available for an additional charge of \$50.
- 2. Security:** The exhibitor is solely responsible for his or her own exhibit material and should insure his or her exhibit against loss or damage.
- 3. Exhibitor Onsite Registration:** Exhibitors must register at the registration desk on Saturday, August 4, between 11:00 a.m. and 9:00 p.m. Exhibitors will be given badges that must be worn at all times. No one will be admitted to the exhibit hall without a badge.
- 4. Use of Space:** Exhibitors shall not assign, share, or sublet any space without written consent of the USBC. Care must be taken that no display extend beyond the dimensions of the booth space, or interfere with the view of other exhibitors. Annoying volume produced from the operation of any equipment or apparatus is not permitted.
- 5. Liability:** The USBC and the Sheraton Pentagon City Hotel 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 the USBC and the Sheraton Pentagon City Hotel 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 or by reason of said exhibitor's occupancy and use of the exhibition premises or a part thereof.
- 6. 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 fire department regulations.
- 7. 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.
- 8. Show Cancellation:** If the conference or exhibit is cancelled due to circumstances beyond the control of the USBC, the USBC will not be held liable for any expenses incurred by the exhibitor beyond the rental cost of the booth space that may be recoverable from third-party vendors at the time of such cancellation.
- 9. Music Licensing:** The exhibitor will be responsible for individual ASCAP/BMI licensing fees, if applicable to their exhibit presentation.
- 10. Sales/Giveaways:** Items are not to be sold at any exhibit. Giveaway items from exhibits are permitted, except for those same items that the USBC sells through the Conference Bookstore. The USBC must approve all giveaway items no later than **Friday, July 13, 2012**. Unapproved items may not be distributed. Any exhibitor found distributing materials not officially accepted by the USBC will be required to stop distribution immediately.
- 11. Americans with Disabilities Act:** Exhibitors shall be responsible for making exhibits accessible to persons with disabilities as required by the Americans with Disabilities Act and shall hold the USBC harmless from any consequences of exhibitor's failure in this regard.
- 12. Please note: All exhibit booth setup must be completed by Saturday, August 4 at 11:00 p.m. and no dismantling may begin before closing of the exhibit hall on Monday, August 6 at 10:00 a.m. Any company that dismantles its exhibit before the official tear down time without prior approval may be prohibited from exhibiting at future conferences.**

# EXHIBIT SPACE AND SPONSORSHIP APPLICATION AND CONTRACT

Fourth National Conference of State/Territorial/Tribal Breastfeeding Coalitions  
August 4-6, 2012 • Sheraton Pentagon City Hotel • Arlington, Virginia

## I. CONTACT INFORMATION

Organization/Company: \_\_\_\_\_

Contact Name: \_\_\_\_\_

Address: \_\_\_\_\_

City/State/Zip: \_\_\_\_\_

E-mail Address: \_\_\_\_\_ Web site: \_\_\_\_\_

Phone: \_\_\_\_\_ Fax: \_\_\_\_\_

## II. EXHIBIT SPACE

Commercial Fee \$750  Non-Profit/Small Business\* Fee \$500  I need electricity: \$50

\*Submit IRS determination letter showing nonprofit status OR prior year tax return showing proof of less than \$50,000 gross annual income.

## III. SPONSORSHIP/ADVERTISING OPPORTUNITIES

Descriptions of opportunities are attached—please contact us to confirm availability before submitting contract.

- |   |                                   |          |
|---|-----------------------------------|----------|
| <input type="checkbox"/> Opening Reception or Friends Reception     | \$7,500 each, circle one          | \$ _____ |
| <input type="checkbox"/> Networking Luncheon                        | \$5,000                           | \$ _____ |
| <input type="checkbox"/> "Table Topic" Breakfasts                   | \$3,000 each                      | \$ _____ |
| <input type="checkbox"/> Refreshment Breaks                         | \$1,500 each                      | \$ _____ |
| <input type="checkbox"/> Attendee Bags                              | \$5,000                           | \$ _____ |
| <input type="checkbox"/> Conference Program Book                    | \$3,000                           | \$ _____ |
| <input type="checkbox"/> Hotel Room Keys                            | \$3,500                           | \$ _____ |
| <input type="checkbox"/> Writing Pads                               | \$3,000                           | \$ _____ |
| <input type="checkbox"/> Lanyards                                   | \$2,000                           | \$ _____ |
| <input type="checkbox"/> Packet Promotion                           | \$500 commercial/\$250 non-profit | \$ _____ |
| <input type="checkbox"/> Program Book Advertisement, size/position: | _____                             | \$ _____ |

## IV. TOTALS

Exhibit Space Total: \$ \_\_\_\_\_ + Sponsorship/Advertising Total: \$ \_\_\_\_\_ = SUBTOTAL: \$ \_\_\_\_\_

Friends of USBC subtract 10% discount (if corporation/organization donated in 2011) \$ \_\_\_\_\_

**TOTAL AMOUNT PAID: \$ \_\_\_\_\_**

## V. APPLICATION/CONTRACT TERMS

Application to exhibit/sponsor this \_\_\_\_\_ day of \_\_\_\_\_ 20\_\_\_\_ by and between \_\_\_\_\_ hereinafter called "Exhibitor/Sponsor" and the United States Breastfeeding Committee. In accordance with the following terms, conditions, and regulations governing exhibitors and sponsors of the conference of the United States Breastfeeding Committee at the Sheraton Pentagon City Hotel, Arlington, VA, August 4-6, 2012, the undersigned hereby makes application for exhibit space/sponsorship which, when accepted by the United States Breastfeeding Committee, becomes a contract. Terms and conditions in the Exhibitor and Marketing 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 USBC management, the Sheraton Pentagon City Hotel, or the city of Arlington or state of Virginia. Failure to abide by such rules and regulations results in forfeiture of all monies paid or due the United States Breastfeeding Committee under terms of this agreement.

Signature \_\_\_\_\_

## VI. PAYMENT INFORMATION

**Pay by check:** Check # \_\_\_\_\_ (Please make all checks payable to "United States Breastfeeding Committee.")

**Pay by credit card:**  VISA  MasterCard  American Express

Card #: \_\_\_\_\_ Expiration date: \_\_\_\_\_

Authorized Signature: \_\_\_\_\_ Today's Date: \_\_\_\_\_

Name on Card: \_\_\_\_\_

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

USBC, 2025 M Street, NW, Suite 800, Washington, DC 20036 • FAX to 202-367-2132 • e-mail [conference@usbreastfeeding.org](mailto:conference@usbreastfeeding.org)