

MIDWIFERY  
and maternal-child health  
EDUCATORS CONFERENCE  
PORTLAND, OREGON · JUNE 16-20, 2010



## EXHIBITOR PROSPECTUS

### EXHIBITS



Midwives, educators, lactation consultants, doulas and other childbirth practitioners attend our conferences to learn and grow from the experiences and information provided. Attendees are interested in the products and services they see and will make a personal connection with you and your products/services.

\$350 commercial, \$225 schools, \$225 non-profit organizations

Price includes a table and two chairs. All exhibitors who submit signed contracts and payments prior to April 30, 2010, will be included in the conference program. For venue specifics (e.g. hotel storage, dryage, load in and load out times) please contact [info@educatorsconference.com](mailto:info@educatorsconference.com)

### ADVERTISING

#### Registration Packet Inserts: \$100

Inserts may be promotional flyers, coupons, samples or announcements from your business or service. This is a perfect opportunity for you to take advantage of the buying power of midwives, childbirth educators and other birth professionals. Flyers will be inserted into conference packets given to all registrants.



**Back Cover:** \$1000 (8" x 10.5")

**Inside Front Cover:** \$750 (8" x 10.5")

**Inside Back Cover:** \$600 (8" x 10.5")

**Full Page:** \$500 (8" x 10.5")

**Half Page:** \$250 (vertical: 4.25" x 10.5" horizontal: 8" x 5")

**Quarter Page:** \$150 (4.25" x 5")

**Business Card:** \$50 (3.5" x 2")

Conference Program Ad deadline is April 30, 2010.

*Get noticed by advertising in our program!  
Your print copy will be on hand when our attendees use this  
reference long after the conference has ended.*

## SPONSORSHIPS

Achieve maximum visibility while supporting our conference and mission

**Bronze:** \$ 500

Sponsor benefit includes complimentary packet inserts, link on the website, plus one business card size ad in program

**Silver:** \$1000 or more

Sponsor benefit includes complimentary packet inserts plus one quarter page ad

**Gold:** \$2,500 or more

Sponsor benefit includes one complimentary exhibit table, complimentary packet inserts, plus one half page ad and sponsor recognition in the conference manual, continental breakfast

**Platinum:** \$3,000 or more

Sponsor benefit includes two complimentary exhibit tables, complimentary packet inserts, one full page ad

## ADDITIONAL SPONSORSHIP OPPORTUNITIES

**Film Showing:** \$250 per film

Film showings are an important part of the conference and a feature attendees look forward to. This is an excellent promotional opportunity.

**Reception Sponsor - Opening Reception:** \$5,000

Put your company's name in front of conference attendees by sponsoring our opening reception.

## CUSTOM SPONSORSHIPS

The only limit is your (or our organizer's) imagination! Whether you'd like to add a meal, create an interactive display or provide guestroom welcome amenities to our attendees, we're happy to assist.

Please contact Cortney at [cortney.mcintyre@educatorsconference.com](mailto:cortney.mcintyre@educatorsconference.com) for more information.



# MIDWIFERY EDUCATOR CONFERENCE

PORTLAND, OREGON ▸ JUNE 16-20, 2010

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Exhibitors shall assume entire responsibility and hereby agree to protect, indemnify, defend and hold the Midwifery Educator Conference, their employees and agents, harmless against all claims, losses and damages to persons or property, governmental charges or fines, and attorneys fees arising out of or caused by Exhibitor's installation, removal, maintenance, or occupancy of the exhibition premises or any part thereof, excluding any such liability caused by the sole negligence of The Aviva Institute and The Midwifery Educator Conference, their employees or agents. In addition, the Exhibitor acknowledges that The Aviva Institute and The Midwifery Educator Conference maintain insurance covering Exhibitor's property and that it is the sole responsibility of the Exhibitor to obtain business interruption and property damage insurance covering such losses by Exhibitor. There will be no refunds of exhibition costs after April 30, 2010. A processing fee equal to 30% of the amount paid will be deducted from any refund given on or before this date. The Aviva Institute and The Midwifery Educator Conference will not assume any responsibility for lost or stolen articles.

**I, the Exhibitor, agree to all terms and conditions stated in this contract. In addition I have read and agree to the terms and conditions for advertising with The Aviva Institute and The Midwifery Educator Conference wherein Advertiser is understood to be the Exhibitor.**

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Authorized Signature \_\_\_\_\_

Date \_\_\_\_\_

Exhibitor Name \_\_\_\_\_

## EXHIBITOR INFORMATION

Organization \_\_\_\_\_

Contact Title \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

Telephone \_\_\_\_\_ Fax \_\_\_\_\_

Email Address \_\_\_\_\_

Company Web Page \_\_\_\_\_

Payment Information:  Check  Purchase Order  Visa  MasterCard

All checks must be in U.S. dollars drawn on U.S. banks within the continental United States and made payable to **Educators Conference**

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Card Number \_\_\_\_\_

Expiration Date \_\_\_\_\_

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Authorized Signature (Required) \_\_\_\_\_

### Agreement

The undersigned agrees to all the policies set forth in the Exhibitor Prospectus and hereby authorizes the Midwifery Educator Conference to reserve exhibit space. The undersigned also agrees to pay 50% of the total cost of booth space by April 30, 2010. Acceptance of this document constitutes a contract.

**Artwork Specification:** Digital Artwork: High resolution Adobe Photoshop TIFF, EPS or JPEG files or pdf via email to **cortney.mcintyre@educatorsconference.com** Please note that faxes, photocopies, and low resolution files will not be accepted.

**FAX THIS FORM TO: (800) 584-6235**